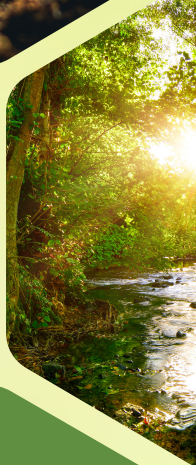


Climate Action Middlesbrough

Final Evaluation
Report 2025



**“CHANGING JUST ONE TRIP
FROM CAR TO CYCLE PER DAY
SAVES THE AVERAGE PERSON
3.2KG OF CARBON”**



Mountain, A., Moore, H.J.,
Crow, R. and Bradford, C.

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Climate Action Middlesbrough

Final Evaluation Report 2025

Introduction

Climate Action Middlesbrough (CAM) was funded by the National Lottery Community Fund through the Climate Action Fund. The programme aimed to facilitate reductions in Middlesbrough's carbon footprint and encourage a change towards more sustainable lifestyles. Working independently the programme contributed to Middlesbrough Council's green strategy increasing community action across the areas of sustainable food, sustainable transportation, domestic energy, waste and the natural environment.

Climate Action Middlesbrough was a partnership of 5 key organisations, alongside external stakeholders, communities and individuals. The 5 organisations were:

Middlesbrough Environment City (Lead) www.menvcity.org.uk
Actes Trust www.actestrust.co.uk
Linx Youth Project www.linxyouthproject.co.uk
Tees Valley Wildlife Trust www.teeswildlife.org
The Other Perspective (TOP) www.theotherperspective.co.uk

Staff from Teesside University have evaluated the service using a framework of Results Based Accountability (Friedman, 2015). The framework is based on 4 key questions :

- **What did the project do? / How much did the project do?**
- **How well did the project do it?**
- **Is anyone better off as a result?**
- **Will progress be sustained?**

The research aimed to formally evaluate the project against the published outcomes to provide an overview of the successes, challenges and learning from the project and to establish if any positive effects obtained from the project will be sustained over time.

Fieldwork comprised four one-to-one interviews (conducted either online or in person), six in-person focus groups, and four hand-written "stories of change," involving a total of twenty-nine participants. The stories of change methodology involved collecting personal narratives at the field level by asking two key questions: What is the most significant change that has occurred as a direct result of your engagement with the CAM project? and Why is this change significant to you? (Davies, 2005; Wells, Haines et al., 2024).

Climate Action Middlesbrough

Final Evaluation Report 2025

Introduction cont'd...

Two themed focus groups, with a total of six staff members, were held to explore the key themes emerging from the stories of change shared by beneficiaries and stakeholders.

- Stories from beneficiaries were collected between June and July 2025. These discussions focused on individuals' personal experiences with the project, specifically exploring the most significant change they had experienced and why it mattered to them.
- The two themed staff focus groups in July 2025 gathered reflections and feedback on the delivery of the project. These sessions also explored the key themes identified in the beneficiaries' stories of change.

This paper presents a summary of the findings from these activities, alongside an analysis of project monitoring data in relation to the published outcomes.

What/how much did the project do?

Between January 2021 and September 2025, quarterly data was collected from partner organisations participating in the CAM project. The initiative focused on two primary strands, each comprising a mix of quantitative and qualitative key outputs reported by partners.

- **Strand One** aimed to promote sustained behavioural change at individual, community and organisational levels to support climate change mitigation.
- **Strand Two** focused on encouraging community-led initiatives in areas such as sustainable food, transport, domestic energy use, waste reduction and stewardship of the natural environment. These efforts were designed to raise awareness of sustainable living and contribute to reducing carbon emissions.

Strand One included four key output targets:

3. Placing young people at the forefront of tackling climate change.
4. Giving local people a voice for change.
5. Demonstrating greater connectedness to tackle climate change
6. Delivering high-profile sustainable living work that influences social norms through promotional activities, including social media and public events.

A summary of each key output follows. A comprehensive list of all key outputs and targets across both strands is available in **Appendix One**.

What/how much did the project do?

Placing young people at the forefront of tackling climate change

The project engaged over 7,000 young people (ages 5–25), far exceeding its original target of 3,000 in climate education, and sustainability through workshops, clubs, events and surveys. Over 30 schools participated, many forming Climate Action Clubs supported by Actes. Community projects included tree planting, recycling, gardening, murals and cultural events. 1,173 surveys identified knowledge gaps in areas like recycling and energy use, shaping tailored educational content. The initiative also ran 29 themed campaigns such as Wear It Don't Waste It, Plastic Free July, Earth Day and Clean Air Day to promote focused learning. A list of all campaigns is available in **Appendix Two**.

The project prioritised inclusion, engaging refugees, asylum seekers, SEND students and other under-represented groups through hands-on activities like cooking and arts. Youth leadership was fostered via youth forum sessions, Environment Peer Champions and Climate Action Clubs.

Peer champion training in environmental awareness was initially delivered across local schools and community settings. By the end of Year 2, the project had successfully trained 38 individuals - exceeding half of the overall target for its full duration. However, Year 3 saw a notable decline with only five additional training sessions conducted. Following the appointment of a new project officer during this period, a strategic decision was made to bring the training in-house and revise both the delivery model and target audience. In Year 4, a new Climate Ambassador Course was introduced at Teesside University aimed at empowering students to lead sustainability initiatives. After completing the training, students began organising events to raise awareness and promote sustainable practices within the university. This work is ongoing.



*Wear it Don't Waste It Campaign Poster

What/how much did the project do?

Giving local people a voice for change

Over five years CAM has successfully engaged communities and organisations in environmental initiatives through the development of 'The People's Forum' fostering dialogue and co-design of climate priorities. Despite COVID-19 delays monthly forums attracted growing participation, reaching 159 individuals by Year 4, with 106 retained at project end.

The carbon literacy programme, created in collaboration with Thirteen Housing Association was launched in Year 2, with tailored sessions and positive feedback on reduced carbon footprints. Monthly collaboration meetings supported ongoing development. CAM's Climate Action Training Programme expanded from carbon awareness to topics like biodiversity and sustainable materials, engaging diverse groups including BAME communities, NHS staff and Teesside University.

Outreach extended to faith groups, ethnic communities, universities and organisations. Activities included tree planting, cycle rides and craft workshops - engaging 250+ new participants in some quarters. CAM supported 73 organisations in independent climate action through workshops and green space development. Notable projects included gardens at St Barnabas Church and Trinity Methodist Church, and collaborations with Latinos Teesside and the Sudanese Community.

The 'Our Place in the Family of Things' art exhibition showcased community contributions using art as a catalyst for environmental awareness. The CAM project worked with individuals of all ages and backgrounds to help them express their climate emotions using writing, doodling and drawing. The exhibition was held at The Dorman Museum in Middlesbrough, was free to access and ran from its opening day of 26th June to 14th September 2025. Further details of the event are available in Appendix Three.

CLIMATE ACTION MIDDLESBROUGH Offer for Organisations

Climate Action Middlesbrough is a charitable project that hopes to make the environment of Middlesbrough healthier for all. This is done through increased awareness about the climate crisis, and influencing mitigation and adaptation throughout the community.

Climate Change Awareness Training

An introduction to climate change to provide insight into the impacts of climate change and how our actions contribute to it. From 1 hour up to a 6 hour session.



Organisation & Business Appraisal

Tailored climate change awareness training specific to your organisation or business. Identifying impacts of climate change that will directly impact your organisation and how these may be mitigated.

Carbon Reporting

Support through the process of calculating the carbon emissions of your organisation, how to report this accurately, and how to create a carbon reduction plan.



Awareness Programme for Leaders

Climate change awareness training specifically for the management and leaders of your organisation, with the aim to influence policy change through a top-down approach.

Action Days

A choice of hands-on conservation, mitigation, or adaptation activities that allow members of your organisation to make an immediate, positive impact against the effects of climate change.



For more information, or to get involved, contact Middlesbrough Environment City on 01642 579820 or email Jodie on jodie.sawbridge@menvcity.org.uk



*CAM 'Offer for Organisations' promotion

What/how much did the project do?

The whole system demonstrating greater connectedness to tackle climate change and policymakers embedding climate action in all policies

The Awareness Programme for Leaders (APfL) evolved over five years to engage organisational leaders in climate action. Initially integrated into existing training, it expanded to include Climate Awareness content, highlighting the benefits of climate engagement. By year three, APfL adopted a relaxed Q&A format tailored for leadership teams with bespoke sessions for cultural and leisure organisations. Engagement grew in year four with new partners, and by year five APfL became a core CAM offering, supporting carbon accounting and environmental planning

The Climate Action in All Policies (CAIAP) initiative began in year two with policy submissions and expanded to include sustainable catering. Though paused in year four, it was revived under MEC's "Walk the Talk" campaign and continued into year five. CAM also launched a Climate Programme for Voluntary and Community Sector Organisations (VCSO), starting with community mapping and carbon foot printing. Engagement grew through staff training and outreach to diverse communities. By year five the programme aligned with CAM's broader outreach and included an introductory pack for VCSOs.

CAM's VCS engagement expanded significantly, with organisations adopting climate policies and activities. CAM's partner Linx adopted an office recycling programme. Various initiatives included audits, environmental action plans, tree planting and carbon reporting. By year five CAM was working with 73 community organisations. Efforts to integrate climate action into council and organisational policies included travel planning, infrastructure improvements, biodiversity surveys and sustainability initiatives. CAM shifted focus from direct policy change to strategic influence supporting events like Mela and Diwali with environmental planning.

Overall, CAM engaged with over 30 organisations, producing carbon reports, action plans, biodiversity assessments and policy rewrites (2 local council and 16 organisational policies) —demonstrating a growing, strategic approach to climate action.

CLIMATE ACTION MIDDLESBROUGH
MBC CULTURE & LEISURE OFFER

We can tailor our offer to suit your capacity and needs. We want to encourage engagement, increase knowledge and support positive change: whether you can spare one hour or one hundred. Talk to us about what you want to achieve. Here are some suggestions to get the ball rolling...

- One hour**
We'll join you at work and share the absolute basics on climate change, why it's a threat to us all, what you can do and how you can find out more.
- Half a day**
All the above but in a much more hands-on way. Training, practical workshops and discussions. Ideal for larger groups who want to cover a lot of ground.
- Full day / two half days (6 hours total)**
Climate Change Awareness training, introducing the basics of climate change, its causes & effects and the carbon footprints of our lifestyles. Inspires discussion and debate.
- Longer-term commitment**
The Awareness Programme for Leaders – how change can benefit you legally, financially and perceptually. Free Carbon Footprinting and Environmental Action Planning.

CONTACT MATTHEW - CAM@MENCITY / 01642 579820

*Awareness Programme for Leaders Offer Poster

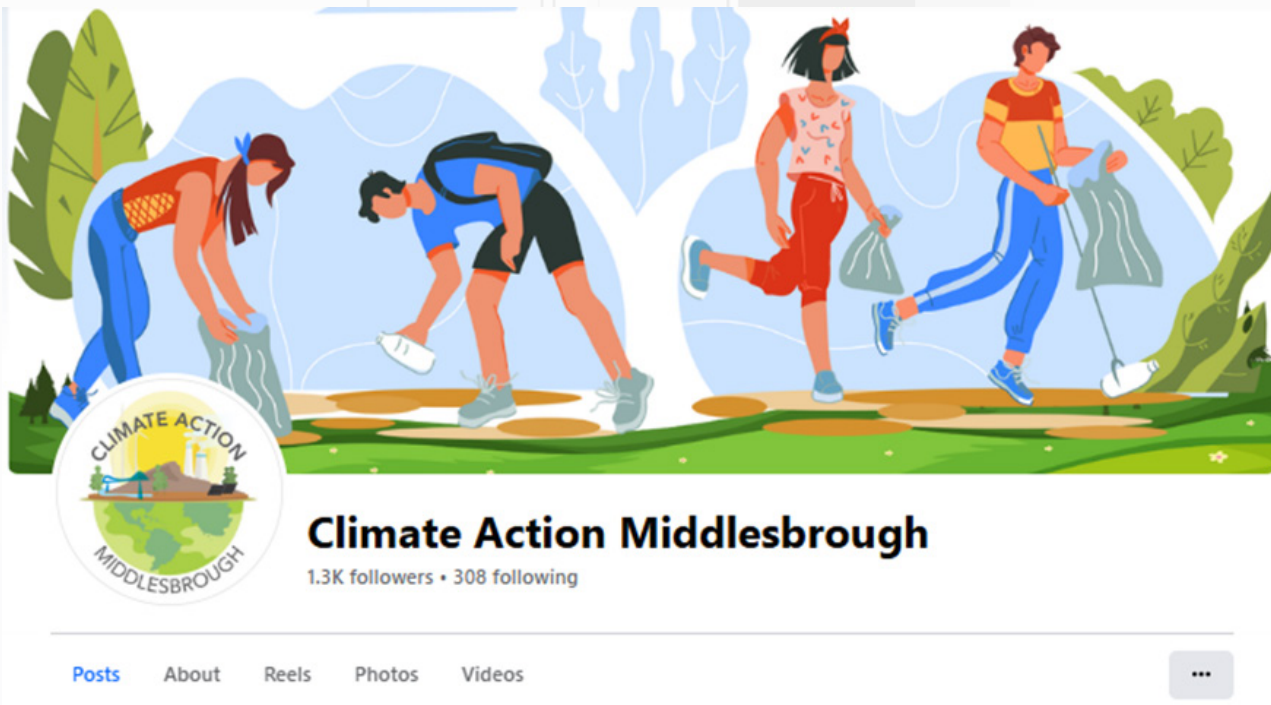
What/how much did the project do?

Delivering high profile sustainable living work that influences social norms

The CAM team implemented a five-year communications strategy to promote sustainable living. Using social media, traditional media and council channels, CAM built visibility through volunteer efforts, mayoral recognition, media interviews and partnerships. By Year 4, their Facebook reach hit 40.5K and BBC Tees featured their work. Year 5 saw the delivery of a number of focused campaigns and activities including National Tree Week and sustainable Halloween craft sessions for local families.

Community engagement was central with regular litter picks, nature walks, gardening and seasonal events like Earth Day. CAM hosted workshops on herbal medicine, vegan cooking, and climate awareness and worked with youth, corporate partners and diverse communities. Creative outreach included art exhibitions and film screenings.

Promotional efforts included interviews, videos, festival stalls and leaflets. CAM partnered with Middlesbrough Voluntary Development Agency (MVDA), Natural England and local schools, contributing to food sustainability, tree planting, waste reduction and various inclusive activities. Volunteer development included training and leadership roles. Sentiment analysis conducted in Year 1, although not as impactful as hoped for due to low numbers, did provide some useful insights. These insights were used to shape the language of social media posts by identifying trending hashtags and foundational content related to climate change. This approach ensured that social media engagement remained current, locally relevant and free from ambiguity - ultimately enhancing and sustaining user interaction while influencing social norms.



*Climate Action Middlesbrough Facebook Page Heading

What/how much did the project do?

Strand Two included six key output targets:

1. A more sustainable local food system.
2. Reduced domestic energy use.
3. Increased number of journeys made by cycling, walking and public transport.
4. Reduced amount of waste produced and increased recycling rates.
5. Natural climate solutions.
6. Learning, evaluation and dissemination.

A summary of each is provided below. A comprehensive list of all key outputs and targets across both strands is available in Appendix One.

A more sustainable local food system

Over the past five years the Middlesbrough Food Partnership has made significant progress in delivering the Middlesbrough Food Action Plan. The initiative has focused on creating a sustainable, healthy, accessible and affordable local food system through coordinated efforts across public health, procurement, education and community engagement. Regular bi-monthly meetings have facilitated strong collaboration among stakeholders, including regional partners and procurement leads. Community engagement has been a cornerstone of the plan with projects such as the Albert Park Community Growing initiative, free herb distribution and support for Black, Asian and Minority Ethnic (BAME) growing groups helping to promote local food cultivation and education.

A regional food procurement strategy has been explored aiming to embed local food provenance into policy and support initiatives like Middlesbrough FarmStart. The Food Action Plan has also been aligned with the Healthy Weight Declaration and supported by South Tees Public Health, reinforcing its integration into broader public health goals.

Educational programmes have played a vital role with climate friendly cooking demonstrations, and budgeting workshops empowering residents with practical food skills. Food waste reduction has been addressed through awareness campaigns and redistribution of surplus food via local partnerships.

The revised Food Action Plan for 2024–2028 has been launched and is now available on the Good Food Middlesbrough website. Its implementation is being monitored through structured steering group meetings. The Healthy Cooking Campaign, spanning five years, has promoted low-carbon, healthy cooking practices. Activities have included online and in-person cooking sessions, slow cooker courses for low-income families and seasonal cooking events. Hundreds of participants have been trained in energy-efficient cooking, and the campaign has engaged schools, community hubs and Eco-Shops.

What/how much did the project do?

The Eco-Shop initiative has expanded into multiple community venues and schools, aiming to reduce food waste and support local communities. Despite challenges such as supply limitations and regional saturation the initiative continues to grow through partnerships with FareShare and other organisations. A schools-based food waste initiative was developed in collaboration with CAM, Middlesbrough Council, Thirteen Group and Warrens. Although progress slowed in later years, initial efforts included the creation of educational materials and pilot programmes in local schools.



*Opening of Eco-Shop at Trinity Methodist Church

TOP's (The Other Perspective) surplus food collection and redistribution work consistently supported vulnerable groups, including asylum seekers, refugees and international students. Weekly collections of surplus food from local shops resulted in significant food savings and successfully reached a wide range of communities reducing both food insecurity and food waste. In addition to redistribution, the project aimed to boost food waste recycling through anaerobic digestion and composting, with weekly targets of 24–30 tonnes. Although these targets were not fully met the project achieved a notable milestone by collecting and, recycling and/or composting over 600 tonnes of food waste throughout its duration.

Middlesbrough's journey toward achieving the Sustainable Food Places Gold Award culminated in success in late 2024. The town became the fifth UK location - and the first in the North - to receive the award. This recognition highlighted Middlesbrough's efforts in tackling food insecurity and implementing a whole systems strategy.

Finally, the focus shifted away from the planned development of a digital platform towards improving the good food economy in an attempt to implement a more dynamic food procurement system. The initiative evolved into the formation of the North East Sustainable Food Alliance (NESFA) Food Hub. Funding was secured for stakeholder engagement and feasibility studies, with ongoing efforts to build a regional procurement network.

What/how much did the project do?

Reduced domestic energy use

South Tees Affordable Warmth Partnership (STAWP) Action Plan is a coordinated effort to reduce energy use and tackle fuel poverty across South Tees and the wider Tees Valley. Meeting bi-monthly, the partnership delivers emergency support, energy advice and home efficiency improvements. Over £41,000 in emergency fuel vouchers were distributed in the first quarter of Year 3, averaging £38.50 (higher amounts for families) with a total of 556 vouchers handed out over this period. The scheme now covers the entire Tees Valley.

Central to STAWP's approach are energy advice and behavioural change supported by a freephone line, fuel poverty calculator and community sessions. National initiatives like Big Energy Saving Network helped 255 residents save over £15,000 through tariff switches and money saving advice. Projects such as Cosy Homes and Warm Homes Fund provided heating upgrades, with new funding secured for Home Upgrade Grants (HUG) and Home Upgrade Grants Phase 2 (HUG2).

Carbon savings were tracked via a Customer Record System, with 108.1 tonnes saved in Year 2 through the distribution of LED lightbulbs and radiator foils. Middlesbrough Environment City led the partnership, which now includes a carbon emissions workstream. Seasonal uptake trends were noted.



*Radiator Foil

Outreach included fairs, events and targeted support for BAME and refugee communities. Six training courses were delivered including English for Speakers of Other Languages (ESOL) Energy Awareness. Volunteers trained as Energy Champions offered workshops and peer support including arts-based and ESOL sessions. Funding sources included Energy Company Obligation 3 and Warm Homes Fund with grants up to £10,000 for low-income households. Collaboration with Tees Valley Combined Authority continues, especially around Energy Company Obligation 4 and HUG2 rollout.

Impact was measured using a formula combining item value and lifetime savings. Carbon savings rose from 35.2 tonnes in Year 1 to 108.1 tonnes in Year 2 Q4. The plan was refreshed for 2023–2025, with ongoing research and support for refugee households.

What/how much did the project do?

Increased number of journeys made by cycling, walking and public transport

Over five years, Middlesbrough and nearby areas introduced various initiatives to boost cycling, walking and public transport. CAM played a key role in the promotion and support of Sustrans with infrastructure upgrades like reopening the Cycle Centre, the proposal of a commuter hub at the railway station and launching the “On Yer Bike” scheme to improve cycling safety and route maintenance. Training was provided in schools and for adults, including those with learning disabilities and regular bike maintenance sessions supported cyclists.

Community engagement grew through programmes like Ramblers Wellbeing Walks, volunteer walk leader training and partnerships with groups such as Sustrans. Donated bikes were refurbished for refugees and people needing transport for work or training. Events like guided rides, walks to local landmarks and campaigns such as Cycle to Work Day were promoted widely.



*'On Yer Bike' Campaign

Each year brought new developments from online cyclist forums and video projects to expanded walk leader training and community trips. Volunteer-led activities targeted diverse groups, including BAME and refugee communities and included educational walks and environmental projects.

Despite these efforts, data on usage was limited. However, overall, the programme showed strong commitment to active travel, with broad community involvement and a likely positive impact.

What/how much did the project do?

Reduced amount of waste produced and increased recycling rates

Over five years, this community-led element of the project aimed to reduce waste and boost recycling. Early efforts focused on engagement and education, revealing confusion about recycling in Newport. Around 400 Gresham residents received recycling bags and advice, with BAME community members joining litter picks and a council officer joining the CAM partnership. By Year 3, the initiative expanded with litter picks and outreach to asylum seeker housing. In Year 4 CAM hosted events with the council's Environmental Manager, redistributed second-hand items to refugees and supported communication around new refuse collection schedules.



*Litter picking

In the final year, workshops and roadshows targeted high-density areas with recycling materials distributed across several wards. Waste crews improved recycling collection, and the Recycling Champions Scheme shifted focus to community engagement. Training was provided to Arabic speakers and asylum-seeking mothers.



*Abingdon Primary School Climate Action Club Session and Litter Picking Session June 2025

What/how much did the project do?

Natural climate solutions

The Natural Climate Solutions initiative, in partnership with Tees Valley Wildlife Trust, evaluated the carbon capture potential of UK habitats over five years. The project enhanced over 55 hectares for biodiversity through meadow creation, tree and hedge planting, pond development and biodiversity features. These efforts supported native species like dragonflies and bee orchids and improved urban green space access.

A community tree nursery was established, processing local seeds and planting over 24,000 saplings across schools, parks and community sites. It supported native species propagation and encouraged community involvement through donations, volunteering, and education.

Alongside this, a Nature Recovery Strategy was developed for Middlesbrough aligning with the Tees Valley plan. It included GIS mapping, urban grassland management and collaboration with councils and communities. Key actions involved wildflower meadow trials, pesticide reduction, habitat improvements and species translocation like the Rustyback Fern.

Research suggested that increasing plant diversity improved sequestration, though some grassland practices risked emissions. Brownfield sites also showed promise through calcite formation. Peatlands, woodlands and saltmarshes were identified as the most effective, while species-rich grasslands offered short-term benefits.



*Habitat improvements - Middlesbrough various locations

More than 2,000 people participated in habitat management with growing engagement through schools, housing associations, corporate volunteers and “Friends of” groups. Activities included tree planting, meadow restoration, nature walks and litter picks, creating a connected network of green spaces across Middlesbrough.

What/how much did the project do?

Learning, evaluation and dissemination

Initial steps toward an evaluation plan began in Year 2 of the project. These early efforts included proposals for both internal and external evaluations, informal feedback sessions with partners and budget audits. At this stage challenges were identified in engaging young people through the Climate Forum. Nevertheless, activities led by the steering group contributed to the ongoing development of the evaluation framework.

An external evaluation was conducted and reviewed in November 2023. Key findings from this process informed a partnership-wide development day designed to foster collective reflection and guide future action. The Year 3 evaluation was

subsequently completed and shared with stakeholders. The steering group analysed the findings and established strategic actions for the remaining two years of the project.

Over the five-year duration the evaluation strategy evolved significantly. A mixed-methods approach was adopted combining small-scale external evaluations with regular internal assessments led by partnership members.

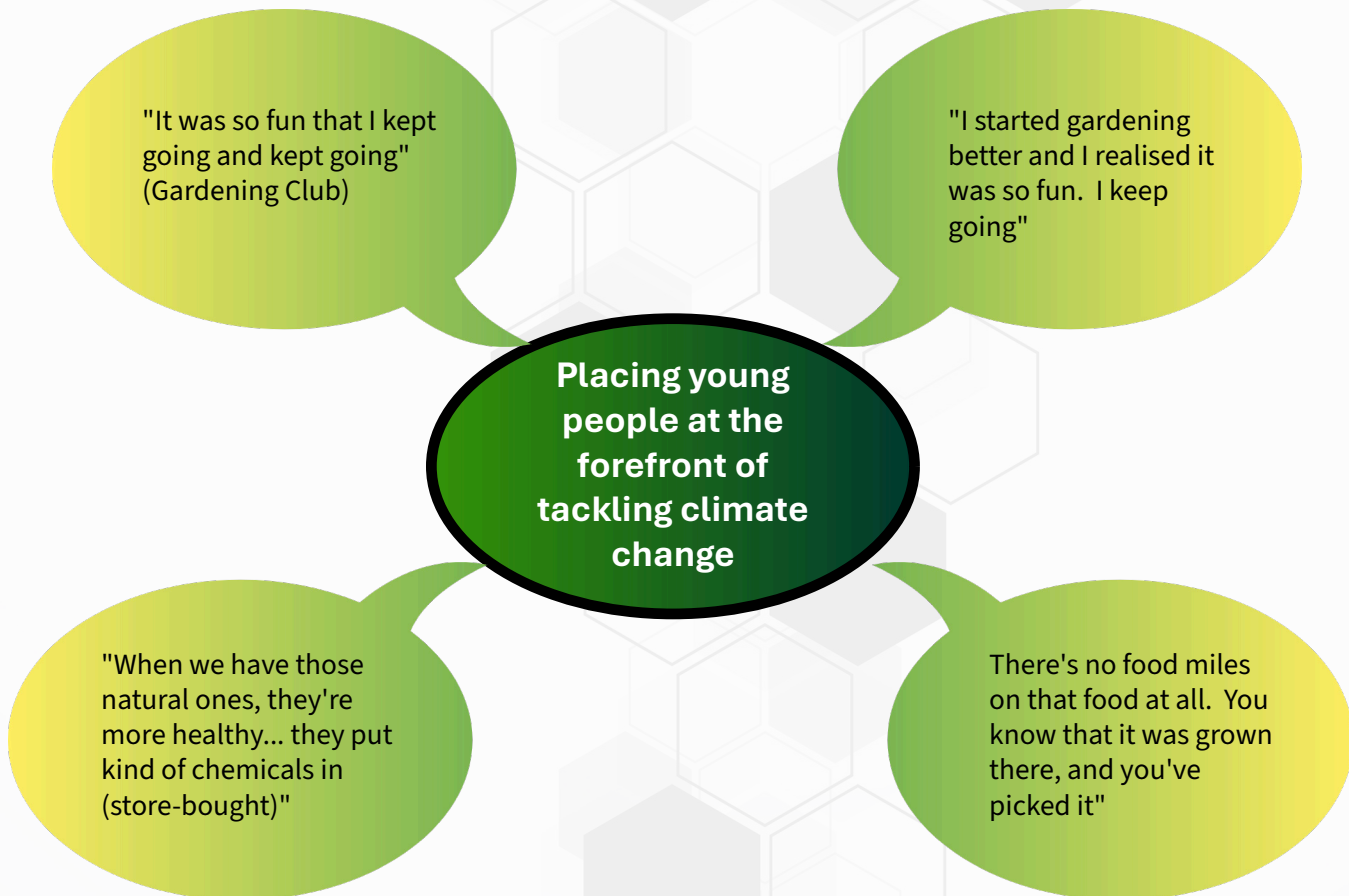


*Evaluation

How well did the project do it?

Beneficiaries and staff experience of working with the project was gathered through the collection of stories of change. The Most Significant Change (MSC) is a method based on collecting 'stories of change' from beneficiaries and front-line workers in projects and programmes. Stories are a good way of capturing the complexity and detail often missing from numbers and indicators. They help make sense of what is going on in a very accessible way and can bring things to light that might not have been expected. Stories of change were collected either verbally - through focus groups and interviews - or in written form via email. Each story captured a personal narrative by addressing two key questions: What is the most significant change that has occurred as a direct result of your engagement with the CAM project? and Why is this change significant to you? The analysis was guided by the published outcome headings which served as a framework for interpreting the responses. A summative analysis of gathered stories is presented below.

The young person's survey was designed to gather data and statistics to identify knowledge gaps in key areas such as recycling and energy use. Responses were analysed at the group level, allowing classroom based educational activities to be tailored to the specific needs of each educational setting. For example, one focused on habitat loss while another concentrated on renewable energy and recycling.



How well did the project do it?

Many of the comments received highlighted the gardening activities which clearly instilled a strong sense of pride and accomplishment among those involved in the project. There was a noticeable increase in understanding and awareness of the benefits of growing your own food. Young people spoke not only about the environmental impact of food miles, pesticides and pollution from transportation, but also at length about the joy and satisfaction they experienced from planting, nurturing and harvesting their own produce. Staff praised the young participants in the climate action groups describing them as “genuinely interested,” “switched on”, and acknowledging that “their concerns are real.”

Local residents within one housing complex have actively engaged with the project highlighting a significant gap in waste management infrastructure. Currently, the housing complex lacks adequate on-site recycling facilities offering predominantly general waste disposal. The nearest recycling centre is approximately a 10-minute drive away and is not accessible via public transport creating a barrier for residents without private vehicles, this is an ongoing issue. Nevertheless, residents remain committed to advocating the introduction of recycling facilities and continue to lobby for change.

Giving people a voice for change

"I didn't feel confident before... now I know how to reuse materials"

"The exhibition at Dorman Museum... that was definitely a key factor. They spoke about it so much"

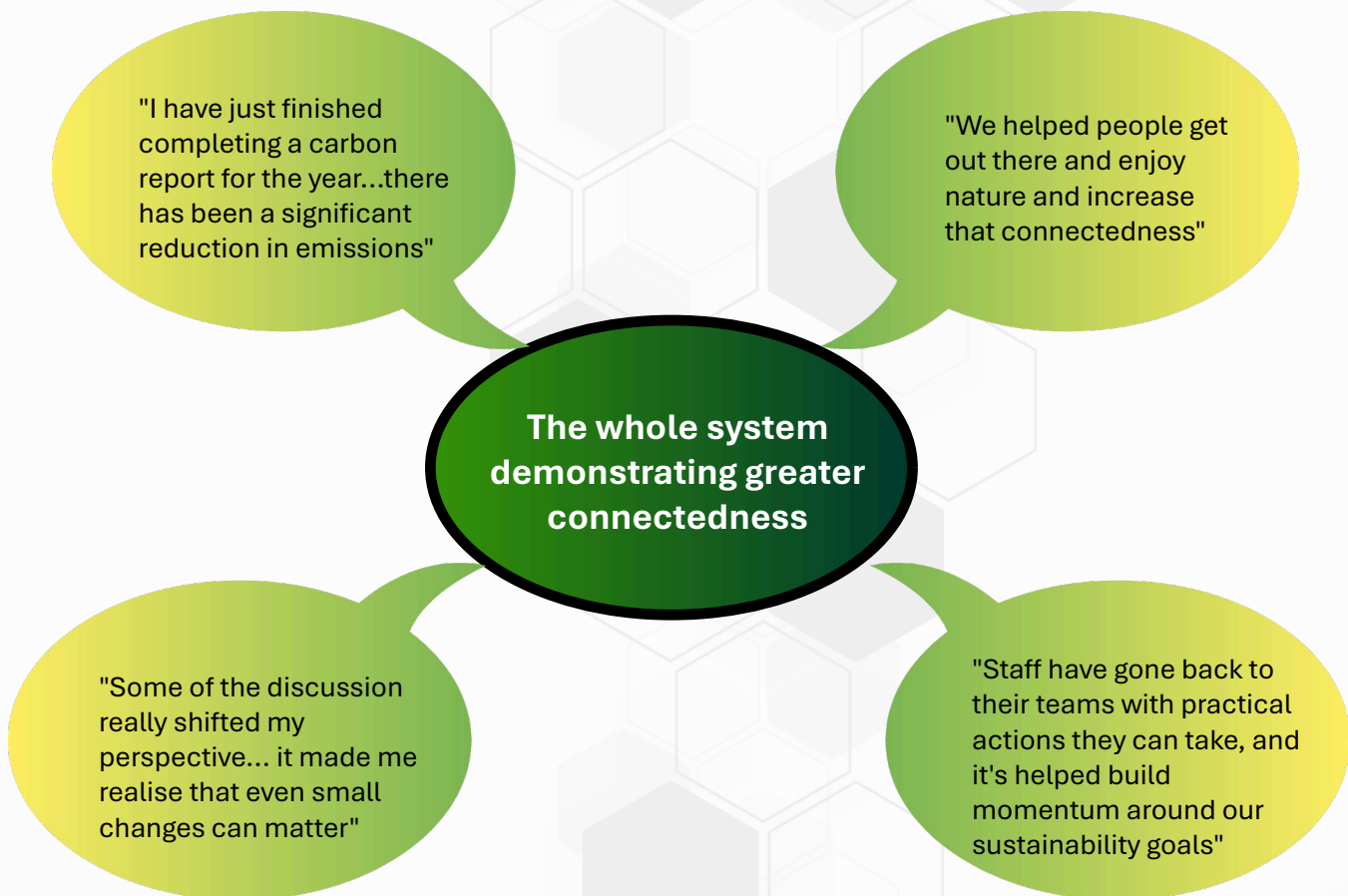
"They lived here 20 years and this has been mentioned before...but the Council here for this building and next door as well, only the general waste"

"The training was really, really an eye opener for me... I could make those preferential choices because i know better now"

How well did the project do it?

The art exhibition provided participants with a meaningful opportunity to explore and express their connection to the natural world. A stand-out feature was the inclusion of artwork created by local residents using recycled materials, highlighting the community's commitment to sustainability. Described as both "thought-provoking" and "inspiring," the exhibition resonated deeply with contributors and attendees alike. Images of artwork can be seen in Appendix 3.

CAM supported local organisations in conducting carbon footprint assessments and developing environmentally focused business plans. These plans incorporated a range of sustainability measures such as switching to LED lighting to significantly reduce electricity consumption, lowering usage of gas, electricity and water, reducing printing, increasing paper recycling and making carbon awareness and environmental training mandatory for staff.

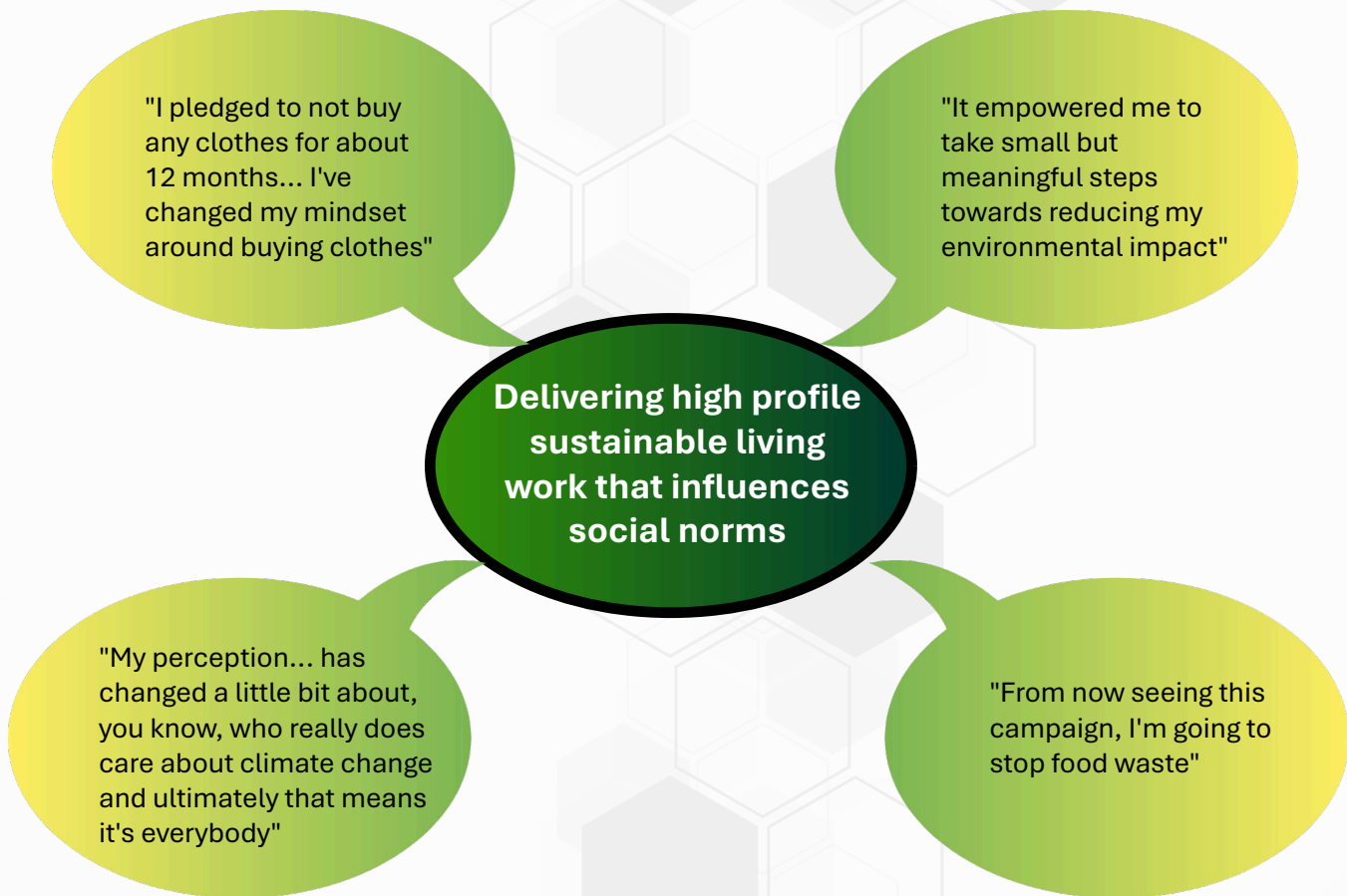


How well did the project do it?

Notably, the impact extended beyond the workplace: as organisations engaged in environmental assessments, individuals began adopting sustainable practices at home and sharing their knowledge with family and friends.

Promotional events, activities and campaigns provided valuable opportunities to raise environmental awareness and share knowledge with the general public, partners and organisations. This approach supported ongoing interaction and contributed to influencing social norms around sustainability.

Among the key campaigns was Great Big Green Week, which was a consistent campaign throughout the lifespan of the project, focusing on community action in tackling climate action nature protection. This included elements on changing how people travel, encouraging and promoting the idea of taking a walk, bus or bike Instead of jumping in the car. Food Waste Action Week encouraged individuals to reduce household food waste, while Wear It Don't Waste It aimed to tackle fast fashion and reduce the volume of clothing sent to landfill.



How well did the project do it?

Alongside these initiatives, individuals were invited to make environmental pledges - committing to specific actions and sustainable choices to help protect the environment and mitigate climate change.

Feedback from participants revealed that access to information and knowledge shifted their perceptions of environmental issues. Many reported feeling more empowered to make meaningful changes in their daily lives. Comments received illustrate how the project successfully influenced social norms and inspired personal action.

*CAM Facebook campaign May 2025



Great Big Green Week SWAP CHALLENGE

- FOOD SWAP**
Swap to one meat free meal. Just one vegan day a week saves nearly 143 kg of carbon emissions a year.
- TRANSPORT SWAP**
Swap one car journey for public transport, cycling or walking. You can reduce your carbon emissions by over 75%.
- HABIT SWAP**
Swap an indoor hobby and get outside to reconnect with nature. Get inspired to learn how to protect nature in your local area.
- ENERGY SWAP**
Swap your usual lightbulbs to LEDs to reduce emissions AND save ££ long-term.
- GOODS SWAP**
Swap anything you don't need to have fun with friends: toys, books, clothes, electronics.

Swap Ideas and Opinions Change The World

#swaptogogether with Climate Action Middlesbrough

*Swap Challenge

Christmas SUSTAINABLE CRAFTS WORKSHOP

Let's spend a fun morning learning how to make homemade sustainable Christmas decorations.

December 15th from 10 - 12 | The Resource Centre, Meath Street, Middlesbrough, TS1 4RY.

to reserve your place on this adult craft workshop please email Tammy.ward@actes.co.uk

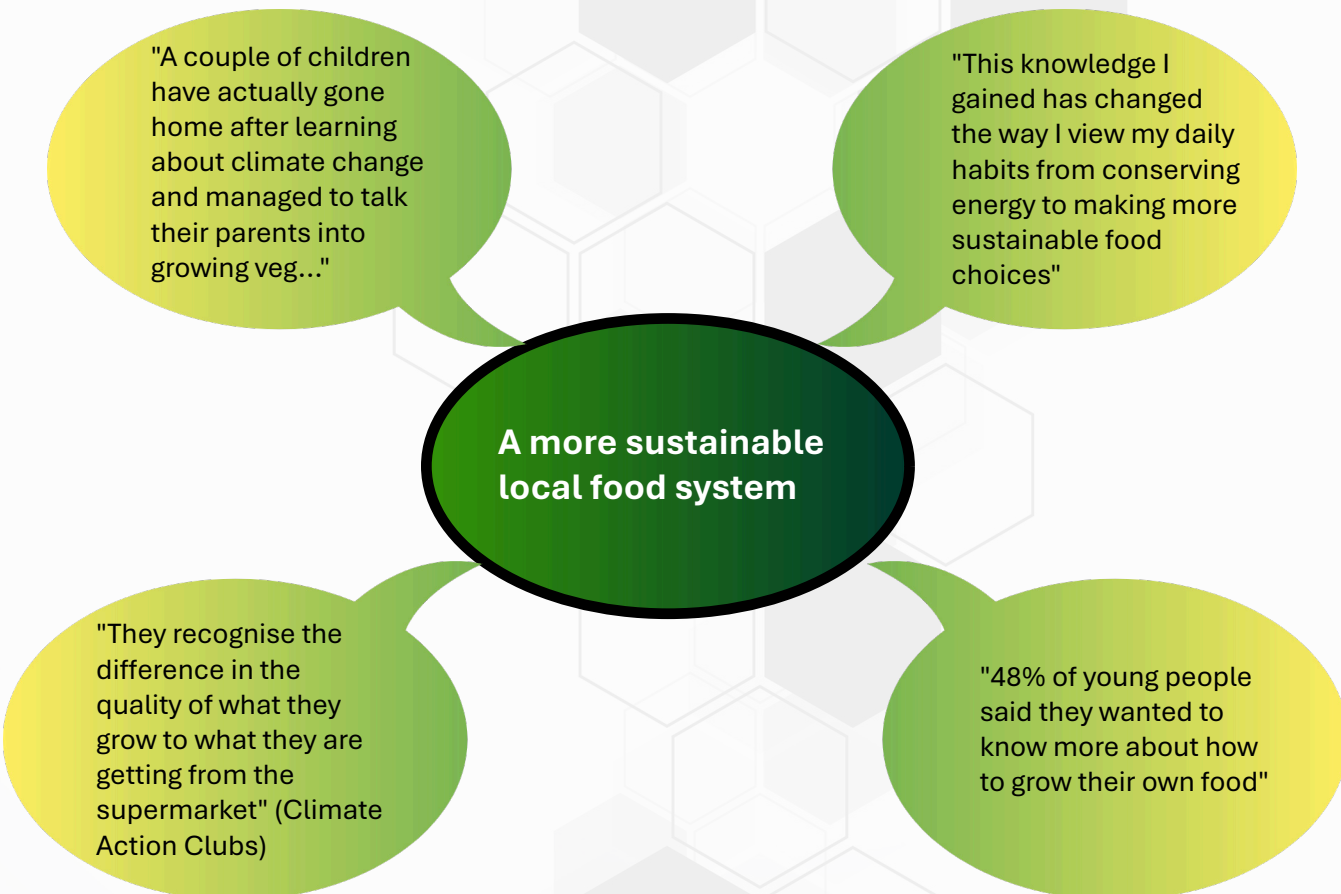
*Sustainable Crafts Workshop Promotion

How well did the project do it?

How well did the project do it?

In its third year, the project continued to advance the Good Food Movement campaign strengthening a grassroots, member-led initiative dedicated to promoting and delivering good food for all. Key activities included settings-based healthy cooking sessions designed to reduce carbon footprints, the expansion of Eco-Shops in community venues and schools and food waste reduction initiatives in educational settings (such as participation in Food Waste Action Week). The campaign also supported the ongoing implementation of Middlesbrough's Food Plan and facilitated regular food partnership meetings to coordinate efforts across the town.

As part of 'Mushroom Month,' two expert-led foraging walks invited participants to explore the impact of human activity on natural ecosystems while covering safety aspects and showcasing foraging as a sustainable method of sourcing food. Participants learned to safely identify 15 medicinal and edible plants growing wild on their doorstep. These walks highlighted the benefits of organic food for both personal health and environmental protection, encouraging participants to foster deeper connections with nature and their local surroundings. The Albert Park Community Growing initiative empowered residents to grow their own vegetables, learn new skills and contribute to a healthier local ecosystem.



How well did the project do it?

In collaboration with organisations such as Greggs and the Co-op, a local food redistribution initiative also helped reduce food waste by collecting unsold items that would otherwise go to landfill and redistributing them to those in need. The launch of the Middlesbrough Food Action Plan, featured on the Good Food for Middlesbrough website, outlines a vision for a more sustainable and secure food future. It aims to make Middlesbrough a place where everyone can access high-quality, healthy and affordable food while addressing climate change through environmentally responsible food practices that support a greener, more resilient town.

The cumulative success of these and other initiatives contributed to Middlesbrough achieving and retaining the Sustainable Food Places Gold Award in year four, establishing the town as a national exemplar of sustainable food



*Sustainable Food Places Gold Award - Team Photo



How well did the project do it?

The South Tees Affordable Warmth Partnership is a continuing initiative focused on encouraging behavioural change in energy use through targeted campaigns. It provides households with practical energy-saving advice to help reduce consumption and lower costs.

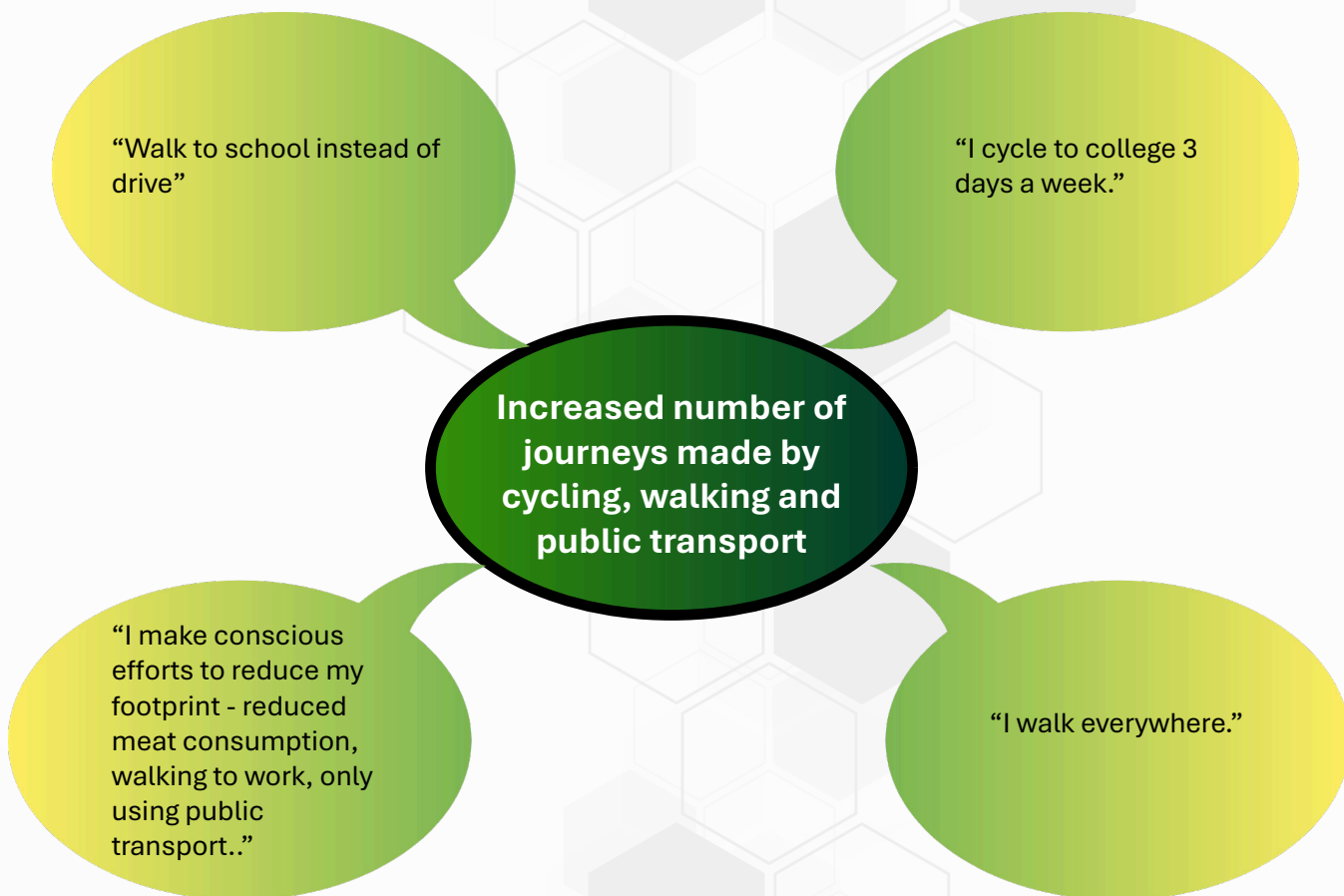
A dedicated freephone helpline was made available, offering residents easy access to guidance on improving energy efficiency. In addition, households identified as experiencing fuel poverty received fuel vouchers to support their energy needs. Participants reported becoming more aware of their energy usage and shared various strategies they now use to reduce their environmental impact and carbon footprint.



How well did the project do it?

The Bikeability programme began with the introduction of 'Dr Bike' maintenance sessions, ensuring that children's bicycles were safe and roadworthy. Participants also benefited from safe cycling training, 25 guided rides, 53 guided walks with 505 participants to Tees Barrage and engagement with the Cycle to School Week campaign were just a few of the many opportunities offered through the CAM project. Within Year 2 quarter 2 during the 'Dr Bike' maintenance sessions 32 bikes were fixed and 37 repairs/services were undertaken on bikes used within the Middlesbrough Cycle Hub. In addition, 27 recycled bikes were redistributed within the local community.

A key aspect of the Bikeability offer was its delivery within local schools over the duration of the CAM programme. The provision of a free bike and trainer time became life changing for one particularly nervous child who now cycles every day with their parents.



How well did the project do it?

Interviewees described a range of ways they had reduced their reliance on cars including cycling, walking and using public transport. This shift was especially noticeable among younger participants who expressed a growing preference for environmentally sustainable modes of travel. As part of the project, over two miles of cycle path were cleared of leaves and overhanging vegetation and verges were reinstated - measures that significantly improved safety for both cyclists and pedestrians. This section of the path, part of Route 65, connects Hemlington and Coulby Newham in the south of Middlesbrough to the Transporter Bridge in the north.

Another key element of the project was the Wellbeing Walk Leader Training delivered in coordination with the Ramblers Association's Wellbeing Walks programme. Local walk leaders received training and support to organise and promote their own walks, with the programme ensuring that all activities met the Ramblers' aims and principles.



*Clearing of Cycle Route 65 December 2023

How well did the project do it?

Recycling workshops and roadshows were held at local community hubs, particularly in areas with a high concentration of terraced housing, where it was discovered that residents had less awareness and understanding of the recycling process. To address this the project provided additional support, advice and information.

Adopting an 'every contact counts' approach, the initiative continued engaging with residents to raise awareness about the importance of recycling. However, staff involved in the project expressed concerns that recycling rates might revert to previous low levels once the initiative concluded. One notable success was observed in a housing complex that lacked dedicated recycling facilities. Residents there found creative ways to recycle by using local supermarkets and the homes of friends and family, leading to a reduction in waste and an increase in recycling.

"Our daily choices have a direct and indirect impact on the environment and making responsible climate choices on how we live, not just for ourselves but for nature."

"We recycle paper... don't waste electricity ... all things that protect the planet."

Reduced amount of waste produced and increased recycling rates

"We reuse fabrics, wood, wool... into different objects."

"They'd like to recycle more stuff... they've lived here 20 years... the Council here for this building and next door as well, only the general waste."

How well did the project do it?

Through close collaboration with landowners, the CAM project successfully influenced changes in land management practices aimed at reducing carbon emissions and enhancing local habitats. Notable examples include the ability to influence policy change within the local authority regarding grass management and use of pesticides. This resulted in the acquisition of a cut-and-collect machine and the reduction in the use of pesticides with only minimal, targeted use of herbicides where necessary. Community engagement was a key element with volunteers of all ages and backgrounds contributing to the creation of bug hotels, bird boxes and wildflower meadows - initiatives that became a shared source of pride for both landowners and residents.

Tree and hedge planting activities, particularly those involving children, proved highly successful. The 'Fruits for the Future' initiative engaged 200 students and 75 adults in planting eight orchards and one copse. In addition over 300 metres of hedgerow were planted totalling more than 3,000 trees. Despite clear progress toward more biodiverse management of Middlesbrough's public spaces, project staff felt that this aspect still lacked sufficient support which could have significantly expanded the project's impact.

"So they [local authority] are leaving more areas uncut rather than cutting it every two weeks."

"We completely transformed Bonny Grove from somewhere that was quite degraded... it's now in a great state."

Natural climate solutions

"We had one school where every single student planted one tree... and schools where we went back over successive years to kind of plant hedges or put fruit trees in."

"Small changes have started and these can be built upon in the future, enabling residents to look forward to being able to more easily access an abundance of nature on their doorstep."

How well did the project do it?

Staff reflections were gathered through a themed focus group, where stories of change were shared alongside key findings from the young persons' survey. Participants were invited to respond to the feedback received and contribute their own experiences of change. Throughout the sessions, focus group themes were live-scribed, capturing key discussions, ideas and insights in real time through visual illustrations. These dynamic visuals helped bring the conversations to life and supported deeper engagement. Infographics summarising the outcomes from both staff focus groups are included in Appendix Four.

Staff reflections were varied and, at times, contradictory. While some felt the project was well planned, others believed that certain aspects lacked sufficient foresight resulting in missed opportunities during the early stages of delivery. In year three, project outcomes were reviewed to make the most of the remaining time by identifying what had worked well and refocusing efforts accordingly. However, it was widely felt that, in some areas of the project, barriers to meaningful support limited its overall reach. In addition, when addressing issues such as recycling many residents appeared to have more immediate concerns further hindering engagement.

"We've definitely increased awareness and understanding... I just don't know that it's translated into action."

"We reflected midway through the project and said well actually we're working with this group of 15 young people... we can do some really significant change in their lives."

Learning, evaluation and dissemination

"It would be naive of us to forget that we're surrounded by a lot of sort of deprivation ... to be able to invite young people onto the scheme who otherwise might not been able to get here, I think it's quite important for us."

"I think every project was a success... I think we managed to do everything we hoped to do and get our service providers/occupiers involved. So yeah, I think it was, yeah, I think it was a huge success."

How well did the project do it?

Despite the challenges, it was widely agreed that the project excelled in several key areas. Notably it fostered meaningful connections between young people and their environment, demonstrated clear progress toward more biodiverse management of Middlesbrough's public spaces and supported organisations in recognising and addressing their carbon footprints.

These achievements reflect the project's capacity to inspire environmental awareness and action across multiple levels.

*Teesside Sustainability Society Meeting



*Stewart Park February 2023



*Marske beach clean up October 2024



*Linx Youth Project August 2023

How well did the project do it?

Are people better off as a result of CAM?

It was perceived that the inclusion of youth groups in the development of environmentally friendly areas, including wildflower meadows with benches, fostered a sense of ownership leading to reduced anti-social behaviour and vandalism. Young people were observed enjoying the wildflower meadow and using the benches. Planted trees, bird boxes and bug hotels are still present and in use.

"It's our community. We need to build on our community, look after our community and it's just... lovely to have these initiatives and these groups to be involved in that"

The engagement of school children was considered one of the biggest and most rewarding areas of the project by staff from Actes. Children were highly engaged and enjoyed planting. Membership of the Climate Action Clubs elicited a sense of pride from all those who spoke to the research team. Climate Action Awareness Training was described as 'truly eye-opening' contributing to the growth of the sustainability society at Teesside University raising awareness of climate change through various campaigns such as 'Global Stop Food Waste Day' and active use of social media to encourage behavioural change within the student population.

"This training has not only enhanced my awareness but also motivated me to make a difference for a healthier planet."

"I help promote environmental awareness of climate issues to my friends in school and the general public."

Are people better off as a result of CAM?

Art sessions had a positive impact on people's mental well-being and emphasised the use of everyday recycled materials, demonstrating that 'rubbish' can be transformed. People felt empowered to make educated choices, felt a greater connectedness to the environment, creating the confidence to lobby for change and made friends along the way. One participant commented "Making art is good for a healthy mind."

"It's really good for mental health and also get together... that side is precious."

"... it gave me a sense of belonging."

*Art exhibition



*Bug boxes Teesside Park



*Abingdon School Vegetable Garden

Are people better off as a result of CAM?

Will progress be sustained?

Discussions with beneficiaries indicate a noticeable improvement in awareness and understanding of environmental issues and climate change but the question remains as to whether this will translate into sustainable action.

Speaking to individuals the project appears to have addressed some of the misinformation that is easily accessible and often a source of confusion especially for younger people. Climate denial, climate delay, greenwashing and conspiracy narratives are some forms of climate misinformation and disinformation which can cast doubt on effective solutions for tackling the problem. However, along with this knowledge there is a realisation that more needs to be done.

Those involved in the project have made meaningful contributions to environmental enhancement and community wellbeing. Their efforts include improving habitats, planting trees and hedgerows, creating wildflower meadows and establishing climate action clubs in schools. These clubs promote positive behavioural change through initiatives such as developing garden areas for growing fruit and vegetables and implementing recycling programmes. Collectively, these actions have had a positive impact on both the natural environment and the health and wellbeing of individuals and local communities.

Support from the CAM project has assisted The Sustainability Society at Teesside University to grow and played a vital role in promoting sustainable practices across campus. Through a range of events and student engagement initiatives it raises awareness about environmental issues and encourages meaningful action. By leveraging social media as a key communication tool, the society aims to shift perceptions around climate change and inspire lasting behavioural change within the university community.

Through a variety of impactful campaigns - such as Great Big Green Week, World Clean-Up Day, Earth Overshoot Day and Food Waste Action Week - beneficiaries, stakeholders and staff have actively pledged to reduce their environmental footprint. These initiatives have fostered a shared commitment to sustainability and encouraged practical actions that contribute to long-term environmental change.

The involvement of local “Friends of” community groups - such as Friends of Bluebell Beck, Friends of Linthorpe Cemetery, Friends of Stainton and Thornton and Friends of Nature’s World - has fostered a dedicated cohort of volunteers committed to ongoing habitat enhancement and the long-term stewardship of green spaces.

Art sessions that repurposed recyclable materials encouraged participants to reconsider their perceptions of what constitutes “rubbish,” prompting reflection on their thoughts and feelings about climate change. The opportunity to exhibit their creations in Our Place in the Family of Things at Dorman Museum was a source of pride for contributors and offered a thought-provoking experience for visitors.

Will progress be sustained?

Given the extensive scope of work undertaken by the project this summary offers only a snapshot of the many ways CAM has influenced individuals, communities and organisations.

Nevertheless, it is evident that participants have felt empowered to take small but meaningful steps toward reducing their environmental impact—and have inspired others to do the same.



Regeneration Of Communities

Would you like to learn and share gardening knowledge, whilst working with like-minded people on a project which supports the community?

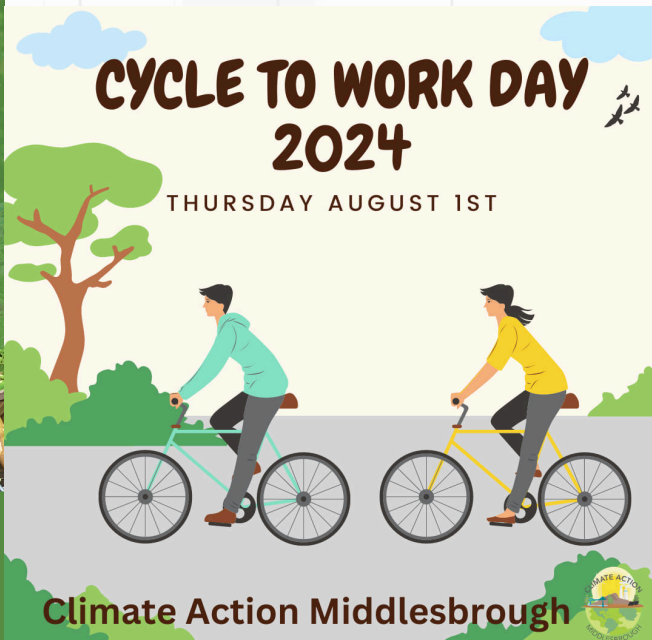
If so, come along to our community action day @ Regeneration Of Communities Allotment, Saltersgill on Friday 15th September

Session starts @ 9.30am - 2.30pm

Lunch will be provided




Please book your space by emailing kate.getting@actes.co.uk




CYCLE TO WORK DAY 2024

THURSDAY AUGUST 1ST



Climate Action Middlesbrough



ECO WORKSHOP RE:PEAT

Join us for this workshop that explores the world of peat. Help us write a story about the planet we live on and gain an understanding of how important nature is. Use sound, art, words, or another artistic way to add to this story.

SATURDAY 23RD AUGUST, 1-2 PM AT THE DORMAN MUSEUM



CLIMATE ACTION MIDDLESBROUGH



WORLD CLEAN-UP DAY

20 SEPTEMBER 2024

Join us at **Middle Marsh** for a litter pick this World Clean Up Day - **10am - 1pm**. All equipment will be provided. To sign up email cam@mencvcity.org.uk



Will progress be sustained?

Summary

Both quantitative and qualitative data reveal meaningful changes across individual, community and organisational levels. At the individual level, activities such as regular litter picks, nature walks, gardening and participation in online climate friendly cooking demonstrations reflect growing environmental awareness. Community-level initiatives - including Eco-shops, the Albert Park Growing Initiative, free herb distribution and Ramblers Wellbeing Walks - demonstrate collective engagement. At the organisational level, the implementation of the Carbon Literacy Programme, adoption of climate policies, environmental audits, action plans, tree planting and carbon reporting highlight a strategic commitment to sustainability. The opportunity to gather stories of change has been invaluable in making sense of what is going on in an accessible way and highlighting the positive impact on a personal level.

Despite challenges such as disruptions caused by COVID-19 the project demonstrated resilience by adapting its tools and programming to remain flexible and responsive. Strong partnerships with schools, universities and community groups helped ensure a lasting impact. Community-led initiatives aimed at promoting sustainable living and reducing carbon emissions included weekly food waste collection and the redistribution of surplus food, resulting in significant food savings, contributing to Middlesbrough's success in earning the Sustainable Food Places Gold Award.

Calculated carbon savings increased notably, rising from 35.2 tonnes in the first year to 108.1 tonnes in the second through the use of LED light bulbs and radiator foils. Additional efforts included the redistribution of second-hand items to support local people and the refurbishment of donated bicycles - providing environmentally friendly transport for individuals accessing training or employment.

The project evolved from direct engagement with individuals to broader involvement across communities and organisations resulting in lasting awareness and meaningful behavioural change. Its overall achievements speak for themselves. Not only did the project meet the majority of its published outcomes, but it also inspired ongoing efforts among those who pledged to make changes in their own lives. These individuals are now beginning to influence others around them - creating a ripple effect and fostering a sense of hope for a more sustainable future.

Recommendations

The project's published outcomes were formally reviewed in Year 3. However, staff identified key issues much earlier and believe that addressing these sooner could have significantly enhanced the project's overall impact. In particular, they felt that securing stronger support from local councillors might have been pivotal in achieving broader engagement and influence.

Based on these reflections, we offer the following recommendations:

- Adopt a 'Test and Learn' approach at both team and management levels to enable continuous review, development and refinement of the project. This would support efforts to engage diverse communities, reach individuals who are harder to involve and identify what works - and what doesn't. It would also help uncover internal challenges such as communication gaps between teams, reducing silo working and duplication of effort.
- Introduce bi-monthly 'Reflect, Share and Act' sessions for staff to foster collaboration, synthesise learning and share insights. These sessions would leverage existing evidence to inform practice, contextualise learning and generate credible, actionable outcomes that can be shared locally and nationally. Including community leads, where appropriate, could further enhance engagement strategies and help identify key individuals within communities to champion and disseminate the project's message.
- Agreed data collection protocols providing step by step instructions for data gathering in a standardised way would assist with data consistency, reliability, and comparability over time.
- Continue to enhance the Recycling Champions Scheme towards greater community engagement and training directed towards people and groups in marginalised communities.
- Continue to engage with children and young people in their local communities and schools environmental improvement activities.

References

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- Friedman, M. (2015). *Trying Hard is Not Good Enough: How to Produce Measurable Improvements for Customers and Communities: 10th Anniversary Edition*, PARSE Publishing.
- Wells, Y., Haines, S. and Hampton, I. (2024). "A Most Significant Change evaluation of a new co-designed tool to measure holistic well-being in consumers of community aged care services." *Australasian Journal on Ageing*, 43 (4) 740 – 747. <https://doi.org/10.1111/ajag.13350>

Appendices

Appendix One
Appendix Two
Appendix Three
Appendix Four

All Outputs (Years 1-5)
Campaign List
'Our Place in the Family of Things' Art Exhibition Dormans Museum
Live Scribing Infographics

All Outputs (Years 1-5)

Strand one – sustained changes in individual, community and organisational behaviours that enable progress to be made on tackling climate change

1. Young people at the forefront of tackling climate change in Middlesbrough through a community enablement programme with young people at its heart, engaging the wider community, including through intergenerational activities

Output target	Status/Notes
Engage with 3,000 young people over five years.	7,030
Engage 1,000 young people through questionnaires and surveys over the lifetime of the programme, including using additional questions in school health related behaviours survey.	1,173
Engage a minimum of 15 schools.	31
Establish and grow The Foundation (young people's forum). Minimum of twelve formal meetings per year.	Not achieved, replaced by Climate Action Clubs - see pages 4, 16, 29 & 31 for further details
Develop and deliver a Climate Ambassador course.	Achieved
Work with Teesside University to set their priorities and deliver Climate Ambassador courses and other projects.	Achieved
Develop and implement community-based practical projects.	Achieved including events and promotional activities
Develop an annual action plan resulting from the gap analysis undertaken through surveys, promoting the findings across Middlesbrough networks.	Gap analysis undertaken, findings used to inform themes and focus for education within schools and local community
Deliver 15 campaigns.	19 campaigns (in-person) 10 social media campaigns
Train 75 Environment Peer Champions to be peer mentors by the end of the project.	43 - See page 4 for further information and 'Develop and deliver Climate Ambassador course' above

All Outputs (Years 1-5)

Strand one – sustained changes in individual, community and organisational behaviours that enable progress to be made on tackling climate change

2. Local people have a voice for change through a People's Platform that is led by informed local people

Output target	Status/Notes
Establish and grow The People's Forum, involving local people in the co-design and identification of priorities, role and structure. A minimum of 12 formal meetings per year.	Not achieved, replaced by Climate Action Clubs - see pages 4, 16, 29 & 31 for further details
Engage 100 people directly in The People's Forum over five years.	159
Thirteen housing association develop and deliver resident and staff training and engagement programmes.	Achieved
Develop and deliver a climate action training programme.	Achieved
Increase engagement of people from outside of the environment sector.	Achieved
50 community organisations engage in Climate Action Middlesbrough and take their own climate action.	73

All Outputs (Years 1-5)

Strand one – sustained changes in individual, community and organisational behaviours that enable progress to be made on tackling climate change

3. The whole system demonstrating greater connectedness to tackle climate change, and policymakers embedding climate action in all policies.

Output target	Status/Notes
Develop and deliver an awareness programme for leaders and implement roll-out.	Achieved
Develop concept, implementation and adaption of 'climate action in all policies' approach.	Achieved via events and activities
Develop and introduce climate programme for VCS organisations.	Achieved via events and activities
30 VCS organisations without a specific remit in relation to the environment take part in Climate Action Middlesbrough, developing their own climate related policies and activities, including supporting beneficiaries to take action, engaging an average of 10 people in each organisation.	Achieved via events and activities
Engage with Middlesbrough Council and other organisations to encourage policy updates in order to improve sustainability – 5 council policies, 30 organisational.	Not achieved - 2 council policies; 16 organisational policies See page 10.

All Outputs (Years 1-5)

Strand one – sustained changes in individual, community and organisational behaviours that enable progress to be made on tackling climate change

4. High-profile sustainable living work that influences social norms through an extensive promotional campaign, including use of social media and public events.

Output target	Status/Notes
Create and deliver a programme-wide communications plan and identify appropriate social media platforms.	Achieved through daily social media posts
Engage with the Sustainable Powerhouse on development of social media presence.	Achieved - Facebook reach 6,977 Twitter/X reach 10,491 Instagram reach 160 New account with 'Threads'
Deliver a programme of events and promotional activities.	Achieved
Set baseline and output in consultation with evaluation provider for sentiment analysis.	Not achieved - Due to low numbers sentiment analysis conducted in Year 1, was not as impactful as expected, but did provide some useful insights. See page 7 for further information.

All Outputs (Years 1-5)

Strand two - Increase community action across the areas of sustainable food, transport, domestic energy use, waste and natural environment that raise greater awareness of sustainable living and help reduce carbon emissions.

1. A more sustainable local food system demonstrated by achievement and retention of the Sustainable Food Places Gold Award, making Middlesbrough an exemplar of sustainable food.

Output target	Status/Notes
Ongoing delivery of Middlesbrough Food Plan	Achieved
Deliver campaigns around settings-based healthy cooking to reduce carbon footprint of food.	Achieved
Expand eco-shops into 10 community venues and 20 schools.	Part achieved - 11 community venues; 12 schools. See pages 8, 9, 20 & 33 for further information.
Develop, trial and roll out schools-based initiative looking at food waste in schools.	Achieved through the development of school assemblies
Increase number of organisations engaged in food waste collections.	Achieved
Increase weekly tonnage of food waste collected and recycled through anaerobic digestion and composting from TS1 to TS9 by 24-30 tonnes per week.	Not achieved - 613.655 Tonnes (total). See pages 9 & 33 for further information.
Achieve Sustainable Food Places Gold Award.	Achieved
Digital platform set up and used by 30 suppliers and 50 buyers.	Not achieved - The focus was shifted in year two towards improving the good food economy and food procurement system. See page 9.

All Outputs (Years 1-5)

Strand two - Increase community action across the areas of sustainable food, transport, domestic energy use, waste and natural environment that raise greater awareness of sustainable living and help reduce carbon emissions.

2. Reduced domestic energy use through installation of measures and promoting energy efficiency by working alongside existing energy efficiency advice programmes.

Output target	Status/Notes
Roll out South Tees Affordable Warmth Partnership action plan, including emergency help and energy advice to fuel-poor households.	Achieved
Refresh action plan to include workstream aimed at reducing carbon emissions.	Achieved
Behavioural change campaigns focussed on those not in fuel poverty.	Achieved
Continue to offer community energy advice	Achieved
Develop volunteer-led community energy advice programme with peer support model.	Developed and implemented
Investment from the ECO[1] and other sources of £1m per year.	Not achieved - The focus shifted during the project duration towards improving the good food economy and trying to implement a more dynamic food procurement system in the north east. See page 9.
Conversion factor from measures to be agreed and then calculated.	Achieved

All Outputs (Years 1-5)

Strand two - Increase community action across the areas of sustainable food, transport, domestic energy use, waste and natural environment that raise greater awareness of sustainable living and help reduce carbon emissions.

3. Increased number of journeys made by cycling, walking and public transport.

Output target	Status/Notes
Work in partnership with Sustrans to support infrastructure for cycling. Continue provision of Bikeability over a wider area, with cycle maintenance, safe cycling training and walking for health support.	Achieved
Community engagement in the development of Walking and Cycling Local Implementation Plan.	Achieved
Development and implementation of volunteer-led community cycling and walking initiatives, such as route surveying.	Achieved
Cycling and walking engagement campaigns associated with the ongoing super route development or housing developments.	Achieved
Baseline usage to be obtained from Middlesbrough Council.	Not obtained - Data not available

4. Reduced amount of waste produced in Middlesbrough and increased recycling rates towards the national average.

Output target	Status/Notes
Run and trial results of codesign sessions with residents in town centre to look at barriers to recycling in terraced streets and develop solutions.	Achieved
Develop and run a scheme of recycling champions, focussing on areas with low recycling rates. Ensure Middlesbrough recycling rate reaches the national average.	Not achieved - Scheme for recycling champions trialled and not successful Increased focus on locality working and with community groups re recycling bins contamination. See page 12.

All Outputs (Years 1-5)

Strand two - Increase community action across the areas of sustainable food, transport, domestic energy use, waste and natural environment that raise greater awareness of sustainable living and help reduce carbon emissions.

5. Natural climate solutions, seeing green spaces across Middlesbrough that promote nature recovery, creating greater connectedness between places rich in nature and improving understanding of the benefits of natural spaces in carbon sequestration.

Output target	Status/Notes
Work with the Wildlife Trusts nationally to establish the carbon benefits of all habitat types, including brownfield sites.	Achieved - Monthly Nature Recovery Network meetings with Other Wildlife Trusts.
Develop and implement a Nature Recovery Strategy for Middlesbrough.	Achieved
Identify priority sites for habitat improvement, engaging with local communities. 40 hectares of land managed for wildlife.	55.97 hectares
Establish community tree nursery with seed collection, germination and sapling care in gardens and community sites. Plant 20,000 saplings from local stock.	24,379 saplings
Engage communities in habitat management to create a network of green places across Middlesbrough. Engage 1,000 community members in activities.	2,037

All Outputs (Years 1-5)

Strand two - Increase community action across the areas of sustainable food, transport, domestic energy use, waste and natural environment that raise greater awareness of sustainable living and help reduce carbon emissions.

6. Learning, evaluation and dissemination.

Output target	Status/Notes
Agree approach to outcomes evaluation with the Fund.	Achieved - Final report will comprise both quantitative analysis and storytelling
Appoint outcomes and learning evaluators.	Achieved - Project final evaluation partners now in place
Set baselines and agree outcomes measures where data is lacking.	Achieved
Set up sentiment analysis and monitor.	Not achieved - Due to low numbers sentiment analysis conducted in Year 1, was not as impactful as expected, but did provide some useful insights. See page 7 for further information.
Work with the Fund on dissemination plans.	Achieved
Review at end of year three.	Achieved

Campaign List

C - F

Campaign Name	Details
Christmas Jumper Campaign	Providing donated Christmas jumpers to young people who cannot afford them for school Christmas jumper days.
Clean Air Day	Annual air pollution campaign to raise public awareness and promote action for cleaner air.
Climate Friendly Cooking campaign	Cooking campaign focussing on reducing the environmental impact of food, from cooking methods to diet choices.
Compost Week	Part of International Compost Awareness Week, a global celebration held annually to raise public awareness about then benefits of composting.
COP26 Online Campaign	The COP26 online campaign involves multiple initiatives, including the use of social media for community engagement.
Cycle to School Week	Annual, nationwide UK event organised by Bikeability and Sustrans to encourage children, families and schools to cycle, scoot or walk to school.
Earth Day	Annual global event which aims to highlight the importance of protecting the environment.
Earth Overshoot Day (including footprint pledge)	Earth Overshoot Day is the calculated day in the year when humanities demand for ecological resources exceeds what the earth can generate.
Fairtrade Fortnight	Annual campaign that raises awareness about fair trade principles and encourages consumers to support Fairtrade products.
Food Waste Action Week	Annual UK food waste reduction campaign led by 'Love Food Hate Waste' to encourage people to reduce the amount of food wasted in their homes.

Campaign List

G - O

Campaign Name	Details
Global Recycling Day	Annual global campaign to raise awareness about the importance of recycling for preserving natural resources, reducing waste, and combating climate change.
Great Big Green Week	Annual UK campaign to celebrate community action to tackle climate change and protect nature.
Great British Spring Clean	The campaign, by Keep Britain Tidy, encourages the public to make a real difference in their communities by either hosting or participating in a litter pick.
International Day of Zero Waste	Annual campaign to promote a global shift towards sustainable consumption and production, emphasising waste management and the circular economy to address environmental crises.
Mushroom Month	An annual celebration in September of mushrooms, providing an opportunity to appreciate their versatility and ecological importance alongside recognising the fungi's vital role as decomposers in forest ecosystems.
National Allotment Week	Annual event to raise awareness of allotments and their role in helping people live healthier lifestyles.
National Tree Week	Annual tree celebration, marking the start of the winter tree planting season.
National Vegan Day	Annual celebration to promote the benefits of veganism, including ethical treatment of animals, health advantages, and positive environmental impacts.
Oceans of Plastic Awareness Day	Annual awareness day aimed at highlighting the devastating impact of plastic pollution on marine life and ecosystems, encouraging people to take action to combat the growing plastic crisis.
One Week With... Campaign	Social media campaign, providing CAM partners the opportunity to share their experiences of engaging with the CAM project.

Campaign List

P - W

Campaign Name	Details
Plastic Free July	A global annual campaign encouraging people to cut down on single-use plastics throughout the month of July.
Recycling Week	Annual celebration of recycling, aiming to encourage people to recycle more of the right things.
Second-hand September	An annual campaign started by the charity Oxfam to encourage people to stop buying new clothes for the month of September and instead shop for second-hand items, donate their old clothes, and re-wear and restyle what they already own. The initiative aims to reduce the immense environmental impact of the fast fashion industry by challenging overconsumption, promoting sustainable shopping habits, and supporting a circular economy to create a fairer future for people and the planet.
Sustainable Food (Gastronomy) Week	A global initiative that raises awareness for sustainable food systems and practices.
Sustainable Wellness Shoebox Campaign	The sustainable wellness shoebox campaign focuses on creating meaningful impact by addressing root causes of issues or by promoting long-term well-being through thoughtful, eco-friendly gift giving, rather than disposable items.
Veganuary	A global, non-profit annual campaign and movement that encourages people to try a vegan diet for the month of January. The initiative aims to promote the benefits of a vegan lifestyle for animal welfare, the environment, and human health, while also making it accessible and enjoyable.
Wear It Don't Waste It	The campaign is aimed at reducing the amount of clothing that ends up in landfill sites and tackling fast fashion.
World Animal Day	An annual global day to celebrate animals and raise awareness about their welfare and rights.
World Habitat Day	Annual global event encouraging reflection on the state of our towns and cities and the basic right of all to adequate shelter. It is also intended to remind the world of its collective responsibility for the future of the human habitat.

'Our Place in the Family of Things' Art Exhibition

The exhibition was collaboratively and creatively co-curated by Actes Trust and Middlesbrough Environment City which explored our relationship with the natural world through a diverse range of artworks and community contributions.

A key feature of the exhibition was the involvement of community groups, schools and education providers, such as Abingdon Primary School, Whinney Banks Primary School, The Hope Foundation, Community Ventures, residents of Tai Hua Court, The South Tees Youth Justice Service, Camphill Village Trust and Teesside University. Below are some images from the exhibition.



*Art exhibition image collage

'Our Place in the Family of Things' Art Exhibition

Between June and September 2025, Climate Action Middlesbrough presented Our Place in the Family of Things at the Dorman Museum. This ambitious and deeply resonant exhibition explored our collective relationship with the natural world. Through art, science, and community collaboration, the exhibition invited visitors to reflect on the urgency of the climate and ecological crisis, while celebrating creativity, hope, and shared responsibility.

Over **19,188 visitors** engaged with the exhibition, an exceptional reach that ensured our message touched a wide cross-section of local people. As one visitor reflected, it was “Emotive - thought provoking. Definitely food for thought in a constantly changing world that we live in. Action not words.”

A powerful blend of art, community and climate action

The exhibition featured a wide range of works from sustainable fashion and explorations of mass extinction to powerful depictions of polluted rivers, biodiversity loss, folklore, and local conservation efforts. Together, these pieces highlighted how climate change touches every aspect of our lives - what we wear, eat, and believe - and how every choice we make can shape the planet's future.

While the exhibition included work by renowned artists such as Albrecht Dürer and David Hoyle, a central focus was on community-created art. This inclusive approach amplified diverse voices and perspectives, showing that the climate crisis impacts everyone. One visitor captured the spirit perfectly: “What an amazing, inspiring exhibition - blending climate, community and collective action in this exhibition is such a fab idea and it's come together in a thought provoking, considered way.”

Climate Action Middlesbrough worked closely with local schools, community groups, and residential homes including Community Ventures, Tai Hua Court, Whinney Banks School, Abingdon Primary School, Hope Foundation, Restorative Justice, Camphill Village Trust Larchfield Community, and Teesside University. These collaborations enabled people of all ages and backgrounds to take part in workshops, discussions, and creative sessions, inspiring them to think critically about sustainability and environmental stewardship.



*Our place in family of things Promotional Poster

'Our Place in the Family of Things' Art Exhibition

One teacher described the experience as “Excellent - good learning opportunities for our students”, while another visitor noted, “My mind has never been more opened.”

Sustainability at the heart

Sustainability was embedded throughout the project, from using waste paint and plant-based materials to creating compostable artworks and homemade glues. A dedicated display explained these choices, inspiring visitors to reflect on how sustainability can be achieved in everyday life. As one comment read, “Great to see an artistic response to the eco problems we face. Excellent museum – thank you for all the info.”

Workshops and creative learning

Alongside the exhibition, weekly workshops brought together writers, artists, and archaeologists to explore topics such as plastic pollution, biodiversity loss, and upcycling. These sessions were family-friendly, creative, and full of curiosity, sparking joy and practical engagement. Parents and children alike shared glowing feedback, with one participant saying, “Thank you for such an inclusive and thought provoking exhibition. I look forward to coming back to see it again!”

Impact and legacy

Our Place in the Family of Things demonstrated how art can move people beyond awareness to action. Visitors described it as “magical,” “important,” and “inspiring.” One summed it up beautifully: “Love what you are doing. We all need nature in our lives. Most of all - save the planet!”

Through this exhibition, Climate Action Middlesbrough not only reached nearly 20,000 visitors but also built lasting partnerships, fostered environmental dialogue, and showed that creative practice can be a catalyst for positive change. Or, in the words of another attendee: “Important images. Mighty messages.”



*Art exhibit Dorman's Museum

Live Scribing Infographics



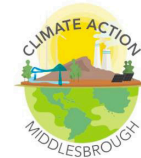


Climate Action

MIDDLESBROUGH

STAFF FOCUS GROUP

31ST JULY 2025



Live Scribing Infographics

YOUNG PERSON SURVEY

GLOBAL FOCUS TO RESPONSES:



31ST JULY 2025



EXPLORING emergent themes on Climate Action

LACK OF A COHESIVE

message.
IN CAM.

LACK OF A PROJECT PLAN:

SUCH AS PROMOTION OF **Plant Based** diets

UNREALISTIC OUTCOMES



30,000 TREES WITH NO STRATEGY

INFLUENCING POLICIES WAS DEPRIORITISED BUT WAS VERY IMPACTFUL



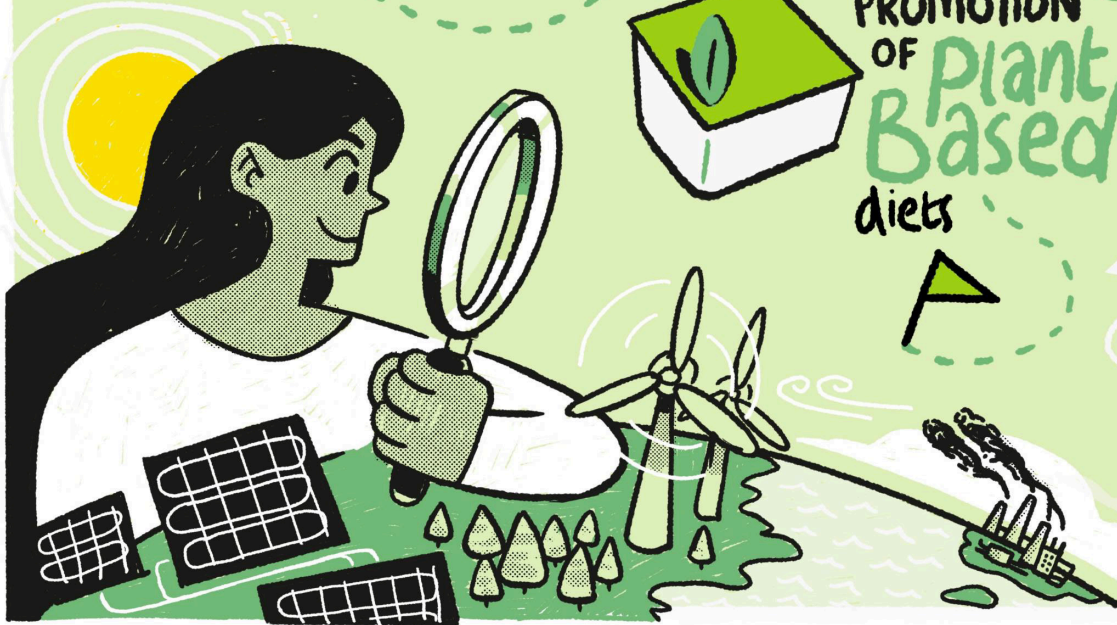
COUNCIL WASN'T FULLY AWARE OF WHAT CAM WAS



OUTCOMES AROUND TRANSPORT WEREN'T PRIORITISED

DIFFICULTIES
measuring BEHAVIOUR CHANGE

WASTED ENERGY



31ST JULY 2025



EXPLORING emergent themes on *Climate Action*

WHEN WE STARTED CAM COVID HIT US

+AIR QUAL WE COULD HAVE PROMOTED THE POSITIVES

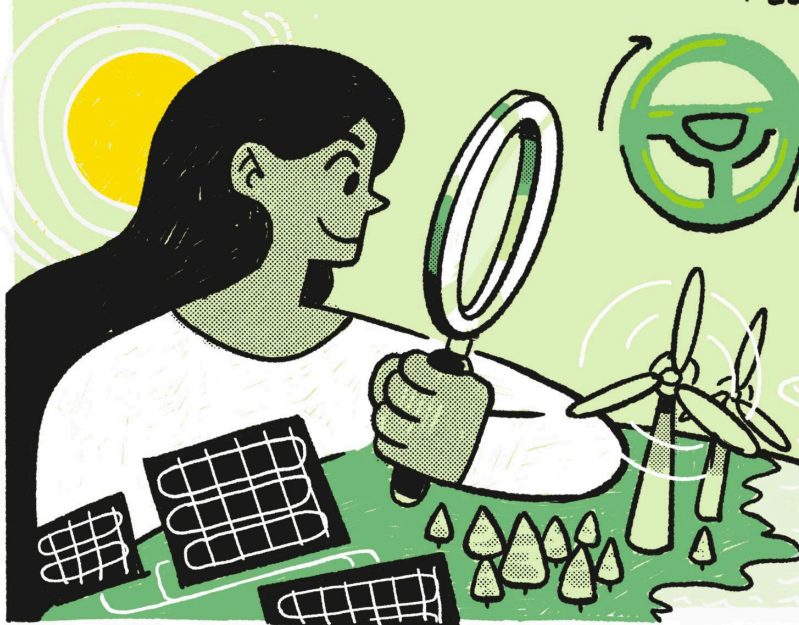
FOCUSED OUTREACH FOR YOUNG PEOPLE

WORKED WELL



IMPROVED BUY IN FROM LOCAL AUTHORITY

BETTER UNDERSTANDING OF HOW IT MEETS THEIR GREEN STRATEGY



WHO WAS MISSING FROM STEERING GROUPS



ALL HOUSING PROVIDERS TO HAVE RECYCLING FACILITIES ON SITE



LACK OF FOCUS on Climate in SECONDARY SCHOOL

UNDERSTANDING: SHORT — MIDDLE — LONGTERM

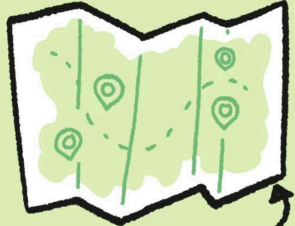


DO YOUNG PEOPLE UNDERSTAND THE **IMPACT** THEY CAN MAKE

31ST JULY 2025



BUILD CONNECTION WITH YOUNG PEOPLE



OUTDOOR, RESIDENTIAL OR WALKS

AND THEIR ENVIRONMENT

PERCEPTIONS ABOUT

WHO CARES

IT SHOULD BE EVERYONE

CLIMATE AWARENESS TRAINING
"PRACTICE WHAT YOU PREACH"



AVOIDING FAST FASHION



UNDERSTANDING WHO HAS THE HIGHEST CARBON FOOTPRINT?

QUALITY OVER QUANTITY OF OUTREACH

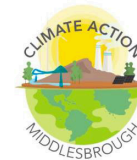
What is YOUR MOST SIGNIFICANT CHANGE SINCE ENGAGING?

Why is it IMPORTANT TO YOU?

LONG-TERM FUNDING IN YOUNG PEOPLE AND YOUTH PROVIDERS



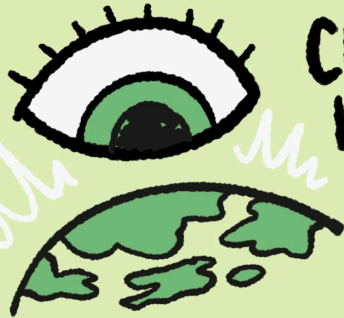
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Live Scribing Infographics

HIGHLIGHTS

WHAT COULD BE IMPROVED NEXT TIME



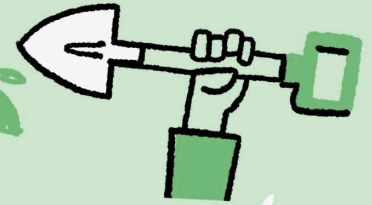
"YOU CHANGE HOW I SEE THE WORLD"

CHANGED COUNCILS PERCEPTIONS AROUND LONG GRASS IN THE URBAN ENVIRONMENT

What is YOUR MOST SIGNIFICANT CHANGE SINCE ENGAGING?

! SUPRISED THIS WASN'T MORE OF A FOCUS

TRAINED green spaces VOLUNTEERS



LEGACY: VOLUNTEERS CAN KEEP IT ALIVE

Why is it IMPORTANT TO YOU?

COUNCILS MORE AWARE OF LOCAL GRASSLANDS



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