

**Autumn 2011**

**SustainabilityNow** is the e-bulletin from **Sustainability South West (SSW)**, the independent champion for sustainable development. SSW is a registered charity and its Mission is: 'To champion and assist action now to achieve a South West that is genuinely sustainable: resilient, healthy, productive, socially-just and living within environmental limits.'

## 'Sustainable Development', I presume?

Should our planning system enshrine 'a presumption in favour of sustainable development'? Of course it should – presuming it is clear about the definition and principles we use to define 'sustainable development.'

It is simply bad leadership to deal with planning for economic development in a separate way to delivering well-being, tackling disadvantage and the sound management of our finite natural environment.

The planning system must support the delivery of sustainable development i.e. 'The integration of economic productiveness; environmental enhancement and social justice'. This is the only way in which we will hand on a sustainable future to the next generation. The current plans risk allowing unsustainable development that may bring some quick economic profit but will cost us dear in the future.

The new Framework must clearly define the term Sustainable Development and the principles on which new development plans for the future must be based. We offer ten 'SustNav' operating principles ([www.sustnav.org.uk](http://www.sustnav.org.uk)). Proposals that do not support all of these principles are unsustainable and need to be redesigned.

The new planning framework must facilitate a long term, more resilient future that is based on the greater good.

**Leslie Watson**

**Director, Sustainability South West**



## **Well, what a time to be stepping into the role of Chair at Sustainability South West!**

I suppose the most charitable view you could take of the Government's approach is that they are busy devolving responsibility for Sustainable Development to communities, councils and companies to sort out for themselves. Of course it would be a lot easier for everyone to take on this mantle with a strong and unequivocal steer from the top, but it seems not to be in this government's nature to give us one.

So however the current furore over the future of planning is resolved, it is I think clear that we are all going to have to work a lot harder to build in sustainability from the ground up. And with its proven ability to inspire and find friends across sectors, Sustainability South West is in an excellent position to assist in that task.

Staff and trustees have been busy over the summer working on new governance and business plans for SSW and it's been a privilege for me to work with such a capable and committed bunch of people. I must pay a special tribute to my predecessor, Julian Dennis who stepped down at the AGM in July after five years in the role of chair. Only now I have stepped into his shoes do I realise how hard he must have been working, in his unassuming way, all along.

Given the challenges we face in the outside world, it would be great to be able to report that our charity's funding base was secure for the future. The reality, though, is that financing our work is one more thing we have to beaver away at. This is why we are moving rapidly to put our services on a more commercial footing and to find ways that our new Leaders' network can pay for itself (more details to follow). We have worked with many of you in the past to share and deepen our understanding of sustainability, and we look forward to continuing that work into the future.

**Mike Birkin**

**Chair, Sustainability South West**

*Mike is Regional Campaigns Coordinator for Friends of the Earth with particular expertise on the issue of sustainable transport.*

**Consultation currently open for responses which could impact on sustainability in the region and wider**

**Draft National Planning Policy Framework: Consultation**

**CLG, Open: Now, Close: 17 October 2011**

The Government is seeking views on its draft National Planning Policy Framework and how it might be improved. See:

[www.communities.gov.uk/publications/planningandbuilding/draftframeworkconsultation](http://www.communities.gov.uk/publications/planningandbuilding/draftframeworkconsultation).

**This month's other SustainabilityNow headlines at a glance:**

- ◆ [New service packages from SSW – be one of the first businesses to benefit](#)
- ◆ [Sustainability Now survey – your chance to win a hamper of sustainable prizes](#)
- ◆ [Thanks for sharing!](#)
- ◆ [Over to You](#)

***New service packages from SSW – be one of the first businesses to benefit***

Sustainability South West has developed a new suite of packages to support your business to boost its sustainability performance and skills.



Our range of 'customisable' services build on SSW's 12 year track record of demystifying and delivering sustainability through our tried-and-tested workshops and assessment services and the development of bespoke tools and resources for a wide range of organisations. We specialise in building partnerships with organisations who wish to integrate sustainability into all their decision-making and strategy and overall workplace culture (see over for testimonials about our work). Please contact our Director, Leslie Watson, or Project Manager, Lucy Goldring to discuss your particular requirements – call 0117 929 0989 or email: [leslie.watson@sustainabilitysouthwest.org.uk](mailto:leslie.watson@sustainabilitysouthwest.org.uk) / [lucy.goldring@sustainabilitysouthwest.org.uk](mailto:lucy.goldring@sustainabilitysouthwest.org.uk).



**Our packages:**

**The BRONZE package (£2,000):** A half day session of sustainability training for up to 25 of your executives/staff, including some follow-up time

**The SILVER package (£5,000):** A half day session of training for up to 25 of your executives/staff, plus a headline sustainability assessment of your overall business strategy

**The GOLD package (£10,000) Choose from Option A or B:**

**OPTION A:**

- Two half day sessions of staff training
- A sustainability assessment of your main business activities, with dedicated follow-up support
- Your company's logo featured on the SustNav website

**OPTION B:**

- A half day session of staff training
- A headline sustainability assessment of your overall business strategy
- The development of a bespoke 'Introduction to Sustainability' professional development module for your staff
- Your company's logo featured on the SustNav website

## The PLATINUM package (£15,000) As a Platinum package member you benefit from:

- Two half day sessions of staff training
- A sustainability assessment of your main business activities, with dedicated follow-up support
- The development of a bespoke 'Intro to Sustainability' professional development module for your employees
- 20 hours of SSW staff time to further support your staff eg with advice/guidance over phone/email, research on your behalf or developing new SustNav resources for your workplace
- Your company's logo featured on the SustNav website.

### **Special Events**

All package members will benefit from special peer-to-peer SustNav networking events, offered at discounted rates.

### **Special Commissions**

In addition to the above packages, we can also work with you to develop bespoke sustainability guidance and assessment tools for your business. Commission rates are open to negotiation.

### **Work programme highlights**

Recent examples of SSW's work using the SustNav guidance system include:

- a headline sustainability assessment of Wessex Water's long term vision document
- assessment of Bristol's Sustainable Community Strategy for the council and partners
- the development of a bespoke decision-making tools for a private/public sector clients
- CPD accredited workshops for tens of public, voluntary and private sector clients

Using the SustNav guidance system, we can work with you and colleagues to meet your organisation's training and assessment needs. Please call us to discuss your requirements.

### **What People are saying about SustNav**

"Wessex Water has won a number of awards for its sustainability activities, but the assessment helped us identify areas of weakness we hadn't considered. Applying SustNav to our Strategic Direction Statement was really valuable in helping us to continue to develop a sustainability programme that is clear and meaningful."  
*Julian Dennis, Director of Compliance and Sustainability, Wessex Water*

"The recommendations provided by the SustNav team really helped us to focus on the *real* sustainability issues for the city."  
*former Manager of the Bristol Partnership*

"In these difficult times, there is a great need to think about the consequences of decisions and their long term costs and benefits. The point of SustNav is not to provide readymade solutions but to enable decision-makers to think clearly about solutions that will be affordable and sustainable in the long run. This is an enormously useful approach."  
*Oliver Letwin MP*

### **Past SustNav workshop participants:**

"I came away with a great understanding of principles and measures to assess sustainability"  
"A eureka moment about a project I worked on"  
"I can now take this tool and use it in all aspects of my project and development work"

## **Sustainability Now survey – win a hamper of sustainable prizes!**



Sustainability Now has been on a break over the summer and is back with this mini edition before changes take place for future editions. It would be very useful to find out what readers think of Sustainability Now's current content, design and frequency ahead of any changes made. Please spare us 5 minutes to fill out our quick online survey and, as a thank you, everyone who responds will be entered into a draw to win lots of sustainable prizes including a hamper full of eco goodies! **To enter the survey please visit:**

<http://www.surveymonkey.com/s/SustNow>.

For a reminder of past editions of Sustainability Now and usual content, all back issues are available at: [www.sustainabilitysouthwest.org.uk/sustainability\\_now/](http://www.sustainabilitysouthwest.org.uk/sustainability_now/). The prize draw closes on 7 November.

## Thanks for sharing!

Sustainability South West was delighted to receive a donation from ShareGift ([www.sharegift.org](http://www.sharegift.org)) of £1,000 earlier this month, which we will put towards the core costs of our charity. This donation is particularly welcome at a time when SSW, like many voluntary sector organisations, is finding it more challenging to identify grants to support our overall work programme.

ShareGift is an independent charity which was set up in 1996 to positively address the problem of small share holdings. Shares of very low value can be useless to the individuals who own them, who may face fees exceeding the value of their shares just to sell them on. ShareGift's charitable solution is to gather enough low value shares to generate a pool of funds which are used to make donations to other UK charities. This innovative approach has earned them a Beacon Prize for Philanthropy.

SSW has been lucky enough to receive an unrestricted donation from ShareGift, which selects beneficiaries on the basis that their work is of interest to share donors. Many thanks to ShareGift for their kind donation and for wishing us well with our ongoing work.

If you have unwanted shares and would like to find out more about how ShareGift could put them to charitable use please see [www.sharegift.org](http://www.sharegift.org) for further info or contact David McIntosh [david.mcintosh@sharegift.org.uk](mailto:david.mcintosh@sharegift.org.uk).

## Over to YOU

Remember, we're your independent sustainability champs, and as an independent charity we're here to act as a critical friend for the common good. If you're involved in action for sustainability, let us know and we can champion it! Equally if you're experiencing barriers to adopting a more sustainable approach, get in touch so we can feedback messages on your behalf. **Contact Freiny Miles at [Freiny.Miles@sustainabilitysouthwest.org.uk](mailto:Freiny.Miles@sustainabilitysouthwest.org.uk).**

### Other news from SSW available from:

Follow @SustSouthWest on Twitter:

[www.sustainabilitysouthwest.org.uk](http://www.sustainabilitysouthwest.org.uk)  
<http://twitter.com/sustsouthwest>

### SSW coordinated projects:

- **SustNav** – Sustainability Principles to navigate your way to lasting solutions [www.sustnav.org.uk](http://www.sustnav.org.uk)
- **Fair Shares, Fair Choice** – campaign for fair, safe carbon shares for all [www.fairsharesfairchoice.com](http://www.fairsharesfairchoice.com)
- **Sustainable Health SW** – supporting the region's NHS trusts [www.sustainablehealthsw.org.uk](http://www.sustainablehealthsw.org.uk)
- **Planting Places** – linking greenspace and sustainability in the South West [www.plantingplaces.org.uk](http://www.plantingplaces.org.uk)



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**Feedback:** Your feedback on *SustainabilityNow* is valued. Email: [info@sustainabilitysouthwest.org.uk](mailto:info@sustainabilitysouthwest.org.uk).

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