

# Litter Free Coast and Sea Project Proposal

## Sustainable Swanage Officer Proposal

### Background of Litter Free Coast and Sea

Litter Free Coast and Sea (LFCS) is a community campaign which aims to reduce marine and beach litter by stopping it at source, encouraging people through positive campaigns to change their habits one small step at a time to make a big collective difference to our communities and our environment.

Litter Free Coast and Sea is 100% grant funded- generally we receive funding from Wessex Water to cover staff costs and are hosted by Dorset County Council as part of Dorset Coast Forum (though we receive no funding from them beyond this in-kind contribution). All other income is raised through grants and funding bids for specific projects and spent accordingly.

### Sustainable Swanage work so far

The Sustainable Swanage group was set up in June 2019 through the LFCS 'Love our Beach' campaign and it's work with Swanage Town Council, businesses and community members. This engagement has highlighted the fact that there are many groups, organisations, businesses and individuals who are working towards similar goals and there is momentum to continue to work together on different environmental issues to ensure Swanage is more sustainable. A need was identified to provide a platform to bring people together and provide a hub for information on environmental issues so Sustainable Swanage was formed.

The aim of the group is to encourage and support people in making the necessary lifestyle changes in order to safeguard the people of Swanage's future. They work together to make it easier for people to implement changes by having accessible information, support them through making changes and provide opportunities for people to get involved. The group is a proactive group rather than reactive and has been successful in the goals it has set so far by collaborating to:

- Achieve the plastic free town accreditation from Surfers against sewage and promote reduction in single use plastics
- Set up a winter market for low packaged fruit and vegetables
- Set up a collection point in Swanage for hard to recycle items
- Arrange meetings and events to provide information on different issues
- Set up a webpage on the LFCS website, Facebook page and mailing list to communicate
- Communicate local information e.g. where to recycle textiles and old furniture
- Provide a platform for people to contribute to issues that concern them
- Building cross sector relationships and supporting changes to lifestyles and businesses
- Participated in Swanage Environment Day which LFCS have helped to organise
- Set up a number of sub groups to talk about specific issues such as the tree planting working group

### The proposal

The proposal is for Swanage Town Council to support the continuation of this work through a dedicated Sustainable Swanage Officer which will be hosted by Litter Free Coast and Sea. LFCS were integral in the formation of Sustainable Swanage through their engagement with the community and activity to help others form and coordinate the group. This work was funded by Wessex Water as part of a larger 3-year project working in Swanage but this comes to an end in March 2020. The proposal is to fund an officer for the period of one year with the desire to fund for a further year to deliver the following outputs:

### Outputs

- 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 sub group 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
- Organise 3 events per year including a 'Swanage Spring Clean', the Swanage Environment Day and others as needed
- Increase business engagement by developing a sustainable Swanage business award scheme
- 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

## Why Litter Free Coast and Sea?

Sustainable Swanage already has a strong framework set up and our officer has formed excellent relationships with the community and has a track record of building momentum within the community. With continued dedicated staff time the position of the group will strengthen and the capacity to deliver will increase. LFCS, under the Dorset Coast Forum, 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 and experience of the wider team will add value. LFCS will also provide accountability for finances, responsibility for delivery of the work programme, team input into projects, management, HR and ICT equipment. They will provide established communication platforms and events to disseminate key messages including a dedicated webpage on a professional website and a wide Dorset, regional and national reach to other groups and partnerships to share and learn from.

## Proposal costs:

Expenditure	Cost (£)
Marketing and communications	1500
Event, meetings and volunteer resources	2500
Project Specific Resources (e.g. money for future projects decided by the group, interactive displays and models)	1500
Travel and subsistence	200
Staff time <sup>1,2</sup>	13,500
Management and hosting costs	2000
<b>Total</b>	<b>£21,200</b>

1 Based on salary costs for a 0.4FTE project officer (2 days per week) plus on-costs for two-year period from April 2020 to April 2021.

2 Staff costs cover development, co-ordination and delivery of a targeted research-based campaign based on building positive relationships with businesses and raising awareness

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