



Newsletter No 27 – April 2015

www.transitiontownbridport.co.uk

Transition Town Bridport - a project working to bring together the people of Bridport to plan a life beyond dependence on oil, to reduce the carbon footprint of the town and to make it resilient to change.

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From the Editor

"I believe that how you eat, and how you choose your food, is an act that combines the political – your place in the world of other people – with the most intensely personal – the way you use your mind and senses, together, for the gratification of your soul. It can change the way we treat each other, and it can change the world."

Alice Waters

TTB continues to be closely involved with the HOME project and the excellent work done in St Mary's School to provide meals made with fresh, locally grown produce. A vegetable plot, polytunnel, pizza oven, and visits by the children to the garden to see food growing are all part of the work, as is supporting the kitchen staff in their tireless efforts to offer healthy choices, and provide fun cooking sessions for children and parents.

In a recent conversation with colleagues it was suggested that surely giving people the facts about how sugary cereals and fizzy drinks and processed foods affect their children's health and ability to learn would somehow bring about a fundamental change in their purchasing and eating habits. I would like to suggest that this approach has been tried many times, not only with health messages but also with messages regarding the health of the planet – and has had no success.

As far as healthy food messages are concerned, it's a bit like the idea brilliantly expounded in this [film about Climate Change](#).

Climate Change campaigners have for a long time now believed that people needed simply to be told the facts about how their car-driving, flying, purchasing choices and energy wasting habits were destroying the balanced and benign climate we have enjoyed for so long to bring about a conversion, a 'seeing the light' which would make them change their ways and suddenly begin living in less climate-unfriendly ways. But as George Marshall points out, these messages have not worked. We have heard them for more than thirty years now and there has been no mass conversion; rather, where any notice at all has been taken, many people have sought to discredit those messages and criticise those giving them.

Yes, it's denial; but why the denial? Because, as George Lakoff has so brilliantly explained, we think using frames, patterns of meaning that help us to understand the world, and facts that don't fit our frames simply bounce off. Climate change messages that seek to inculcate guilt – 'it's all your fault, you are wasteful, profligate, squandering the earth's resources; don't you care about the planet you will leave to your children? etc' make people feel bad and/or stupid – and so these messages are rejected: they bounce off our image of ourselves as basically ok, and doing the best we can in a complex and confusing world.

I'd like to suggest that messages about healthy eating follow the same pattern. There are many factors that come into play to influence our food choices, both as households and individuals. Where, I would ask, should one seek to intervene in trying to modify the habits of, say, a group of young parents (assuming that, of course, they have invited you to work with them to help improve their children's health!)? I am absolutely sure that telling them that the food choices they make, in this complex and confusing world, could make their children fat, unhealthy and unable to benefit from their schooling is likely to meet with a breakdown of your relationship with them and a rejection of your messages. If you tell people they are feeding their children all the wrong things, and possibly harming them, how will they feel? Unlikely to want to continue the conversation, is my answer. Because you are implying they are stupid, uncaring, bad parents. Your message will 'bounce off' for sure. Of course we want all children to have a good diet: what we can do is provide good things for them to eat in the school setting, and report back to parents where this is resulting in better behaviour and learning. Giving positive messages, and avoiding criticism, I believe, will create a climate where people feel confident to make changes for the better. CW

St Mary's School Edible Garden

On Friday the 27th of March HOME IN BRIDPORT and Transition Town Bridport with the wonderful support and contribution of Sarah Wilberforce created a set of treats for children in the schools' garden. Delicious food and a special hot chocolate were made and offered by the head gardener and cook Tia Perrella, broad beans were planted by some of the children who attended, Easter Eggs were designed and Martin Maudsley provided

silly stories and songs to thrill all. Despite the occasional drizzle, everyone found entertainment and conversation inside the polytunnels and the tent. About 30 people attended including three school governors and the head teacher, Helen Farmer.



Children design their Easter Eggs
(Text and Photo courtesy Robert Golden. More beautiful photos [here](#))

We would also like to thank Dave Philpott for installing the metal lining of the cob oven door and Jim Shearman for his help with the rainwater catchment system on the polytunnel.

Draught Busters Report

A Draught Busters curtain-making workshop was held in March in Bridport. The course was oversubscribed: 7 people came. Jeannie Averill from Dorchester and Sarah Wilberforce ran this very successful event.

Here are some of the comments that we got from the feedback: *"Friendly co-operative feel in the workshop"*

"Great workshop – fun and very useful to not waste energy" Bianca.

"Fantastic – everyone helped each other and the workshop leaders were very supportive".

"Great spirit of group self-help and camaraderie".

Cooking Sessions at the Bridport Children's Centre

TTB is supporting cooking sessions for the Young Parent Group at Bridport Children's Centre as part of its aim to offer skills to local young people. It's particularly wonderful that a previous member of the Young Parent Group, Emiley Burwood (who was actually the inspiration for this project), is now tutoring this class for TTB. In February the workshop was making pizzas, and in March the focus was on baking – apple cake, cheese straws and an

unusual chocolate cake made with sweet potato, dates and minimal sugar, which was popular with the children, even if the parents were a little dubious!

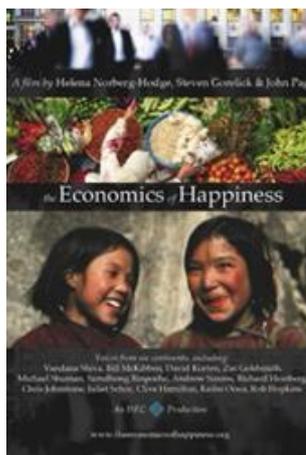


Emiley and a 'pupil'. (Photo courtesy Robert Golden)

TTB talks and films

In the first of a what we hope will be a regular series of TTB meetings around the first Thursday of the month, Kirsten Juniper, from Dorset Waste Partnership gave a talk in March about the new DWP rollout of recycling. She outlined many ways we can reduce waste, talking about campaigns such as Love Food Hate Waste, the Real Nappy Incentive Scheme, Packaging and Reducing Junk Mail.

For the second in the series, Caroline Walker gave a presentation on The Circular Economy, outlining how rethinking the way we make things opens up opportunities for saving resources and energy and rebuilds natural and social capital. The discussion revealed a range of reactions to her thought-inspiring talk. There is a short film about the topic [here](#), and more information on [Ellen Macarthur Foundation](#) website.



The next meeting will be a showing of the film ("The Economics of Happiness" at St John's Hall, Rax Lane, Bridport on 14 May at 7.00 (Please note new venue). The film describes a world moving simultaneously in two opposing directions. On the one hand, government and big business continue to promote globalization and the consolidation of corporate power. At the same time, people around the world are resisting those policies – and, far from the old institutions of power, they're starting to forge a very

different future. Communities are coming together to re-build more human scale, ecological economies based on a new paradigm – an economics of localization.

Entry £4, or £2 + 2 NETs (less if you can't afford it). Tea and coffee, or a glass of wine, contributions welcome

After this we plan to take a break and continue in October.

Bridport Food Festival:

Look out for publicity about the Food Extravaganza to be held at St Mary's School on Friday 12th June. TTB will also be having a stall at Bridport Food Festival so please come and meet us there. There will be a raffle for a hamper of local food.

EcoHomes 2014 and 2015

Last September we opened 18 homes in Bridport and Lyme Regis, and achieved well over 300 visits. The event was run in partnership with CLS (Communities Living Sustainably). The idea is to inspire visitors to make changes to their homes or lifestyles. But what was the evidence that we had succeeded? Emily Bullock, who runs the Greener Choices section of CLS, organised a follow-up survey in January of all the visitors who left their emails.

- One-third of survey respondents have adopted environmentally friendly behaviours such as saving energy or water at home.
- Of those who responded to the survey 9 environmental measures have been installed, including energy efficient lighting, draught-proofing, insulation, wood burning stove and rainwater harvesting.
- 60% of respondents who installed measures claimed that they were influenced, with 10% influenced a lot.
- Open Eco Homes is seen as a good model for helping people install measures by providing: impartial information, learning from people who have done it, and case studies.
- Open Eco Homes 2015 can be improved by:
 - Better signage and directions
 - Ensuring hosts are open when they are advertised to be open.
 - Simplifying the feedback form
- "It was brilliant" "We really enjoyed it, please do it again!"

To encourage people to respond to the survey, we entered respondents into a prize ballot. Nick Jackson received a £25 voucher for local food from Fruits of the Earth.

There is always a wealth of information about green ideas and events to be had at the [Communities Living Sustainably in Dorset website](#).

We will be running EcoHomes the first two weekends in September, with Turn Lyme Green. We need more homes! They don't have to be off-grid, or just using low carbon materials, or built to *passivhaus* standard! From our experience, some of the most successful homes were those where the hosts had reduced their energy or resource use by lifestyle changes, or grown their own vegetables, or monitored their electricity closely, and were

and were able to talk about it. If you think you might be interested, please [get in touch](#) - and if you know anybody who might consider taking part, ring them up today.

Skills sharing initiative – reminder:

Don't forget we have an impressive group of people with a wealth of knowledge on many topics who are willing to share information and advice. *(I know, I took advice and got a very reasonable quote and great service from the solar PV installer recommended. Ed.)* See the table below:

Rab and Mary	Building with recycled materials, paints, solar thermal, productive garden.
Malcolm	Rainwater recovery, solar PV, Immersun, permaculture design for living, low energy solutions, home insulation
Anne	Eating well on a tight budget, being happy with basics, using Freecycle, LETS, charity shops etc, using fewer 'products', reducing energy and water use
Dave	Minimize waste, solar thermal, water use reduction, keeping chickens
Arnold	Water recovery, DIY solutions, low voltage system and pumps, inexpensive solutions.
Ray	48V DC systems (DC48), Battery storage, Renewable Heat Incentive (RHI). Economics of investing in PV panels and wood pellet boilers.
Pat	Living off-grid, permaculture, market gardening, wormeries and composting
Alex and Julie	Building a new ecohome out of low-impact building materials, planning regulations. Living off-grid, PV panels with batteries, using only recovered water, u-v sterilisation; waste digester with reed-bed.
Steve	Straw bale building, pellet boilers, Renewable Heat Incentive, solar hot water
Chit	Draught proofing, insulation (professional), water recovery. Building a new house and dealing with planners and builders
Jyoti	Off-grid living, organic farming, planning laws; waste digester with reed beds.
Jim	Solar thermal (professional), draughtproofing, finding a reliable builder or plumber, recycling.
Sam	LED and CFL lighting, monitoring electricity use.
Sarah	Planting and propagating, thermal curtains.
Robert	Solar PV, rainwater harvesting and general experience with lowering energy consumption of buildings over the last forty years.
Bob	Manager of Lean Energy, specialising in reducing losses in sports and leisure centres.(professional). Advice on saving energy, or swapping energy suppliers. New Solar system producing heating from PV.
Kit	Planting a wood and coppicing. Small woodland management, timber extraction and processing; Craft woodland products; Quality wood fuel
John B	Straw bale building, clay plaster, using sustainable materials, airtightness, insulation. Efficient masonry stove.
John D	Where to buy or find materials, Preserving and insulating old windows with external polycarbonate cladding.
Celia	Clay plaster, designing for enablement: finding solutions for people with limitations.



Word Cloud for what inspired EcoHome visitors in 2014



Stir to Action Workshops

Don't miss the very interesting series of workshops run by Stir To Action in Bridport. For further details click [here](#)

- **Craftivism**, 18 April, 10-5 St. Michael's Studios £50
- **Shared Assets** 2-3 May, 10.00-5.00 Chapel in the

Garden £75 Mark Walton and Kate Swade. JG-F has kindly offered a 10% discount for TTB members.

- **Transition by Design**: Designing & Communicating Values, 17 May, 10.00-5.00. Salt House £50
- **Renewable Energy Co-ops**, 6 - 7 June, 10.00-5.00 Chapel in the Garden £75

GETTING INVOLVED



Green Drinks!

Come to our monthly gathering (third Thursday of the month) at the Tiger Inn, Barrack Street, Bridport and enjoy the wonderful beers and free sandwiches while talking over local, national and international green issues. Solve the problems of the world one sip at a time!

Next dates: 16th April, 21st May and 18th June.

Contact admin@transitiontownbridport.co.uk and you will be added to our mailing list and/or put in touch with the group or activity you would like to join. If you are receiving this you are already on the mailing list, but if you'd rather not be, just [tell us](#).

We are looking for someone to help us with publicity and displays. If you have skills in this area, we would love to hear from you!

Join: From the website, www.transitiontownbridport.co.uk you can [download a membership form](#) and sign up as a registered/voting member. [Join our group](#) on Facebook and chat with us. Our Facebook page contains links to local events and interesting videos.

Come along to any event /workshop. Check out our What's On section [here](#), and/or on our website.

If your local group wishes to collaborate with TTB on any project, or has ideas and energy for a new project, just let us know.

We are very keen to expand the pool of active people for the above projects and to get other strands going. Please [get in touch](#) if you would like to help.

We expect our next newsletter to be published in mid June. If you have any events of a local and eco-friendly nature that you would like us to advertise on our website or here, please contact us and we'll see what we can include.

NB We do not use our mailing list other than for our own regular mailing. If you would like to unsubscribe from the mailing list, [please click here](#).