



Toolkit 2023

Achieving a healthier community and healthier planet together

A Green & Healthy Future for Frome is a partnership made up of the following:



Funded by:



Guide to this toolkit

This toolkit is intended for use by people who want to take action on climate and health including: healthcare professionals, local authorities, social enterprises and community organisers. It aims to share learning for anyone looking to adapt the Green & Healthy Future for Frome model in their own communities.

A Green & Healthy Future for Frome wants to achieve a health and climate win-win by exploring ways to help local people make changes which are good for their health and the planet's health. This community-led initiative is based on the fact that these issues are firmly linked – if we improve one, we'll also improve the other, enabling everyone to share in a healthier, fairer and more sustainable future.

The programme is a partnership between **Edventure: Frome, Frome Medical Practice, Frome Town Council** and our local community. Our programme is made possible by the **Climate Action Fund** through **The National Lottery Community Fund**.

This toolkit is part of a series of six and tells the story of one project strand: **Future Shed**. The full series is:

- **Future Shed**
- Cycle Together
- Choosing Wisely
- Green Community Connectors
- Storytelling
- Healthy Homes



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This Future Shed Toolkit was written by Sue Palmer, Future Shed Lead and GHFF Project Manager, and Hannah Burd, Project Manager (until February 2022). Thank you to all the participants of Future Shed, the network cohosts and volunteers. Thank you to all Edventure staff, particularly to Johannes Moeller, Lisa Hawes and Patrick Abrahams whose ideas and passion helped develop the Future Shed concept and build community. Thank you to the GHFF Evaluators Veronica Wignall (until April 2022) and Owen King. All photos by Sue Palmer / Lisa Hawes. Front cover photo of Frome Food Network Meet Up by Ali Hutchinson.

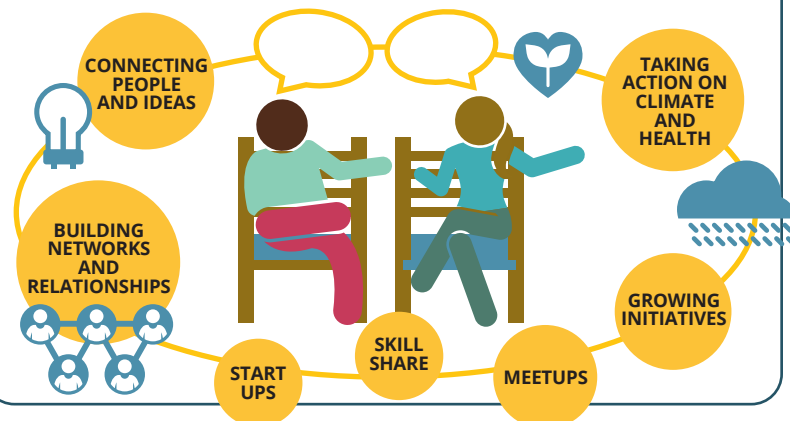
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In Brief Future Shed



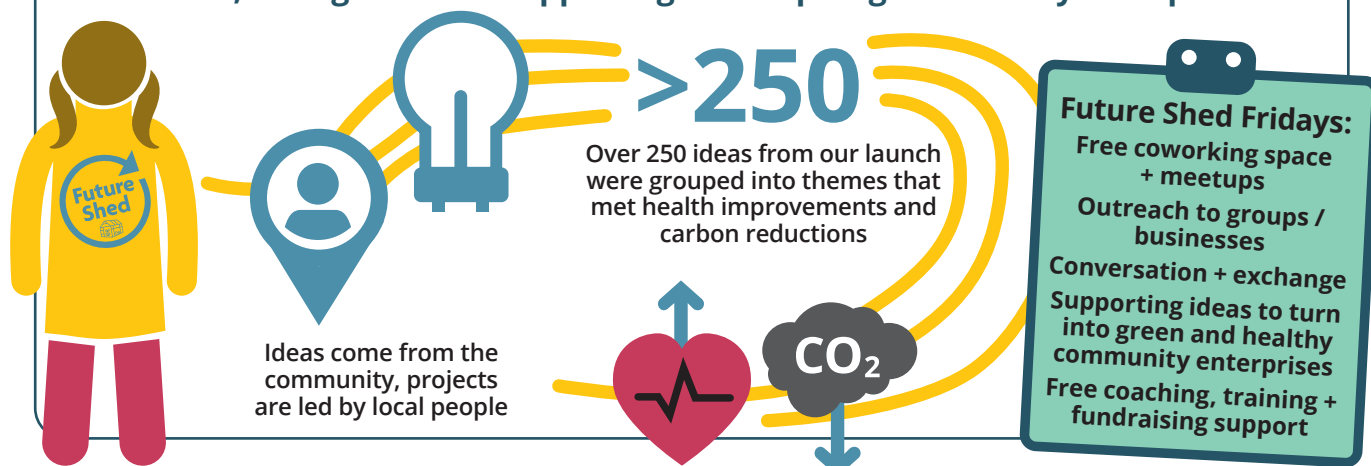
Why?

Future Shed Frome is about nurturing ideas for initiatives that help people live greener, healthier lives.



How?

Future Shed is hosted and facilitated by the Future Shed Lead working through Edventure, an organisation supporting and inspiring community enterprise.



Outcomes & Insights

Over 1,400 attendances at our activities, events and sessions

New initiatives supported

Networks of action developed around food & growing, clothing & textile reuse, and health & wellbeing with 250+ participants

People enjoy meeting to talk, grow ideas and take action

Focusing on our health is something we can gather around

Climate justice - we need to be locally focused and globally conscious.



What could a Future Shed look like in your community?

Checklist

- ✓ A physical space to meet
- ✓ A host to facilitate
- ✓ Communication & outreach tools
- ✓ Who's not in the room?
- ✓ Welcoming, inclusive
- ✓ Clear criteria for support
- ✓ Boundless enthusiasm for positive change

What is Future Shed Frome?

Future Shed Frome offers practical support to get green and healthy initiatives and enterprises off the ground through building networks, connecting people and ideas, signposting and start-up coaching.

Future Shed provides opportunities for people to act: community enterprise and initiatives are a vital part of our health and climate programme. Future Shed picks up the ideas generated by the community and supports them in coming to fruition. It facilitates networks of action - people connecting to build projects and enterprises that make a difference to the town, as well as supporting ways of creating future livelihoods.

Future Shed is about future thinking - how can we work together to make real change in our town that supports our health, community and environment and reduces climate impact?

Future Shed reaches out to connect and partner with others - organisations, groups and enterprises including public institutions such as the library.

Below: Frome Food Network meeting at Future Shed in May 2022



Why Future Shed Frome?

Edventure: Frome

We set out to create a space where local people and organisations could develop viable, engaging community-led initiatives that make a tangible difference to climate and health. Edventure is an organisation key to facilitating and supporting this strand.

Established in Frome in 2012 led by Johannes Moeller, Edventure Frome¹ is focused on education, community and enterprise. It runs courses, events and programmes in community entrepreneurship.

At Edventure, people come together to start things up, to gain transferable skills and experience, to build connections, and get support to realise their ideas. Edventure cares about contributing to a strong community, growing meaningful livelihoods and building ventures as part of a sustainable, zero carbon economy that works for all.

Through its start-up courses it has enabled pioneering projects to happen in Frome including the Community Fridge, the SHARE Library of Things, Roundhouse Community Garden and a Remakery. These projects are now self-sustaining and have been replicated in other communities around the UK, putting Frome on the map as an influential town that can make change real and beneficial for its residents and community.

Edventure's role in the GHFF project is key - it is the piece of the jigsaw that facilitates and supports action and ventures in response to need.

Edventure has consistently partnered and collaborated with businesses and organisations in Frome, and facilitated 'Sheds' including a Make Shed for younger people in the town, so its role in the GHFF programme was clear: create a space for community ventures focused on green and healthy projects.



Above: Everyone Needs Pockets Clothing & Textile Reuse Network meeting at Future Shed in January 2023

The 'Shed' movement

We were inspired both by the Men's Sheds movement and by the Transition Town movement.

The 'shed movement' is about people meeting up in a space to share skills, helping each other to fix, repair and create, 'shoulder to shoulder' and in so doing enabling members to boost their wellbeing simply through being better connected with others. It also references the fact that we can do things in everyday spaces already associated with doing and making.

Our twist on the 'shed' is that we decided not to focus primarily on practical making - other Sheds in Frome were already doing this - the Men's, Women's and Make Sheds are all active in Frome. We didn't want to replicate what was already in existence but move out to a more adventurous concept.

Why Future Shed Frome?

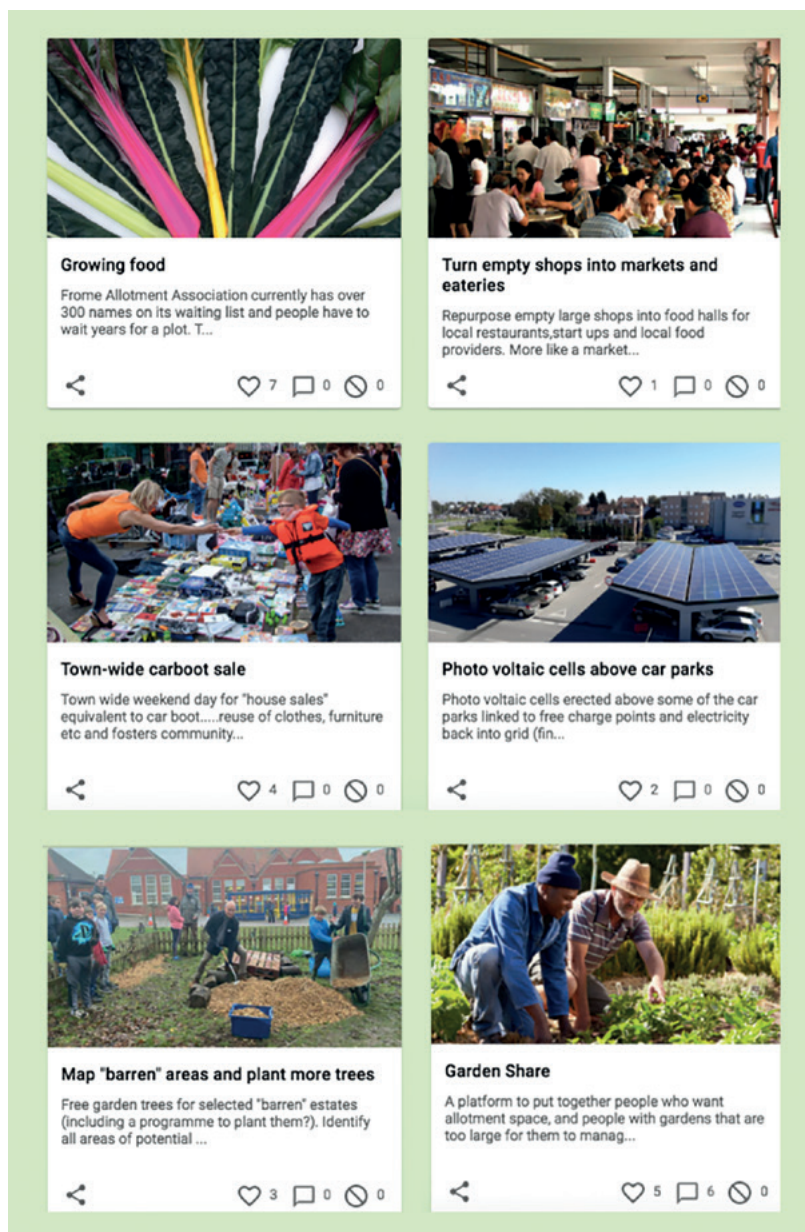
Community-led

The GHFF programme launched online during a Covid Lockdown in the UK. One of the first steps of Future Shed was to open an [online ideas board](#)² using the 'Your Priorities' platform where members of the community were invited (via articles in the local paper and social media) to post ideas they had for making our town greener and healthier. This initial 'ideas gathering' gave us a platform to gauge response and support.

At the GHFF online launch in April 2021, we also ran a workshop with the 49 attendees to share ideas live, using an interactive whiteboard. We received over 250 ideas that we sifted and grouped into themes that could have the most green and health impact going forward.

In the summer of 2021, we started by providing practical workshops including:

- Accessible pop-up bike workshops.
- A Green Gym hosted through a partnership with local community enterprise Frome Field 2 Fork.
- A new group for adults with additional needs through a partnership with a community enterprise Shared Earth Learning to meet in a town green space and to help care for the pocket forest.
- Hosting three workshops with a herbal apothecary sharing information about how to use natural, local ingredients to improve preventative ill health.



Above: A selection from the online ideas board, one of the first activities of Future Shed

Evaluating these sessions, we concluded that we could be more inventive and ambitious. Other organisations were already delivering variants of these workshops; we wanted to take risks and look at the larger opportunity. How could we:

- Create new networks and energise existing ones to be ambitious around addressing climate and health
- Have direct influence on our town's future through working with community enterprises, initiatives and networks
- Make a step change in this time of climate emergency and community engagement

Why Future Shed Frome?

Ideas Events

The team planned a series of 'Ideas Events' which focused on the key themes from our launch:

- Future-proofing Frome's local food network
- Setting up a Circular Economy / Reuse business
- A Sharing Town

These events attracted between 20-40 residents per meeting at Frome Town Hall in the winter of 2021. We explored how, as a town, we could reduce carbon and increase our health and wellbeing through working together and sharing ideas. We facilitated discussion, supported 'theme leads' to put themselves forwards to 'represent' an initiative, and signposted participants to our offer of professional coaching and development support.



For Year Two, we focused our resources on [Future Shed Fridays](#); Fridays fitted with the Fridays for Future climate movement, and it was a freer day for many self-employed and part-time working people.

A Sharing Town Ideas Event at Frome Town Hall in January 2022

Below: Frome Food Network meet up outdoors with a tree planting session at Vallis Farm on the edge of Frome



How we set up Future Shed Frome

We opened the doors of our community co-working space to anyone with an idea, or anyone who wanted to support, a project that had the potential to improve wellbeing and the environment in our town.

Using Edventure's space at the Welsh Mill Hub in Frome - an old industrial building with a DIY feel full of plants and resources - we offered free co-working space including WiFi, printer, drinks, workshop and meeting space on a Friday morning.

The sessions were hosted by a dedicated team member - our Future Shed Lead - who worked 8 hours a week on preparing the sessions, hosting them, as well as outreach into the community. The role also included documenting attendance, tracking support and communications.

We started during the late autumn of 2021, both emerging from and then going back into Covid Lockdown to run meetups on Zoom, outside and then in real life. It took us a few months to find the rhythm and the structure - it always takes time.

At our first meet up, we had 2 people. Now we regularly have 20+ people around the table as well as participants using Future Shed to meet, plan and research.

Future Shed ethos

- ✓ The ideas come from local people
- ✓ Projects are led by local people
- ✓ Participants are from Frome and surrounding area
- ✓ Create and hold a welcoming space
- ✓ Encourage ideas to turn into real change and action
- ✓ Ensure a diverse range of activities are supported
- ✓ Attract high and inclusive attendance
- ✓ Draw out health-climate co-benefits
- ✓ Respond to need, work reflexively
- ✓ Evaluate process and outcome

Future Shed is not about taking anyone's idea and doing it for them, or crushing anyone's dreams.

**Right: The Welsh Mill Hub,
Edventure Frome**

<https://greenhealthyfuturefrome.org/>



How we set up Future Shed Frome

Weekly Friday session format:

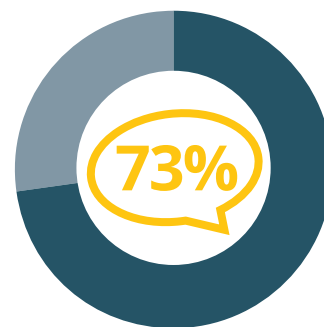
- **9.30am - 1.30pm:** Open for co-working
- **10am - 12 noon:** Themed meetups to discuss the ideas and connections in the room with drinks and refreshments.
- **12 noon onwards:** Continue informal conversation, with Future Shed Lead connecting with support offer and signposting.

We contacted and invited participants through:

- Social media posts (boosted), particularly Instagram
- Posters and flyers in the town
- Existing networks through our partnerships and Edventure's audience
- Specific call outs to local groups and organisations
- Word of mouth and conversations
- Our Ideas Events
- Outreach to businesses and organisations
- Eventbrite sign-up to ensure we knew who was coming, reason for attending and any needs (also used as attendee check in and record keeping system)

Having run for 10 years, Edventure's team have sustained relationships and connections with local people. These social networks, including online platforms, enabled us to build the offer and grow the numbers attending the Future Shed with a bit more ease. For example, in the first months, we found that most attendees (73%) had heard about Friday Future Shed sessions via 'word of mouth', showing how important our existing networks were while the project got off the ground - especially after the challenges of Covid.

This also confirms the core base of our approach as a partnership project - that information is shared through community networks and conversation regardless of the source, which could be online platforms, social media or outreach events.



73% had heard about Friday Future Shed sessions via 'word of mouth'

Below: Clothing & Textile Reuse themed meet up at Future Shed in November 2022



How we set up Future Shed Frome

Our invitation was open:

Got an idea? Do you want to share it or need support to bring an idea to life?

We can provide start-up mentoring, coaching, meeting rooms, co-working space or help making local connections – free for anyone who is working on an activity, project or social enterprise with the potential to both improve people's health and address climate change.

Everyone's welcome. Come along if you're just curious, or you want to find out more.

Perhaps you want to see what ideas and projects are already happening or you're passionate about making a difference but not sure how.



Who's not in the room?

A vital question to ask at every stage, at every session. Who is not in the room, or around the table? What are the barriers we have in place? Who is missing? How can we make our space more inclusive?

Above: A space for meetings - Hugh and Louise from the Frome Food Network discuss markets at Future Shed



Life's been really busy. This has been my first step into getting to know people. I want to be helpful - it's a good first step." Colin

One of our key obstacles was that the Welsh Mill Hub is not accessible for wheeled users. To address this we ran some sessions at more accessible spaces across Frome and we offered to meet in person with those who could not attend due to capacity or other influences such as their working hours. This went some way to addressing the issue. We met online during the pandemic and with those anxious about social mixing, and ran some sessions outside.

How we set up Future Shed Frome

Future Shed process - ideas to startups

Given our experience in community enterprise, we understand that people need support early on to develop ideas. In this area of climate and health, it can be relatively easy to land on an idea but making it happen is a whole other level. Often people can feel lost and debilitated when projects stall, enthusiasm wanes and the task seems insurmountable. We created a pathway through Future Shed:



“After a year of going over the concept in my head and the confines of the house its been really encouraging and confidence boosting to talk to both Johannes and Ruth about the idea and start to clearly map out the next steps that need to be taken. The Future Shed has been established at the ideal time, I will always be extremely grateful for the expert advice and guidance opportunities it has provided me with.” Claire Dooley

Pathway

Person shares an idea

- Via email
- Online ideas board
- Via outreach
- Via Future Shed Friday session

Scoping conversation

Talk through initiative and capture these in our project support tracker

- Does the idea have a green + healthy element?
- How developed is it?
- What about it is innovative for our town?
- Do you propose to do it solo or as a group?
- How much time do you have to devote to it?
- What connections do you have?
- What are your needs?

Signposting and support

- Peer support at Future Shed Fridays
- Programme team networks and contacts
- Co-working space / meeting rooms
- 1:1 fundraising expert advice
- 1:1 professional coaching
- Further support from Future Shed Lead
- Training e.g. Marketing & Media
- Other similar, existing ventures

Track progress

- Document idea / initiative progress and impact in Future Shed
- Track attendances and participation
- Email communication follow-up

Evaluate

- Conversation with participants and ‘theme leads’
- Case studies
- Online anonymous survey every six months



How we set up Future Shed Frome

Future Shed Lead / Host

The role of the lead is particularly important in relation to hosting the space and the meetups. We ensured there was a clear structure to sessions that encouraged networking and facilitated connections.

- Set the tone
- Ensure everyone's welcome
- Invite everyone to introduce themselves and ensure everyone's voice is heard
- Be aware of needs, any discomfort, and listen carefully
- Facilitate the conversation and exchange or pass to the theme lead
- Introduce the overall GHFF programme and associated opportunities
- Outline the offer of Future Shed
- Connect people
- Identify who needs support going forward and next steps

Future Shed participants can take up free 1:1 professional coaching and fundraising sessions and benefit from media and marketing training sessions.



Above: Barbara & Kerry Ann at a Future Shed Health & Wellbeing Network meetup

Themed / Focused Future Shed meetups

We worked with themes filtered from the GHFF online Ideas Board and Ideas Events.

Themed meet ups brought more people into the room. Participants could socialise, connect, learn and share, meeting the climate-health focus through the lens of their own interests. These themed sessions have grown into 'networks of action' gaining their own momentum, attracting more participants / volunteers to organise and run activities, as well as a broad range of skills and backgrounds, making the network more supportive and plural.

A good example of this is the Frome Food Network, led by Hugh Thomas, a local resident and food journalist. Food and growing has long been important in Frome, a rural market town. An 'Ideas Event' on food, alongside a commissioned report on food strategy by Frome Town Council, has moved forward from a signup sheet into a 130+ network of producers, cooks, educators, farmers, growers and entrepreneurs.

Frome Food Network has hosted farm visits, a 20-mile evening menu with a local restaurant, run a pop up stall at The Frome Independent with apple pressing, mapped the local growing area, organised evening socials and marketing sessions. Supported by Future Shed, the FFN is able to develop steadily, expanding its impact and activity.

Themed meetups run regularly on the same Friday of the month, for example, the Clothing & Textile Reuse Network meets on the second Friday of the month, and the Health & Wellbeing Network on the first. This allows people to plan ahead and maximise the time they can give, again raising attendance and agency. It also enables a focused moment of group planning for future activities - a collective meeting point.

The networks of action also facilitate and encourage: individuals and small groups can develop their own enterprises while being part of a wider network of resourcing and action.

“Thanks so much for welcoming me to Future Shed, and for your support (both moral and practical) and follow up... what an amazing resource!”
Roses LW

How we set up Future Shed Frome

Current Future Shedders!

Frome Food Network: coordinating plans to increase and future-proof local food production, connecting growers and eaters. The network has 130+ people and has created a vision plan to 2027.

Everyone Needs Pockets Clothing & Textile Reuse network: an expanding collective of 80+ stitchers, designers and makers focusing on research, creative and practical action in reuse and recycling of textiles in Frome. Activities include public Mend & Repair monthly sessions, textile reuse displays and social / film nights.

Health & Wellbeing Network: around 60+ people connected – practitioners, medical practice staff, mental health advocates.

Individuals and other small groupings are developing projects around the arts, a garden share platform and play.

We focus on partnering with other organisations to co-host activities. This brings in new participants and broadens the audience. It also maximises resources and mitigates volunteer fatigue.

A good example of partnership working was the formation of a new **Seed Library** in 2022 now resident in the public library (Gaia Foundation, Future Shed, Frome Field2Fork, Frome Library and volunteers). Frome Seed Library, led by volunteer Kerry Meech, has enabled the free exchange of over 700 packets of seeds in its first 6 months, and recently started an Under 5s monthly growing club called Sprouts!

Frome Families for the Future (FF4F)

Frome Families for the Future is a broad network of parents with young children in Frome. FF4F came to Future Shed to develop their ideas on responding to the climate crisis, and seek advice on organisational structure and fundraising. FF4F use the space for meetings and practical activities. They partnered with the Town Council and Frome Medical Practice on a Plastic Free Period project - another example of cross-organisational working that amplifies the activity and engagement.

“We had a great time and the space was just what we needed... Thanks for being so welcoming and making us feel right at home!”
Claire & FF4F

We have partnered with others to host two large meetups in Frome to increase connectivity. In May 2022 40 volunteers working for environmental causes across various public nature spaces were brought together to connect. In December, the GHFF partnership and Sustainable Frome held a Green Festive Meet Up for over 60 volunteers across food, biodiversity, trees, climate, wellbeing, reuse and sustainability.



Above: Frome Seed Library donation box at Frome Library

“It was really inspiring to meet so many creative, skilled people who share a passion and concern for the issue of textile sustainability... Very much look forward to the next one and seeing how we can turn this into something of value and impact.”
Karie Hicks

Outcomes and Insights

Over 1,400 attendances by people of all ages at Future Shed through Ideas Events, outreach activities, 1:1 sessions and Future Shed Fridays over the past 2 years.

Why did people want to come to Future Shed?

From our online survey undertaken after 9 months, we found we were reaching people with a range of motivations for joining the sessions. Some had existing ideas for a green and healthy project and wanted to link with other people (40%) or support to develop this idea (27%); but this was by no means the case for everyone.

The top three reasons for attending Future Shed sessions were to **“Make new connections to grow my professional network”**, to **“Meet like-minded people”**, and to use the **“Opportunity to support other green/health projects”** (67% for each), showing how welcome a physical space was to those seeking to be involved in local green and healthy projects.

People attending the Friday Future Shed sessions received a range of support:

- Four in five were signposted to useful local resources or projects and were linked with other people and ideas (80%).
- 33% received specific training, such as in marketing or social media skills.
- Others received start-up or development coaching (20%), or fundraising advice (27%).
- 100% said the sessions were helpful, with 33% finding them somewhat helpful and 67% very helpful.



I've come away with some clear ideas and purpose for my next steps..."

Lucy Hewitt

Above: Frome Families 4 the Future meet up at Future Shed Fridays

Next steps

Where next for Future Shed?

Future Shed will continue to support community-led action on green and healthy initiatives:

- host Future Shed Friday sessions
- offer free 1:1 coaching
- run bespoke training sessions
- partner with groups and organisations to create and deliver activity

Future Shed will host the networks of action 'in residence' to run larger scale public events and community-led activities in food, textile reuse, health and wellbeing. We will support new groups and initiatives to grow. We will experiment and respond to need and change.

When asked in a survey the question 'how could Future Shed continue to support you?' 80% of respondents said: a way to network with other people working on green/healthy projects. Future Shed will focus on creating that space for meeting and support in taking action on health and climate.

Questions we are asking:

- How can we help other organisations measure and grow their climate-health impact?
- How can we reach across divisions in our town?
- How can we both focus locally while working in the global context of climate injustice?
- In our daily work as a project, what further measures can we take to reduce our carbon footprint?
- How can Future Shed provide value for younger people?

Right: Marketing training with Jenna from Gumption Agency for local food producers as part of Future Shed

<https://greenhealthyfuturefrome.org/>

Widening the circle, who's in the room?

We need to reach more of the population of the town.

- A small percentage of Frome in reality, knows about Future Shed and the opportunity
- Intergenerational work would benefit divisions and perception in relation to climate action
- Outreach work to organisations and businesses who don't know about our work, and hold those more difficult conversations around health and climate.
- Attending to equity and diversity in our community building
- Supporting the networks of action to create inspiring activities across our town that bring health-climate benefits and long term change



Next steps



Above: Mend & Repair Your Clothes - a partnership activity between Everyone Needs Pockets, SHARE How To and Future Shed running a monthly session with members of our community supported to fix their clothes.

References

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¹ www.edventurefrome.org

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² <https://yrpri.org/group/4935>

Watch our short films to see our project in action and download our other toolkits at www.greenhealthyfuturefrome.org/storytelling

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We just wanted to say a huge thank you for putting on the wonderful mending workshop last Saturday. We had such a lovely morning; it felt such a great community event and wove us more firmly into the web of connections in Frome."

Mandy

