

# VERWOODIANS ON WASTE

## MANUAL FOR ACTION

PARTNERS AGAINST CLIMATE CHANGE



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# 1

## SECTION ONE

# INTRODUCTION

What the manual is about

What are local Environmental groups?

How have they evolved?

Why do we need to change?



# INTRODUCTION

## What the manual is about

This guide aims to show you how effective a community recycling scheme can be. It draws on the work of a number of local schemes, showing how they recruit and run their groups, how they target specific local problems, take action and how to inspire others to reduce their use of plastic.

Many groups receive a small amount of money from local grant funding trusts, usually to help them set up. To develop projects fully in the community, groups need money. Schemes around the country have become skilled at tapping into resources for trending topics. The section on funding offers some ideas on how you can do this.

To be truly effective in the fight against plastic usage, global warming, littering, the contamination of our seas, and to be frank, the survival of our species, groups need to follow a practical approach and, more importantly, be sustainable themselves.

This guide outlines such an approach and provides a manual for action. If it helps you, then do duplicate.

## What are local

## environmental groups

Environmental groups consist of local people working in partnership with others, such as the council, social media and local businesses, to inspire others to reduce their global footprint including waste of any kind, (plastic wrapped food, water, electricity, fuel, food). The aim is to get local people to understand that we all need to change if this planet is to survive.

## How have they evolved?

### Example one

Wimborne War on Waste was created to inspire people living in Wimborne to rethink their single use plastic, in particular disposable coffee cups, plastic bottles, straws and bags. They worked closely with their town council, businesses, and other community groups to become a 'Plastic Free' Community. Wimborne Minster is officially the 32nd community in the UK to achieve Plastic Free Status from Surfers Against Sewage. They did this in a very short space of time!

**Group  
success =  
action not  
words**





### **Example two**

The aim of Ringwood Action for Climate Emergency (RACE) was to bring local people together to take steps that would help with the environment, biodiversity and climate change.

Despite working in a pandemic RACE encouraged the planting of trees and hedges across the Ringwood area, planting over 20,000 saplings in 2020.

To make the group sustainable RACE created a Community Tree Nursery at Crow Hill where everyone could learn to grow and nurture trees from seed, and enjoy the wildlife around them.





### **Example three**

Verwoodians on Waste was created to educate local people about the need to reduce their plastic usage, by inspiring their friends and neighbours to switch to plastic free alternatives. Where a plastic free alternative was not readily available, they were encouraged to choose packaging which could be recycled kerbside or through the group's community Terracycle recycling program. This rapidly became very popular and was gratefully received by local residents.

*These examples show how much of a difference a group can make when they go into action through education. Every single person needs to make a change, but they need support and the tools to do this.*

Community groups are in a unique position to do this. Committee members live and work in the area and local people know their own area better than anyone. They know the thoughts and feelings of people through social media and have access to sources of help.

When you combine your resources with other local groups you can make a real difference. They take action to:

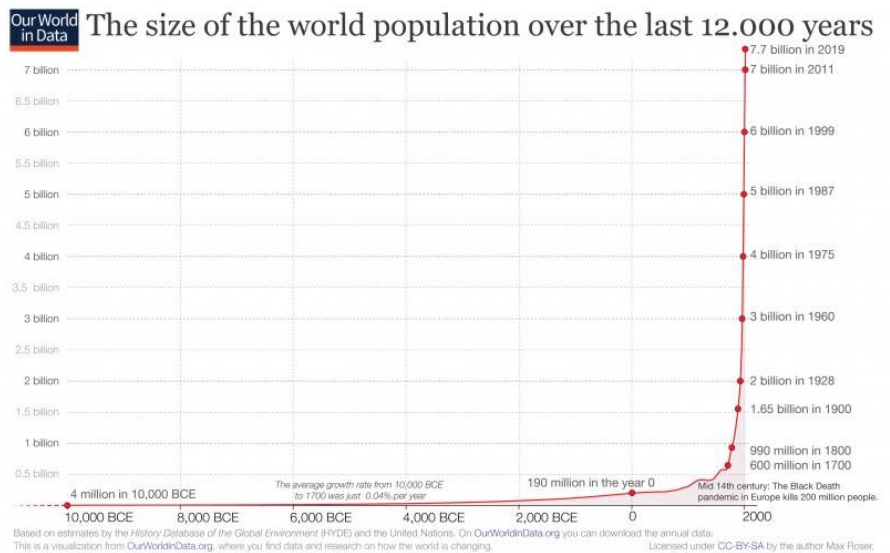
-  Provide local recycling points and reduce the amount of plastic going to landfill
-  Provide litter picking equipment to prevent plastic entering our drains and on into rivers and seas
-  Develop close relationships with local businesses to encourage change, such as stopping the use of plastic straws
-  Design interesting initiatives that take responsibility for waste

## Why do we need to change?

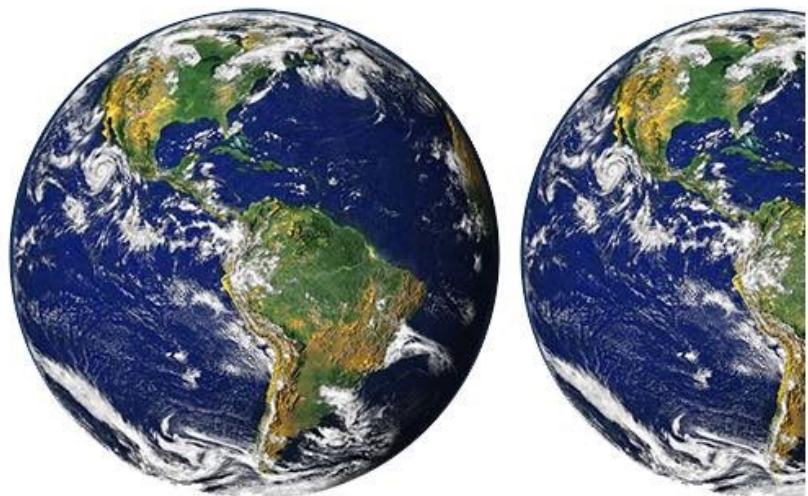
Bottom line: we have taken 200 million years worth of carbon out of the ground in the last 200 years and put it into the atmosphere, which has increased the temperature

of our planet.

The information below shows why. The planet is over populated and, at the current rate, we need 1.7 planets just to sustain what we have. We don't have 1.7 planets. We all need to act and make a change if we want this planet to survive for future generations.



Source: Our World In Data



We need 1.7 planets to sustain our current use of natural resources.

## SETTING UP A GROUP

Who can start up a group?

The make-up of a group

Get the right group members  
for the job

Committee members

Group values

Develop a strategy for the  
group

The Constitution



## SETTING UP A GROUP

### Who can start up a group?

*Anyone who is committed to saving the planet.*

We saw in Section one that humans have released 200 million years of carbon into the atmosphere in the last 200 years! Change takes time but energy will be needed in order to get people to take action.

Groups are often formed by people expressing the same views and who are worried about the environment. If

enough people are voicing the same concerns then it needs just one person to bring them all together to form an action group.

All these people have an important role to play.

### The make-up of

### a group

You need about 10 people who are active doers, some of whom are capable team leaders. This is a manageable size—other members can be co-opted when necessary.

You will need to get a balance

of those with influence and those who 'do'. The group should represent the local community and be in touch with the existing resources, habits and fears of local people.

The greater the scope of their interests and expertise in the community the better.

Think of everyone as being a different colour. One colour will

**A balance of those with influence and those who 'do'**

be a person who can understand and interpret the science, one may prefer to be on the rota to empty the recycling bins, one may be good at social media, one won't mind knocking on the doors

of local businesses, one may like to take minutes of meetings. Together these colours make a rainbow!

Diversity is key to the running of a successful, sustainable group.

A call to arms on social media will normally bring forward all the people you need. Some will quickly come and go. Maybe the aim of the group is not completely in line with their own, however, if you run a professional group, the right volunteers will come forward, and their active involvement will go a long way to ensuring group success.





## Get the right group

### members for the job

Recruiting the right people will be the first task.

The chairperson is an absolutely key individual. Preferably it is someone who has management skills, and is used to dealing with resources and staff. Someone who can motivate people. Group members are volunteers. They need to feel valued and appreciated, listened to and be allowed to take their ideas forward.

The chairperson should not create all the ideas nor do all the work. The chair should gather the ideas and act like a conductor of an orchestra. Every volunteer has a 'need'. Satisfy that need and you will keep their valuable contribution for many years.

### How to recruit group members

A story in the local newspaper may seem the obvious route but is unlikely to produce the people you want.

Social media is by far the biggest asset any group can have in recruiting committee members. Parents in particular are very concerned about the

impact of climate change on their children. Look to your family and friends in the first instance. Ask them to ask their friends. Before long you will have all the people you need to start up your scheme. Keep an eye on social media for people voicing their concerns. Message them and invite them to join you.

### Look for the right qualities

"If you want something done, ask a busy person". This is so true. Busy people have experience, enthusiasm and a zest for personal achievement.

Avoid the 'Hyacinth Bucket's' of this world and those with an axe to grind. It is not pleasant to have to suggest a person may not be suitable for the group. The good ones will leave quietly whilst the "voice" will stubbornly remain. You need people who are going to work well together and respect each other's points of view and ideas.

*All group members, including the chairperson, need a strong belief in the aims and objectives of the group and in improving the quality of life for future generations.*

Self-interest can be detrimental to the group and its objectives.



## Outside agencies

Other groups are worth working closely with for regular updates on local waste, partnership initiatives, expert advice and their mutual aims and objectives.

If you can it is extremely helpful to have a member from your group on the panel of county wide initiatives. These groups support each other. There is no point reinventing the wheel. If one group has an excellent initiative, such as a community freecycling event, then you can tap into their resources, understand their process and avoid any start up mistakes they made.

## Committee members

Most group committees appoint the following officers:-

-  Chairperson
-  Vice Chairperson
-  Treasurer
-  Publicity Officer
-  Grants manager/fundraiser
-  Secretary/Minute taker

Officers should be elected annually to these posts by a majority vote at your Annual General Meeting. There is no bar on re-election, but you

should bear in mind the need to maintain a dynamic committee.

## Group values

A few values spelled out will establish 'the way we do things': the glue which holds the group together. This is SO important. Your group could drift off course if you do not have a specific aim and your committee members and followers will drift away if they do not align with the same values. For example:-

### Verwoodians on Waste

Providing practical solutions and inspiration to reduce waste.

Reduce. Reuse. Inspire

"We are a group of local people who are concerned about the global problem of plastic use and the effects on our health, planet and the future of our children. Our aim is to inspire and facilitate others to reduce their plastic use and waste. We aim to share tips and information which will help us all reduce our global footprint and take the confusion out of recycling through raising public awareness".



Groups need a strategy to follow, some vision of what they can achieve. How do you set about establishing a strategy?

### Developing a strategy

First look at your committee. Who is on it? What are their strengths and weaknesses? Is there one with good business contacts, or a PTA member who could promote your group in schools? Now look at the environment you are working in. What opportunities are there for the group to achieve results?

Send your minutes to the local council each month and get them to take you seriously, so that when you need help they may be willing to get involved.

### Example

Having considered all these questions, you may decide that young people offer the best opportunity for the group's work. Your strategy would be to win over schoolchildren to the idea of reducing the amount of plastic in their lunch boxes.

Your project could include a poster competition, offering rosettes as prizes for the best eco lunch box suggestions, or meeting with the school's Eco Club, the chairperson of the PTA and litter free groups.

When creating any plan, strategy or vision you need to consider the availability of your resources. For example, there is no point wanting to create a community fridge initiative if there is nowhere for the fridge to stand.

Developing the strategy will take several meetings. If you are unclear about setting up a scheme and this manual is not helping ask any other local group for advice. They will be sure to offer help and guidance, as will any neighbouring eco group who has already started this process.

### The Constitution

To be successful a group needs a reason for being there. A few rules help people to know what they are aiming for. A written constitution provides a formal framework for the group's work, setting down, for example, bi-monthly meetings, rules for electing officers and even the power to vote people off the committee. A sample constitution is included as an appendix to this manual.

The bonus is that a formal group will have access to many grant funders for the money you need to grow. Grant funders will only give money to people with the same objects.



# 3

## SECTION THREE

# RUNNING A GROUP

Make the most of your  
resources

Develop group skills

Develop a team structure

Run efficient meetings

Areas of activity

Recognising your success



# RUNNING A GROUP

## Make the most of your

### resources

Look at the strength of your committee members and use them on the projects you want to develop. If someone works for the council, they may be able to get access to a function room, or tap into the special funds councils keep for local causes. They may be able to approach the right department to find a home for your recycling bins, or a councillor who is keen to start that elusive community fridge project.

Members often belong to other groups such as U3A or the local allotment association, all of which you can involve in specific projects and increase your manpower.

Inactive members on your panel may hold up your work. Consider your insurance. Do you have the maximum number of people you can have on your committee? If you do then inactive members may be retired and co-opted in when you need them. You can then utilise that space on the committee for someone who can be more active.

You can state in your constitution that if a member fails to

## Develop committee skills

turn up for three consecutive meetings (apart from exceptional circumstances) they lose their place on the committee.

You will find that people have experience, enthusiasm and motivation but sometimes they lack the skills needed to push forward. So think about training needs. Local Volunteering Hubs and businesses may support you in getting the training your committee members need. At the time of writing The Skills Network offered free courses in Sustainability.

If your volunteers gain new and welcomed skills, such as using the internet more effectively, you are more likely to satisfy the "what's in it for me?" syndrome, and keep your volunteers for longer.

Give each person in the team a specific area of responsibility. You may have one person good at creating newsletters and another with finding grants and funding, but several people may be needed on a rota, such as emptying the recycling bins, packing the boxes and posting them off for recycling.

Each person will draw in other people with the expertise to help with specific projects.



## Run efficient meetings

Meet at least every two months, more if necessary, face to face or on Zoom/Teams. Hold your meetings at a convenient time and place for the members to attend. Use a “poll” such as Doodle to find a convenient time.

Have a clear agenda and circulate it in advance, along with any relevant information your committee members will need to know. Remember, one of the purposes of an agenda is to prepare people for the discussion and allow them to research the topic prior to the meeting.

Use the meeting to exchange ideas and information, plan projects and review progress. Make sure everyone's voice is heard—a skilled chairperson will ensure quieter members do not get drowned out.

To ensure your projects flows smoothly, allocate specific responsibility to individuals and set targets for action. Record the actions in the minutes of the meeting and record if the action is completed, carried over and the reason for doing so.

At the close of every meeting

## Areas of activity

you should have pushed forward the business of the group and have a revised agenda for action.

‘Verwoodians on Waste’

originally met only when they needed to, but this soon changed to once a month. This was far better!

The overall aim of the group is your charita-

ble objectives. Whether this is to reduce plastic usage or waste, recycling or reducing your carbon footprint. But these aims must be realistic and achievable. Success in a project will inspire members to do more.

Here we see some ideas which can be within the grasp of the group.

- Make the impact of plastic and climate change local and personal
- Persuade residents and businesses to be more environmentally conscious
- Provide a cooperative approach to plastic free alternatives through bulk buying
- Obtain funding for litter picking kits in the community

**Aims must  
be realistic  
and  
achievable**



## Awards

Do keep an eye on local awards to receive recognition for the volunteers. This can be a simple eco award going up to the big one, The Queen's Award for Volunteering. An MBE for voluntary groups!

It is important to keep a record of what you achieve. Not only is this important for your end of year report, but it is evidence of your outcomes. Evidence equals recognition.

By keeping your local council offices informed of your efforts means they will be in a position to act as a reference and support any nomination.

Awards can work both ways. VoW have been lobbying the Town Council to include an eco section in their annual Verwood in Bloom awards. With or without a financial incentive to winners, your name should continually be in the public domain to encourage people to make small changes.



# 4

## SECTION FOUR

### GROUP ACTIVITIES

Your group needs to have information

Group image

Annual review

Conclusion.—managing your groups for success

Check list for action





## Your groups needs

### information

You need up to date information, especially about climate change. How long does a coffee cup takes to biodegrade? What are the effects of plastic on our local food chain and wildlife? Without information you can't 'sell' your ideas for change.

You may find this is best handled by your press and media volunteer. Social media has revolutionised the way in which information is circulated but, take nothing at face value. Check out everything before you publish it. For example, if you see a video showing that you can make newspaper flower pots instead of using plastic flower pots, make sure you try it out, then you can tell people if it is difficult or not, or even possible!

You will need to be aware of your potential responsibilities under the Data Protection Act, GDPR in particular. The internet can help you with this. If personal details are publicly available then there is no harm in asking them if you can add their details to your contacts list.

## Group image

Create a spreadsheet of potential costs for your group, including insurance, bin liners, signs, ink cartridges and so on so you know how much you have to raise each year to be sustainable.

Start-up funding for new groups is widely available. Examples of this will be mentioned later on. The very mini-

### Set out key indicators for success

mum amount of money you need is for adequate insurance. Do not compromise on this.

But make sure you shout about your success, get good publicity and let groups and social media pages know what you are achieving. Take a professional approach to letterheads, brochure presentations and so on. The internet is a massive inspiration to even the most novice IT user. Branding of your group is important and you all need to follow your groups branding guidelines. Again a template example will be listed at the end of this manual. Feel free to adapt any part of our appendix for your own use.



## Annual review

Review your performance. Write a good annual report for your AGM and circulate it to key decision makers and people with influence. Don't be bashful and don't forget to send a copy of your minutes and reports to those grant funders who have supported you. Make sure they get a mention in your report!

■ Set your group targets—for raising money, for completing a project and so on.

■ Publicise the success of your projects—to group members, social media, local groups, on notice boards, through school newsletters

■ Keep morale high and generate enthusiasm for your next project. Acknowledge the author of each idea.

## Conclusion—manage

### your group for success

The challenge for any group is how to be effective and efficient in its role. If your group only meets on rare occasions, if it does not do more than talk about problems, it is not being effective.

Choose active, willing people for your group.

Meet regularly—at least every two months.

Highlight achievements to boost confidences and show success is possible.

This way you will create a culture of achievement for your group, and a very grateful following on social media.

## You need ways of ensuring your group is based on action

■ Set a written agenda and distribute it before meetings

■ Exclude anything not relevant to the business of your core group aims

■ Clearly mark your minutes with points for action

■ Set group members actions and get them to report back on progress



## GROUP ACTIVITIES

Key steps to change

How do you go about this?

Conclusion

Summary of key steps

Measure the success of your projects

Keep up with trends



## GROUP ACTIVITIES

### Key steps to change

It may be tempting to think so, but it is simply not possible to stop climate change on your own.

Groups are most effective when they concentrate on specific problems. If you do this, you can find practical and achievable solutions to the environmental issues that concern local people the most, and you will be rewarded with success. For example local rubbish bins continually overflowing with disposable coffee cups. You could start by visiting the coffee shop concerned and ask to work with them to produce a joint, practical campaign. If they won't work with you then the gloves are off to create your own campaign. The results will be less build up of coffee cups!

### How do you go about this?

For this you need reliable information on which to base your campaign, together with high quality photographic images.

Does your area have an amateur photography group? Would their members take clear and concise photographs of your chosen subject when

out and about? Disposable cups in hedges, bins overflowing, wildlife affected by the litter? But balance with the positives. People actually using reusable cups. Why not approach people using a reusable mug and ask to take their photo?

Would these photographers allow you to use their photos for your web site, royalty free? Could you run a local competition for specific photographs? Go back to what we said earlier in the manual. "Consider the availability of your resources". There are a lot of good people out there keen to help by doing what interests them. Your library and local council often hold a list of local groups. Is there a list on line? A member of our local craft group made us a recycled sign out of scrap tent! Would a local "Men's shed" repair things on behalf of your community?

### Conclusion

Everyone can do something for you! You will need to break down the many environmental problems into their constituent parts. For example, disposable coffee cups, wet wipes, food wrapped in plastic, reusable replacements, recycling, food waste.



Each person is very different and will need different initiatives.

The aim of this section is to identify the opportunities which exist to tackle local eco concerns.

### Sort your priorities

Once you have an idea, you need to set your priorities for action. Target the area you can have a real impact on. It is so easy to get carried away and try and tackle too much. Less is more.

You will need to ask some straightforward but important questions about the area you target. If the problem is with disposable coffee cups you must find out where the cups are coming from. At what time of the day or night do the cups accumulate? If the cups are coming from the same business is it worse on a weekday, weekend, after school, before work?

### Taking action

You may decide that the most effective way of tackling the issue is to approach the business to see if they are willing to work together to encourage reusable cups, offer discounts, receive the cups

back for recycling or educate the public as to where they can recycle their cups.

Even if the business is unable, or unwilling to support your initiative, they will at least have been consulted and, as public support grows for your campaign, your suggestions may have planted a seed and you will have left the door open for them to come back to you.

### Summary—five key

### steps to tackle change

1. Compile a list of the waste areas you want to tackle.
2. Decide who can help you to target the problem
3. Research and analyse — where is it occurring, at what time of day, etc.
4. Identify your priorities
5. Design and take action to address it.

We have used coffee cups as a well-known issue, but it's important to remember they are just one of many.



## Measure the success of your projects

You will need to keep track of results. Keep records of your efforts and what the effect has been. Use this information to feed back your outcomes to your grant finders. Knowing they have helped to create change means your future grant applications for other projects will most likely be successful.

### Not good with IT?

A simple spreadsheet of the positive change you are creating is usually sufficient, and extremely helpful when it comes to writing up your annual reports for your AGM.

If you are not very computer literate then a volunteer with these skills may come forward, or ask for free lessons from someone via social media. They will teach you how to create a simple spreadsheet.

### Delegate

You will carry out your work far more speedily and efficiently if you task your volunteers to create a working group, each responsible for a particular part of the project. For example

attendance at the local fete. Your public appearance needs to be meaningful. Your presence at an event is not enough. There has to be a reason to get people to talk to you and to listen to what you have to say, then take away that message and act on it! One of the most successful initiatives created by Verwoodians on Waste at their first fayre was a board displaying waste and showing "how long before it's gone". It literally stopped people in their tracks and you could hear the disbelief in their voice when they discussed the waste, like batteries taking 2 million years plus to decompose, if ever!

## Keep up with trends

What is trending? You need to keep abreast of trends and build them into your initiatives. For example if a particular chocolate bar was trending you could tap into that trend and start a discussion about recycling the wrappers. Write to the company asking them what their eco policy is. People are more likely to read a post that is trending and the chocolate company will have done most of the work. Google "CEO email addresses" for most CEO personal emails.



## FEAR OF CHANGE

Taking anxiety into account.

What can a small eco group do?



# FEAR OF CHANGE

## Taking anxiety

## into account

It is important that you don't overlook the fear or anxiety of climate change when developing your initiatives. The fear of our efforts being too little or too late is very real and can create as much apathy as with people who just don't care.

People are affected in different ways—women may fear for their children above all else, whilst men may fear the loss of their job. The elderly and the young may worry about entirely different aspects of climate change.

Therefore your projects and initiatives must not be alarmist. They should be factual and always positive that change, no matter how small, will support the planet and buy us time.

If you know of a film or documentary about climate change, always watch it first before recommending it to others. Be the censor if necessary and provide the link. By making it easy for people you are more likely to engage with them.

Always “hear” the fear or anxiety by listening. Then you can work on educating people appropriately, and support them to make a plastic free/climate/waste free journey but not wholly consume their life.

You can do this by encouraging positive action, maybe by joining a local allotment group to

grow their own fruit and veg “Social Prescribing” is a way for local agencies to refer people to link workers, giving people time, focusing on ‘what matters to me’ and

taking a holistic approach to people's health and wellbeing. They connect people to community groups and statutory services for practical and emotional support. So make sure your local GPs are aware of your group, register with Volunteer organisations or on web sites that act as a resource, so that people can be easily signposted to you, if their fear or anxiety is about the way the world is going and how it will all end.

Your group can provide reassurance that their contribution really will help.

**Projects must not be alarmist. They should be factual and always positive**





## What can a small eco group do?

A lot! You are the people close to the ground. You understand your area's littering problem, and you will soon find out from the members of your own social media group how people feel and what is important to them.

In Verwood it is clear that there are many passionate people wanting to change, they just don't know the how, where, what, why or when. If information and assistance is not available locally most people will not make that change.

Your job is to provide guidance and practical support, perhaps by creating a recycling centre for waste not collected at the kerbside.

Another is to help people feel confident that positive action, however small, can support this global problem.

You need to also make sure your work concentrates on the positive aspects of what you are achieving and avoids emotive or frightening images.

There is a lot you can do to ensure that the issue of change is a topic built in to all other

groups, businesses and schools. Can you create a directory of local recycling points (you will be surprised who collects what)?

Can you ask a local craft group if the members want to make produce bags for fruit and vegetables and sell them, either direct from their group or via yours.

Could you do a poster competition with schools about littering or plastic free lunch boxes? Your local council litter free group may well fund the prizes?

Has the local coffee shop ditched the use of plastic straws? Do they offer a discount if you take your own mug for a coffee? If not ask them.

Could you have a stand at the local fete by the waste bins and use the "right waste, right bin" message to engage in conversation about recycling and plastic usage?

Could you do a seed swap each year so seeds are not wasted?

We soon found it was a local recycling facility and directory that people wanted. Where can I recycle this, or that? Once established you can start to encourage people to consider a plastic free alternative.



## PARTNERSHIP APPROACH

Co-operate with others

Who can help and how?



## PARTNERSHIP APPROACH

### Co-operate with others

There is no need for groups to ever feel they are struggling on their own. There is a whole host of support out there.

The need for co-operation and a co-ordinated approach with others will become obvious when you are preparing a picture of what you want to achieve for your local area. But it doesn't end there.

As you take on specific initiatives you will find opportunities to marshal a range of agencies and services to assist with resolving the problem. Exploit these opportunities to the full. Local businesses will provide you with a network of resources, a channel of communication and shared expertise. Everyone knows someone. A call to arms on social media usually provides you with the right person to help.

### Who can help and how?

#### Statutory bodies

Your local waste partnership, school Eco Club, environmentally friendly businesses, BID (Business Improvement District), community campaigns such as Litter Free Dorset and Litter

Free Coast and Sea, Highways Departments, housing and architects all have an interest in climate change, litter and waste. For example, if a new estate is being built, could the final landscaping include fruit trees for the community to harvest? Gooseberry bushes make for a perfect, prickly, crime prevention hedge to deter unwanted visitors. Raspberry bushes grow tall and can provide a perfect screen. Sometimes it just needs someone inspiring to encourage a change in thinking.

The education service can have a key role in climate change. Waste/plastic free alternatives are now integral parts of the curriculum. Local issues can be tackled with the help of teachers.

#### Voluntary groups

Planning, highways, housing, architects all help to shape the physical environment but it is the voluntary groups who can provide the practical tools for change. These include Residents' Associations, youth groups, local branches of national charities such as the WI or U3A, other eco groups etc.

You could ask them to add your group to their own agenda as a standing item for discussion!



## Media, businesses, churches etc

By enlisting their support for your work, you will probably find many opportunities for media, businesses, churches etc to co-operate as they will all have a strong interest in protecting their local area.

See if the local newspaper will carry a regular panel column giving plastic or waste free tips.

You may get backing from councillors or your local MP. Businesses have an obvious interest in being environmentally friendly.

Local radio stations exist to support the community they serve. Always include them to promote your group.

You may link up with others or co-ordinate the response between groups or businesses. For example a new start up business close to Verwood was offering waste free and plastic free shopping and wanted to visit Verwood on a weekly basis, but could not get permission from the council to park their trailer.

After liaising with Verwood Town Council and getting advice from them as to who to speak to at the County Council, permission was obtained for the

trailer to park by the supermarket roundabout for two hours a week. The waste free trailer was very popular and welcomed by residents. Sadly the trailer stopped visiting locally as they expanded rapidly and opened a new community shop in a nearby town. A fabulous expansion for them but a disappointment for local residents who really enjoyed and supported the visiting trailer.

But because of our local knowledge their venture was a huge success and led to a wonderful waste free shop being created.



# FUNDING

Sponsorship —step-by-step  
guide

Fundraising

Central and local government



# FUNDING

Eco groups may receive some funding and certainly support from their local council, but there are no hard and fast rules about where groups can find financial support and other backing, but it is certainly possible for an energetic group to find a good supply of free resources, even in economically difficult times.

It's important to think not just in terms of cash. Help in kind is extremely valuable to groups. This could be in the form of training by a local company in how to make your own soap, providing photocopy paper, photocopying, administrative help and so on. One of our most effective signs is not a sheet of colour printed paper wrapped in plastic laminate, but a wooden pallet sign written with a Sharpie pen. Our Christmas tree was even shaped from a wooden pallet and painted green with leftover spray paint.

## There are four main potential sources of funds

### Sponsorship—a step-by-step guide

Sponsorship  
Fundraising events

Central and local government  
Grant making trusts

Sponsorship can be an invaluable source of funds for your activities. Think about the firms in your area. There are good reasons why they may want to support your work. Companies want to be associated with something which has a good image, is trending and is sustainable. Many businesses will show their environmental commitment by having their own grant funding opportunities. Indeed there is a requirement for most new solar farms to provide grants to benefit the local community.

## How to go about it

Start with your Town Council then your local Volunteer Centre. Ask other eco groups what success they have had. Check out DPD Eco Fund, your local Water Company, waste management companies such as Veolia or Google grant making trusts. If you are feeling brave try the National Lottery!

**Step One:** Research your potential sponsor. Have they sponsored other projects? What were they? What sort of activities do they want to be associated with? Read their guidance about who can apply to their fund.



**Step Two:** Work out an attractive approach. What would attract the company to your application? Identify the benefits to them or how your ideas support their own strategy or ethos and make a list.

**Step Three:** Unless the grant is only accessible online, make an initial approach either by letter or telephone to see if your group or project is likely to be considered. Ask for the director of the foundation or the person in charge of community projects. Don't be greedy. Start small. £500 grants are far easier to achieve than £5000 ones.

Include an outline of your proposed project, why you are approaching the company and a request for a meeting. You may ask to see them, such as meeting up with the Community Champion at your local supermarket, or you may invite them to a presentation.

**Step Four:** Apply for funding. Demonstrate the value of your project and what outcomes you are aiming to achieve, for instance, "We wish to reduce the amount of disposable cups going to landfill by providing people with the opportunity to purchase discounted, collapsible

mugs, that people can carry with them".

**Step Five:** If you are successful, make sure the company can see the results of their investment. **Report back about the project they have sponsored**

**Don't just think in terms of cash**

**and acknowledge their assistance in any written reports or videos, such as your AGM or press release.**

If you build a rapport with the grant funder, and they can see the outcomes being achieved, you are more likely to receive support each year for ongoing projects. Just because you have submitted an application one year does not mean you cannot go back each year and ask for more.

There is a host of guidance on the internet, such as Fundraising Expert. Applying for grants is a skill and you are more likely to be successful with a local charity or fund than a national charity. There are, of course, exceptions.

Verwoodians on Waste found that they soon became self sustainable through the receipt of revenue from the waste they were collecting but they were well supported to get going!



## Use local contacts

We cannot stress enough, don't just think in terms of cash when approaching companies. You may get help with prizes for competitions, facilities such as the use of a conference room, posters or the use of a photocopier.

Everyone knows someone. You will be amazed how many people a small group of volunteers can access. Your group members may work for companies who can help or know someone working at the nearest University who can give you a name of someone who can arrange useful student secondments. Universities are a fabulous resource for marketing and social media support.

Some groups, especially those in smaller or rural areas may not have the benefit of large companies. But they can still fund their activities through a range of fund-raising events. These could include sponsored walks, raffles, concerts, local agricultural shows, fetes, fayres and so on.

Charity shops have a huge following of loyal customers. Having a "pre-loved" table at a local fete, using donations of the best of what local people no longer need, will always be

popular. Price to sell! Disposal of waste is costly. If, at the end of the day, you have to give it away, then do so. But this is the best form of raising funds for any group as it fits in so well with its ethos.

Verwoodians on Waste ran a "Community Freecycle" event in response to a member flagging up another village who had successfully run one. By placing the addresses of people who wanted to participate onto an interactive map, the event was a massive success. So much so the public called for two events to be run each year.

Events like this really raise the profile of your group.





# PUBLICITY

A step-by-step guide to using the media



## PUBLICITY

Publicity is vital. Good media coverage, especially on social media, is the lifeblood of any group. Every local area has a magazine or newspaper. Aim to get an article in their magazine at least twice a year. As previously noted, don't forget your local radio station.

Setting up a group could be your first article. The media is an important way of getting over information about specific projects, about themes you are working on and generally creating a greater awareness of the need to change our habits. We are, after all, heading for a sixth extinction level event.

The more original and inventive you are in making your work newsworthy, the more success you will have. An experienced journalist or marketing person on your panel will be invaluable. Their skill is incredible, but even if you have no media experience among your members, you can still get good publicity by following a few guidelines.

### A step-by-step guide to using the media

Put together a list of contacts in radio, television, newspapers and secretaries of other local

groups and societies. But be mindful of current Data Protection Rules (GDPR). If you are storing **personal** information on people then their consent is needed and the information you are storing should be password protected, while keeping paper copies in a locked drawer.

### Build up contacts

If you compile your list from a local website of other clubs and societies then a quick email to them introducing yourself and asking for permission to send them a newsletter is a small but necessary process. Adding details of how someone can unsubscribe from your list at any time is also necessary. Could you offer a person from your group as a guest speaker to their group? Again there is a lot of guidance online to help you.

### Dealing with deadlines

Find out the deadlines your local newspapers, TV and radio stations work to and always take them into account. It's no use approaching a weekly paper which publishes on a Thursday with an item on a Wednesday night. The paper will have already gone to press.



## Write a good press release

A well-written press release is one of the keys to getting media coverage. Just like a news story, make the first sentence or paragraph interesting and eye-catching. Get in the most attention-grabbing facts about your project at the top of the press release.

Write the release in a logical order, including relevant information and explanations. But don't go on too long. Put in enough to whet the appetite and make sure you include a contact with a number where the writer can be easily reached. This can be done with an "editors note" at the bottom of your press release. See examples in the appendix. Where possible keep to about 250 words.

Look at what you have written and check that it answers the five 'Ws' **who, what, why, where and when**. Always get your committee members to read it first and encourage critical feedback.

Other tips are to make sure your story has plenty of human interest with a strong local

angle, and photographs!

Emphasise this aspect—it's one of the key judgements a journalist makes about a story.

## Photographs

**Publicity is vital to a group's success**

If you can think up a good idea for a photograph you are well on your way to getting into a newspaper. Study the paper, what sort of photographs do they use? Do they

only use black and white or do they include colour? High resolution images are essential. If you are not very artistic then forge links with a local camera club or find a keen amateur photographer to take the photographs for you. Make sure you send a caption with the photograph to enhance your message.

## Photocalls

If you have an event coming up, such as the local fete, which you know will have picture opportunities, for example a celebrity launching the local event, then you can organise a photocall.

Write to the editors with details of the event and follow up with a telephone call.



If the local radio station is attending, ask them to come over to your stand and give you an interview.

### Tips for success

1. Involve good photographic subjects such as children, young people or the elderly if you can. (You should obtain permission from the subject or consenting adults in the case of a minor, to use their photograph).
2. Use any appropriate props, such as banners or bunting, that will increase visual interest.
3. Stage your event outside if possible (photographers prefer natural light).
4. Avoid static group shots or boring cheque or award presentations. They don't make good photos.
5. Never be afraid to call on the help of professionals in their field for advice. Each area will have a budding photographer who may help you as a volunteer. You just have to ask.



## VERWOODIANS ON WASTE

### Case study

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Local solutions

Teamwork

Communication

Managing waste

Our recycling bay

Plastic free Christmas

Recycling Directory

Supporting others

Summary



# VERWOODIANS ON WASTE

Supported entirely by grant funds

## Local solutions

This chapter describes how Verwoodians on Waste developed.

We were inspired by Wimborne War on Waste. They ran a very active plastic free campaign with local businesses, initially starting with a “ditch the straw” campaign and then cups. The town also had monthly surgeries in the library to collect other waste, such as bras, dental products, locks, keys, water filters and so on, but it was a long way for the residents of Verwood to go.

A comment on social media suggesting that Verwood should have its own recycling facilities was well received. A few contributors to the post all met up to consider a way forward. Our first task was to visit the forward thinking group, Wimborne War on Waste, establish how they set up their group, how many volunteers it took to run and what problems they encountered along the way.

Armed with this information the group developed its own identity with the specific aims and objectives they felt the people of Verwood wanted, then created a Facebook group called “Verwoodians on Waste”.

The group started by asking the community for unwanted wheely bins to collect their waste. Four bins were sourced and a location found at the community centre, The Hub.

Volunteers emptied the waste on a weekly rota system and, after tweaking how we did it, centralised the process while another volunteer packed and posted off the waste.

With any initiative comes cost. The cost of wheely bin bags and parcel tape was initially met by volunteers, but in order to make the group sustainable we needed to apply for funding. We were most unlikely to receive grant funding without a legal entity. The group then formed officially, by way of a constitution and opened a bank account (see appendix for the constitution). A Chair, Vice Chair, Secretary and Treasurer were appointed. Community groups are unregistered charities and providing their income remains under £5000 per annum then there is no need to make a return to the charity community. But you do have to abide by charity law and hold an annual general meeting to be accountable for this public money.



# VERWOODIANS ON WASTE

Supported entirely by grant funds

Our first grant application was to Verwood Solar Farm. We created a business plan with our goals for the first year and how much it would cost to undertake our start up project. We gave three options. A gold, silver and bronze package if you like. With X we could do this, with Y we could do that and Z we could take over the world! We were generously awarded our 'Bronze' request of just under £900.00. That welcome grant paid for our much needed insurance! You must have public liability insurance and, if funds allow, take extra insurance for the groups 'trustees' so that they are well protected.

## Teamwork

Our next project was to have a website and expand the collection of waste. Our grant volunteer very quickly secured a much welcomed and generous grant of £500 from the DPD Eco Fund. Due to the pandemic at the time of writing this manual, this paid for the insurance for year 2, simply because we had been unable to undertake any fundraising initiatives of our own.

The group members work together as a team. We all have different experiences.

One member is skilled in grant applications, one in marketing and newsletters, one in science, one in sitting on groups and their process, one in being a pest and keeping on until someone responds and one in finance. They pool their resources and their strengths on specific projects.

As we expanded, so did our presence on social media. A local learning disabilities day centre then joined the group and made the recycling of selected waste their community project.

Other people came forward wanting to collect specific waste and raise money for their own organisation.

With this expansion came the need to move home to accommodate our growing number of bins. We approached the Highways Department of Dorset Council who promptly gave us free use of a redundant recycling bay in a public car park, with permission to do whatever we needed in our new "home".

Other projects were then created. Freecycle events, a library of cables and wires, loan of a sewing machine, How Long Before it's Gone board which is loaned to other eco groups. A group can do so much!



# VERWOODIANS ON WASTE

Supported entirely by grant funds

As we grew our meetings changed from quarterly to monthly. We still take the lead from other eco groups. Currently our Pop Up Recycling surgeries are recycling even more items. All this work takes time and effort. The Chair must be very careful not to overload themselves with all the actions. A 'little and often' approach across a wide group membership is the way forward.

The group has a clear overall aim, which is on their website and Facebook page, *to inspire others to reduce their plastic use and waste.*

We aim to share tried and tested tips which will help us all to reduce our global footprint.

The importance of having our recycling aims imprinted on everyone's mind is so that you do not drift from your core aim. When people are passionate about something it is tempting to try and solve all problems for all people. But you can't. You must keep to your core aim and in doing so any grant funder will know exactly where their money will be spent, in line with their own charitable objectives. Also you have a life and if you take on too much then volunteers will lose energy and focus.

## Communication

Communication is essential. If we obtain approval from Highways to erect a notice board in our recycling bay, we let the Town Council know. If they are fully informed then they can swiftly deal with any objections they may receive.

## Managing waste

Contamination of our recycling bins with the wrong waste is constant. People leave rubbish by our bins for us to deal with, even all their wine bottles for us to recycle. First see if any of the unwanted waste contains personal information. On two occasions we have managed to identify the person responsible. The environmental health department of the council have written to the people responsible and the problem ceased. There have been occasions where we have disposed of the waste too quickly, then the person was identified. The better option would be to give their waste back to them to sort properly and legally.





# VERWOODIANS ON WASTE

By teaming up with Litter Free Dorset we secured a supply of little pickers and tabards which dog walkers could use around their local area. Making people proud of where they live is very important. We also support the local town councillors monthly litter pick and publish the amount of waste we collect.

Telling the public about your efforts is vital! Post before and after photos at every opportunity of the waste your group recycles and the outcomes to anything you create.

By concentrating on these key areas, the group has developed a realistic and effective programme of work. Examples of the outcomes we achieved in our first year are:-

## Our Recycling bay

We host 11 recycling bins but we now share the workload by allowing other community groups to benefit from the income generated by the waste, in return for managing their own bin! We are kindly supported by Verwood First School, the Helix Centre and Verwoodians on Waste volun-

teers. Many hands certainly do make light work and we are eternally grateful for the support we receive. This new system works brilliantly. The Helix

centre joined us to create a community project for their learning disabled students and the Sheiling School at Ringwood are now following by creating a similar model.

All the waste collected is posted to Terracy-

cle, who award points for the volume collected and any revenue from their points system is given to the nominated charity for that waste stream.

During their first year alone VoW recycled over 100,000 crisp and snack packets, over 19,000 biscuit wrappers, and over 4,500 dental product items. An estimated 90 large wheelie bins full of confectionery wrappers, 26 bins of pet food plastic, and 8 wheelie bins of baby food pouches have also been sent off. Our local hospice commented that they received over £900 from the ink cartridges we collected for them.

Waste management really does have a win-win element to it.

**In Verwood  
reducing  
waste means  
doing things  
at street  
level**



# VERWOODIANS ON WASTE

## Plastic free Christmas

The great thing about having an active committee is the ideas that comes from each person.

We purchased beautiful paper Christmas gift bags with string handles to sell locally.

We even made a Christmas tree out of a wooden pallet with a "Choose to reuse" message on it. It looked fabulous! We asked the public on social media to create a jingle for our tree. The winner was:-

"At Christmas time

Recycle and Wine

Go plastic free in the Nick of time."

The community engagement in creating the jingle was wonderful.

We compiled a list of what else was collected locally. We were amazed at the efforts already in place. This directory is based on an idea from Ideas 2 Action and is a valuable resource, especially if moving house.

## Recycling Directory

We needed a banner for our group, especially for use at local events. We diverted a ripped tent destined for landfill and, using a torn gazebo cover for the lettering, a home made banner was made by a local

Crafter from another social media group, and by golly it is amazing!

## Re-use by example

There are some very clever people in the community. Nearly everyone is on board with the need to help the planet. They just find it difficult doing it on their own. But ask for their contribution and... voila!

Trying to create anything on your own is futile. We cannot stress enough that many hands make light work and is a motto that must run through everything you do.

The skills of retired carpenters, plumbers and electricians never leave them! There is a wealth of talent out there.

One thing we do know. It has to be easy and it has to be local for people to make a change.

## Supporting others

Remember the person who set up a zero waste trailer selling waste free items. With our local knowledge we suggested the fish and chip shop on the roundabout to the supermarket was the best location and obtained permission from the chip shop and the Highways department on her behalf. It was effortless as well!



# VERWOODIANS ON WASTE

Both the local council and the Highways Department were willing to support this initiative and very soon their trailer was selling loads of package free products every Thursday morning! Without our support and local knowledge the community may never have benefited from this service.

have not quite got there on their journey!

**We now turn the waste** we collect **into cash** and fund our own expenses.

**You need to  
make it easy  
for people to  
change**

## Summary

**Verwoodians on Waste** thrives on **action**.

**Panel members meet monthly/bi-monthly** on Zoom to exchange ideas and information and to plan strategies. We also discuss real time issues on Messenger.

**We raise money** from grant making trusts to fund our projects and receive income from waste streams.

**Our success** lies in our organisational structure, group leadership, close co-operation with the town and county council and other local groups.

**Above all**, we are determined to try and stop local people from using plastic packaging! But our recycling scheme is there for those people who



# CONCLUSION

Ten key steps to success



# CONCLUSION

Setting up a group or rethinking the way your group is run may seem a daunting task. But this guide shows how it is well within the grasp of an energetic panel if you follow certain practical steps.

## Ten Steps to success

1. Gear everything you do towards action. Taking action to prevent plastic packaging and waste is what our group is all about.
2. Recruit the right people—active members in the community with the skills your group needs.
3. Co-operate closely with the local council and businesses. The best groups work in active partnership with their local council.
4. Work out some clear and realistic aims. Try not to make the strategy too ambitious or grand. Your strategy must be achievable. Less is often more!
5. Develop an active programme of work, based on real local problems which you have researched. Target areas of waste where you can have a real effect.
6. Work in teams or sub-groups so you have a flow of projects at any given time.
7. Make sure you really use the skills, resources and contacts of your group members.
8. Hold regular meetings and record their actions.
9. Get the wider community involved. Go out into the community for advice, co-operation, help in kind and funds for your work.
10. Publicise the success of your projects as widely as possible.

If you follow these steps and build your group up slowly, not only is change achievable but you will have the unique reward of seeing your work benefiting your community.



## APPENDIX

### Sample Documents

If helpful you are welcome to adapt any of our documents to suit your particular group.

Constitution

Branding guidelines

Grant application to DPD Eco Fund

Privacy policy

Retention policy

First AGM Minutes with committee reports

Press releases



# APPENDIX

## Constitution

The name of the community group shall be the "Verwoodians on Waste".

### OBJECTS

The objects of the Group shall be:

- to provide support, advice, guidance and inspiration to local people to enable them to reduce their waste both within the home and through their purchasing power.
- to work with local businesses and councils to facilitate improved waste streams and reduced waste production.
- to encourage the goodwill and involvement of the wider community to support young people in reducing litter and plastic use, for example poster competitions and encouraging gifts that are not made from plastic.
- to encourage local people to inspire others about waste and plastic reduction through personal stories
- to campaign locally and nationally for reductions in waste and improved carbon emissions.

### 2. POWERS

In furtherance of the objects, but not otherwise, the Management Committee may exercise the power to:

- Promote education and well-being of local people and the wider community by providing access to ecological alternatives and cooperative purchases.
- Promote self help by educating, encouraging and mentoring local people on waste reduction working in partnership with similar groups and organisations.
- Invite and receive contributions and raise funds where appropriate, to finance the work of the Group, and to open a bank account to manage such funds.
- Publicise and promote the

work of the Group and organise meetings, training courses, events or seminars etc.

- Work with groups of a similar nature and exchange information, advice and knowledge with them, including cooperation with other voluntary bodies, charities, statutory and non-statutory organisations.
- Employ staff, (who shall not be members of the Management Committee) recruit volunteers and buy services as are necessary to conduct activities to meet the objects.
- Take any form of action that is lawful and affordable, which is necessary to achieve the objects of the Group.

### 3. MEMBERSHIP

- Membership shall be open to anyone who has an interest in assisting the Group to achieve its aim, contributes towards the group whether financial or otherwise and is willing to adhere to the rules of the Group subject to approval by the management committee.
- Where it is considered membership would be detrimental to the aims and activities of the Group, the Management Committee shall have the power to refuse membership, or may terminate or suspend the membership of any member by resolution passed at a committee meeting.
- Any member of the association may resign his/her membership by providing the Secretary with written notice.

### 4. MANAGEMENT COMMITTEE

The Group shall be administered by a management committee of no less than three (3) people and no more than eight (8), who must be at least 18 years of age. Members will be elected for a period of up to three years, (Cont....)



# APPENDIX

but may be re-elected at the Group's AGM. Management Committee have the power to co-opt members where appropriate during the course of the year.

## 5. OFFICERS

a) The Group shall have the following officers consisting of:

- The Chairperson
- The Treasurer
- The Secretary

and any additional officers co-opted onto the committee deemed necessary at a management committee meeting required to carry out the activities.

## 6. MEETINGS

- The committee shall meet at least three times a year, physically or through conference calls. Meetings shall enable the Group to discuss actions and monitor progress to date, and to consider future developments.
- All members shall be given at least fourteen (14) days' notice of when a meeting is due to take place, unless it is deemed as an emergency.
- The quorum shall be a minimum of two committee members including one officer present in order for a meeting to take place.
- It shall be the responsibility of the Chairperson to chair all meetings or a designated deputy in his/her absence. All meetings must be minuted and accessible to interested parties.
- The AGM shall take place no later than three months after the end of the financial year. At least fourteen (14) days' notice must be given before the meeting takes place.
- All members are entitled to vote at the AGM. Voting shall be made by a show of hands on a majority basis. In the case of a tied vote, the Chairperson or an appointed deputy shall make the final decision.

## 7. FINANCE

- Any money acquired by the Group, including donations,

contributions and bequests, shall be paid into an account operated by the Management Committee in the name of the Group.

- All funds must be applied to the objects of the Group and for no other purpose.
- Bank accounts shall be opened in the name of the Group. Any deeds, cheques etc relating to the Group's bank account shall be signed by at least two (2) of the following committee members: Chairperson; Treasurer; Secretary.
- Any income/expenditure shall be the responsibility of the Treasurer who will be accountable to ensure funds are utilised effectively and that the Group stays within budget. Official accounts shall be maintained, and will be examined annually by an independent person, who has been agreed at the AGM. An annual financial report shall be presented at the AGM. The Group's accounting year shall run from 1 October to 30 September.

## 8. ALTERATION OF THE CONSTITUTION

- Any changes to this constitution must be agreed by a majority vote at an AGM or special general meeting.
- Proposals for amendments to this constitution or dissolution of the Group must be conveyed to the Secretary formally in writing. The Secretary and other officers shall then decide on the date of a special general meeting to discuss such proposals, giving members at least two weeks (14 days) notice.
- Any such proposal must be formally supported in writing by a minimum of three members. A meeting must take place with 60 days' of receiving such request.





## APPENDIX

### 9. DISSOLUTION

The Group may be dissolved if deemed necessary by the members in a two thirds majority vote at a special meeting. Distribution of any funds to be distributed as decided by the management committee.

Signed .....  
Chair  
Date

Signed .....  
Treasurer  
Date

Signed .....  
Secretary  
Date



## APPENDIX

### 9. DISSOLUTION

The Group may be dissolved if deemed necessary by the members in a two thirds majority vote at a special meeting. Distribution of any funds to be distributed as decided by the management committee.

Signed .....  
Chair

Signed .....  
Treasurer

Signed .....  
Secretary



# VoW draft branding guidelines



VERWOODIANS  
ON WASTE

---



SOCIAL PROFILE

VERWOODIANS  
ON  WASTE

HEADER LOGO



SYMBOL



SOCIAL PROFILE

VERWOODIANS  
ON  WASTE

HEADER LOGO



SYMBOL

NEW LOGO V2

VERWOODIANS ON WASTE | BRANDING GUIDELINES 2020



SOCIAL PROFILE

VERWOODIANS  
ON  WASTE

HEADER LOGO



SYMBOL

NEW LOGO V3

VERWOODIANS ON WASTE | BRANDING GUIDELINES 2020

AABBCCDDEEFFGGHHIIJJKKLLMMNNOPPQRRSSTTUUVVWXXYYZZ  
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO  
EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

AABBCCDDEEFFGGHHIIJJKKLLMMNNOPPQRRSSTTUUVVWXXYYZZ  
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO  
EUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.

## Header Typeface

Page headers  
Railway Regular  
Railway Bold

aBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.

aBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut  
labore et dolore magna aliqua.

## Primary Typeface

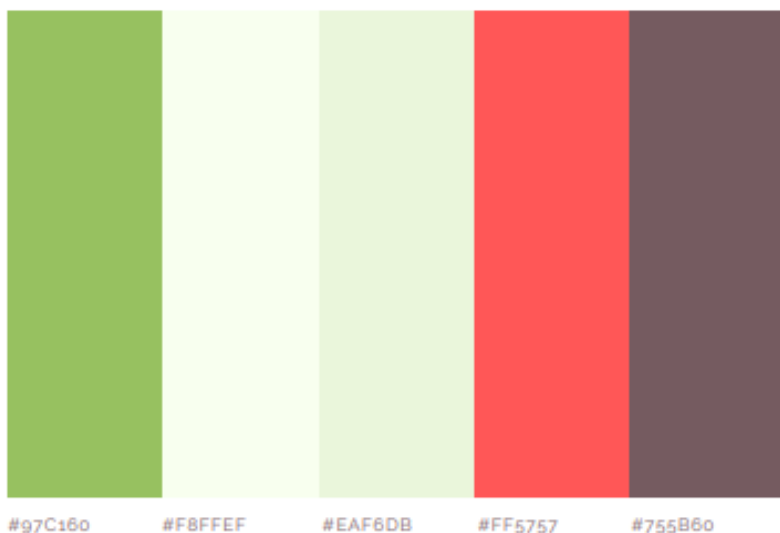
Body  
Railway Regular  
Railway Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt  
ut labore et dolore magna aliqua.

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incidunt ut labore et dolore magna aliqua.

## Secondary

Smaller headings, document titles etc  
Aileron Thin Regular  
Aileron Thin Bold



## COLOURS

VERWOODIANS ON WASTE | BRANDING GUIDELINES 2020



## EXAMPLE - SOCIAL FACEBOOK POST / A4 POSTER

VERWOODIANS ON WASTE | BRANDING GUIDELINES 2020

## Our grant application to DPD Eco Fund

Verwoodians on Waste [www.vowverwood.com/](http://www.vowverwood.com/)

We are a community group concerned about the global problem of plastic use and the effects on our health, planet and the future of our children.

Our aim is to inspire and facilitate others to reduce their plastic use and waste.

We currently manage a Terracycle recycling point with the help of some fantastic volunteers. We need to continue to be able to run this as it is proving a very popular facility.

To continue managing our recycling facility we need to make sure we can insure our service, protecting our community and importantly our volunteers. We are asking for £500 to cover this cost and the cost of our marketing throughout the community.

Item	Cost
Public Liability Insurance	£234.67
Website	£86.40
Up-keep of website	£140
Promotion of our cause	£200
Maintaining recycling facility	£50
Plastic free Christmas project	£200
Promotion of our cause in schools	£150
Total budget	£1,061.07
Income remaining from solar farm grant	£567.90
Remainder to raise	£493.17

DPD plays an active role in our community and we hope that together we can inspire more people in our community to think 'Greener'.

# Privacy Notice for Verwoodians on Waste

## What is the purpose of this document?

Verwoodians on Waste (VoW) collects and processes personal information about you during and after your relationship with us in order to manage that relationship. We are committed to being transparent about how we collect and use your data to meet our obligations under the General Data Protection Regulation (GDPR).

## What personal information do we collect and how is it used?

Personal information means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

Data we collect	What we use it for
Names, addresses, telephone numbers, email addresses	To contact you to discuss volunteering opportunities or to keep you updated on our services, rotas, activities and events: to record your location in order to assess your suitability for projects in your area
Curriculum Vitae or other profiles	It is unlikely that we would ask you for your CV but if we did this would be to build a picture of your skills, experience and interests in order to assess your suitability for volunteering opportunities or specific projects
Information gathered from business and social media sources in the public domain, eg LinkedIn, Facebook	We generally recruit via social media therefore our we would want to build a picture of your skills, experience and interests in order to establish what best suit you when proposing volunteering projects
References, if required.	
	To assess your suitability for volunteering with us, and for being utilised on specific projects
Information on special requirements, health or medical conditions	
	To assess your suitability for volunteering with us, and for being utilised on specific projects; to carry out our legal duties (eg to ensure health and safety/nut allergy)
Information related to project monitoring such as hours spent on a project	
	To use such data for statistical analysis and reporting.
Information related to availability and the reasons for periods of unavailability	
IP Addresses	To assess your suitability for volunteering with us, for specific projects and in line with the constitution
	As an extra cyber security measure, we may log the IP address of the computer used to email us a contact form as part of our registration process. This type of data does not normally identify an individual in the UK.

Some of the above grounds for processing will overlap and there may be several grounds which justify our use of your personal information.

If you do not wish to provide information when requested, we may not be able to register you for volunteering opportunities, or we may be prevented from meeting our legal obligations (such as to ensure your health and safety).

We will only use your personal information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason, and that reason is compatible with the original purpose. If we need to use your data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## How is your personal information collected?

We collect information through our volunteer recruitment process, either directly from you, the references we may take or which you provide during a site meeting. We may sometimes collect additional information from third parties including business and social media searches such as LinkedIn. We may collect personal information in the course of volunteering activities throughout the period of you volunteering for us.

## **How we use particularly sensitive personal information**

We do not need your consent if we use special categories of your personal information to carry out our legal obligations. In limited circumstances we may approach you for your written consent to allow us to process certain particularly sensitive data. If we do so, we will provide you with full details of the information that we would like and the reason we need it, so that you can carefully consider whether you wish to consent.

## **Automated Decision Making**

We do not envisage that any decisions will be taken about you using automated means, however we will notify you in writing if this position changes.

## **Who has access to your data?**

Your information may be shared internally, including with committee members responsible for managing and administering projects, HR, health and safety, insurances, events and marketing activities.

We may have to share your data with third parties, including third-party service providers, for example in connection with Dorset Council Highways Department and professional advisers, such as grant making trusts, accountants or auditors where necessary, who may be party to confidential discussions related to an individual.

We require third parties to respect the security of your data and treat it in accordance with the law. We will share your information with third parties where required by law, where it is necessary to administer our relationship with you or where we have another legitimate interest. All our third party service providers are required to take appropriate security measures to protect your personal information in line with our policies. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

## **Data Security**

VoW takes the security of your data seriously. We have internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, or subject to unauthorised access. Where necessary, we would implement appropriate network access controls, user permissions and encryption to protect data. We do not engage third parties to process personal data on our behalf but if we were to then they would do so on the basis of written instructions, be under a duty of confidentiality and be obliged to implement appropriate technical and organisational measures to ensure the security of data.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally, and morally required to do so.

## **Data Retention**

We will only retain your personal information for as long as it is necessary to fulfil the purposes for which we collected it, including the purposes of satisfying any legal, accounting or reporting requirements. Details of retention periods, archiving and destruction policies for different aspects of your personal information are available in our retention policy, which is available from the person responsible for data protection.

## **Your legal rights**

As a data subject, you have a number of rights, details of which can be found at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent at any time. Once confirmed, we will no longer process your information for the purpose you originally agreed to, unless we have another legitimate basis for doing so in law.

If you believe that the organisation has not complied with your data protection rights, you can complain to the Information Commissioner (ICO).

## **Accessing your data**

You will not have to pay a fee to access your personal information. However, if we think that your request is unfounded or excessive, we may charge a reasonable fee or refuse to comply with the request.

We may need to confirm your identity or ensure your right to exercise your legal rights. This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

## **Changes to this privacy notice**

We reserve the right to update this privacy notice at any time, and we will provide you with a new privacy notice when we make substantial updates. We may also notify you in other ways from time to time about the processing of your personal information.

## **Queries and Further Information**

Verwoodians on Waste c/o ..... is the **Data Controller**. For any queries, please contact .....



# Verwoodians on Waste Data Retention Policy

V1

## Data Retention Policy

### Introduction

This Data Retention Policy was approved by the Board of Trustees (**the Trustees**) of Verwoodians on Waste (**the Charity**) on 6 April 2021.

The Data Retention Policy will enable the Charity to comply with the requirements of data protection legislation. Furthermore, this policy will enable the Charity to manage and track documents and assist in providing openness and transparency to the public.

The Data Retention Policy is required to support the organised creation, retrieval, appropriate storage and preservation of the Charity's essential records. In addition, it is essential to support the appropriate disposal of documents with no continuing business, legal or historical significance.

As a Charity, the actual period for records to be kept will depend on a number of factors, including:

- Legal requirements
- Storage costs
- The Charity's need to access the document
- Historical value

### Scope of the Policy

This policy encompasses:

- Records created by or on behalf of the Charity and volunteers in their duties for the Charity
  - Records received by any member of volunteers in the Charity
- Hard copy and electronic records including Internet and Intranet sites, databases, emails, films and videos

### Data Protection

This policy will ensure that the Charity is complying with applicable data protection legislation, which requires that we do not retain personal data for longer than is necessary.

To comply with the principles of data protection legislation, the Charity must:

- Only keep information for as long as there is a business need
- Keep records secure, whether in electronic or paper form
- Ensure records are retrievable and easily traced

Allow a person access to information held about them, should they request it

It follows that the Charity must:

- Destroy papers and electronic data for which there is no continuing business need and send papers that cannot be destroyed to archive for as short a time as possible
- Keep data secure while it remains in any office
- Keep track of where information is stored

Continue to apply these good practices to avoid stockpiling papers in the future

### **Policy**

All records created by or on behalf of the Charity belong to the Charity. This includes any rights or copyright in the context, except where specifically provided under copyright legislation.

All records received on behalf of the Charity as part of its business will be its property, which may be disposed of or released as the Charity sees fit or as required by law.

Originators' and owners' rights will be fully respected in accordance with legislation.

Responsibility for depositing and disposing of archive records lies with the Trustees as the information asset owner. It is their responsibility to ensure that complete and accurate records are retained in line with legislative requirements and agreed best practice.

Responsibility for managing and tracking records lies with the relevant trustee who:

- Will determine if a file is no longer required for current business usage, which can then be added to the archive
- May choose to retain records for longer than the indicative periods given in the retention schedule, for example, if they consider records to be of significant historical value or if the issue they are concerned remains 'live'

## RETENTION SCHEDULE

TYPE OF RECORD	RETENTION PERIOD
	<p>Information connected to grants, fundraising and donations will be retained for at least seven years.</p> <p>The name and address of people who ask not to be mailed will be kept for as long as necessary to ensure that they are not mailed again, any other data relating to the data subject will be deleted at the earliest possible time.</p>
Financial Information – including: Records of banking transactions, tax records, audits.	Retention period ranges from between six years to ten years from the end of the Financial Year in which the transaction was made, in line with regulations.
Health & Safety Assessments	Six years from time of assessment.
Details of Injuries or Accident Reports / Records	Six years from time of accident occurring.
Recruitment information for unsuccessful applicants should the charity employ a person: Job Application Forms, CV's and other details including interview notes	One year after unsuccessful applicant notified of outcome.
Personnel and employment records (if applicable): <ul style="list-style-type: none"><li>· Job description and terms &amp; conditions</li><li>· Appraisal records, objectives, performance reviews or targets</li><li>· Development / training needs agreed and records of completed activities</li></ul>	Six years after employee has left employment.
Pay & Benefits information (Inland Revenue requirements)	Six years after employee has left employment

22 March 2021

# Agenda

Verwoodians on Waste AGM

## AGENDA

2 March 2021 7.30pm via Zoom

- . Welcome
- . Apologies for absence
- . Chair's report
- . Secretary's report
- . Financial report
- . Election of committee
- . Questions

## Chair's first AGM report

It is just over a year since the organisation, now known as Verwoodians on Waste, was officially formed. The little acorn that started growing in a house in Verwood with a few like-minded people is now a fully-fledged oak, with its own recycling centre and a growing number of members. Though the number of different recycling bins has increased dramatically, the reason we are here has not. The reason is you, our members. We all know the effects of global warming, waste and our incessant reliance on plastic with the damage it is causing to our wildlife and environment but our aim remains unchanged, in that we must all work towards a plastic and waste free lifestyle. However, change takes time, and whilst we all inspire and support each other on this journey, our recycling facility is there for you all until you can make that vital plastic free swap. Every wrapper recycled is one less going to landfill.

I have been chair of Verwoodians on Waste for just over a year. It has been a real learning curve. Science is not easy to understand and we particularly want our message to be one of 'tried and tested' so that what we are recommending has credibility. With this comes a constant flow of work especially the sorting, packing and posting off of the various waste streams.

**During the past year your VOW team has been involved with some major issues:**

***Choose to Reuse campaign*** We are linking in with other like-minded community groups and Litter Free Dorset to encourage a reduction of disposable coffee cups. We are currently applying for funding to provide practical ways of encouraging a change of this social habit. If you enjoy a coffee out then taking a reusable cup with you should be like going out the door with your keys! Second nature!

***Campaigning supermarkets and manufactures*** As we identify problems, especially the unnecessary use of plastic, we write to manufactures and supermarket CEOs asking for explanations and timelines when things will change. There are some very positive signs of progress by supermarkets to reduce their plastic wrapped food, especially fresh produce, but their whole supply chain is affected. We know that they hate receiving letters, so we keep up the pressure!

***Litter picking*** We are so lucky to have Cllr Gibson take the lead on community litter picking. We support his initiative as well as GB Spring Clean (covid scuppered the last one) by lending out our own litter pick kits to walkers. These small individual efforts really do help to reduce contamination reaching our seas and rivers.

**Promoting national incentives.** We raised awareness of many national incentives. Plastic free July, Second Hand September and Plastic Free Halloween and Christmas. Our first plastic free Christmas gift catalogue was adopted by many other eco groups. It was of huge importance to many of our members, not just the gift ideas but by getting people to think outside the box. Many people came up with some ingenious alternatives, especially regarding homemade gifts. The catalogue is now considered an 'all year' gift resource for many people.

**Sustainability** The group is passionate about their commitment to reducing waste and leading by example. Everything they do is sourced waste free. The recycling bins were all pre owned and donated. Our signs have been made from old wooden pallets. The boxes we use to post off our waste are all pre-used and donated to us. We have arranged for repairs to equipment, run waste free Christmas wreath workshops (many more craft workshops to follow), have a comprehensive recycling directory on our web site, made produce bags for fruit and veg... basically anything we can tap into waste free, we will. But despite our waste free efforts, there is still a financial cost to running a scheme such as this, therefore we are hugely grateful to Verwood Solar Farm for their start up grant, and to DPD Eco Fund for their support towards running our association in year two.

**Expansion** In just one year we have become the envy of many other towns and villages. There is constant reference to our growing recycling facility across social media and that has created a great deal more waste revenue, and work! Contamination of our bins with the wrong waste remains a constant problem; something our volunteers have to manage on a weekly basis, sorting by hand and disposing of the rubbish themselves. We will be looking into creating a handbook offering guidance to other towns and villages as to how they can set up their own scheme.

My wish for the coming year is that stronger links are formed between VOW and the many wonderful community groups we have in Verwood. They are at the core of giving enjoyment, comfort and support to many people living in the town. I believe it is to the advantage of everyone living and working here that these groups, and this association, work closely together. We hope that when this virus is under control, and we can return to normal, that we will increase our presence at public events, such as the Carnival and Rustic Fayre, and that you will come over to meet us and share your personal inspiring plastic free journey, for us all to benefit from.

We are in this together. We just want to help.

## **Secretary's Report for AGM 2021**

This is my first report on behalf of the group, who is having its first AGM.

We currently have five committee members and six support officers.

### **Committee members**

Chair : Anita Rigler

Vice Chair : Maria Calderon

Secretary : Dr Sara Cabrini

Treasurer : Francesca Bailey-Wheeler

Editor : Sarah Queenan

### **Support officers**

Recycling volunteer : Sarah Cudmore

Louise Spence

Julz Stone

Alison Field

Fundraising : Dani Green

Web Design : Bethany Sturtevant

At our September 2020 committee meeting the roles of the Committee were agreed.

Due to Covid-19 restrictions, we began to hold meetings via Zoom instead of in person, which were well attended and fruitful. Most discussions this past year have been around the recycling facilities we provide at the Potter's Wheel Car Park, and responding to requests from our members for new waste streams.

Unfortunately, we have been unable to attend any working groups and several projects we had started to plan a year ago have had to be put on hold, again due to the limitations put upon us by the pandemic.

However, despite the current restrictions, we have had some very positive outcomes, namely our very successful recycling facility, as well as our new website, and our Facebook group, which has had a slow steady increase of members (661 members currently).

As I have just mentioned, we have created a Facebook group and a website, as well as a directory for local recycling, a directory for local low waste shops, and a digital booklet sharing ideas for a low waste Christmas. Our Facebook group and website aim to facilitate inspiration and information sharing at a local level, hoping that the suggestions and ideas shared are more applicable and easier to implement.

Our adaptations to the way we run our recycling facility have resulted in an efficient and streamlined service, which is a sustainable model and one which we are told is now being replicated by some other groups. Our volunteers have undertaken an amazing job of sorting the waste and preparing it for recycling. Without their dedication, this facility would absolutely not be possible.

Your VOW team hosts 11 recycling bins but are kindly supported by Verwood First School, Macmillan Caring Locally, the Helix Centre and Verwoodians on Waste. Many hands certainly do make light work and we are eternally grateful for the support we receive. The Helix centre joined us to create a community project for their beneficiaries and the Sheiling School at Ringwood are now following to create a similar model.

All the waste collected is posted to Terracycle, who award points for the volume collected and any revenue from their points system is given to the nominated charity for that waste stream.

Since our inception, your group has recycled over 100,000 crisp & snack packets, over 19,000 biscuit wrappers, and over 4,500 dental product items. An estimated 90 large wheelie bins full of confectionery wrappers, 26 bins of pet food plastic, and 8 wheelie bins of baby food pouches have also been sent off. Our new writing implement bins has had its first bin sent off recently, and the home hygiene and make up bins have yet to send off any waste.

We are still a young group, run by busy working volunteers who have a passion for encouraging and supporting environmentally-friendly changes, who have unfortunately been rather hindered by the pandemic in this last year. However, we are extremely proud of and grateful for what we have achieved with our recycling facility, hoping that we are at least starting the conversation locally about how we can all be more mindful of our “waste print”. Our motivation remains strong and as soon as rules and safety allows we hope and plan to expand our projects, by attending local fairs and carnivals, and setting up workshops. Our longer term aim is to encourage and facilitate completely plastic-free lifestyles. We hope that circumstances will allow us to have even more exciting updates for next year.

Thank you.



**Treasurer's Report**  
**Verwoodians on Waste AGM 2 March 2021 7.45pm**  
**Francesca Bailey Wheeler**

I am the treasurer and a founding member of Verwoodians on Waste.

Verwoodians on Waste is a community group formed by way of a constitution. Basically, that means it is an unregistered charity with a projected income of under £5000 per annum. Providing the income remains under £5000 pa then the community can approve our accounts and no return is necessary to the charity commission.

Our constitution enables us to apply for grants. A treasurer's account was opened in 2019 and a business plan created. No group can run without funds, in particular the vital component of insurance to protect the officers and committee members of the group. We are indebted to Verwood Solar Farm for our start up grant in the sum of £857.16. COVID-19 unfortunately scuppered many of our plans for 2020, including the ability to raise funds, run craft workshops and have guest speakers. However, this money is ring-fenced ready for when we can proceed with our business plan. With COVID going on for longer than we all anticipated you can imagine how delighted we were to have received a £500 grant from DPD towards our insurance of £234.67 and web site costs for 2021 currently £86.40. Our future is secure for the foreseeable future and we look forward to being of service to the community for many years to come. We thank our volunteer Dani Green for her efforts in raising funds for the group. We have some exciting projects planned and are grateful to our volunteer Bethany Sturtevant for her time in creating a magnificent free web site for us.

Our expenditure is minimal, mainly black wheely bin liners and parcel tape for our recycling in the sum of £82.00. Flash Gordon Removals have been incredibly supportive to the group by providing us with perfectly sized boxes, coming to the end of their useful life, in order to send the waste away for recycling.

You can see from our lack of expenditure on the accounts that the committee questions every proposed expense. For example, we do need information signs but have been creative with the use of pallets to get our message across. A banner will soon be made by a local person free of charge out of a ripped green tent and old gazebo cover.

Our bank account was formally "Mothers That Care", a community group supporting young people with no parental support. A new constitution was created and the account was renamed Verwoodians on Waste. You will notice that our cheques do not start at 001, but number 65. This is due to the cheque following on from the previous account, but in the new account name.

To safeguard the funds the treasurer provides a monthly return to the committee, for which the bank statements are sent by post to the Chair (in the first instance) to verify.

The public liability insurance and trustee protection insurance is vital. The executive committee are effectively trustees of a charity and are required by law to act in accordance with charity law. Our insurance provides cover for our site in the Potters Wheel Car Park, attendance at events, product liability insurance, but also provides personal protection cover to our trustees.

The accounts have been audited this year by Alan Spearing, a retired financial controller from Southern Electric.

This concludes my report.

I will now take questions.

# THE END!

We sincerely hope that some of the information contained in this manual is helpful to you.

We give you permission to take what you want from it, duplicate or adapt for your own use.

This manual has not been designed to be read per section, rather to dip into the areas where you need support or inspiration.

If you wish to contact Verwoodians on Waste for more information on any of the projects we have done, then please do so via our web site or Facebook page. There is bound to be much more we have undertaken since writing this manual.

Thank you for reading. Thank you for your interest in protecting the planet. Good luck in creating your own local group.

Verwoodi-  
andsonwaste@gmail.com

[www.vowverwood.com](http://www.vowverwood.com)

