

Cambridge  
Carbon  
Footprint



20  
21

# ANNUAL REPORT



Supporting community  
action on climate change



# CHAIR'S STATEMENT

The Covid-19 pandemic continued to have an impact on our work in 2021, however trustees are proud of the range of activities we supported despite continued difficult circumstances.

Our regular autumn Open Eco Homes events were held online, which meant we were able to reach a much larger audience via Youtube. And our network of repairers rallied to repair 75 laptops that were redistributed to people who needed them via Cambridge online.

In line with our strategy, 2021 was the year that we shifted more towards capacity building - enabling others to support carbon reduction in their communities and business networks. Examples include the launch of our 'Net Zero Now' community climate leader training scheme, the Cambridge Climate Charter 'Ambition to Action' seminars and the step-by-step community 'Shrink Your Carbon Footprint workshop guide'.

Trustees would like to thank our staff and volunteers for their hard work, which continues to have a huge impact, helping individuals and communities around Cambridge to lower their carbon footprints.

**SARAH WHITEBREAD**  
**OUTGOING CHAIR OF TRUSTEES**

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# OUR APPROACH

For over 15 years Cambridge Carbon Footprint has been providing local guidance and support on carbon reduction.

We support people to reduce carbon emissions, whatever their walk of life, by:

- 1) Delivering communications and events that inspire action, underpinned with training and resources that foster the knowledge and practical skills necessary.
- 2) Providing resources and support that empower others to deliver carbon reduction activities, building capacity in members of the local community to increase our reach and influence new audiences.

In this way we work to make real carbon reductions and create cultural change.



New carbon footprint stall materials

*Over 60% of the changes needed to get to net zero require action from individuals, households and small businesses.*

# 2021 HIGHLIGHTS

## CAMBRIDGE CLIMATE CHANGE CHARTER - PAGE 5

Launching new offerings for businesses and community groups

## NET ZERO NOW - PAGE 7

Our new community climate leaders training scheme

## OPEN ECO HOMES - PAGE 9

Online and reaching new audiences on YouTube

1541

attendees

Open Eco Homes drew the largest number of attendees this year, with 551 joining across the month-long programme.

980

new people

These are people who are new to Cambridge Carbon Footprint and have not taken part in our events or activities before.

45

events run

Including 9 outreach talks, 4 stalls and 2 where we supported others to run activities in their communities.



# THE IMPACT OF COVID-19

With Covid-19 continuing to impact our ability to meet in person we delivered much of our work online in 2021. Although most restrictions ended in July, we remained cautious about exposing staff and volunteers to additional risk. This, combined with significant uncertainty about future lockdowns, meant we adopted an 'online first' approach, running events online where possible, and taking a cautious approach with planning activities that were unable to be run online.

Our staff and volunteers showed flexibility and creativity in the ways they adapted our activities for online audiences. Open Eco Homes, Ambition to Action and Net Zero Now training worked particularly well in this format, increasing access to attendees from further afield, and helping us to build up a video library of useful talks, which continue to gain views.



Outdoor programme planning

There were some activities we couldn't adapt to online delivery. We didn't run any clothes swaps in 2021 for example, and our volunteers undertook fewer thermal imaging surveys, as we didn't allow camera loans to take place in the spring while non-essential retail was prohibited.

After so long spent in virtual events and meetings we were keen to meet and run some events in the real world when we were safely able to do so. We ran our first in-person events in July, a series of 4 stalls outdoors on the Market Square. Our repairers were keen to meet up and get back into the swing of things too, so with Covid safety protocols in place we ran two Repair Cafes in August and September. These were our only in-person events for the year.

Although our team worked hard to deliver what activities we could to the best of our abilities, nonetheless these adaptations resulted in a reduced impact. Our volunteers made fewer thermal imaging camera surveys, we ran fewer events, we supported fewer partners to run events, and those events that we did run either online or in person were necessarily smaller in scope, and with fewer attendees than they might have had in person.

*"I have missed everybody! I love the camaraderie of the repairers, the social interaction with reparaees and the ability to convince people to have a go themselves and to not waste stuff."*

Repairer

# CAMBRIDGE CLIMATE CHANGE CHARTER



The Cambridge Climate Change Charter is a project we deliver on behalf of the Cambridge City Council. Through it we engage individuals, businesses and organisations in reducing their carbon emissions, encouraging them to understand their carbon emissions and commit to reducing them. We launched the project in September 2020, and continued to deliver events and activities designed to support carbon reduction throughout 2021. Below are some of the highlights.

## FROM AMBITION TO ACTION

In partnership with Investors in the Environment the Charter hosted a series of three free expert-led online seminars aimed at businesses and organisations looking for advice on how to get started on systematically addressing their carbon footprint. The series was designed to introduce participants to the three key areas of an Environmental Management System (EMS).

### Understanding your carbon footprint

Simon Alsbury from Energise

### Setting targets and monitoring progress

Jane Varley, Green Business Works and Warren Pope, RetrofitWorks

### Communication and Engagement

Peter Gilheany, Forster Communications and Dr Jan Maskell, Occupational Psychologist

**73** people attended Ambition to Action workshops







Volunteers calculating Carbon footprints on the Market Square

## SHRINK YOUR FOOTPRINT STALLS

Over 4 weekends in July CCF and partners including PECT, CamCycle, RetrofitWorks, the Cambridge City Recycling Champions and Transition Cambridge had a stall in Market Square featuring displays on personal footprints and opportunities to calculate footprints using the new carbon footprint calculator. Each stall had an expert on hand to help people decide what might be right for them and pointing them to easy wins and guiding through more complex options. It was good to have a public presence after lockdown and people did enjoy doing their footprint. However, it was hard to stop people on a busy Saturday afternoon for the time needed. Despite this, we spoke to 157 people over the four Saturdays, nearly all of them new to CCF. A good new footprint display poster and prompt sheet were created for the Market Stalls.

## HOW TO SHRINK YOUR CARBON FOOTPRINT TOOLKIT

CCF developed a free, 1 hour step-by-step guide to delivering a workshop on reducing your carbon footprint with a group of individuals in a workplace, organisation or community setting. It is aimed at people who aren't environmental experts but who are passionate about taking practical steps to address the climate and biodiversity crisis.

The 'Shrink Your Carbon Footprint workshop guide' provides a 60 minute powerpoint presentation and workshop plan that can be used off-the-peg or tailored to a particular audience. In Dec 2021 we held the first of three 'How to' events to walk 8 participants from interested local organisations through the guide and how they might use it to run their own workshop.

# NET ZERO NOW



The Net Zero Now training programme, run in summer 2021, trained and empowered local community leaders to take action on climate change. Funded by the South Cambridgeshire District Council Zero Carbon Communities grant scheme, participants learnt to communicate climate messages, put on climate related events, deliver carbon reduction activities, and educate and engage people from all backgrounds.

Altogether 12 individuals completed the training course, each going on to launch initiatives in their local village. Our approach has been very successful, with every climate leader taking practical steps to community action following the course. For example Michael, a retired builder and parish councillor who, since attending the training has worked with the Parish Council to declare a Climate Emergency and organise a village-wide meeting to make plans for action.

Paul identified other concerned residents and founded a new village action group. They launched their group during COP26, and have plans for follow up events and campaigns in the new year.

Materials from the course are now available online as a self-serve course, including videos of all of our talks, reading lists, resources and worksheets.

## AS A RESULT OF NET ZERO NOW

**12** South Cambridgeshire villages have newly trained climate leaders

*"I feel a lot more confident about community action... identifying the people in the community and delivering a message better."*

NZN Participant

*"I realised that things can change but it starts with me."*

NZN Participant

# NET ZERO NOW

A large, stylized yellow arrow graphic pointing to the right, positioned below the 'NET ZERO NOW' text.

# CAMBRIDGESHIRE REPAIR CAFE NETWORK

The Cambridgeshire Repair Network held 2 repair cafes in the city, despite Covid restrictions, and the 'How to run a repair cafe in your community' skillshares were delivered three times over the year and were heavily oversubscribed. By February 2022, volunteers and community leaders from 60 different Cambridgeshire locations had been trained in how to run repair cafes in their communities.

Co-ordinated by Kate Boursnell, repairers from our Cambridgeshire Repair Cafe Network responded to the ongoing Covid crisis by collecting and repairing 75 unwanted laptops to redistribute to people who needed them via Cambridge Online. As a result local repair cafes were nominated by BBC Radio Cambs as an organisation 'Making A Difference'.

The Cambridgeshire Repair Cafe Network remain indebted to Mackay's of Cambridge for their considerable support of our wonderful repair movement.

Sewing machine repairs



*"Inspirational ambition - and lovely result too!"*

Tour participant

## HIGHLIGHTS

An F-rated home retrofitted to near Passivhaus Standard, largely by DIY.

A self-built family home, with PV generating more energy than the house uses.

*"The whole concept seemed so valuable for today."*

Tour participant

# OPEN ECO HOMES

2021 was an excellent year for Open Eco Homes, with 10 homeowners giving inspiring online tours, showing how their homes are low-carbon and delightful.

Homeowners are trusted messengers, not selling anything, but enthusiastically explaining the pros and cons of different solutions to retrofitting their existing homes or ensuring their new-build homes are as low-carbon as possible.

6 expert talks from Planning your Retrofit to Home Energy Innovation helped people turn their inspiration into home energy action, which we estimate will save 969 tonnes CO2.

Videos of 2021 tours and talks continue to attract interest, with 11,200 views at the last count, reaching an ever-wider audience



# 551

participants

Joined us online for an Open Eco Homes Tour or Talk in 2021.

# 96%

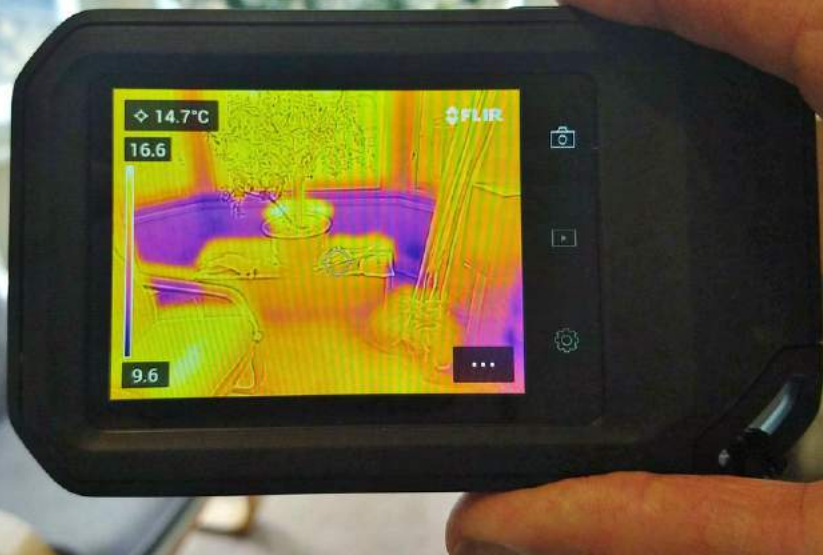
of visitors

Said they found their Open Eco Homes Tour or Talk 'useful' or 'very useful'.

# 50%

of visitors

Were new to Open Eco Homes, so we know we're reaching well beyond our regulars



Thermal imaging camera in use

# THERMAL IMAGING

In this winter project, we offer free online training in interpreting what thermal images reveal, like draughts, poor insulation and heating problems. Then trainees can borrow a camera to investigate their own home, and often those of others, to show where it's leaking heat. Research shows that these images motivate action to get the problems fixed.

From January to March 2021 we had to suspend Thermal Imaging, because of the Covid risks of in-person training and passing cameras between borrowers and their hosts. In autumn 2021 we were ready with a third camera, creating resource videos of how to use each camera type and running more online training sessions teaching volunteers how to interpret the images. In total we trained 69 people in 2021.

*"First time I have used a thermal imaging camera - what an amazingly useful tool!"*

Camera borrower

*"I'll email my landlord to address the insulation problems..."*

Camera borrower



# COMMUNICATIONS

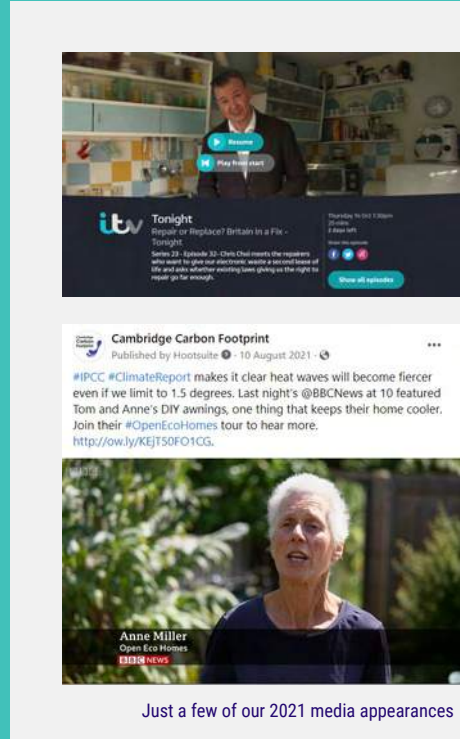
Throughout 2021 CCF maintained good press coverage with 12 opinion pieces in the Cambridge Independent, covering topics ranging from climate leadership to sustainable diets.

With increased attention on home retrofit and keeping homes cooler in heatwaves, Open Eco Homes received lots of media attention this year, featuring on the BBC's News at Ten for example.

The Cambridgeshire Repair Cafe Network received a lot of attention with Ethical Consumer Week featuring one of our Cambridgeshire repairers on the panel of their session 'Fixing the climate one repair at a time' and the ITV Tonight documentary 'Repair or Replace? Britain in a Fix' was screened nationwide and featured our Cambridge Repair Café at Makespace.

We also collaborated with others to promote repair, playing a significant role in creating the Community Repair Network, a new umbrella network for all things repair in the UK. For International Repair Day 2021 we helped pull together a media resource and campaign pack for all UK Cafes highlighting the Right to Repair campaign and the Environmental Impact of Repair.

And we were supported in spreading the word about climate action this year by Chris Pointon of Cambridgeshire Climate Emergency. Chris took part in the popular Cows About Cambridge month, installing a climate-friendly moss cow that absorbed CO2 and other pollutants and emitted oxygen. An air quality sensor on the Moss Cow revealed air quality levels around the cow; viewers could scan a QR code to see the data and get linked to advice on how to make climate-positive changes with our Cambridge Climate Charter.





# BUILDING INFLUENCE

## LOBBYING

On November 6th, during COP 26 in Glasgow, CCF joined dozens of organisations and many hundreds of local people in the Global Day of Action, with a march from Great St Mary's to a Climate Fair on Parker's Piece. There was great solidarity, demanding very strong action from the COP, which met with very mixed results in national policies and further disappointments since.

## CONSULTATIONS

Wherever possible we continue to respond to local consultations. In 2021 we responded to the Future Homes Standard, demanding stronger standards and their enforcement, to deliver net-zero carbon new buildings ASAP.

## COLLABORATING

CCF participated in all four Local Climate Change Forum meetings with City Council officers and councillors, along with other interested local organisations. These have been very useful, learning what we're each doing and how we can collaborate better. We aim to be supportive and challenging with the City Council.



Crowds at the Global Day of Action



Doorstop thermal imaging handover

# 2022 AND BEYOND

For CCF 2022 has really been marked by a return to in-person events and activities.

Following a slow **thermal imaging** season in 2021 due to Covid, we were only able to meet borrower demand in spring 2022 with 3 more cameras, kindly made available to us by South Cambs District Council. Each camera was hosted by a different volunteer, making it easier to borrow a camera locally. Across our 2021-22 winter season we trained a record 187 people and made 114 camera loans. Steve Ellis from Eltisley, a South Cambs village, borrowed and worked with 2 other volunteers to report on the problems they found in 17 homes in the village! For our upcoming winter season South Cambs District Council will loan us 5 cameras.

In March we partnered with the Central Library Service to offer a **Human Library at the Central Library**, allowing people to have 1:1 conversations with experts in sustainability and carbon reduction. Our home energy experts were by far the most popular, barely having time to draw breath! 10 minute slots were booked in advance and we accepted drop-ins too.

In April as part of the Cambridge Festival we ran Cambridge's first '**Imaginarium**', inviting people to become 'Architects of the Future' and imagine a greener, fairer and healthier Cambridgeshire in 2040. The event was hugely successful, with organisers estimating that 550 people, all families and carers with children, took part over the weekend.

In July we launched the new Cambridge Climate Map, a resource produced as part of our work on the **Cambridge Climate Change Charter**. The map features a guide to personal carbon reduction and local places people can access resources and advice to help them get started.

**Net Zero Now** will continue in autumn 2022 thanks to a successful application to the National Lottery 'Together for our Planet' grant scheme, and a second round of funding from South Cambridgeshire District Council. We plan to train more village climate leaders, and work to build and support a network of people taking action on climate change across our region.

Thanks to all of the very generous individuals and businesses who supported our Big Give Green Match Fund campaign, Sandy Skelton has joined our team as our new **Cambridge Repair Cafe Network** co-ordinator. Sandy will work to provide new and better resources for the many new and existing repair cafes in our region, alongside Kate Boursnell and Nicole Barton who have stewarded the network since 2016.

**Open Eco Homes** will return again in the autumn of 2022, with 9 homes offering a range of in person and online tours. To support our tour visitors to plan their own sustainable retrofits or new builds, we'll have a variety of talks, covering heat pumps, smart electrics, how to retrofit older homes, and airtightness. Due to the popularity of our earlier human library, we'll also offer a dedicated 'Home Energy Human Library'.



## VOLUNTEERS

We'd like to say a huge thank you to the 179 volunteers that donated their time, skills and energy in 2021. You continue to amaze us with your generosity of time, expertise and spirit.

2,422

volunteer hours  
contributed

179

individuals who  
volunteered with us

£23,978

worth of hours  
contributed\*

\*calculated at the living wage of £9.90/hr

# OUR PEOPLE

## STAFF

Alongside our hard working core team of Alana Sinclair (Manager) and Nicole Barton (Volunteer and Events Organiser) we had three new and returning staff in 2021:

Anni Sander rejoined CCF in January 2021, working part-time throughout the year, developing and coordinating our Net Zero Now project. Her excellent, thoughtful work laid the foundations of this ongoing project.

Alice Vodden also worked part-time on Net Zero Now, but her main work, April to October was as Open Eco Homes Co-ordinator. Alice was an adept organiser, improving many aspects of the project, particularly our web pages and resources.

Jasmine Clark started as our half-time Communications Officer in April, greatly improving our messaging, and in September transitioned roles to become the Cambridge Climate Change Charter Coordinator. Jasmine brought her comms experience to bear on the role, reviewing and updating the Charter communication strategy and delivering our 'Shrink Your Carbon Footprint workshop guide' for community groups.

## TRUSTEES

In January 2021 Katharine Smith retired after 7 years as a valued trustee. Chris Carter was co-opted as a trustee in December 2021. He has recently stood down, but is still very involved, volunteering with Open Eco Homes.



# OUR FINANCES

Total income in 2021 amounted to £65,055 (a decrease on 2020 income, which amounted to £106,679). After total expenditure of £94,235 (2020 £76,227), this resulted in a deficit of £29,179 (2020 surplus £30,452). Included within 2021 income were four grants for specific project work; some of which had not been spent by the end of the year.

We maintained gift and donation income in 2021, but there was a substantial reduction in the availability and receipt of grants. At the same time, our events and activities were 30% more expensive in staff time and project costs than the previous year. Consequently, at the end of the year, our restricted funds relating to 'Net Zero Now' were in deficit in anticipation of further funding yet to be received; though other restricted funds were in credit.

Our unrestricted funds declined to £15,509 by year end (2020 £18,663), so we'll need to work at controlling costs, and recovering staff costs through grant income where possible in 2022.

Fundraising efforts since year end have already helped improve our financial situation. In 2022 we have received new grants from Cambridge City Council and South Cambridgeshire District Council, and thanks to fundraising efforts as part of the Big Give Green Match Fund and new efforts at developing corporate partnerships, we have also secured significant new funds for our repair cafe work.

As donated income cannot always be predicted, and the success of funding bids is not guaranteed, it is our policy to aim for a minimum reserve equivalent to three months expenditure.

## TO OUR MANY DONORS AND FUNDERS WE SAY - THANK YOU

Our heartfelt thanks go out to the many individuals and organisations that funded our work in 2021. We are immensely grateful for the support received from the Cambridge City Council's Sustainable City Fund, South Cambridgeshire District Council's Community Zero Carbon Communities Fund, the CFCI Trust and all our grant givers, sponsors and many donors, big and small. Your gifts and donations enabled us to carry out the work detailed in this report. Cambridge Carbon Footprint and the work that we do would not exist without the help you provide.

## KEEP IN TOUCH

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