

Sustainable Swanage Project Officer Proposal



Proposal: For provision of a staff time and management of Sustainable Swanage- a community project which empowers the Swanage community to become more sustainable.

Date: 07/12/2020

Client: Swanage Town Council

Sustainable Swanage work since April 2020

In the first 7 months of this project being funded by STC, Covid-19 has altered how we thought we might operate. We adapted the way we work with the changing government guidelines and have made significant progress in new areas. However, we have been unable to organise or attend events as we did before which has affected our ability to host open meetings as regularly. Engagement with youth groups and schools has also been restricted and we have held back on significant business engagement given the additional pressures they are facing at the moment.

Outputs for year one:

- General Administration of the group and projects
- Management of the finances, membership and communications
- Continue to host the regular steering group meetings
- Ensure the membership of the group is correct and evolves with the projects according to a terms of reference which we will develop
- Co-ordinate the subgroup projects and volunteers involved
- Organise wider community meetings addressing different topics and issues
- Developing a work programme for projects and initiatives and deliver that programme- has this been done???
- *Organise 3 events per year including a 'Swanage Spring Clean', the Swanage Environment Day and others as needed- not done due to Covid.*
- *Increase business engagement by developing a sustainable Swanage business award scheme- not done due to Covid.*
- Promote the work of the group more widely and engage with partners and groups across Purbeck and Dorset to collaborate where possible
- Use the latest research to develop effective engagement mechanisms for the campaign
- Helping to develop and write funding bids for specific work
- Help set up a sustainable long-term solution to keep the group running

Additional outputs for year one:

- Set up a suite of informative webpages relevant to the local area
- Developed social media content on both Facebook and Instagram- we now have 510 followers on Facebook and 337 on Instagram.
- Organised 4 themed open meetings.
- Developed plans for 2 green spaces and with STC and DC and worked with a local church and a school to help with their sites
- Setting up of energy group
- Background work and links have been set up to establish an active travel subgroup.
- Liaised with local partners and built relationships with them, discussing more ideas for projects that we hope to be able to set up once restrictions ease.

The proposal for year two:

The proposal is for Swanage Town Council to continue to support this work through a dedicated Sustainable Swanage Officer for a second year. We propose that this officer is placed within the core Dorset Coast Forum team. The value of being part of a hosted partnership has proved very worthwhile, with outside input from the team, support and ideas and connections with other organisations. Many outputs will remain as before with some ideas for specific projects to develop. There are some outputs that will be subject to government guidelines.

Outputs for year two:

- General Administration of the group and projects
- Management of the finances, membership and communications
- Continue to host the regular steering group meetings
- Ensure the membership of the group is correct and evolves the projects according to a terms of reference
- Co-ordinate the subgroup projects and volunteers involved
- Organise wider community meetings addressing different topics and issues
- Continue with a work programme for projects and initiatives and delivering that programme
- Promote the work of the group more widely and engage with partners and groups across Purbeck and Dorset to collaborate where possible
- Use the latest research to develop effective engagement mechanisms for the campaign
- Helping to develop and write funding bids for specific work
- *Increase business engagement by developing a sustainable Swanage business award scheme (depending on government guidelines)*
- *Organise 3 events per year including a 'Swanage Spring Clean', the Swanage Environment Day and others as needed (depending on government guidelines)*
- *Organise seed swap days, planting swap days and other relevant small events in conjunction with local partners. (depending on government guidelines)*

Further Project Ideas for year 2:

- Continue with the designation of the Local Nature Reserve to completion and set up a friends of group.
- Continue to manage greening projects and identify two further sites to develop using the GIS as guidance.
- Launch a general survey as a call for ideas from the community and to establish their views on the climate crisis.
- Continue with the current projects that have begun or have been put on hold such as; energy projects, swift project, community fridge and food waste distribution.
- Establish a group to work on transport projects in the town such as encouraging walking, helping STC find a site for a suitable bike rack and electric bike hire.
- Continue to reach more members of the community to encourage, educate and embed environmental best practice as stated in the Swanage Town Council Environment Action Plan. We will do this through social media content, website content, open meetings, involving other groups in the projects we are running.
- Continue to provide support the community with their ideas and projects where appropriate.

Why Dorset Coast Forum?

Under the Dorset Coast Forum, it can act as neutral partnership to facilitate discussions and ensure that there is a coordinated approach and accountability to the group. The team has extensive experience in delivery of community campaigns, project management, community engagement and consultation and forming and administering community groups and partnerships. The expertise of the wider team with project management, community campaigns and engagement will add value. DCF can also provide accountability for finances, responsibility for delivery of the work programme, team input into projects

Dorset Coast Forum Quotation for work: 2020/SustainableSwanage

and management, HR and ICT equipment, communication platforms to disseminate key messages and events including a dedicated webpage on a professional website and a wide Dorset and regional reach. They can also provide connections to other partnerships and groups through the wider work of the Dorset Coast Forum.

Proposal costs:

Expenditure	Cost (£)
Travel and subsistence (if needed)	250
Staff time ¹	13,700
Management and hosting costs	3000
Total	£16,950

¹ Based on salary costs for a 0.4FTE project officer plus on-costs for a one period from April 2021 to April 2022

Dorset Coast Forum (DCF) background and experience

DCF is a well-established strategic Coastal Partnership made up of over 260 cross sector organisations, groups, associations and businesses. Its overriding aim is to promote a sustainable approach to the management, use and development of Dorset's coast and inshore waters. It does this through encouraging collaborative working, innovative and future focused project work, sharing information and data and providing links at regional, national & European levels.

DCF has 20 years of experience of working with different sectors & bringing together a diverse range of stakeholders, including local communities in a balanced & neutral setting to discuss all aspects relating to the management & use of the coast. DCF's relevant projects which we have or are delivering include:

- The Defra funded Pathfinder project: Working with communities to adapt to Coastal Change
- Successful formation of a Fisheries Local Action Group for Dorset & East Devon
- Development of the Dorset Marine Aquaculture Strategy
- Project partner in the EU funded Ecosystem Services VALMER project looking at coastal recreation
- Litter Free Coast & Sea: An effective 6-year community campaign to help reduce marine and beach litter through positive behaviour change
- Dorset Coastal Connections – People and Places project – a £12m project with £5.6M Coastal Community Fund contribution was an ambitious and exciting portfolio made up of 18 coordinated and connected projects that spanned the whole of the Dorset coast from Lyme Regis to Christchurch. The overall aim was to improve and enhance coastal access and public realm infrastructure increase visitation, connect coastal communities, promote health & well-being and generate/safeguard 1982 jobs along the Dorset coast.

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