

Green
+ Healthy
Frome

GREEN & HEALTHY FROME 2023-2026

FINAL EVALUATION SUMMARY



CONTENTS

03	1. INTRODUCTION
03	Project structure and design
03	Evaluation approach
04	2. PROJECT WORK AND ACHIEVEMENTS
05	Workstream timelines
12	3. PROJECT IMPACT
12	Systems change
12	Learning from applying SROI to Green and Healthy Frome
13	Overall evaluation findings
14	Evaluation findings: Benefits and impact
14	Summary of OECD criteria findings
15	Summary of thematic findings
16	Project impacts by workstream
29	4. RECOMMENDATIONS AND LEARNING
29	Evaluation recommendations
31	Learning for the partners: Edventure, Frome Medical Practice & Frome Town Council
32	Learning for the funder: The National Lottery Climate Action Fund
33	5. CONCLUSION
34	GHF RESOURCES
35	ACKNOWLEDGEMENTS

1. INTRODUCTION

This final evaluation documents the impact and learning from Green and Healthy Frome (GHF), a project which ran from April 2023 to March 2026, funded by The National Lottery Climate Action Fund (CAF). The partnership was between Frome Town Council (FTC), Frome Medical Practice (FMP) and Edventure, a Frome-based Community Interest Company (CIC) that provides education and support for social enterprise and community activation. GHF addressed the interconnected challenges of climate change and health, beginning with a two-year development award (2021-23), followed by a full award of GBP 1.8 million, including uplifts for specific activities. This final evaluation examines how the project inspired lasting change in health, climate action, and community engagement across Frome and beyond.

Project structure and design

GHF aimed to foster greener, healthier living in Frome and beyond, by engaging the community to make changes which are good for the planet, with climate, health and cost of living co-benefits. The project aimed to:

- Embed sustainable practices into existing systems and structures
- Promote community engagement and network building by working with community groups, individuals and organisations to amplify their impact and enable action on climate
- Provide free or reduced cost resources to individuals, families and households, enabling them to make choices which are good for their health and good for the planet, often saving money too
- Use storytelling and evaluation to share project insights, learning and impact within and beyond Frome.

CAF issued grants to each partner organisation, who managed the grant according to their internal systems. Frome Medical Practice has approximately 150 staff and an annual budget of over GBP 5,000,000; Frome Town Council has approximately 40 staff and an annual budget of approximately GBP 3,600,000, and Edventure has approximately 8 staff on contract plus sessional staff and an annual turnover of approximately GBP 400,000, so each took a different approach to integrating funding with their activities, according to their size and mandate. There was no central project management unit, but the staff employed specifically for GHF (Project Manager and project Communications Lead) both sat within Edventure.

Evaluation approach

This Evaluation was conducted over the final six months of GHF by The Conscious Project, employing a utilisation-focused learning approach that combined data collection (over 20 individual interviews and 10 group discussions, self-evaluation exercises, review of more than 200 documents) with real-time feedback and robust, comprehensive data analysis. The report documents the project's many achievements, describes how challenges were addressed, and offers systemic learning for the future.

2. PROJECT WORK AND ACHIEVEMENTS

The substantive work of GHF was delivered across the portfolios of the 3 partners.

Frome Town Council delivered **Healthy Homes** (incorporating **Retrofit** and **Renewables**) with sub-contracting partners the **Centre for Sustainable Energy** (CSE) and the **Centre for Energy Equality** (CEE) and **Cycle Together** via **Frome Community Bike Project** led by a secondment from the Council.

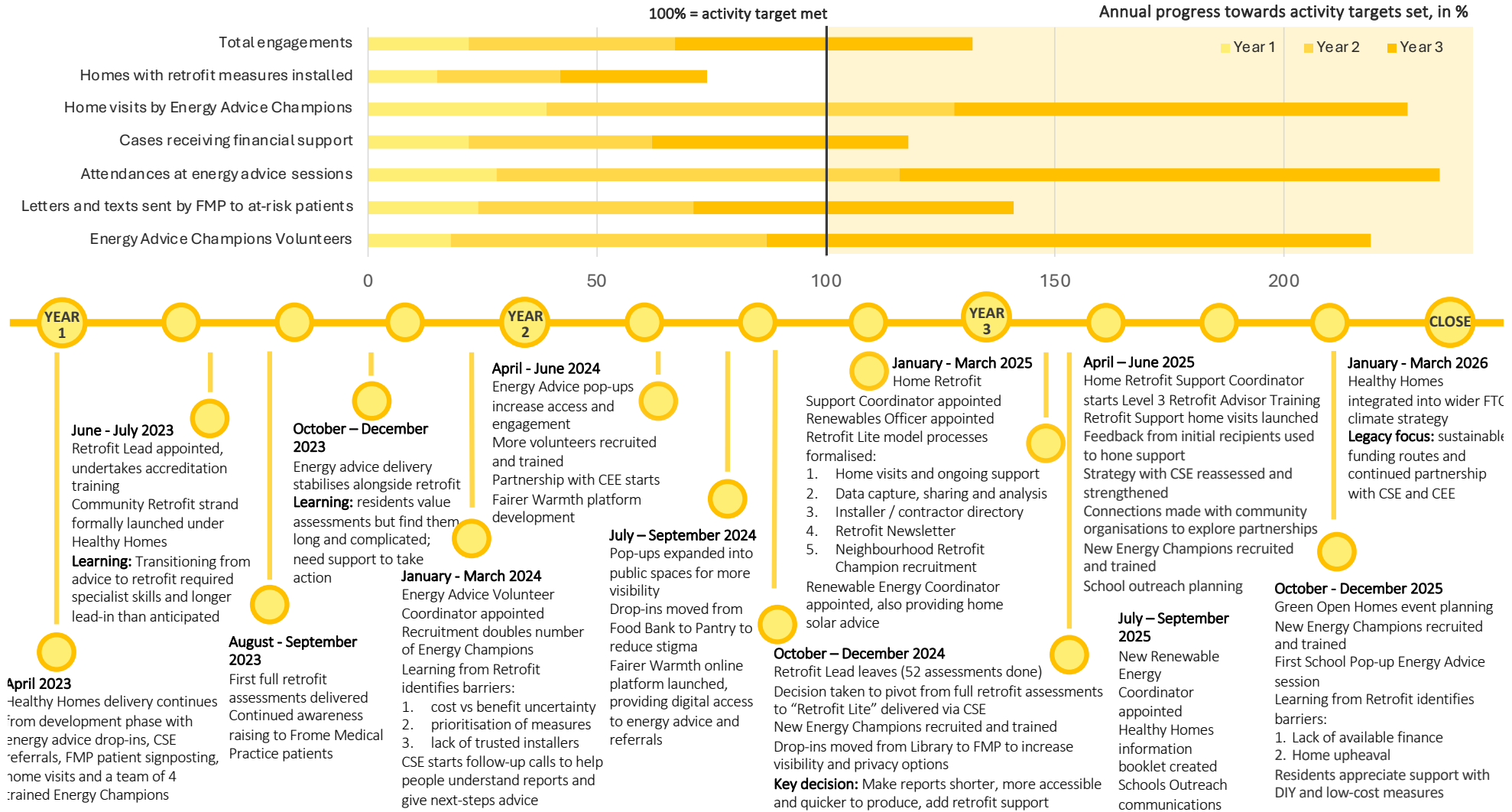
Edventure delivered **Future Shed**. These 3 workstreams were aimed at '*creating new community-based climate-health solutions*'.

Frome Medical Practice delivered **Choosing Wisely** and **Green Connectors**, and in partnership with **Frome Town Council**, **Plastic Free. Period**.

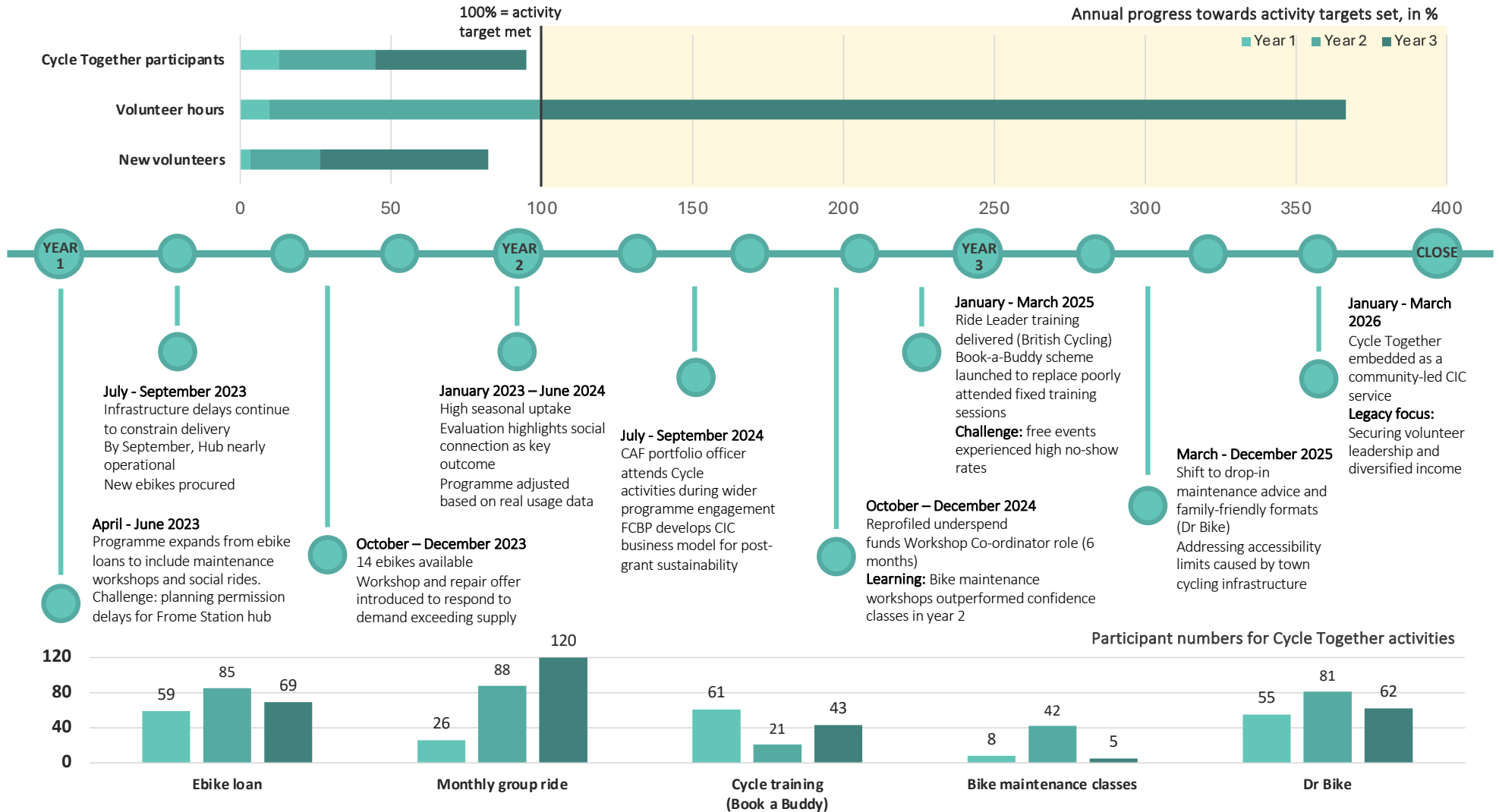
These 3 workstreams were aimed at '*empowering the uptake of climate-health win-wins*'. Delivery workstreams were supported by 3 operational workstreams: **Evaluation**, with an Evaluation Lead in Frome Town Council and specific evaluation capacity in Frome Medical Practice; **Storytelling** led by a Communications Lead in Edventure with links to communications leads for FTC and FMP and **Beyond Frome**, aimed at building connections with a wider network and led by the Project Manager in Edventure.



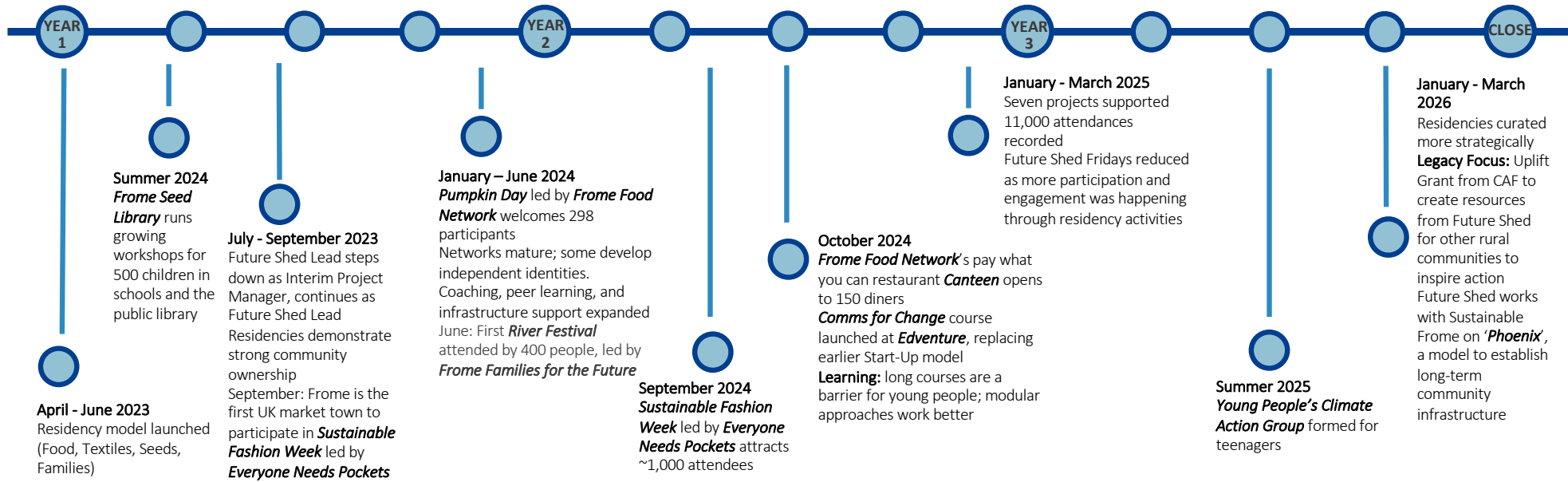
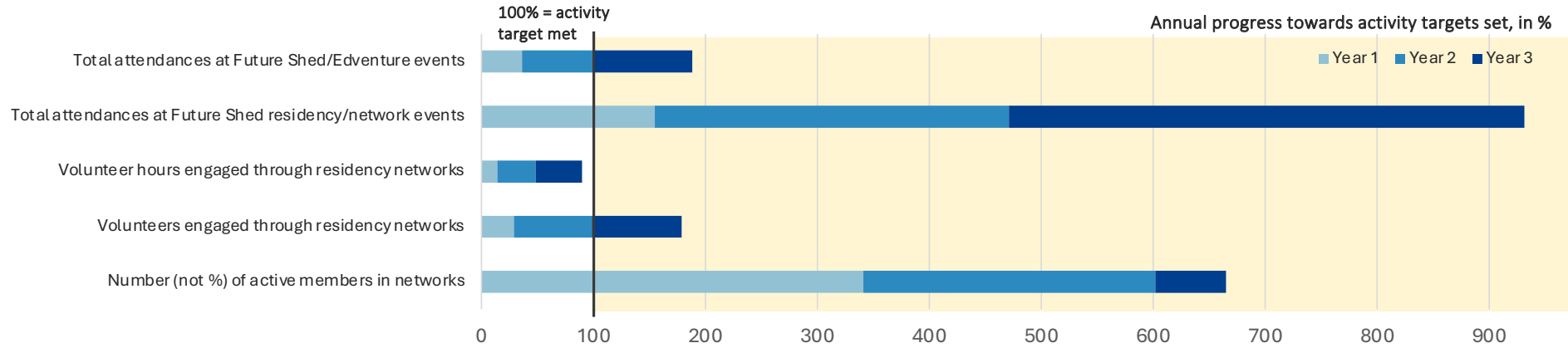
Workstream timelines. 1. Healthy Homes (with Retrofit & Renewables)



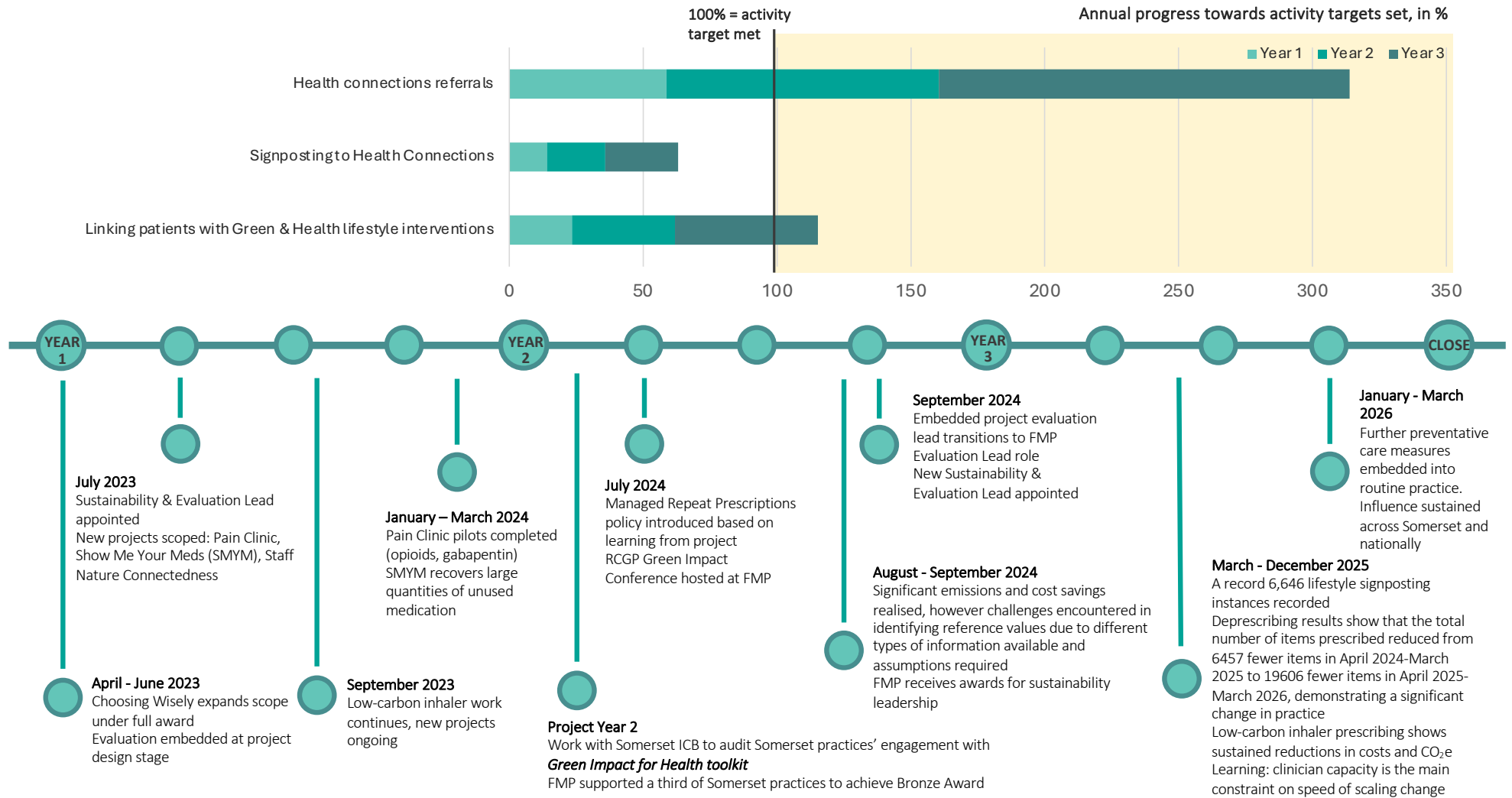
Workstream timelines. 2. Cycle Together



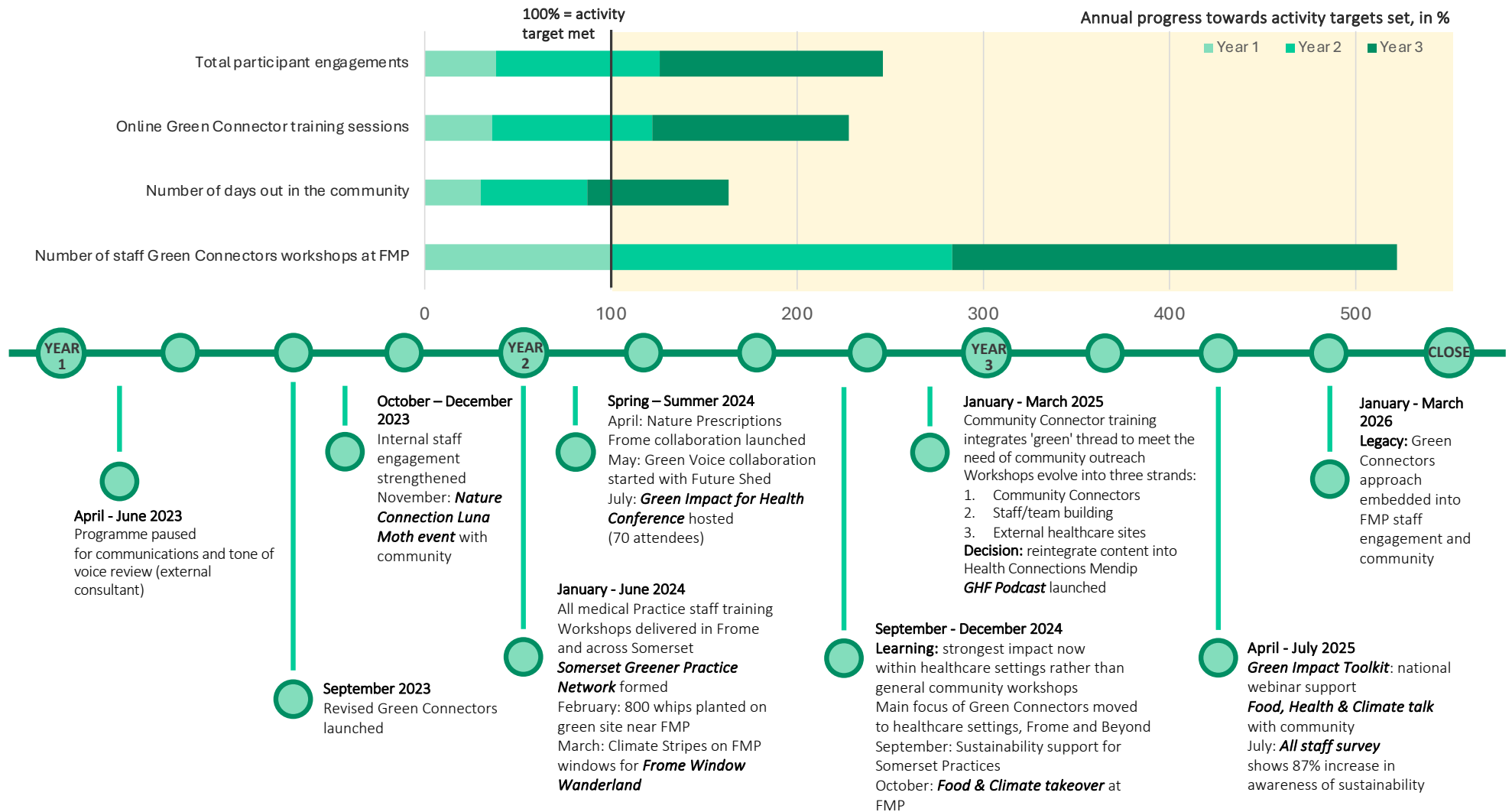
Workstream timelines. 3. Future Shed



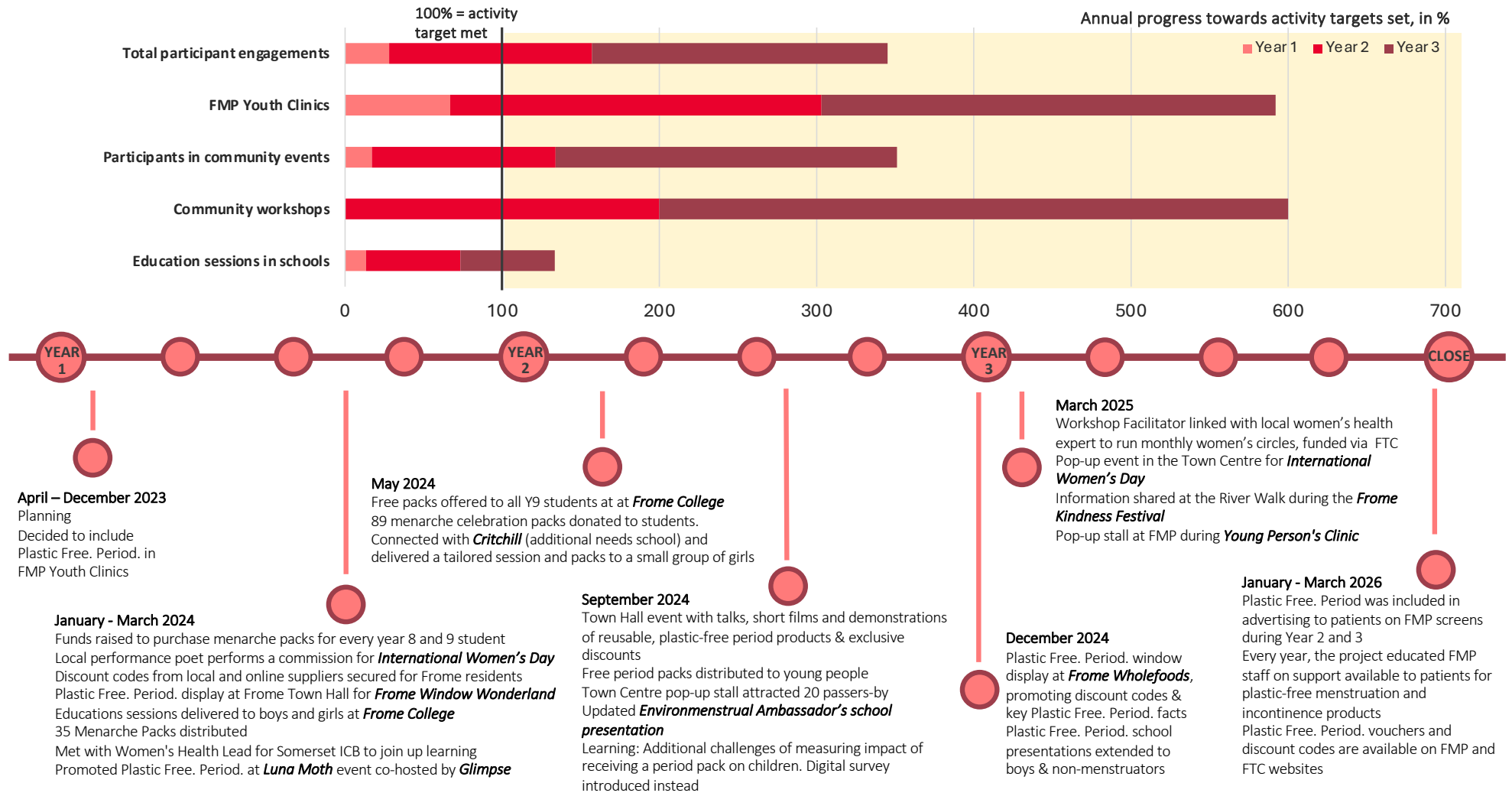
Workstream timelines. 4. Choosing Wisely



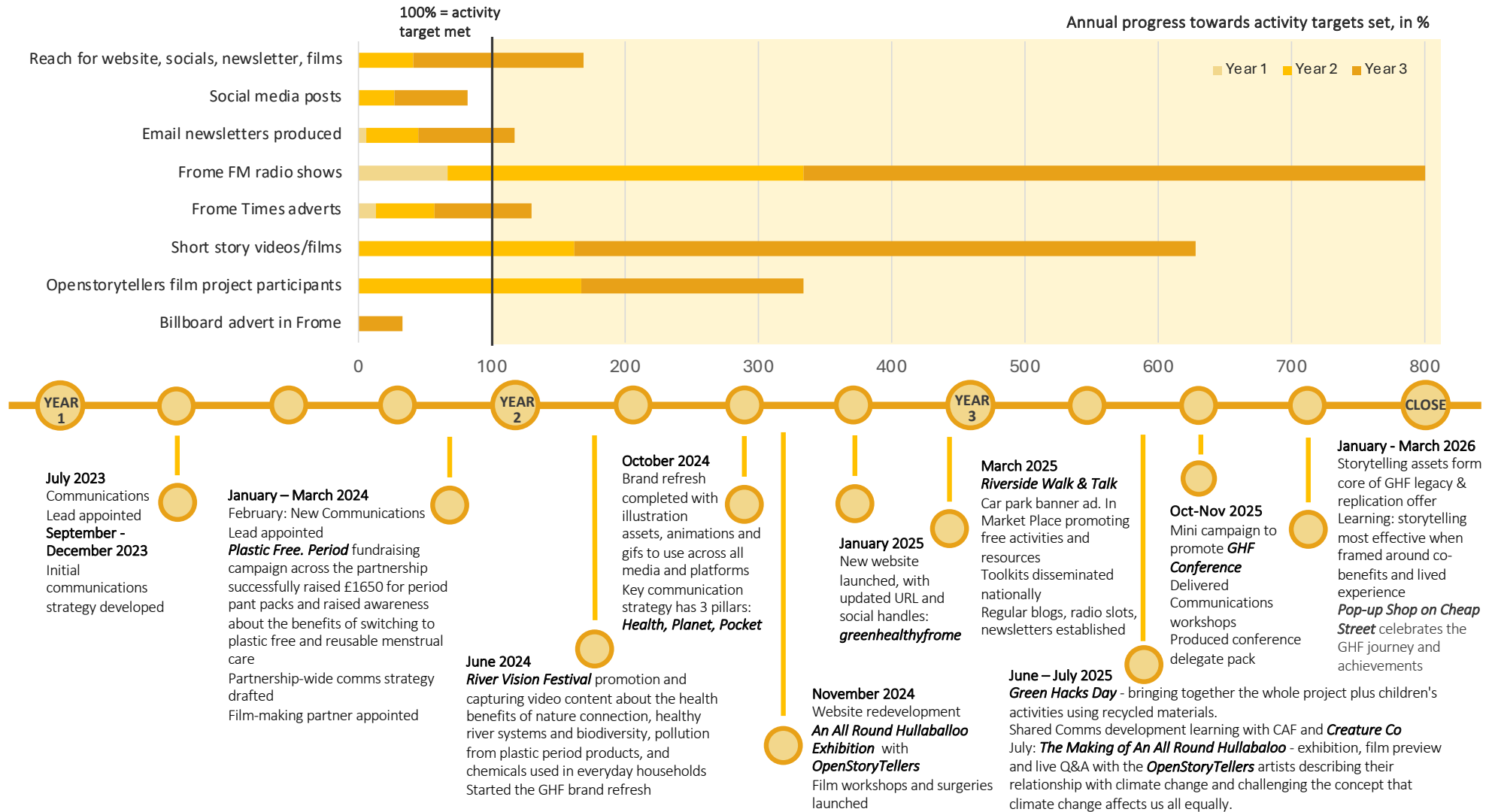
Workstream timelines. 5. Green Community Connectors



Workstream timelines. 6. Plastic Free. Period.



Workstream timelines. 7. Storytelling & Beyond Frome



3. PROJECT IMPACT

Systems change

The project had planned on counting carbon equivalent emission savings (CO₂e) and using Social Return On Investment (SROI) as a progress and value marker for effecting systemic change, and to support the case for future investment in work in the climate >> health >> community nexus. In reality, neither of these measurements contributed satisfactorily to understanding the project's contribution to systems change, and both were discontinued. However, since the project also intended to be '...a beacon to actively support other communities to do similar work.', the evaluators retroactively calculated carbon and financial savings wherever possible, and aligned results with progress along the catalytic path to transformative systems change, a model which is explained in detail in the full report. The evaluation also aligns with terminology used in the Evaluation resources published by ARUP, CAF's learning partner, particularly the 4 key categories of Benefits to be measured in an evaluation (community, economic, environmental and health)¹.

Learning from applying SROI to Green and Healthy Frome

GHF was a complex, adaptive and highly diverse project, aiming towards systems change. Each workstream required a tailored SROI approach which increased the timeline, workload and cost. This reduced the practicality of the SROI methodology. There were 4 key learning points:

1. During project development, engage a SROI specialist to identify if SROI is a good fit
2. Be realistic about the scope of the SROI process. Considerations include the complexity and duration of the project, and accessibility of required data
3. Ensure staff capacity and skills are in place to manage the consultancy
4. Build in implementation time and contingency for delays and outcome lag.



¹ARUP Benefits of Community-led Climate Action Summary Report RQ1 RPT 001

Overall evaluation findings

The big picture results give some indication of the overall reach and impact of the project, according to the ambitious targets set out in the bid. We have identified these results with reasonable confidence.

27,058

27,058 individual direct engagements with the project in Frome

(TARGET: 21,252)

This number counted across all workstreams equates to 82% of the estimated population of Frome, however, the project did not track individuals so it is highly likely that there is duplication.

218,870

218,870 digital engagements with the project

(TARGET: 316,249)

Digital reach was tracked from the 3rd quarter of year 1 onwards, so the project may well have met this target.

770.8 TONNES

Of the original target of 1,229 tonnes of CO₂e, we were able to retrospectively demonstrate that at least 770.8 tonnes were saved

Carbon emissions savings figures were initially intended to be derived from 4 workstreams: Healthy Homes, Cycle Together, Choosing Wisely and PlasticFree.Period. We looked for savings across all workstreams and included them where they could be identified. Many savings could not be calculated due to lack of valid reference values, monitoring mechanisms not being set up, or the absence of baseline values.

£1,113,800

Against the original target of £504,624, we were able to retrospectively demonstrate at least £1,113,800 in financial savings

Financial savings were initially intended to be calculated through SROI and as direct savings to the NHS at FMP. Wherever possible we have calculated financial savings as co-benefits across all workstreams, so these figures are derived from Healthy Homes, Choosing Wisely, PlasticFree.Period., Future Shed, Cycle Together, Retrofit and Renewables. Many savings could not be calculated due to a lack of valid reference values, monitoring mechanisms not being set up, or a lack of tracking to enable identification of before and after values. This means that the total savings figure is underestimated, likely significantly.

Evaluation findings: Benefits and impact

The evaluation was conducted according to the 6 OECD criteria plus 4 priority themes identified by the partners. Across the project period, Green and Healthy Frome demonstrated quantifiable impact as a result of its efforts in terms of carbon reductions, financial savings, and health improvements. Importantly, these impacts were achieved using an approach that prioritised co-benefits, fostered community participation, strengthened partnerships between government, community and health organisations, and incubated distributed networks of residents equipped with climate and health expertise.

Summary of OECD criteria findings

1. RELEVANCE: GHF successfully aligned with local community needs, national climate and health priorities, and the United Nations Sustainable Development Goals.

2. COHERENCE: The project complemented existing Frome initiatives while avoiding duplication; it provided a useful organizing framework for climate and health activities, though stronger integration with education providers, public transport initiatives and local businesses could have increased impact.

3. EFFECTIVENESS: Despite staffing challenges and limited cross-workstream collaboration, GHF achieved its objectives through partnership, with evidence of leveraged funding and accelerated impact that would have been unlikely for isolated organisations working independently over a three-year period.

4. EFFICIENCY: Project activities were delivered cost-effectively with minimal wasted resources and real-time monitoring informed some adaptive decision-making. It is likely that more integrated work and responsive work could have been achieved had a more comprehensive monitoring and evaluation framework been implemented.

5. IMPACT: GHF achieved significant results across the workstreams, although inadequate monitoring and evaluation planning limited the project's ability to quantify its full impact.

6. SUSTAINABILITY: The project will conclude in March 2026, but many of its key activities and outcomes are expected to continue beyond the funded period:

- Energy advice services (energy efficiency, retrofit, and renewables) are built into FTC's proposed annual budget and will be sustained through a hybrid funding model combining precept and additional funding sources.
- Deprescribing practices and non-pharmaceutical options (health coaching, nature prescribing) have been integrated into standard practice at FMP. These changes are either cost-saving or funded through existing budgets.
- Frome Community Bike Project has been substantially strengthened through GHF involvement and is expected to sustain multiple activity lines beyond Cycle Together.
- PlasticFree.Period. information, guidance, discount codes, and local stockists remain available on FMP and FTC websites, with FTC providing oversight for future school visits.
- There remains a need for an organisation to incubate climate and health-focused networks that aren't yet ready to formalize but require coaching, guidance, and small funding amounts. There are organisations in Frome actively considering stepping into this role.

Summary of thematic findings

IMPACT IN THE HEALTH, WELLBEING, CLIMATE AND COMMUNITY NEXUS

Evaluating health and wellbeing outcomes typically takes place over a much longer timeframe than three years, and this project was always framed as an opportunity to 'learn by doing'. The evaluation data presented in this report indicates a positive direction of travel towards systems change and impact across these domains. Measuring impact across intersecting systems is difficult and requires a tailored approach.

COMMUNITY PARTICIPATION AND INCLUSION

The role of community led social enterprises such as Edventure in climate and health projects is essential, as they bring agility and are typically less encumbered by institutional constraints. Providing a supportive space for community-led networks accelerated progress for community priorities in Frome, with multiple opportunities for engagement of the wider population.

PARTNERSHIP, SYSTEMIC WORKING AND SYSTEMS CHANGE

Working in partnership is challenging, systems change is complex and a determined collective effort is required to move towards positive change. CAF is to be applauded for funding a partnership which brings government and health institutions together with community networks, and the partners are rightly celebrated for all they have achieved together. Through this project, the partners modelled collaborative relationships and demonstrated that doing things together differently can deliver impact for climate and health.

INFLUENCE AND LEARNING BEYOND PLACE

The project made a strong and tangible contribution to the network of connections across different sectors and places interested in developing community resilience and health, by addressing climate and environmental challenges.



PLANET



POCKET



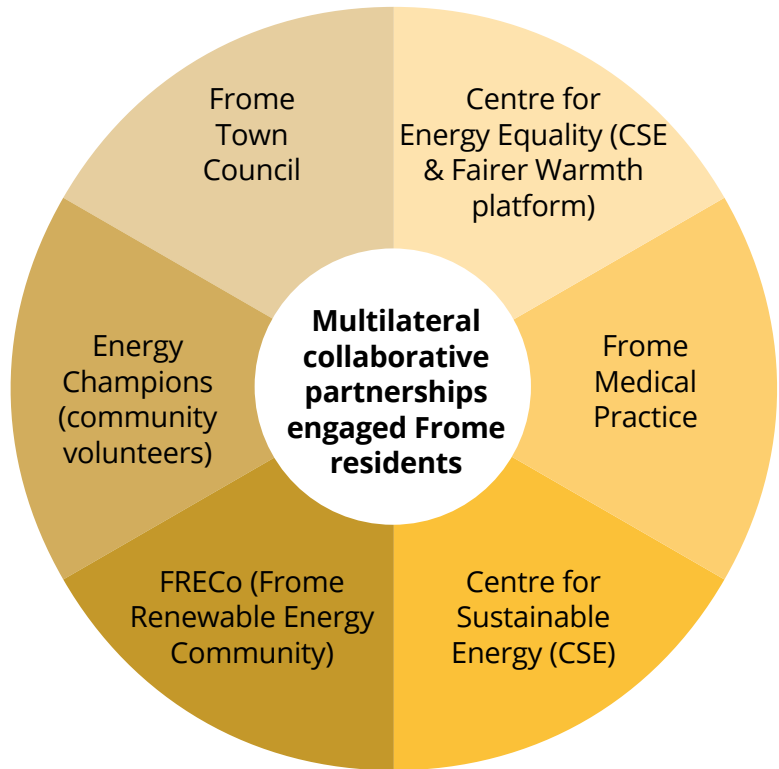
HEALTH

Project impacts by workstream

1. Healthy Homes / retrofit and renewables

Purpose: Support for Frome residents to live in a warm, healthy environment. People on low incomes accessed advice and financial support for energy efficiency measures; homeowners got retrofit advice; people received free training on home energy; FTC offered advice and support on renewable energy for homes and businesses

Healthy Homes provided energy advice and support to Frome residents, through open advice sessions, trained energy champions and internal expertise at FTC. This gave Frome residents multiple points of access to **free energy advice, healthy home champion home visits, winter warmth packs and grants**, while **Retrofit** provided home visits, **retrofit assessments, support with the installation of measures and retrofits**. Grants were awarded to help with bills, address energy debt and support the installation of measures and retrofits. **Budget reallocations enabled formation of the Renewables workstream** which focused on researching **large-scale and town-wide renewable energy and solarization projects**



X4

At the time of evaluation **4 times as many people** were proactively contacting CSE for energy support than at the start of GHF

165

165 people signed up to the **Fairer Warmth** app, to take ownership of tracking cost-saving and climate supporting measures

3. Project impact 1. Healthy Homes / retrofit and renewables



60 TONNES



£417,972

60 tonnes CO₂e and £417,972 saved through Healthy Homes and Retrofit within the project lifetime, and the residents supported will continue to benefit from ongoing savings

FMP and FTC collaborated to target **Healthy Homes services** information towards **patients with specific needs**. Through GHF, FTC have been able to identify the most effective approaches and locations in Frome for offering energy advice and support

At systems level, **Healthy Homes, Retrofit** and **Renewables** achieved these impacts:

- An **informal network of highly aware residents**, connected to support from FTC home energy, home health, retrofit and renewables experts
- **Resident experts at FTC** can support and advise residents on many aspects of climate resilience in a hyper-local context, so people in Frome get advice and support from the local council to make homes **healthier and more climate-resilient**
- FTC and FMP have a stronger relationship to support future efforts to improve the health and lives of residents
- Three former GHF postholders have moved into new roles with **opportunities to influence planning** in Frome (one role) and **home energy policy and practice beyond Frome** at county level.
- Modern approach enables **retrofit and low-carbon technologies to integrate**

Project impacts by workstream

2. Cycle Together

Purpose: Support people to increase cycling journeys by offering activities to build confidence, increase skills and make social connections

Cycle Together addressed key problems (bicycle availability and cycling proficiency) that stop people cycling in Frome. **FCBP also surveyed bike users throughout GHF** to identify systemic reasons for not cycling. Frome has steep hills, and lacks marked safe family-friendly routes. Heavy lorries and other traffic make routes unsafe for frequent journeys like school runs. Integrating cycling into the **Safer Streets² improvements** and FCBP's **new partnership with GWR** responds directly to these issues in a move towards integrated transport systems in Frome

“Thank you for the wonderful opportunity you have given local people through this scheme. I have been enabled to travel further and without draining my energy during treatment. I will certainly be looking at purchasing an E-bike on the strength of this loan.”

e-bike hire users reported increased health and wellbeing while **Book-a-Buddy** individual cycle training and **group rides** increased their confidence and cycling uptake. All these core services will continue after the Green & Healthy Frome project ends!



£11,800

£11,800 savings from e-Bike miles and group cycle rides compared with an equal distance in a conventionally fuelled car – that's not counting any year-on-year savings from all those who continued cycling!

FCBP appointed new directors in December 25 - January 26. It is now a stronger CIC with a new framework, strategically clear workstreams and new offers, and confidence to apply for new sources of funding.

From April 2026 FCBP will deliver Bikeability³ training as an accredited provider

²<https://www.frometowncouncil.gov.uk/our-community/our-sustainability-work/sustainabletransport/school-streets/>

³<https://www.bikeability.org.uk>

3. Project impact, Cycle Together

“This is indeed a well thought-out community project. Boosts confidence. Better way to know about bicycles, safety, riding and maintenance wise. Good for mental and physical health and social skills. Thank you for organising such a fun event to keep family fit, out and about.”



295 TONNES

At least 295 tonnes CO₂e saved:

204 tonnes CO₂e from bikes refurbished, repaired or serviced by FCBP during GHF



91 tonnes CO₂e from GHF activities

If everyone travelled an equal distance per year on a similar bike after participating in *Cycle Together*, they would save 590 tonnes CO₂e a year

More opportunities for greater impact on systems in the future include:

- Embed active travel as a key component in the **LCWIP⁴**
- Develop the LCWIP as a **partnership opportunity** between local government, health, education and small business
- Emphasise the **climate and health co-benefits of Safer Streets** such as lower pollution and cleaner air
- **Measure cycling incidence** in key places in the town to identify visible changes
- Measure air quality to show hyperlocal impacts

⁴Local Cycling and Walking Infrastructure Plan

Project impacts by workstream


3. Future Shed

Purpose: Residencies for individuals and groups to deliver green and healthy projects in the community

Future Shed enabled Frome residents to take action in areas important to them. Everyone had the opportunity to suggest and vote on ideas for activities during the development phase

The networks continue to meet regularly in communities around specific areas of action. Future Shed showcased an inclusive family-friendly operating model **characterised by intergenerational learning and skills and knowledge sharing**

Adventure course design adapted to respond to the needs of the Future Shed and other climate and health initiatives, including **Comms for Change** which boosted other initiatives that Adventure hosts in the health >< climate >< community nexus



£7,500

5,000 packets of seeds swapped not bought, saved Frome at least **£7,500**

Examples of Carbon Savings from Future Shed Activities

Residency	Type of saving <small>(source of reference values in footnotes)</small>	saving	confidence
Everyone Needs Pockets	Garments / textiles repaired not replaced ⁶	8,963.5 kgCO ₂ e	reasonable
Frome Wardrobe Collective	Garments swapped not bought new ⁶	111,255.5 kgCO ₂ e	reasonable
Canteen	Food waste to compost not landfill ^{7,8}	600 kgCO ₂ e	reasonable
Canteen	Hyperlocal food with ≈ zero food miles ^{9,10}	1,764 kgCO ₂ e	low

An emerging role is being explored for **Sustainable Frome** as a host body both for current networks and future community led and community owned initiatives that address local priorities in the climate >< health >< community nexus

⁵Average price of a packet of seeds in 2025-26 in the UK

⁶WRAP (2025) Displacement Rates Untangled

⁷<https://www.wrap.ngo/media-centre/pressreleases/household-food-waste-levels-threatenuks-carbon-reduction-ambitions>

⁸<https://kitche.co/impact/>

⁹<https://foodmiles.com>

¹⁰<https://myemissions.co>

3. Project impact, Future Shed

At systems level, *Future Shed* achieved these impacts:

- Repeated positive and inclusive **opportunities to try out new climate and health-friendly behaviours** in community with encouragement, support and joy
- **Practice aligned with research** demonstrating that positivity and community maximise learning and significantly increase the likelihood that new behaviours will be maintained

- The focus areas of networks selected for Future Shed residencies were **based on community interests and addressed priority areas of climate concern and human survival**: water systems, food systems, community cohesion and waste, and functioned to incubate community movements and equipping and educating leads and members
- The **growth in capacity and confidence for network leads** led to three leads securing employment where they make direct use of the experiential education gained through leading a network, and have **influence in systems supporting climate resilience and care of community environmental assets**

FROM FAMILIES FOR THE FUTURE

increased community awareness and care for the River Frome through **The River Vision Project** and have influenced decisions by Frome Town Council to invest in land for community use, gained support from the local MP and contributed to establishing a river guardianship initiative led by the **Bristol Avon Rivers Trust**, with community volunteers to monitor water quality. The River Vision Project will help to provide evidence supporting MOTH Rights¹¹ to be raised to policy level in county and regional governance.

THE SEED LIBRARY

increased awareness and understanding of seed sovereignty in Frome. Seed libraries have been established in Trowbridge and Bruton. The Seed Library events contributed to building a **community asset and foundation for future hyperlocal community-owned crop production**. In future, there is potential for significant financial and CO₂e saving on food and food miles and sustained human health and nutrition through edibles and plants with medicinal properties.

CANTEEN

has contributed learning to the communal eating movement in the UK and done much to close the gap between **local food producers** and the Frome community with its focus on using hyperlocal and surplus food, and zero food waste.

EVERYONE NEEDS POCKETS

ran local events and made Frome the first market town to host **Sustainable Fashion Week**¹² (annually throughout GHF). Textiles mending groups have been established in two Wiltshire towns and Weston-Super-Mare, inspired by events in Frome. Everyone Needs Pockets' **Mend in Public day** events showed how visibility and modelling behaviour contributes to longterm behaviour change, as shown by a passer-by's comment:

"The last time I saw the *Stitch it Don't Ditch* it here, I decided I was going to never buy any new clothes and I will mend my own."

¹¹MOTH = More Than Human, see <https://ecojurisprudence.org/initiatives/frome-river-and-rod-den-meadow/>

¹²For SFW Impact Report, see <https://www.sustainablefashionweek.uk/sfw-2025>

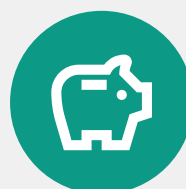
3. Project impact

Project impacts by workstream

4. Choosing Wisely

Purpose: Support Frome Medical Practice patients to make greener health choices towards medications and lifestyles with better health and lower environmental impact outcomes

There were many sub-projects within **Choosing Wisely** and each **required extensive research to identify appropriate reference values** to quantify carbon and financial savings. **GHF enabled additional projects** within *Choosing Wisely*, including **supplement deprescribing** and **work in care homes**, where final data was not ready at the time of the final evaluation, so the impacts and savings are not included in this report. Taking **the numbers here on their own significantly underestimates Choosing Wisely's achievements.**



£124,4540

Saving in staff time on reduced blood appointments, reallocated to other clinical work

Examples of Carbon & Financial Savings

Residency	Type of saving (source of reference values in footnotes)	saving	confidence
Only order what you need (2024-26)	Preventing unrequired repeat prescriptions ¹³	125 tonnes CO ₂ e £273,130	high
Show Me Your Meds	Addressing / preventing stockpiled and unrequired medication ^{13,14}	9 tonnes CO ₂ e £19,865	high
B12	Switch from injection to tablet form ¹⁵	100 kgCO ₂ e £1,099	reasonable
Blood appointments	Reducing blood appointments at FMP ¹⁵	10 tonnes CO ₂ e	reasonable
LABA and SABA inhalers	Switch to reduced carbon inhalers ¹⁶	131 tonnes CO ₂ e	high
Pain medication deprescribing Year 2-3	Drug use discontinued ¹⁷	30 patients	reasonable
Pain medication deprescribing Year 2-3	Drug use reduced ¹⁷	50 patients	reasonable
Satellite deprescribing work in Year 3	Unnecessary prescriptions discontinued ^{17,18}	2.4 tonnes CO ₂ e £5,323	reasonable

¹³NHSBSA published data

¹⁴NHS Drug Tariff, Yew Maker Classifier Paper

¹⁵PSSRU unit cost of healthcare 2024 & DEFRA travel value for average patient in average vehicle

¹⁶Open prescribing data

¹⁷Clinical records

¹⁸Pharmacy records

3. Project impact, Choosing Wisely



277 TONNES



£423,872

At least £423,872 and 277 tonnes CO₂e were saved through Choosing Wisely within the lifetime of GHF, but this does not include all the areas where savings were made and will be ongoing beyond GHF

Savings to the NHS through the Show Me Your Meds work will be **at least £830.29** per month in medication costs alone. Reducing unnecessary inperson attendances creates **savings for patients** (reduced travel, greater convenience) and FMP (reduced clinical materials and disposables, reduced waste) which were not calculated. **Embedding the changes made during the project in future practice and policy means these savings will continue year-on-year.**

Examples of health, climate and community benefits include:

- All patients attending FMP in person **exposed to Green & Healthy Frome's climate & health messages** on health centre VDUs
- Multiple patients were linked with **Green & Healthy lifestyle interventions** through signposting and referrals to health connections
- Deprescribing sub-projects led to **satellite deprescribing initiatives achieving health and climate co-benefits** across additional clinical areas
- Respiratory disease was addressed with a **whole-person approach** (medical intervention plus advice re. Healthy Homes support)

For patients who switched from B12 injections to tablets, an estimated 11 in 12 visits were eliminated

At systems level, *Choosing Wisely* achieved these impacts:

- **A policy, practice and culture of non-medicated / de-medicated care** and signposting towards support for lifestyle change at FMP, with **deprescribing mainstreamed** into clinician behaviour
- **Co-benefits of cleaner air and reduced CO₂e** due to fewer visits to the medical centre by car. Modelling healthcare changes with sustainability, climate and financial co-benefits to **influence other Somerset practices**, and leading to **policy changes** throughout the wider NHS

There were further untapped opportunities to set up initiatives within the project to achieve more co-benefits, for example cycle groups for FMP patients, or linking social prescribing to Future Shed activities

Project impacts by workstream

5. Green Community Connectors

Purpose: Initially offered 1-hour open sessions for community members to explore how to take positive steps to make a difference to the planet and people's wellbeing, as an individual and as a town. Evolved throughout the project lifespan as routes of engagement beyond workshops were explored

Individual staff reported changes in their knowledge of and attitudes to the climate and the effects of their actions. There was evidence of an increasing perception of sustainability as everyone's responsibility, not just that of a sustainability team or champion

700 people attended Green Connector workshops, including **400 FMP staff**, contributing to the change in attitudes to climate and health identified in staff surveys

*Green Community Connectors engaged **2,116 people** with a cross-cutting and dynamic approach including workshops, talks, a show on *Frome Radio* and podcasts!*

The physical activities and environment in Frome Medical Centre powerfully **modelled and communicated that human health and wellbeing is interconnected with community, nature, climate and planetary health**. These included the staff garden / allotment, composting, solarisation of the Medical Centre roof, exhibitions, talks and network meetings in the café and meeting rooms and displays on the VDUs in public and waiting areas

At systems level, *Green Community Connectors* achieved these impacts:

- **Attitude change that recognises** the strong connection between human and climate health at FMP, contributing to the overall care philosophy, practice and policy
- **FMP is seen by many as a key community player**, participating in community events, volunteering, hosting talks and events **not just for the medical community but for Frome**
- There are **co-benefits of FMP promoting healthy food, local food, exercise and social/community prescribing in other parts of Frome Town's systems**, creating a virtuous cycle, for example in upkeep of nature spaces and riverside walkways/cycleways; the community around the River Vision Project, increased use of spaces for recreation and **an expectation that they are used and will be respected and cared for as a community resource**
- **An informal network of highly aware residents** make connections between human and planetary health in their communities

Project impacts by workstream

6. Plastic Free. Period.

Purpose: Promoting plastic-free reusable menstrual products among young people in Frome. Providing free period packs and discounts to Frome residents, the scheme saved money and reduced plastic waste. Plastic Free. Period. delivered education sessions at youth clinics at FMP and in schools



15.6 TONNES



£252,640

15.6 tonnes CO₂e and £252,640 saved if all the packs handed out during GHF are used instead of plastic / disposable products for the menstrual life of users

1,579 people
directly reached

"I went home and talked to my mum about it so there was a conversation there that just made me a lot more comfortable talking about it..."

"...previously I would use the more plasticky options, just because they're more convenient ... but then I found out in the talk that actually some of the more sustainable options last longer and you don't have to change them out as frequently, so it's even more convenient to use the sustainable ones."

PlasticFree.Period. achieved **changed behaviour** and 'ambassador' activities by participants through presentations, workshops and discussions in schools:

- Schools requested repeat presentations

- The workstream adapted in response to feedback, expanding **to include boys & young men** in information sessions
- **Free menarche** packs were given to year 8 & 9 menstruators (Age 12-14)
- **Crowdfunding and individual fundraising** enabled provision of free packs

3. Project impact, Plastic Free. Period.

“It has opened us up a lot to understanding more about it - more than just the environmental side.”

“...after I came home, I spoke to my mum about it and she was like, ‘you need to talk to her’ - my little sister - ‘about that as well’.”

Systems-level impacts:

- Frome has an informal network of **informed young people and supportive adults** who can discuss menstrual health knowledgeably and share access to resources with their families and communities
- There was **effective collaboration** for health, wellbeing, climate and financial savings between FMP, FTC, education & local businesses

Additional savings are ongoing as GHF negotiated vouchers and discounts on plastic-free products

In the future there could be further impact at systems level:

- Build on efforts to fund menarche packs and education workshops through community funding
- Maintain the partnership between FTC, FMP and schools
- Connect PFP with the youth climate action group to better engage young people with practical climate actions

Project impacts by workstream

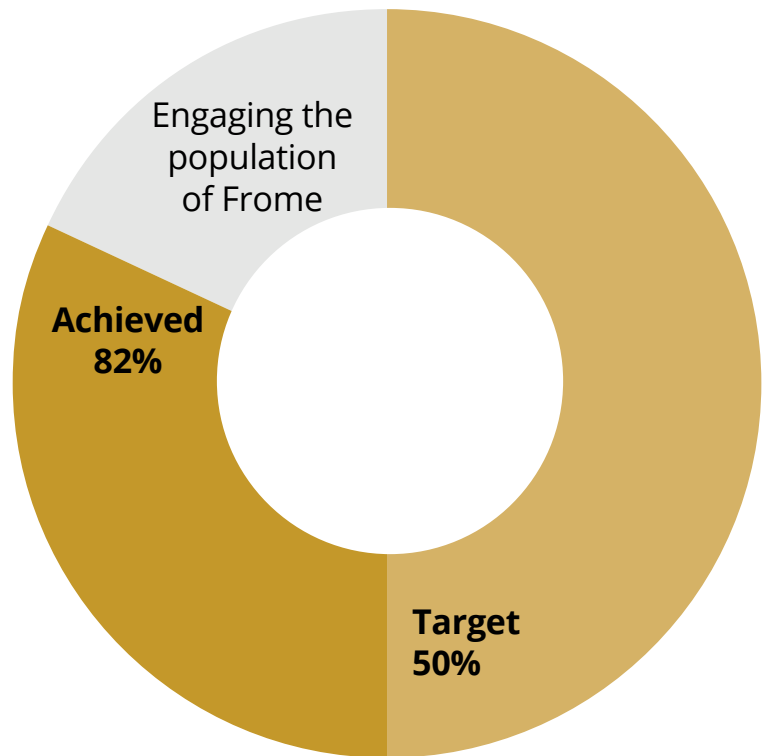
7. Storytelling & Beyond Frome

STORYTELLING IMPACT

Purpose: Achieve engagement targets and amplify reach

Storytelling achieved impact through:

overcoming obstacles to integrated communications across the partnership - **fast-iteration and launch** of communications strategy - **complete communications strategy** including a full suite of design assets and website restructure oriented according to user interests - **clarified marketing messages** to focus on **Planet, Pocket and Health** - **user personas** helping GHF understand what Frome residents want - **rebranding**, resulting in a dramatic increase of website traffic and social media reach - **reallocating the community film budget** to professionally-made films featuring community stakeholders including disabled artists - **seizing publicity opportunities** throughout the project - **the pop-up shop** in March '26 showcasing GHF outputs and achievements

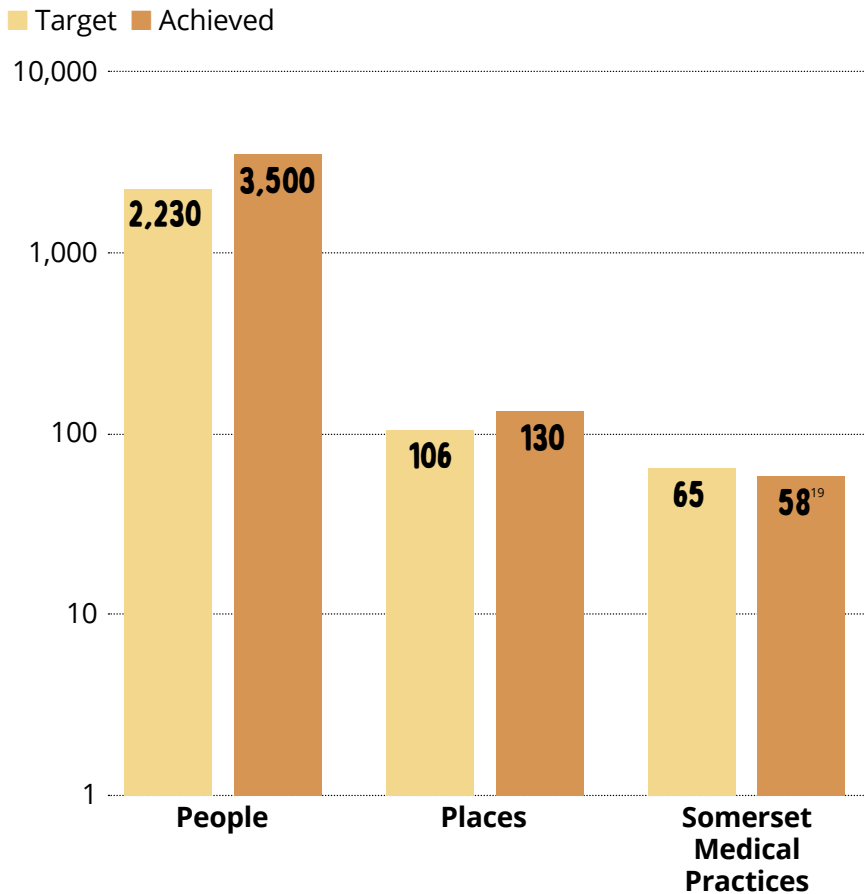


40 times more resource downloads in year 3 than in total for years 1 and 2

BEYOND FROME IMPACT

Purpose: Achieve engagement targets and amplify reach

Climate, health & community impacts were achieved through *Beyond Frome* toolkits, mentoring & learning events.



Over **70,000** visits to the GHF website in year 3 alone

Other **councils and medical practices look to Frome for inspiration** because of Green and Healthy Frome - **representatives from local counties** (Wiltshire, Dorset, Devon) and beyond attended GHF events - GHF representatives shared learning and inspiration from the project at **multiple national events and conferences** - project staff who moved on to new jobs are **overwhelmingly working in areas relating to sustainability** - project partners and project-funded activities won **national awards** - **Edventure worked with a group of community activators** to expand the scale and reach of learning from Future Shed and seed similar initiatives - learning from GHF's unique project structure and position will **inform and support other CAF projects and places in future** - the **structure of Future Shed residencies** as an incubator for community-led action is a key reason why the **Civic Imaginary Partnership** selected Frome for place-based research - the many toolkit downloads from the GHF website imply that **other places want to learn from GHF**

¹⁹58 delegates attended FMP's Green Impact Conference. Staff from Somerset Medical Practices also attended project events

4. RECOMMENDATIONS AND LEARNING

Evaluation recommendations

1. Working in partnership

A partnership approach **should** be the norm to ensure that climate and health related work in Frome is coherent, coordinated and responsive. New or additional partners **should** be introduced to an expanding network, based on the complementary and balancing perspective they can bring and the extent to which they can increase the appropriateness and responsiveness of the work to Frome.

2. Mapping climate and health related activities in Frome

In its role as town council, FTC **should** adopt and maintain the extended map of climate and health related projects and activities in Frome created by the GHF Project Manager. This **should** supplement the Green Business list and Green Directory and be widely available, to mitigate the risk of unnecessary overlap or duplication and highlight clear opportunities for new and complementary initiatives to be launched and implemented.

3. Budget for collaboration / partnership activities

Future partnerships **must** have specific budget / resources assigned to maintaining the partnership at the highest level of the partnership (in this case lead contacts) for example in the form of regular review meetings and joint activities that promote and enable collaboration and maintain effective communication channels.

4. Project management approach

Future collaborative projects **should** consider budgeting for and establishing a dedicated project management unit which has equal ownership and representation by partners from a decisional level of management and which supports integrated programming and delivery and the operational implementation of project workstreams.

5. Volunteering & community participation

In the future, collaborative projects such as Green & Healthy Frome **should** develop a strategy (with an accompanying plan) to encourage and support community participation and the consistent mobilisation of individuals who want to get involved with and contribute to climate and health initiatives, whether as volunteers, sessional workers or in some other capacity.

6. Baseline data

The importance of clear and consistent baseline data cannot be under-estimated. In the future projects **must** prioritise the collection of specific, relevant and local baseline data, and the collection methodology must be repeatable so that it is possible to measure the extent to which project objectives and goals have been achieved as part of the evaluation process. For projects like GHF, baseline data should respond to the outcomes identified in the bid.

7. Choosing metrics to evaluate change

Since it is vital that projects like GHF are able to present demonstrable change, it is essential that appropriate metrics are identified for activities at the point where they are introduced, and ongoing measurement of progress against relevant indicators takes place. Future projects **must** embed the identification and calculation of relevant selected indicators within a robust monitoring and evaluation framework.

8. Preserving GHF project assets

In future, a clear plan **should** be agreed as part of the project planning stage, for preserving and hosting valuable digital project assets accessibly beyond the end of the project. Assets include website and linked pages, videos, toolkits and learning papers.

Evaluation recommendations

9. The future of the Future Shed residencies

Future Shed has clearly demonstrated that community-led climate and health projects are most impactful when they are nurtured in a community with access to expertise. Having learned from GHF, the partners **should** consider how best to provide this support to maximise the future and sustained impact of these networks for Frome.

10. Enabling and convening climate and health action in Frome

In the context of differing political agendas and approaches with regard to the need for urgent climate action, and the operational and financial challenges facing community led social enterprises such as Edventure, FTC **should** reiterate the town council's vital role in ensuring progress towards local and national climate and health related goals, and FTC **must** maintain the current momentum by embedding future goals and commitments into workplans and budgets to ensure the progress to date is not de-railed or rolled back.



Learning for the partners: Edventure, Frome Medical Practice & Frome Town Council

- 1.** Be bold and embrace non-typical partnerships, which strengthen projects by bringing together different perspectives and ways of doing things, engage different types of people and organisations and thus expand the range of possible solutions at sticking-points.
- 2.** For effective collaboration across sectors, adopt a neutral political position and use stakeholder profiles to identify the best lens by which to engage multiple different profiles of people.
- 3.** Maintain high levels of multi-direction multi-channel communications to ensure that gaps and duplication are avoided and that opportunities to work together are seized.
- 4.** Pay attention to all aspects of partnership agreements e.g. financial, managerial, interpersonal. Plan approaches for handling things that don't go well.
- 5.** Ensure that there is a role in a core team / project management unit that actively seeks out initiatives to connect with the project both inside (e.g. organisational strategic priorities) and outside the partnership (e.g. businesses, sports and recreation clubs, academic institutions etc.) Identify when and how to approach them to amplify impact.
- 6.** Take time at the start to plan core project activities (management, decision-making structures, communications, inclusion, psychosocial support for the team, integration in the core work of each partner, monitoring and evaluation) for the project lifetime.
- 7.** Make creating effective ways of measuring impact a distinct stage in designing activity workstreams, including answering the question 'what happens at the end?'
- 8.** Embed real-time evaluation in projects, planning thoroughly from the outset so it can be used to ensure project activities are responsive to community needs and priorities throughout, and providing evidence for reallocation of resources as necessary.
- 9.** To make the task of evaluating more achievable and embed it better in complex projects, create mini-evaluation projects to examine individual components or activity streams over very short time-frames (e.g. the impact of one group bike ride). Share results with participants quickly and gain their input on how to amplify the effect.
- 10.** Where possible use the same goals and indicators as similar projects and initiatives to align the work of local projects with national and international efforts. Seek co-working opportunities.
- 11.** Expand Frome's Green Directory / Green Business page to include other sustainable businesses, community networks and links to tools and apps to support individuals, households and businesses wanting to reduce climate impact and improve their health and financial expenditures.

Learning for the funder: The National Lottery Climate Action Fund

This list is offered to support future similar projects.

1. Provide more extensive and directive monitoring and evaluation support, for example templates, a monitoring and evaluation toolkit, short walk-through examples of how M&E can be done in different types of projects, a checklist of monitoring and evaluation guidance, meet-ups for MEAL leads. Meaningfully quantifying impact in the climate space is fraught with difficulty and conflicting perspectives, so people implementing projects need clear guidance on how to measure progress and achievements.

2. Prompt future projects to frequently update their map of existing local initiatives and projects so that they can amplify rather than duplicate efforts, and integrate with others who could connect with them (as supporters, partners, collaborators, advisors etc.) and lead to more sustainable outcomes beyond the end of their funding.

3. Residencies are a creative and viable model for funding the incubation of community-led networks as movements for positive change. A Future Shed 'blueprint' should be developed to support other places to adopt a similar approach, based on the learning materials created within the uplift. With the interest shifting to funding community level work, such groups need meaningful funding to get appropriate expert support.

4. Since most climate action involves introducing and embedding changes in people's behaviour, make behavioural change expertise accessible to projects at the point of detailed design and planning to ensure their activities have the maximum chance of achieving lasting outcomes.



5. CONCLUSION

Green and Healthy Frome has achieved extraordinary things, substantially due to the courage shown by the Climate Action Fund and the GHF partners in funding and running a complex project that tackles systemic issues through diverse activities with multiple systems touch-points. The project has helped Frome to move in the direction of transformed systems, by:

1. Gaining a greater understanding of people's reasons for doing things the way they do, and through multiple touchpoints, introducing different attitudes and behaviours which when adopted result in a felt change in health, in the local environment and in people's pockets.

2. Developing a diverse and distributed cohort of residents (including people with disabilities, young people, families and older people from a range of backgrounds) who are highly aware and equipped with expertise, able to share their knowledge in their own community networks to raise and enrich the community's understanding of health, climate, energy efficiency, environment care and meaningful action that we can take together to improve things.

3. Modelling community-enhancing collective action on issues that people in Frome care about: eating together, mending, preserving enjoying and celebrating natural resources, planting and harvesting, elevating creativity.

4. Expanding expertise and influence within major institutions, and moving into active influencing within bigger systems including local regional government, health and business.

5. Creating new partnerships and opportunities to have further impact at scale, from better and stronger networked relationships across Frome, into other sectors such as education and transport.

There are now new ways for people in Frome to access healthier, more climate-friendly and community-enriching options, approaches and solutions, and there is growing evidence that people in Frome know how to get advice and support on all aspects of health >< climate >< community action. Opportunities that could be leveraged for greater impact at systems level have been brought to light, as have alternative ways of tracing progress along the path to systems change.

Green and Healthy Frome has enhanced and strengthened the network of connections across different sectors and places, who are committed to developing community resilience and health by addressing climate and environmental challenges. It is for the project partners to build on the successes and learning from the project and elevate their ambitions, in partnership, using everything the project has given Frome as a springboard for the future.

“The impact of showing ways that communities can take action for the environment and climate – in a way that is rewarding and strengthens a sense of community agency – counteracts helplessness and should not be underestimated”

GREEN AND HEALTHY FROME RESOURCES

A wide range of resources was created from the project, which have been made available to support similar future work in Frome and beyond. These include films, toolkits, learning insights from the workstreams, 'zines and materials on partner and other websites. A curated but not exhaustive list is presented here:

GHF home page

<https://greenhealthyfrome.org/>

The Green and Healthy Frome website hosts a suite of learning insights, the project evaluation documents and other project resources

GHF shared learning page

<https://greenhealthyfrome.org/our-learnings/>

Rural Changemakers resources

<http://edventurefrome.org/rural-changemakers>

Edventure's website hosts the resources generated from the Rural Changemakers project

For more information about the project partners and their role in Green and Healthy Frome, visit:

Edventure

<https://edventurefrome.org/offerings/green-healthy-frome>

Frome Medical Practice

<https://www.fromemedicalpractice.co.uk/green-and-healthy-frome>

Frome Town Council

<https://www.frometowncouncil.gov.uk/our-community/our-sustainability-work/green-and-healthy-frome>

For more information about GHF's partners and supporting organisations, visit:

Frome Community Bike Project

<https://www.fromebikeproject.org>

Sustainable Frome

<https://sustainablefrome.org.uk>

Centre for Sustainable Energy

<https://www.cse.org.uk>

Centre for Energy Equality

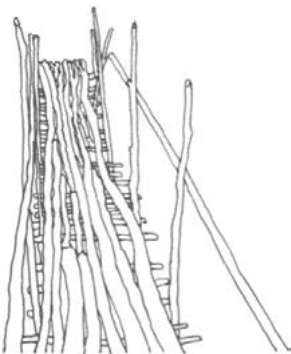
<https://cee-uk.com>

Evaluator acknowledgements

We would like to thank the following people for their contribution to this final evaluation process and the production of this report:

Annabel Crooke, Becky Lovegrove, Caroline Wajsblum, Charlotte Carson, Colin Atkinson, Dan Tucker, Dawn Denton, Deb Geraghty, Ellen Bishop, Emma Parker, Esther Maughan McLachlan, Fiona Barrows, Gwen Thomas, Helen Kingston, James Wallis, Jo Morris, Karen Creffield, Mark Tyler, Matt Mellen, Michael Howcroft, Nichola Blackmore, Nikki Brain, Owen King, Peter MacFadyen, Peter Wheelhouse, Richard Podmore, Sally Richards, Sam Evans, Sarah Mazari, Sheila Gore, Sue Palmer, Vicki Purewal, Will Reynolds, and many other colleagues within and outside the partner organisations.

Abi Green and Ben Emmens
The Conscious Project
Frome 2026



theconsciousproject.org

think about what you're doing