



The
Democratic
Society

Zero Heroes Community Competition Final Report

February 2015



Contents

Executive Summary	3
Challenge	3
Solution	3
Outcomes	3
Background.....	5
Recycling and Waste	5
Food waste collection service	5
The Zero Heroes Community Competition	6
The Zero Heroes	7
Media coverage.....	8
The Competition	9
Competition Areas.....	9
Results	10
Waste Data	11
Community Activity Data.....	11
Events	11
Materials and Tools.....	12
Community Projects	12
Project management/ monitoring.....	13
Evaluation of Results	13
Outcomes	13
Lessons Learned For Future Engagement	14
Appendix A.....	16
Zero Heroes Community Competition Rules.....	16
Public statement	16
How to win points in the Zero Heroes Competition	16
Payment of the money.....	17
Appendix B.....	18
Participatory Budgeting Events	18
Events	18
Appendix C.....	21
Projects Funded.....	21

Executive Summary

Lewes District Council, like all other local authorities across the UK, needs to find new and innovative ways to deliver services within constrained budgets. One of the opportunities (and challenges) for delivering sustainable public services is shifting citizens' attitudes and behaviours about their consumption of resources, specifically household items such as food.

Lewes District Council was awarded £2million from the Department of Communities & Local Government (DCLG) to deliver a food waste collection service whilst maintaining a weekly waste collection service (required by DCLG). Part of this money was for a community engagement scheme.

In order to ensure the longer-term viability and quality of these services to residents, the Council decided to use the community engagement scheme to test new models of civic participation and action to encourage people to reduce their waste; additionally, the Council sought to shift attitudes and behaviours regarding environmental issues. In order to achieve this, the Council needed to create a different sort of relationship with residents, one in which there is genuine involvement and participation in the design and delivery of the service, and where decision-making about the provision of services is taken at the local level.

The Zero Heroes Community Competition project enabled the Council to create opportunities for residents to build closer networks that could lead to more self-sufficient and sustainable communities, which over time, will lead to more sustainable public services. The ambition is to foster a "One District, One Council" approach to public service design and delivery in which citizens lie at the heart of the decision-making process.

Challenge

The core challenge was the need to encourage more residents to reduce waste by using various techniques. These included: using the new weekly food waste collection service; existing recycling collection services; and other methods of reusing, reducing and recycling waste.

Solution

To meet this challenge Lewes District Council experimented with new and different forms of engagement, using a 'carrot' rather than 'stick' approach to give community incentives to get people reducing waste more. This tested new and different forms of citizen engagement to find and activate civic networks and which included using modern and digital technology and social media. Citizens were involved in the design and delivery of the project/campaign.

Outcomes

Between the project start in March 2013 and completion in November 2014, several key outcomes have been achieved:

- Levels of household waste generated have reduced from an average of 8.33KG of waste produced per household in May 2013, to an average of 8.16KG per household in June/July 2014. Against a background of broadly flat waste generation levels, the period during which the competition was being publicised saw a reduction in waste.
- An active civic network has been discovered

- Activism has been supported by raising awareness about reducing waste amongst the target audience and encouraged participation in the project through a community competition where every area in district won a share of the £40,000 prize money.
- Hosted 12 participatory budgeting events across the district.
- Zero Heroes was highlighted at the World Forum for Democracy in November 2013 as 'potentially making a significant contribution to democracy'.
- Received 140 ideas and 650 votes for community projects, which people in the district viewed as priorities for their local area.
- 23 community nominated projects were funded including playground improvements, community hall improvements, websites, orchards and community gardens, seafront improvements and youth projects.

Update March 2015

The Zero Heroes Project won a Bronze Award in the Improvement and Efficiency Awards.

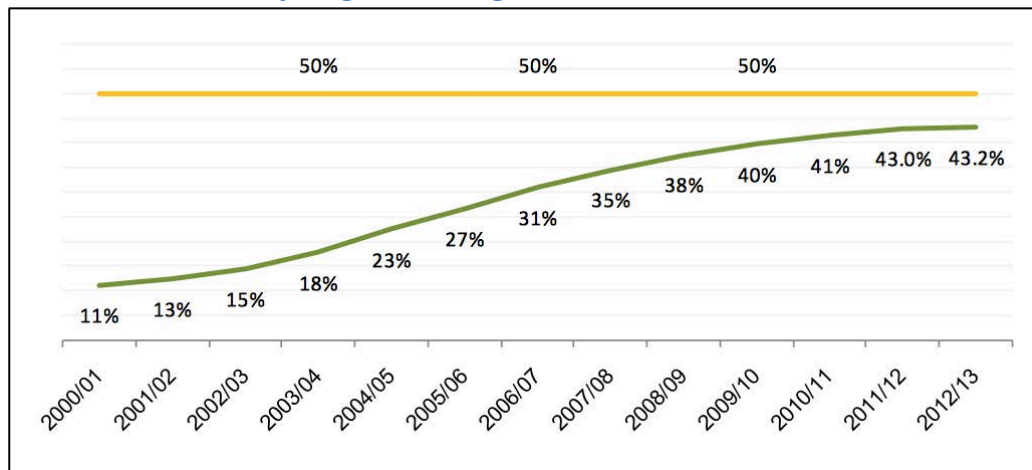
There are more details here: www.iese.org.uk/event/awards2015

Background

Recycling and Waste

The total amount of household waste produced in England has been falling each year since 2007/08 and for the first time last year more waste was recycled, composted or reused than put into landfill. On average across the country 43% of household waste is recycled, with the waste figures for local authorities ranging from 14% to 69%. The UK has to meet a European Union target of 50% of all waste to be recycled, composted or reused by 2020.¹

Household waste recycling rate in England²



Households in Lewes District produce very little waste, comparatively - it is one of the best 5% of English councils for having the lowest household waste produced per head. However, the composite recycling, composting and reusing rate for the district is one of the lowest in England,³ and it is the lowest in Sussex (East, West Sussex and Brighton and Hove). This is largely because the other areas in Sussex have garden waste collections. Lewes does worse than Brighton and Hove as the city runs its own household waste recycling centres whereas East Sussex County Council runs those in Lewes District. The starting point for the programme, therefore, was a desire to increase recycling rates – but with a low level of waste generated.

Food waste collection service

Lewes District Council was awarded money by the Department for Communities and Local Government to start a food waste collection scheme. This collection will run for five years. Food waste is, as a result of the scheme, now collected on the same day as residual (black bag) waste on specially adapted lorries. Other recycling collections continue as normal. Residents were given a caddy, an outside bin and an initial supply of biodegradable bin liners. Residents were sent a leaflet and booklet explaining how to use the new service (example pages below.) Food waste collections started on 3rd June 2013.

¹ Local Authority Collected Waste Management Statistics for England - Final Annual Results 2011/12

http://www.defra.gov.uk/statistics/files/mwb201112_statsrelease.pdf

² https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/255610/Statistics_Notice1.pdf

³ [http://profiles.audit-](http://profiles.audit-commission.gov.uk/_layouts/acwebparts/NativeViewer.aspx?Report=/Profiles/VFM_Standard&EntityID=15230&EntityGroupID=189&GroupID=184&SelectedCategoryId=7462&TopLevelCategoryId=7422&DescriptorID=42146)

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When collected the waste is first taken to the Energy from Waste plant in Newhaven where both food waste and residual refuse is separated. The food waste is then taken to The Woodlands Centre in Whitesmith near Ringmer which is an In Vessel Composting Facility (IVCF) where it is treated by heating to 60-70°C to kill any pathogens and when safe it is made into 'Pro Grow', a garden fertiliser and soil improver, which can be purchased at recycling centres.

The Zero Heroes Community Competition

The new food waste collection service was an opportunity to design an engagement project with participation and citizen activism as key elements. Building on the foundation of existing relationships and working with existing institutions, particularly parish and town councils, the Zero Heroes Competition was designed as an engagement project to support the new service. It ran for 18 months, from March 2013-September 2014.

We designed a way of encouraging all forms of waste reduction and recycling by creating a competition between 12 areas of the district to win a share a £40,000 prize depending on how much they can reduce residual waste. Finding ways to reduce waste earned an area points, as did organising community events, or signing up to the Zero Heroes mailing list. The more points the area had, the bigger the proportion of money that they would win.

The competition had significant community engagement at every stage. Local experts and activists were involved in the design process. The project encouraged broad citizen participation both as a means of driving support and of creating better local conversations about waste and recycling. To decide on how winnings should be spent, and to generate buzz around the competition, there were a series of participatory budgeting events across the district where attendees were invited to contribute their views. People could also use an

online platform⁴, or a freepost postcard, to suggest community projects which could benefit from any prize winnings.

The Zero Heroes

Comic-style characters were created for the “Zero Heroes” campaign to appeal to reach a wider audience to those already using recycling services and reducing waste. The Zero Heroes were designed to be fun, colourful and energetic characters with a positive message about recycling and waste reduction.



The Zero Hero characters were created to represent the local area e.g. Captain Sussex and Longman (of Sussex); and mythological figures e.g. Gaia and Mojin (earth mother and guardian of children respectively); and Z-RO5 (a robot that was discarded but ‘adopted’ by the Zero Hero family). These characters represent, and get their power from, recyclable materials and they aim to use their powers to overcome their archenemy, Dr Waste.

A ‘teaser’ campaign ran before the formal launch of the Zero Heroes competition with large-format billboards placed on the sides of Council waste vehicles inviting residents to “become a Zero Hero”. We designed a user-friendly website⁵ that was mobile, sociable and ‘conversational’ in style and tone. The website shared tips and gave examples of how to reduce, reuse and recycle.

The competition was open to all, but we identified a series of groups that we needed to target specifically. Figures show that approx. a third of people habitually use all the waste reduction options offered to them, about a third try to use service most of the time and a third do not recycle or reduce waste⁶. To make this project successful, we needed to reach the latter two groups, and aim to (at least partially) change behaviour. Our specific target audiences needed to include people who did not routinely recycle or think about waste reduction and who could be persuaded to do more.

We also aimed to target groups who could influence others such as:

- New parents
- Teachers (mostly primary schools)
- Young people aged 4-12

⁴ Example of voting site from Newhaven <https://newhaven.yrpri.org>

⁵ Zero Heroes website address: www.zeroheroes.me

⁶ http://www.wrap.org.uk/sites/files/wrap/Barriers_to_Recycling_Summary_Report.pdf

Communication and Media

The project included a significant investment in a communication and a media campaign to increase awareness among residents and our specific target audiences about the food waste collection service and the competition. Websites were set up for the competition: one website was created for the overall competition and twelve for voting on local projects to receive prize money: one for each area⁷

Media coverage

Print

Sussex Express
The Argus
Latest News
Viva Lewes

Broadcast

BBC Sussex Radio
SE Today TV
Heart Sussex
Seahaven Radio

Other

Community News e.g. Parish newsletters
Council publications/channels e.g. District News, internal news etc
Partner organisations' channels

Digital/Social

Twitter & Facebook (this included Facebook adverts)
Council partner channels e.g. website.

Website Statistics

The average website session duration on Zero Hero site (2:24mins) with 68% new visitors v 32% returning visitors (from June 2013-Sept 2014). The gender splits (46% female & 54% male) and the demographic breakdown was (18-24 (28%); 25-34 (34%); 35-44 (16%); 45-54 (13%) and 55-65+ (9%)

Website data was used to validate the campaign approach as well as refine as it developed and to deliver the relevant content that would engage the target audience. For example recipes for using up left over food got lots of views and brought in new visitors, and so we used more of these and developed new ideas with Ollie the Chef.



⁷ Example site for Barcombe and Hamsey (<https://barcombe-hamsey.yrpri.org>).

The Competition

We wanted to keep the competition very simple and reward all aspects of waste reduction, including the use of the food waste collection service. Accordingly, we used a measure of reduction in residual waste (black bag waste which goes into landfill or is incinerated) in kilograms per household. Change in all areas was assessed against a baseline taken from the weeks in May before the food waste scheme started and the competition was announced. This was to give all areas an equal opportunity to win money if they reduced waste compared to their own previous levels. This data we used was weekly waste figures produced by Lewes District Council and for the final competition results we used an average of the last five weeks of the competition, to even out seasonal peaks.

We also wanted to encourage community action, so we included opportunities to earn bonus points based on the number of sign ups on the mailing list and community events organised which promoted the competition and waste reduction. This was measured by counting the sign ups per postcode and by attending events that were organised.

We also used a supporting measure of a count of the number of food waste bins put out for collection. This measure was not used in the competition; but by analysing the food waste bin set out rate and comparing to areas with high residual waste we were able to identify areas of the district to target with extra awareness raising activity and support to increase all forms of recycling and waste reduction.

The full rules for the competition can be found in Appendix A.

Competition Areas

The competition was run around 12 areas of the district. Most waste collection rounds fit with natural areas of the district, so for example Newhaven, Seaford and areas of Lewes all have their own collection round. Some villages had to be grouped together into areas.

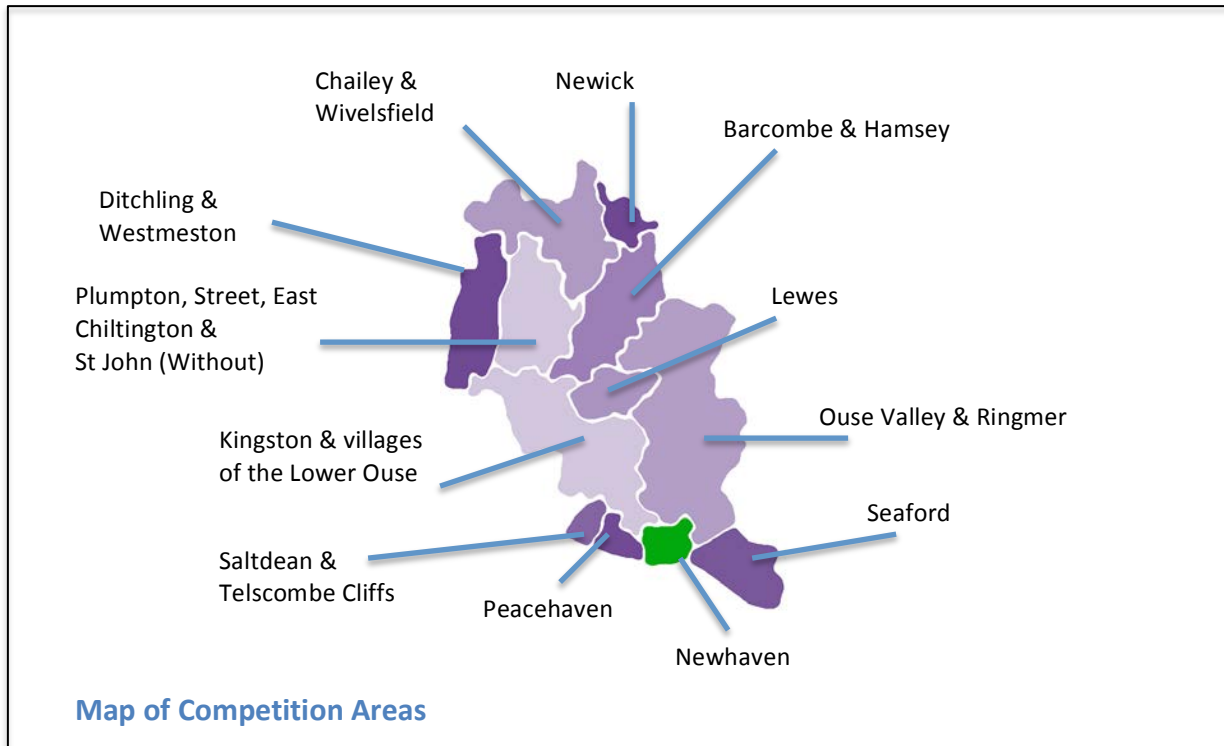
The size of competition areas was driven in part by the availability of data. The collected waste weight is measured on the basis of rounds, which follow a fuel- and cost-effective path around the district and therefore pay no attention to village, parish or ward boundaries. There was an extensive discussion early in the process on the best way of tracking waste weights and the method selected on the grounds of accuracy and practicability was to divide the competition areas up into wards, with rural wards being one area each and the wards in towns being grouped.



In some cases this produced areas that felt too large, containing several villages and parishes, in the case of Kingston. The experts and activists consulted at the start of the process encouraged us to use user-defined areas (villages or areas of towns) to encourage people to campaign on a scale they felt comfortable with, but although this is a good aim for future

community work, the constraints of waste collection data availability made it impossible for this project.

Below is a list of the competition areas and an example of the colour-coded map used to



illustrate how much waste each area had reduced. The area marked in green was the area with the most points in the competition. For the other sections, the lighter the shading, the more points earned.

Results

Our 'result' was the number of points each area received. Results were produced by Demsoc and blind checked by two of our members of staff who each prepared results independently then compared to see if there were any discrepancies, which were investigated, if necessary. They were published weekly on the Zero Heroes website and there were regularly email updates circulated to those who had signed up on the mailing list.

The final results figures were:

Waste Data

Place	Base figures from May 2013	16th June 2014	23rd June 2014	30th June 2014	7th July 2014	14th July 2014	5 week rolling average	Difference
Barcombe & Hamsey	8.18	7.93	7.98	7.83	7.73	8.03	7.90	-0.28
Chailey & Wivelsfield	8.64	8.90	8.80	7.82	8.74	8.84	8.62	-0.02
Ditchling & Westmeston	8.00	8.1	8.2	8.0	8.0	7.8	8.03	0.03
Kingston Ward	8.48	8.4	7.7	8.0	7.5	7.8	7.86	-0.62
Lewes	7.15	7.0	7.1	7.0	6.9	7.2	7.08	-0.07
Newhaven	8.40	8.1	8.1	8.1	8.1	8.3	8.13	-0.27
Newick	9.08	8.8	10.0	9.0	9.0	9.1	9.16	0.08
Ouse Valley & Ringmer	8.56	8.6	8.3	8.4	8.3	8.7	8.46	-0.10
Peacehaven	8.88	8.8	8.9	8.8	8.7	8.9	8.82	-0.06
Plumpton, East								
Chiltington...	8.38	8.7	8.2	7.0	8.3	8.6	8.17	-0.22
Saltdean & Telscombe								
Cliffs	8.90	8.7	8.5	8.4	8.5	8.7	8.56	-0.34
Seaford	7.26	7.1	7.2	7.0	7.1	7.2	7.14	-0.13
Total Base	99.91					Total	97.91	-2.00
Average Base	8.32573302					Average	8.16	-0.17

Community Activity Data

Place	Monthly waste reduction	Waste points	Self-reported community activity	Points	Share of £40,000
Barcombe And Hamsey	-0.28	28.5	28.8	28.6	£ 3,248
Chailey & Wivelsfield	-0.02	2.0	102.7	42.3	£ 4,798
Ditchling & Westmeston	0.03	-2.7	25.5	8.6	£ 976
Kingston	-0.62	62.0	29.4	49.0	£ 5,556
Lewes	-0.07	7.0	63.4	29.6	£ 3,355
Newhaven	-0.27	26.7	82.7	49.1	£ 5,575
Newick	0.08	-8.0	52.2	16.1	£ 1,825
Ouse Valley & Ringmer	-0.10	10.0	81.3	38.5	£ 4,371
Peacehaven	-0.06	6.2	5.4	5.9	£ 669
Plumpton, Streat, East Chiltington & St John (Without)	-0.22	21.5	78.6	44.3	£ 5,032
Saltdean & Telscombe Cliffs	-0.34	34.0	0.9	20.8	£ 2,356
Seaford	-0.13	12.5	30.6	19.7	£ 2,240
Total Prize Fund					£ 40,000

Events

To raise awareness of the competition, we attended a range of local events. Some of these were community events to which we were invited or public events where we booked places. Others were events we organised as part of the competition. A full list can be found in Appendix B. At a number of events, we had cookery demonstrations by Ollie the Community Chef with recipes for using up leftover and old food. Some of the events were organised independently by members of the community and this engagement was rewarded via bonus points in the competition for community activity.



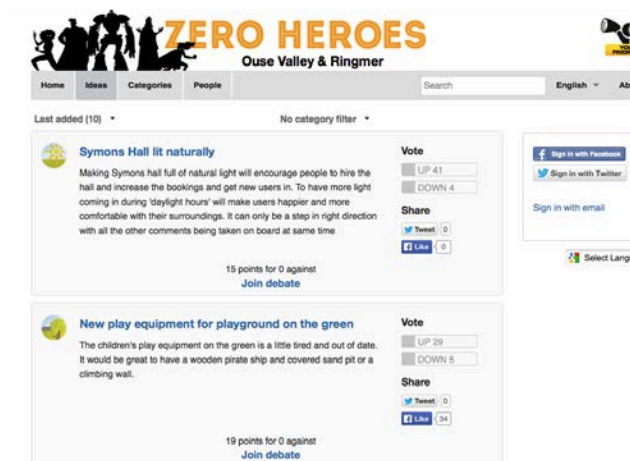
In each of the 12 areas, we ran a 'How to Spend it?' event in local venues. This was to talk about the competition; ways to increase awareness and get ideas to spend any winnings.

Materials and Tools

Materials and tools were made available online to support community action. To promote the competition, we had Zero Heroes resources including postcards, posters, button badges and mailing list sign up sheets. For general community action advice, we set up the Demsoc Active website⁸ which provides advice and suggestions on community action such as how to organise an event or start a group.

Community Projects

A 'Your Priorities' website⁹ was set up, where people could suggest, comment, and vote on ideas to spend any winnings from the competition. This generated over 140 ideas, 650 votes and many comments. When the competition closed and the prize totals were announced, those who had submitted ideas were invited to submit a short project proposal. Winning projects were chosen by a panel of Lewes District Council members through a mix of affordability, feasibility, on going financial sustainability and the number of votes they received. Local councils were consulted where appropriate.



When the final prize winnings were known, project proposals were requested. A panel of Councillors ensured that the projects met the criteria of affordable, feasible, sustainable and supported by the community. A total of 23 projects were funded across the district including playground improvements, village and community



⁸ Demsoc Active www.active.demsoc.org

⁹ <https://ousevalley-ringmer.yrpri.org>

hall improvement, youth group funding, war memorial lighting, community noticeboards, signs and websites, defibrillators, wildflower meadow, orchards, an allotment shed, wooded walkway, furniture for community garden, seafront improvements and bus shelter renovation. A full list of all projects can be found in Appendix C.

Project management/ monitoring

The Zero Heroes project was managed through a fortnightly project management meeting with the project team, which included representatives of the Communication and Waste Teams, and members of Demsoc. The project was jointly delivered by John Shewell and Colab, who managed the communications and Demsoc who managed the community engagement. Community engagement was greatly helped by the project team from LDC, Julia Black, Liz Lacon, Matthew Busby and James McHugh. As Recycling Customer Support Officer, Matthew Busby, was able to help identify and attend events and found communities that needed our attention. He provided swift customer service to anyone wanting help with waste collection: from replacement bins to assistance with missed collections.

Evaluation of Results

The key measure was the reduction in residual waste collected in the district. Reduced levels of household waste generated from an average of 8.33kg of waste produced per household in May 2013, to an average of 8.16KG per household in June/July 2014.

Our secondary measures included levels of community participation and engagement to assess participation and to determine the success of the novel forms of civic engagement we designed. Specifically, we wished to evaluate whether the approach used in Zero Heroes could form the basis for creating the right conditions for attitude and behaviour change that could also lead to delivering more sustainable public services.

Outcomes

- The campaign regularly appeared in the key target media, including two 30min slots on BBC Sussex Radio.
- The Chief Executive of the Council was invited to speak at the Brighton Food Festival about the campaign.
- Each area received a share of the community prize demonstrating take-up/participation across the whole district. 23 community nominated projects were funded including playground improvements, community hall improvements, websites, orchards and community gardens, seafront improvements and youth projects. A full list can be found in Appendix C.
- Over 700 local residents signed up to the mailing list, and were provided a regular update on how each area in the district was performing and ideas about waste reduction.
- The public suggested over 140 ideas for community projects/improvements.



- Over 650 votes were cast for projects in local communities to receive funding from the competition and many comments were received.
- Additional engagement was received on Twitter (@ZeroHeroes_UK & @DemsocLewes) with both accounts relating to the competition receiving 294 and 279 followers respectively.
- Facebook adverts were targeted by locality across the District which were seen by over 40,000 Facebook users in Lewes District and provided new engagement (website views, idea submission and voting) from nearly 900 residents.
- Community groups held 21 events across the district promoting recycling and waste reduction e.g. community chef/cooking shows using 'recycled' food; Freegle events, where people swapped and traded unwanted items. The Zero Heroes team attended over 24 further community events to raise awareness about waste reduction and the food waste collection service. A full list can be found in Appendix B
- There were 12 participatory budgeting events held across the district.
- There was regular media coverage of the competition with key messages about waste reduction including the food waste collection service.
- The campaign was highlighted at the World Forum for Democracy in November 2013 as 'potentially making a significant contribution to democracy'.
- The campaign was supported and promoted by local councillors and the local MP

Update March 2015

The Zero Heroes Project won a Bronze Award in the Improvement and Efficiency Awards. There are more details here: www.iese.org.uk/event/awards2015

Lessons Learned For Future Engagement

This project was an experiment in building networked networks to achieve the council's goals. As such, the output is also the lessons that we learned during the process that can inform further work on engagement and participation. Here are some of the things that we found:



- Local is a very individual concept. Local is my street and the few streets around. There is a sense of local identity in villages and towns but still they also have multiple local identities and groups.
- The limitations of data can affect participation. We had the data we had from waste collections. People wanted more local and specific data, which was not available.
- Co-design should start from the very beginning and this builds in ownership of the project, gets campaigns right and spots pitfalls.
- Personal interaction builds networks that can be sustained online but not the other way round. We can find people who are interested and active online but relationship building needs a mix of on and off line.

- Traditional media are less effective than personal contact through networks. But hyper local media such as newsletters, parish magazines have a good reach and are widely read.
- There is energy in a network but it needs constant feeding
- Engagement needs relationship building and trust. People have to know what is in it for them. For Zero Heroes we had something good to offer for groups and individuals.
- A goal expressed in multiple ways is more effective than a single campaign. Different people have different motivations and ways of coming at issues. For some this was a competition about reducing waste, for others it was about getting money for a community project.
- It is easier to work through others' events and networks rather than trying to create your own, but this often takes time to build trust and relationships.
- True participation cannot merely be outsourced, there must be buy in and cooperation between council staff, representatives and contracted staff (Demsoc in this case) had a great deal of support from staff such as Matt Busby and the project team.
- It can be hard to moving beyond the traditional gatekeepers. We found some powerful gatekeepers such as parish clerks and school offices.
- Citizens react positively to tangible and visible outcomes as a result of their engagement
- It is important to keep things really simple. When engagement or communication messages get complex people quick disengage and the range of people involved narrows.
- It is face to face things that work really well and we need to get a network of people who think a project is their project, who spread the word.



Appendix A

Zero Heroes Community Competition Rules

Public statement

The competition runs across the whole district's 12 areas and covers every house and flat.

To take part just reduce what you put in your black refuse bag. Recycle as much as you can using the kerbside collection services, local recycling centres and the new food waste recycling collection.

Every week we weigh the refuse bag waste from each day's collection to see how much waste has been collected and divide this by the number of houses and flats visited. We take the amount of waste for the last five weeks (so one bad week does not mess up the numbers) and we then see if there is more or less than there was before the start of the competition in May 2013.

For every 1 kilogram less waste per house or flat, you get 100 points towards the community prize and will get more of the cash. You can also get a bonus point for every 10 people signing up for emails (you can do this here <http://zeroheroes.me/sign-up/> or by writing to a freepost address at Lewes District Council.) You can get 25 bonus points by running community events or activities which tell people about reducing waste and increasing recycling. You need to tell us about the event in advance so we can come, join in and help spread the word.

In summer 2014 the areas that have reduced the most refuse bag waste (on average per household) will get a share of £40,000 to spend on community projects that residents propose and select. Areas that have reduced more will get more of the cash. There will be an event organised in each of the competition areas to discuss and select projects. The money will be given to a community organisation such as a local council or registered charity to organise the project and make sure the money is spent on what the community agreed. The competition is between the 12 different areas in Lewes district, based on district council wards but with the different town wards grouped together.

The 12 competing areas are:

1. Barcombe and Hamsey
2. Chailey and Wivesfield
3. Ditchling and Westmeston
4. Kingston
5. Lewes
6. Newhaven
7. Newick
8. Ouse Valley and Ringmer
9. Peacehaven
10. Plumpton, Street, East Chiltington, St. John
11. East Saltdean and Telscombe Cliffs
12. Seaford

How to win points in the Zero Heroes Competition

- 100 points will be awarded for each kg of reduced refuse waste per household

Extra Bonus Points

- 1 point for every 10 people who sign up to the Zero Heroes website and mailing list (you can do this here <http://zeroheroes.me/sign-up/> or by writing to a free post address Lewes District Council.)
- 25 points for community activities that promote recycling and waste reduction. People can record them here: <http://zeroheroes.me/tell-us-what-youre-doing/>

Payment of the money

The project proposers will be responsible for putting together a short project proposal which must include

1. The name of the project
2. The name of the lead organisation or person, with contact details
3. The name of any partner organisations or people
4. Brief details of what the project will do for the community and what people will be able to see at the end
5. What the money will be spent on (a breakdown of costs)
6. The timescales for the project and when the project will be completed

When the proposal is agreed, the money will be paid out by Lewes District Council on production of receipts or invoices for the work. Any increases in costs from the agreed project proposal must be authorised in advance or expenses will not be paid. In very occasional circumstances the money will be paid in advance after discussion with Lewes District Council and there must be safeguards in place to ensure the money is correctly spent. We ask that at all times projects try to get the best value (for example by getting donations, or work done at cost to make the money go further.) Lewes District Council Officers will ask to see evidence of the work that has taken place (such as visiting the site or looking at documents – this will be agreed as part of the proposal.)

If the project is underspent by less than £500 then the remaining money can be given to an agreed local charity or local organisation to be used for general community work. If the underspend is larger than £500 the money will still remain in the community but there will need to be a community decision on how the money will be spent.

If it is agreed by both the community and Lewes District Council, the payment and oversight of the project might be passed to another organisation or body such as a town or parish council or a charity. They will be accountable both to the community and to Lewes District Council Officers, for how the money is spent.

The aim of all of these rules is to try and be as simple as possible, while making sure that public money is spent well for the benefit of the community.

Appendix B

Participatory Budgeting Events

<u>Area</u>	<u>Date</u>	<u>Venue</u>
Newick	30th April	Newick Community Centre
Newhaven	6th May	Hillcrest Centre
Peacehaven	7th May	The Meridian Centre
Kingston	9th May	Kingston Parish Hall
Saltdean & Telscombe Cliffs	14th May	Telscombe Civic Centre
Chailey & Wivelsfield	20th May	Wivelsfield Village Hall
Ouse Valley & Ringmer	21st May	Ringmer Village Hall
Ditchling & Westmeston	22nd May	Ditchling Barn
Plumpton, Street, East Chiltington & St John (Without)	29th May	Plumpton Village Hall
Barcombe & Hamsey	3rd June	Barcombe Village Hall
Seaford	5th June	St Leonards Hall
Lewes	9th June	Lewes Town Hall

Events

Lewes Chief Executive spoke at Brighton Food Festival
 Lewes Society Fair
 East Chiltington Fun Day
 East Chiltington Parish Meeting
 Newhaven Neighbourhood plan consultation
 Ringmer Village Fair
 Wivelsfield Village day
 Kingston Village Day
 Wivelsfield Primary at the School assembly
 East Chiltington Parish Meeting
 Newick Festival Picnic
 Ditchling Horticultural Society Meeting.
 Wivelsfield Village Plan Consultation
 Wivelsfield School to meet with Head Teacher.
 Newhaven Fish Festival

Wivelsfield Village Fair
Seaford French market
Plumpton College Open Day with Ollie the Chef
Lewes 'Prepare for Battle' Festival
Kingston Village Plan Committee Meeting
Seaford Head School assembly on the 4th of June.
Newhaven Town Council event (29th April) &
Seaford Food Swap (26th April)
Newick Horticultural Society and meet with Newick Parish Councillors.
Meeting with teacher from Seaford Head School resulted in assembly being organised to promote Zero Heroes and Food Waste Scheme on the 4th of June.
Barcombe Parent Teacher Association
Newhaven Market with Cllr Franklin and Chef Ollie Dawson for Pancake Day
Meeting with Kingston Village Plan Committee
Peacehaven Market
The Clean Bin Movie Screening, All Saints Centre, Lewes
Sussex Downs College, Lewes
Ringmer Community College with Freegle
Lewes Xmas Shopping 5th Dec,
Seaford Xmas shopping 6th Dec
Newhaven Xmas market 14th Dec (with the community chef.)
Penny Shimmin from NCDA
Ditchling Coffee Morning
Lewes Transition Towns Event
LDC Diversity Group meeting
Peacehaven school tree planting
Headstrong Club, Lewes
Town and Parish Council Conference, Telscombe Cliffs Civic Centre
Newick Village Market

Posters and postcards

Posters and postcards about the competition, which have been sent to parish councils, and a selection of community centres and libraries

Extra copies were delivered to residents in:

- Wivelsfield
- Plumpton
- Newhaven
- Seaford
- Kingston
- Ringmer
- Rodmell
- Ditchling
- East Chiltington
- Iford
- Piddinghoe
- Lewes

Provided material to a Wivelsfield Resident to build a "Zero Heroes Scarecrow" as part of Wivelsfield Scarecrow trail.

Email and Mailshots

Contacted local MPs and parliamentary candidates to ask them to spread the message about the chance to decide how to spend the prize fund.

Distributed voting postcards to members of the influencer network.

E-mailshots: 23 Emails sent out to mailing list peaking at 708 subscribers.

Targeted emails to:

- Areas of districts that had not yet produced any ideas
- Schools
- Town and parish councils

Regular updates to LDC Councillors and staff

Received list of interested people from Peacehaven Town Council, which have all been entered on the mailing list

Ringmer Library

Media

Seahaven Radio

BBC Radio Sussex (name of the programme)

BBC South East TV (name of the programme)

Viva Lewes

Latest Magazine

Sussex Express

Brighton and Hove Argus

Haven News Website

Parish Council websites

LDC District News – every month

Council website and council office TVs

Social Media

Facebook advertising campaigns.

Twitter

Local media

Information was sent to parish and other local magazines and newsletters. We are aware of content in the following publications.

In parish magazines in:

- Barcombe
- Plumpton
- East Chillington
- Ringmer
- Kingston
- Peacehaven
- Telscombe

Details in school newsletters in Seaford (Seaford Head and Primary Schools)

Appendix C

Projects Funded

Project	Area	Amount
New Children's Play Equipment	Barcombe -	£1748
Playground safety fence	Hamsey/Cooksbridge	£1500
Equipment for Wivelsfield Youth Group	Wivelsfield	£400
Renovation of Wivelsfield Church Hall	Wivelsfield	£4,398
A new community notice board	Rodmell	£1,344
Communal Marquees and Gazebos	Kingston	£1,000
Village sign	Kingston	£1,135
Wildflower meadow, St Nicholas Church	Iford	£454
A community website	Piddinghoe	£790
Heritage Notice Board	Falmer	£745
Landport Youth Centre	Lewes	£1,544
Saturday Circles Club	Lewes	£1,000
Signs for Railway Land Nature Reserve	Lewes	£400
Landport Travel Club	Lewes	£411
Furniture for new Green Area at Hillcrest Centre	Newhaven	£5,575
Add more Defibrillators for the Village	Newick	£500
A new ramp for wheelchairs at the Village Hall	Newick	£1,325
Natural Lighting in Symon's Hall	Ringmer	£4,371
Community Orchard	Peacehaven	£669
Wooded Walkway	Plumpton	£3,925
Prepare East Chiltington Church for community use	East Chiltington	£257
Help buy a shed for the allotments	East Chiltington	£850
Improvements to Splash Point Groyne	Seaford	£2,240
Bus shelter improvement project	Telscombe Cliffs	£2,356