

## **Strategic Aims for Dorset CAN**

Strategic Aims to be valid until end July 2022 – review after six months (January 2022)

Dorset CAN cannot deliver these aims alone - the main focus is coordinating and encouraging action by others in the network, then promoting and publicising them

### **Aims in Summary**

- To build a strong and growing network of individuals and organisations as members of Dorset CAN and set up a Membership Team to make sure targets are delivered
- Work with Dorset Council and other external organisations to influence them to take the urgent approach needed to address the climate and ecological emergency
- Each of the existing action teams within Dorset CAN will produce one or two plans to deliver projects, in collaboration with other local groups, that address the climate and ecological emergency.
- To work with others to engage Dorset residents in climate and ecological issues and communicate Dorset CAN's work to a wide and diverse audience.
- To lay down a strong governance foundation for Dorset CAN and to grow its operational resources

### **Aims in detail**

1. To build a strong and growing network of individuals and organisations as members of Dorset CAN and set up a Membership Team to make sure targets are delivered.

#### Next 3 months to end October

- Form a Membership Team
- Get a Membership Coordinator asap –volunteer role advertised by mid July
- If unsuccessful consider fundraising for paid admin role – review mid August
- Create a membership description/pledge for organisations/individuals so they know what they're signing up for (action by mid July)
- Promotion: write a 300-word article, a 50-word announcement and a boxed ad, inviting people and organisations to join Dorset CAN (TC/AC, by 5/7). Send to Parish newsletters, local press, church magazines, any other media, for free inclusion. (Free)
- Get basic information (eg card/poster) to Planet Purbeck Festival (Sept)

#### By end of 2021

- Get 200 individual members and 50 organisations
  - Each Action Team Member/Founder Member to aim to recruit 10 individuals and 5 organisational members

Promotional materials:

- Design and print advertising postcards inviting people to sign-up as members. For distribution/display (by Action Team/Founder members) at fetes, festivals, village halls, notice boards, libraries, events
- print car stickers and distribute to all interested members/supporters

By end July 2022

- Get 300 individual members and 75 organisations by 31/3/22

Promotional materials:

- prepare a special CEE edition of the Dorset Council newsletter to residents, in conjunction with Dorset Council (CT investigating via his DC councillor; by 31/3/22)
- Put together a travelling Dorset CAN stand for festivals/events. (MH has some materials. AC can do banners. Investigate costs and report to Action Team by 31/7)
- Encourage and investigate network members setting up Climate Change Emergency Centres (physical centres for advice and action)

Throughout the year

- To deliver engaging and action orientated events for members and followers at least once every 2 months
- To send a newsletter to members and followers at least every 2 months
- Regular mailings to members with key information

Who: Action Team; Membership Team; Newsletter Team

## **2. Work with Dorset Council and other external organisations to influence them to take the urgent approach needed to address the climate and ecological emergency**

In next 3 months – by the end of October 2021:

- To engage Dorset Council councillors and staff in the work of Dorset CAN
- To invite Dorset Council to accept Dorset CAN as a key working partner

- To launch and vigorously pursue, in concert with a wide range of organisations, a county-wide campaign to secure a radical Re-think of the Dorset Local Plan
- To press Dorset Council and housing developers to apply at least current government minimum standards to achieve Net Zero on all new housing.
- To identify key targets for pressure on the Dorset Council Climate and Ecological Emergency Strategy and hold them to account on delivering and monitoring actions on the CEES
- Provide advice and information to other organisations in Dorset which have a key role in delivering the CEES targets

By the end of July 2022:

- To deliver the campaign plan on the Dorset Local Plan
- To implement a monitoring strategy for the CEES

Who: primarily the Dorset Local Plan Campaign Team and Questions team and other ad hoc teams as needed

- 3. Each of the existing action teams within Dorset CAN will produce one or two plans to deliver projects, in collaboration with other local groups, that address the climate and ecological emergency.**

Next 3 months to end October

- Land Use, Transport, Energy Teams to produce detailed and realisable plans to deliver the work areas below (working with other organisations)
- Plans to include clear targets in relation to carbon reduction, biodiversity enhancement and/or climate mitigation

**Land use:**

- Projects being developed on hedging/trees/pesticides/water quality
- Regular events - every 2 months

**Energy:**

- Greener Homes Open Days held by end September/beginning October
- Showcase, network and promote local community energy, retrofit and zero carbon build projects
- Developing projects on onshore and offshore wind

**Transport:**

- Contributing to the creation of a Dorchester Transport Action Group.
- Contribution to Zero Carbon Dorset's Travel Better chapter.
- Developing this chapter towards a detailed transport strategy for Dorset.

### By end July 2022

- Deliver or progress the projects (detail will be put into the plan once we have it)

### **Waste:**

- Build new Waste team - projects will be developed in the longer term

Who: Energy; Land Use; Transport; Waste teams

### **4. To work with others to engage local people in Dorset in climate and ecological issues and communicate Dorset CAN's work to a wide and diverse audience**

### Next 3 months to end October

- Build quality website and promote it via social media and other outlets
- Strengthen links with DATPC with a view to promoting Dorset CAN to parish and town councils [targets to follow]
- Promote Dorset CAN via social media - implement social media plan and monitor what works
- Make use of community events eg Gillingham and Shaftesbury Show and Planet Purbeck Festival via limited preparation of materials and volunteers at events
- Engage our internal network in team actions

### To end of July 2022

- Revise these:
- Encourage our network to visit schools and speak at assemblies
- Speak on local radio
- Use the church network (Churches Together) to contact parishioners
- Develop materials for events (see under Membership) including a Dorset CAN presentation and stand

Success will be measured by the number of people reached via these various outlets – [targets to follow]

Who: Media Team; Action Team; Newsletter Team

5. To lay down a strong governance foundation for Dorset CAN and to grow its operational resources

- Agreed Constitution, Core Values, Vision, Mission and Strategic Aims – signed off by the Founding members by the end of July
- Keep the Strategic Aims under review – Action Team at least monthly
- Place the right people in the right positions to ensure good governance – by the end of July 21
- Agree policies that guide our work (External Comms, Privacy, Media) – by the end of July 21
- Agree a budget which will help us deliver our aims – by end of August 22
- Generate a fundraising/development strategy for the above – by end of August (hold team half day in August) 21
- Make fundraising applications– by end September 21
  
- Build partnerships with other more established organisations to help us do all the above

Who: Action Team; Membership Team