

# **Stratfield Mortimer Parish Council**

**Full Council 09/02/2023**

## **Mortimer Greening Campaign (MGC)**

**Agenda item 22/118 2: To receive an update and resolve:**

- a. The MGC continues under the Mortimer Greening Campaign Group (MGCG) independently of SMPC but with the Council's continued support.**
- b. A grant of £500 is made from the Climate and Environment Earmarked Reserve to MGCG for the running costs of Phases 2 and 3 of the Campaign.**

### **BACKGROUND**

The Greening Campaign began in 2008 when its founder, Terena Plowright, realised that only 'green' people visited 'green' centres or read 'green' magazines. She felt that all these were preaching to the converted. She was also aware that no-one could see what anyone else was doing so often people's attitude was 'why should I change my lifestyle when everyone else is carrying on the same'.

She decided that change needed to be visible and so created a card consisting of some challenges and developed a strategy for engaging her community. The key was to get the community to take ownership of the card and to undertake the proposed activities. A copy of the card was delivered through every door of the houses where she lived and day after day, more cards appeared in the windows as people demonstrated that they were on board with the suggested activities. The initial enthusiasm spread with neighbouring communities joining in.

Today, the Greening Campaign is a structured approach which guides communities through a process, supporting them to make decisions they feel are important to creating a safer future. It shares best practice enabling the best chance of success as a community moves towards being more sustainable. There are 3 Phases to a campaign and further information about each phase may be found at [The Greening Campaign - Home \(greening-campaign.org\)](https://www.greening-campaign.org).

### **SMPC INVOLVEMENT**

On the recommendation of the Council's Climate and Environment group, SMPC signed up the Phase 1 of the campaign. The cost of Phase 1 was £50, half of which was subsidised by West Berkshire Council (WBC). Moving forward, WBC will also pay for half the fees of subsequent phases.

Led by several councillors, Mortimer Greening Campaign Group (MGCG) was established to undertake the work of Phase 1 and, in addition to councillors, now consists of interested members of the public. The Group meets regularly, and the official launch took place on Saturday the 14<sup>th</sup> of January 2023.

The purpose of council working groups are for research and recommendation, with decisions being taken by the parent body that set them up. In order that it can proceed independently, and not be reliant on the Council body for decision making, it is felt the MGCG would benefit from being a separate entity from the Council. The Council would continue to support the working group and Campaign.

## **Cost**

To date SMPC have provided financial support by paying for: half the subscription cost of Phase 1; hall hire for meetings and the launch and promotional material and for the Phase 1 campaign cards, which were delivered to every household and businesses in the parish as part of the launch.

Subsequent costs for Phases 2 and 3, including subscription fees, hall hire and further promotional material, are estimated to be £500.00. MGCG are looking into banking arrangements but, in the meantime, funds would be held by the Mortimer Village Partnership in a Mortimer Greening Campaign earmarked reserve.

The Climate and Environment Earmarked Reserve currently has a balance of £9,354.00.

## **Recommendation**

1. MGCG becomes a separate entity/community group.
2. SMPC makes a grant of £500 to the MGCG to enable it to proceed with Phases 2 and 3.
3. SMPC continues to support the campaign by having a Council representative on the group. The Council representative will report back and keep the Council informed of progress being made, planned activities and other relevant issues.
4. SMPC provide other support where feasible i.e. promoting campaign activities.

*Clerk 31/01/2023*