

putting the  
jigsaw together

# annual review 05/06



## messages

**Jonathon Porritt**  
President

Bit by bit, the pieces of our sustainable development jigsaw are coming together. The realisation of just how big an impact climate change is going to have on our lives is now the principal driver of that process. But high energy prices, massive development pressures, growing concern about public health issues and changing consumer expectations are all contributing to that sense of “do it *now*, not tomorrow”.

The English regions have a critical role in delivering real change on the ground. Of all the regional ‘champion bodies’, Sustainability South West is seen as a real trailblazer, particularly with its work on construction and tourism, as well as for the quality of its engagement with the Regional Development Agency, the Government Office and the Regional Assembly.

Being a ‘critical friend’ to these regional bodies is not as easy as it sounds, but it is *fundamental* to getting the jigsaw finished.



**Julian Dennis**  
Chair

Our annual review provides us with the opportunity to mark a year’s worth of activity and to offer our thanks to all those who provide the important pieces of the Sustainability



South West jigsaw – including our members, funding organisations, partners and staff.

I am honoured to have been nominated as the new Chair of Sustainability South West and indebted to my predecessors. It is now my hope to drive the agenda

forward and harness the influential power of SSW to deliver change in the region. As the first SSW chair to come from a predominantly private sector background, it is my belief that sustainable development is not the preserve of individuals, charities, government, utilities or business – it is a collective challenge we must all respond to in every area of our lives.

Sustainability South West is a uniquely influential group, bringing together experience from a very wide range of sectors and backgrounds with the common goal of accelerating change towards a more sustainable South West.

This year the government’s national sustainable development strategy, *Securing the Future*, and the region’s new economic strategy made the path ahead clearer – economic success and social progress must be delivered

within the limits of our precious environment. The increasing threat of damaging climate change makes this priority more urgent than ever and our work during 05/06 directly addressed the key issues and promoted practical solutions to the challenging puzzle of sustainability.

**Leslie Watson**  
Director

This year we brought elements together to create something greater than the sum of the parts.

We joined up new national policy and guidance on strengthening the delivery of sustainable development in the regions with a unique understanding of the sustainability challenges of the South West. We added the knowledge and experience of the huge range of sectors represented by our members. We fitted in independent strategy appraisals and projects on sustainable construction, tourism and packaging – connecting theory with practice to complete the sustainability picture. We reported on this changing picture through our website and our *Sightings* news and comment magazine which highlights many important pieces of sustainability activity by organisations across the region.

Throughout this year of working on sustainability solutions we benefited as ever from the unique contribution of all our members who give their time for free and who advise and challenge the work of the staff team. My very special thanks to our Chair and Trustees who, crucially, also

support the internal running of the organisation.

Other key pieces of Sustainability South West include the staff team. They are all very professionally and personally committed to achieving more action on sustainability. They each offer special qualities and much enthusiasm to the delivery of our work programme.

The Sustainability South West jigsaw hangs together by the resources contributed by our partner funding organisations and this year we have invited these organisations to express the benefits that they see from supporting Sustainability South West as the region’s ‘champion body’ for sustainable development.



Solving a puzzle requires creative thinking, energy, determination and a holistic vision – thanks to the continuing support we receive from our region, Sustainability South West has all the pieces in place to deliver its job.

our members

# building a picture of a sustainable south west

Our work programme is directly informed by our members who join as individuals and give their time for free. They bring together the experience of a wide range of sectors and their individual perspectives each provide a different piece of the jigsaw, allowing a picture to emerge of how sustainable development will be achieved in the South West.



SSW Members during 2005-6 were:

Gareth Allen	ITV Westcountry
Bob Bewley	English Heritage
Mike Birkin	Friends of the Earth
John Blewitt	University of Exeter
Philip Bostock	Exeter City Council
Tim Boyes-Watson	Learning South West
Richard Cresswell	Environment Agency
Julian Dennis	Wessex Water
Colin Drummond	Viridor Waste Management
Nicola Ellen*	Somerfield
Mike Fox*	Torbay Council
Paul Gompertz	Devon Wildlife Trust
Mark Harold	The National Trust
Chris Hines	Eden Project
Simon Hooton	South West Regional Development Agency
Bryony Houlden	South West Regional Assembly
Brian Kennelly	Geo-Science
Cate Le-Grice Mack	South West Regional Assembly
Jim Longhurst*	University of the West of England
Anita Longley	RWE Npower
Jackie Longworth	Trade Union Congress
Liz McGrath*	Learning South West
Tim Render	Government Office South West
Louise Thornhill	Countryside Agency
Janette Ward	English Nature
Brendan Yates	Department of Health

\* Stood down this year

piecing it together:

# work programme highlights

## Regional Sustainable Development Framework

All the UK regions have developed a Regional Sustainable Development Framework (RSDF), or equivalent, to act as a sustainable development guide for policy and delivery. In 2005 SSW was asked by the regional Government Office to co-ordinate a review of the South West's RSDF. The resulting report – *Fit for Purpose?* – was informed by interviews with over 50 stakeholders along with the latest research and national guidance. The report revealed an appetite for a 'smarter' more decisive and accessible RSDF which would really support the region to make progress on sustainability. Following these recommendations SSW convened a working group to update and develop the RSDF into an interactive online awareness-raising and decision-making tool with a launch planned for late 2006.

Visit [www.swrsdf.org.uk](http://www.swrsdf.org.uk) to see how you can be involved in shaping a sustainable future for the South West

## Future Foundations

This year Future Foundations has gained support for implementing



Lesley Seymour and colleagues  
at the Genesis Project, Somerset

sustainable construction from those within and outside the region: influencing many of the regional policies, advice programmes and strategies and gaining larger audiences and increased impact from the work done by steering group members and others. Major achievements this year include: over 150 pledges to sustainable construction through the website; developing and supporting policy on carbon neutral developments for the Regional Spatial Strategy; development of a South West Sustainability Checklist for Developments in partnership with the Building Research Establishment (BRE) and WWF; expanding the Future

Foundations steering group; recognition of the project's contribution to the DTI Sustainable Construction Strategy; rolling out a series of county based 'advice days' across the region integrating sustainability into the Health & Safety agenda and inputting into the Regional Housing Strategy and Low Carbon Housing & Fuel Poverty Strategy.

"Future Foundations has provided a framework for raising awareness of sustainable construction with the region's key stakeholders. Regional policy now embraces sustainable construction and Future Foundations' role is to complete the jigsaw by supporting delivery, quantifying the real benefits and celebrating sustainable construction success."

Lesley Seymour, Development Director

Visit [www.futurefoundations.co.uk](http://www.futurefoundations.co.uk) for more information

## Future Footprints

This is the year that Future Footprints followed Future Foundations into the major league as SSW's second partnership initiative with its own dedicated project manager. Thanks to support from The South West Regional Development Agency/South West Tourism and further contributions from the Countryside Agency, English Nature and the Eden Project, Future Footprints was able to resource a campaign re-launch for summer 2006. Since the new manager has been in post a new steering group has been successfully established, a new communications strategy is in place and a completely new website with all kinds of help, advice and resources is now on-line.

"The South West is poised to be the leader in sustainable tourism and to set the example of how local communities and environments can benefit from tourism. Future Footprints is, and will hopefully continue to be, a vital part of that process. This year the project has gone from strength to strength, with great support from partners and steering group members."

Lynn Gibbons, Project Manager

Visit [www.futurefootprints.org.uk](http://www.futurefootprints.org.uk) for more info



## Pioneers of Packaging

SSW's Pioneers of Packaging award scheme was developed with the support of the Environment Agency, the South West Regional Assembly and the South West Local Government Association. The award was designed to highlight the proactive work companies are undertaking in making their packaging more sustainable, inspiring others to review their own approach. On the 24th June 2005 the winners were revealed at a special ceremony held at Somerset College of Arts and Technology in Taunton.



Valueform,  
among the winners  
of the Pioneers of  
Packaging Awards

The ceremony was opened by MEP Caroline Jackson and the winners included Marks & Spencer in the big business category, Clipper tea in the small to medium business category and Valueform in the innovation category for their 100% biodegradable food trays manufactured from left over maize leaves and stems. SSW intends to follow up the Awards with a 'consumer guide' to packaging in 2007.

"The Awards did a huge amount to raise the profile of SSW among the private sector and highlight how businesses could improve their sustainability record, improve their image and save money!"

Sylvie Channon, project co-ordinator

## Leadership for a One Planet Economy

On the 16th January 2006 SSW, with support from the Environment Agency and backing from the South West Regional Development Agency, hosted





Delegates at the Leadership for a One Planet Economy seminar

an exclusive seminar in Bristol to examine the question: who will lead us towards a 'one planet' economy? It's clear that we need to rethink the regional economy if we're to face up to the responsibilities as well as the opportunities of sustainable development. The new Regional Economic Strategy gives a new focus for collective effort in developing a 'one planet' economy, and this will require action by all people across all sectors – but in many cases it will be senior leaders that will make a real difference to shifting sustainability from the margins to the mainstream.

"The seminar starkly highlighted the responsibilities and opportunities of a 'one planet economy' and generated a range of practical ideas."

*Lucy Goldring, project co-ordinator*

### Local to Regional Forum

On the 15th March 2006 SSW, in association with the Local Sustainability Group South West and with support from



Defra and the Government Office for the South West, hosted the first meeting of the local to regional sustainability forum at the Met Office in Exeter. It was opened by Bronwen Jones, Head of the Sustainable Development Unit at Defra and marked the first anniversary of the launch of the national sustainable development strategy *Securing the Future*.

The event was an opportunity for local and regional practitioners across all sectors to share their perspectives on the delivery challenges of sustainable development. Delegates took away some useful thinking from the event and gained a better understanding of how regional and local

delivery can work better together to maximise results. SSW will be using the outcomes to inform work with regional agencies and local authorities and in developing the new web based Regional Sustainable Development Framework.

### Partnership Work

**Regional Economic Strategy:** SSW was commissioned by the South West Regional Development Agency to undertake an in-depth sustainability appraisal of the draft Regional Economic Strategy (RES). This provided an opportunity to put forward high level and practical recommendations to help embed sustainability more fully into the RES. The draft contained some welcome elements, in particular the ambitious statement of intent to 'demonstrate that economic growth can be secured within environmental limits'. SSW supports this and provided recommendations to help the RES to achieve this goal. The finalised RES now holds real potential to help us move towards a more sustainable South West – with an ambition to develop the South West as the leading region for sustainable development. Challenges remain however, including support for airport expansion, which could hamper this potential and increase the region's contribution to climate change. SSW looks forward to helping to deliver the sustainable development priorities of the RES and helping the region to lead the way on developing a successful low carbon economy.

**South West Regional Assembly Sustainable Energy Scrutiny:** SSW assisted the Regional Assembly in their scrutiny work on RDA activity governing sustainable energy. SSW highlighted key sustainability questions associated with renewables and security of energy supply and participated in an expert panel.

**Workshops:** SSW facilitated an informal staff workshop with the Countryside Agency providing an opportunity for participants to identify opportunities and obstacles to delivering sustainable development ahead of the forthcoming changes to the rural agencies towards 'Natural England'. SSW also held 'refresher' workshops with Environment Agency staff addressing both the concept and practical applications of sustainability. A report summarising staff ideas on increasing the Agency's contribution to

sustainability was compiled for senior managers.

**Evolving work with local authorities:** This year SSW started working directly with local authorities in the region to help embed sustainable development. Our first major piece of work was a sustainability commentary of Wiltshire County Council's draft Sustainable Community Strategy. This formed an overarching report which was later presented to Wiltshire's Local Strategic Partnership.

### Lobbying and other strategic activities

**South West response to the UK Sustainable Communities Plan:** SSW submitted a letter and gave a follow up presentation to the steering group taking forward this work. Our 'inspiring sustainable communities' presentation provided both a definition and key characteristics of a sustainable community and also a range of innovative case studies.

**Bristol Airport:** SSW responded to the consultation on expanding Bristol International Airport, which is targeted by the Aviation White Paper as having the main potential for growth in the South West. Our response highlighted overarching concerns regarding CO<sub>2</sub> increases and made positive and practical suggestions for taking the proposals forward.

**Regional Spatial Strategy:** SSW's engagement with the Regional Spatial Strategy continued via membership of its Strategic Sustainability Assessment Steering Group.

**Letter to Tony Blair:** SSW wrote to the Prime Minister, seeking advice on how the South West could accommodate growth whilst achieving CO<sub>2</sub> reductions. The letter highlighted inconsistencies in central government policy resulting in the region adopting some high carbon policies detrimental to ensuring our much needed CO<sub>2</sub> reductions are achieved.

**Sustainable Development Commission panel review of sustainable development delivery in the English regions:** SSW's Director Leslie Watson contributed to this SDC panel and fed in the challenges for regional champion bodies. The review resulted in the publication of the SDC's *Next Steps* report which, in turn, largely informed *Securing the Regions' Futures* – the government policy designed to strengthen regional delivery of sustainable development.

**Launch of the region's eco-footprint:** April 2005 saw the launch of the first measurement of the region's eco-footprint. This study, which suggested that if the South West's consumption patterns were replicated worldwide we would need 2 extra planets, has formed the basis of much of SSW's subsequent messaging. SSW was also involved in a steering group and provided the publicity for the launch event.

More details can be found at [www.stepsforward.org.uk](http://www.stepsforward.org.uk)

### Communications

SSW continued to produce its semi-annual newsmagazine *Sightings*. This year's themes were Distinctiveness & Diversity and Low Carbon Growth. SSW also continued to develop its public relations and publicity activities.



Launch of the South West Eco-Footprint

"I'm really pleased with the growth in the level of television, radio, press and on-line coverage SSW has achieved, not just for our projects and activities but also in response to important regional stories relating to sustainable development."

*Andy Baker, Public Relations Officer*

You can view our press releases on line at:  
[www.sustainabilitysouthwest.org.uk/news.html](http://www.sustainabilitysouthwest.org.uk/news.html)

**Contact us if you would like any further information about any aspect of our work programme. Our contact details can be found on the back page.**

## completing the picture ... our mission

SSW's mission is to improve understanding about sustainability in the region – to raise awareness of the benefits of living healthy, productive, responsible lives within the natural resources of our one and only planet ... and the implications if we don't. In short, we want real progress towards a sustainable South West.

### Our strategic objectives:

- Raising awareness and learning
- Influencing policy
- Informing leadership
- Offering independent guidance
- Developing partnership projects

## our partners

### Countryside Agency/ English Nature

The Countryside Agency and English Nature are pleased to fund Sustainability South West as an independent organisation leading on sustainable development at a regional level. Sustainable development is a core outcome of both the existing Countryside Agency and English Nature together



with the new organisation Natural England. The Natural Environment and Rural Communities Act 2006 sets Natural England a new purpose: "to ensure that the natural environment is conserved, enhanced, and managed for the benefit of present and future generations, thereby contributing to sustainable development."

This purpose cannot be achieved alone, but through working with and supporting organisations such as SSW we will be able to achieve this.

### Eden Project

Sustainability South West's



Future Footprints initiative reflects some of the Eden Project's key principals. The name itself fits with our aim to work towards a positive sustainable future where we live in balance with the carrying capacity of the planet – a one planet footprint. Leaving nothing but your footprint is a reflection of how an ideal tourist visit should be: no waste and no degradation of what people actually come to enjoy. Importantly the project sets out actions and ways forward in a positive, engaging manner at all scales. We can solve all of this!

### English Heritage

We're very pleased to support Sustainability South West as its aims mesh very closely with our own objectives for valuing and improving the historic environment. Maintaining and enjoying our historic buildings and encouraging others to do the same is a key part of sustainable development. The South West's historic environment is one of its special qualities, attracting people to live, work and play in its uplands and its coastal and market towns. It is only through sustainable development that these qualities will be enhanced and not diminished for current and future generations.



ENGLISH HERITAGE

### Environment Agency

Our job is to make sure everyone in the South West looks after our air, land and water, so that we all enjoy a better quality of life. Future Foundations, SSW's sustainable construction initiative, enables us to work in partnership with other organisations



to deliver sustainable communities in the region. The need to supply sufficient affordable housing, improve infrastructure and develop our economy are major challenges in view of the threats posed by climate change and the increasing scarcity of natural resources. Future Foundations offers the opportunity to meet with planners, developers and others to discuss these issues and identify opportunities for securing growth within environmental limits.

### Government Office for the South West

Sustainable development is a key government policy at the national and regional level and an issue affecting every business, organisation and individual. *Securing the Future*, the UK's sustainable development strategy recognised the importance of regional leadership. GOSW has a key role in ensuring sustainable development is at the heart of regional policy-making and that policies are delivered which make a real difference to quality of life in the region. Sustainability South West, as the region's independent champion of sustainable development, is critical to our and our partners' success in achieving these objectives.



### National Trust

As a conservation charity The National Trust cares for, and provides public access to a huge and diverse variety of the South West's cultural and natural heritage, forever, for everyone. Sustainability is core to our work and we are keen to learn from others, share our experience and work in partnership to protect and enhance the South West's environment for the benefit of all. The Trust supports SSW's key championing role and the opportunities it provides to work with others towards a sustainable future.



### South West Regional Assembly

The South West Regional Assembly is delighted to have been a lead partner supporting Sustainability South West during 2005-6. SSW's work is central to the Assembly's



business plan and a key component of how we can, in partnership, deliver the South West Integrated Regional Strategy – *Just Connect!* The projects, strategic development and partnerships that SSW achieves all contribute to the region's strategies. SSW will continue to add greater strength of purpose and improve regional decision-making in particular through our mutual support of the Regional Sustainable Development Framework and its development as a web-based tool

### South West Regional Development Agency:

One of the great challenges for us all in the South West is to understand and adapt to the sustainability agenda. The Regional Economic Strategy recognises the need for economic growth within environmental limits – responding to opportunities and threats that climate change, energy, population and international trade are bringing.

To do this effectively, the region needs a champion like Sustainability South West – to provide advice and guidance and to challenge our thinking. As an independent body, it has become an effective advocate for change and a strong delivery partner for the region. We're delighted to be a lead partner and major funder of SSW, supporting the important work on our behalf and for the future of the region.

### South West Tourism

The regional tourism strategy, *Towards 2015*, identifies sustainability as one of the three priorities for tourism. South West Tourism recognises that in order to achieve our vision of a region in which tourism is a benefit rather than a burden, it is essential to engage with visitors. Visitors have a direct impact on the region's economy, environment and communities and influence how the industry operates. Future Footprints provides a unique opportunity, through its focus on visitors, to help us deliver the regional tourism strategy. Partnership is at the heart of the campaign, drawing on the enthusiasm of those already providing information to visitors. We are pleased to be working with Sustainability South West on this challenging but essential campaign.



## financial information

	Unrestricted funds 2006 (£)	Restricted funds 2006 (£)	Total 2006 (£)	2005 (£)
<b>Incoming resources from generated funds</b>				
Voluntary income				
Investment income and interest	1,031	-	1,031	1,119
<b>Incoming resources from charitable activities</b>				
Sponsorship and service level agreements	127,097	17,244	144,341	30,886
Grants received	-	94,461	94,461	125,883
Fees received	3,917	11,634	15,551	42,283
VAT refund from previous year	-	-	-	567
Refunds	310	-	310	301
<b>Total incoming resources</b>	<b>132,356</b>	<b>123,339</b>	<b>255,695</b>	<b>201,038</b>
<b>Resources expended</b>				
Charitable activities	169,772	70,562	240,334	165,681
Governance costs	8,870	-	8,780	11,051
<b>Total resources expended</b>	<b>178,552</b>	<b>70,562</b>	<b>249,114</b>	<b>176,732</b>
<b>Net incoming resources</b>	<b>-46,196</b>	<b>52,777</b>	<b>6,581</b>	<b>24,306</b>
<b>Reconciliation of funds</b>				
Total funds brought forward	90,694	11,352	102,226	77,920
<b>Total funds carried forward</b>	<b>44,498</b>	<b>64,309</b>	<b>108,807</b>	<b>102,226</b>

Sustainability South West Limited, Statement of Financial Activities (including Income and Expenditure Account) for the year ended 31st March 2006

A copy of the full audited accounts is available by written request to Sustainability South West (see back cover for address). Chartered Accountant and Registered Auditor: Dick Maule, Bristol Community Accountants

## thanks



**SSW would like to thank its funders for 2005/2006, without whom our work would not be possible. See page 6 for further details.**

Sustainability South West also gratefully acknowledges the help of the following individuals and organisations for their invaluable help and assistance during the year:

Alice Owen; Andrew Simms; Andy Barron; Andy Bates; Andy Jordan; Anita Syvret; Anna Kennedy; Anthony Gibson; Anthony Weight; Aubrey Meyer; Basil Greenwood; Bronwen Jones; Bronwyn Hill; Carole Bond; Caroline Beard; Caroline Jackson MEP; Catherine Howard; Chanel Stevens; Craig Frost; David Gale; David Maynard; Denise Perrin; Donna Sibley; Elizabeth Mead; George Simpson; Grete Howard; Hannah Hickman; Heather Sohl; Helen Ripper; Hilary Howell; Jane Lavick; Jane Thompson; Jeff Ligo; Jo Rees and staff at Salt Media; Jonathan Coe; Kate Hall; Kerry North; Kim Hitchcock; Lara Curran; Liz McGrath; Lorelei Hunt; Lorna Gibbons; Lynne Hawkins; Manda Brookman; Mark Robins; Matthew Spencer; Matthieu Havad; Meyrick Brentnall; Michael Smith; Mike Twomey; Neil Warren; Oz Osbourne; Paul Vare; Peta Phipps; Pete Grigorey; Peter Jones; Peter Laybourn; Phil Carrodus; Phil Harding; Renée Smith Gorringer; Rosie Bradbury; Rupert Taylor; Russ Symonds; Sally Tonkin; Sam Wilding; Sara Warren; Sarah Morris; Simon Face; Simon Roberts; Simone Caulker; Staff at EvolvIT; Staff at Hawkwood College; Staff at the Met Office; Steve Marriot; Sue Clifford; Tim Floyd; Wilfred Emmanuel Jones.

## publications and websites



### Sightings

Our twice yearly free newsmagazine focussing on sustainability in the South West. Please contact us if you would like to be added to our mailing list. Back issues are also available on request.



### One Region: One Planet

Fold out leaflet about SSW and sustainability in the South West



### Sustainability Ruler

Sustainability on a stick! See whether you 'measure up' with our DIY sustainability checklist!

### A Guide to our Services

We offer a range of competitively priced services to help private, public and voluntary sector organisations get to grips with sustainability from workshops and presentations to sustainability appraisals of policy, plans, projects and strategies.



### www.sustainabilitysouthwest.org.uk

Our website contains information about us, our projects and about sustainability in the region plus lots of links to other useful websites.



### www.futurefoundations.co.uk

Find out more about the Future Foundations Sustainable Construction Charter and make a pledge to the charter on-line!



### www.futurefootprints.org.uk

Our new revamped Future Footprints website allows visitor intermediaries (attractions, accommodation providers, tourist information centres etc) to help promote the messages of the campaign and download free resources. There's also some general information for visitors too.

### www.swrsdf.org.uk

The Regional Sustainable Development Framework is the overarching sustainability reference point for the South West and an evolving resource for anyone interested in shaping a sustainable future. Whether you're in the private, public or voluntary sector this new web based tool offers ideas and guidance to support your decision making.

You can e-mail us at [info@sustainabilitysouthwest.org.uk](mailto:info@sustainabilitysouthwest.org.uk) or phone us on **0117 933 0249** if you would like to be added to our mailing list to receive free copies of *Sightings* and future annual reviews. We can also send you other free publications from our back catalogue. A comprehensive list of available materials can be found on our website [www.sustainabilitysouthwest.org.uk](http://www.sustainabilitysouthwest.org.uk)



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