

Report on Snowdrop for the Planet project



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Contents

Introduction.....	3
Survey.....	3
What area do you live?.....	4
What is your household income?.....	5
How old are you?	5
How old are your children?.....	6
What is your ethnicity?	7
How do you feel about climate change?	7
How do you feel climate change impacts your life?	8
How much would you like to improve your own impact on the environment?..	9
Is there anything that stops you from reducing your carbon footprint.	9
What do you do, as a family, to lesson your impact on the planet?	10
What would you like to do more of to help the planet?	11
Is there anything that stops you from reducing your carbon footprint?	12
Do you think the following could do more?	13
Any other comments.....	13
Workshops and information.	16
Workshops	16
Gardening workshops.....	16

Cloth nappy support	16
Food waste breakfast playgroup.	16
Information.....	17
Schemes added on	17
Conclusion of needs	18
Lack of knowledge.....	18
Affordability.	18
Accessibility.....	19
Forward recommendations	19
Reducing single use non-recyclable packaging.	19
Wider recycling options.....	20
Better awareness campaigns.	20
Schemes to reduce cost of eco-friendly measures.	20
References.	21

Introduction.

Climate change is thought to affect everyone globally. Following a summit of work leaders in 2021 (COP26, 2021) we were successful in receiving £9930 for the National Lottery community fund's Together for our planet funding stream. This was for a project to look at how climate change impacts upon families in East Lancashire and to provide a series of workshops, social media awareness and other awareness campaigns.

East Lancashire is among the top areas of deprivation in the United Kingdom. Two areas, Burnley and Blackburn with Darwen are in the top 5% of areas of multiple deprivation and the remaining areas are within the top 15%. (Office of National Statistics, 2022). With such a demographic the impact of climate change could be very specific, and this report may help to show the impact on those more vulnerable in society who may not have the financial ability to implement some eco-friendly measures.

Survey

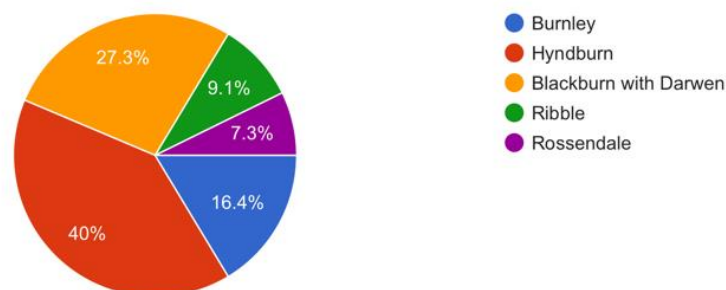
As part of the funding we received, we undertook an online survey of local families. This survey was shared via our social media channels (Facebook, Twitter, Instagram and TikTok) and on local Facebook groups. The survey was also sent via our Mailchimp email list and to local community network email list to share wider.

The survey consisted of a mix of qualitative questions with likert scoring and qualitative open questions to gain a wide variety of responses.

Thirteen questions were asked, via a Google forms survey, these were mostly quantitative questions with an open ended qualitative question at the end. There were 56 respondents. This is much lower than expected. The posts and emails sent shows a reach of over 3000. We are unsure why more did not fill in the survey, we did request for all viewpoints to answer. 1 of the respondents that answered, "No such thing. We had an ice age before, was that climate change?" has had other answers dismissed as the profile of answers suggests an under 18 year old with children aged 16-18 and earning £100,000+. It was felt these were not truthful answers. We have taken into account the qualitative answers of this respondent.

What area do you live?

What area do you live?
55 responses

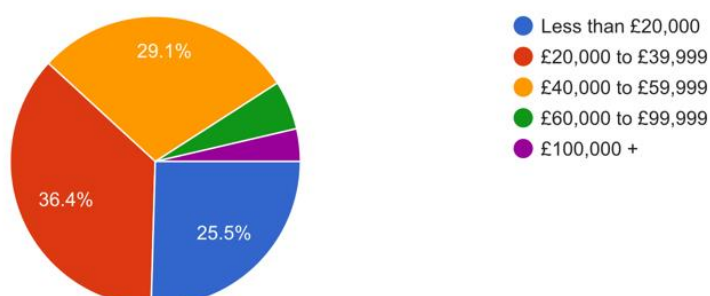


This survey looked across East Lancashire regions. The largest group of respondents were from Hyndburn. The two areas of highest deprivation (Burnley and Blackburn) total 43.7% of respondents. Majority of respondents are from areas of high deprivation.

What is your household income?

What is your household income?

55 responses

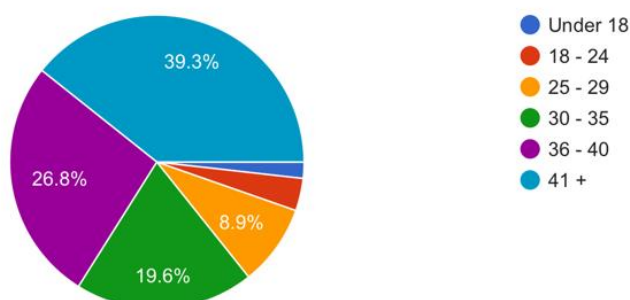


This question was asked to be able to determine the income of respondents to see if the answers made a difference based on income. Just over a quarter of respondents (25.5%) have an income under £20,000. This is below the UK poverty line for a single person. Another 36.4% of respondents have a household income under £40,000, this is under the UK poverty line for a couple with 2 children. (Joseph Rowntree Foundation, 2022.) Approximately 2 in 3 respondents may be living under the poverty line.

How old are you?

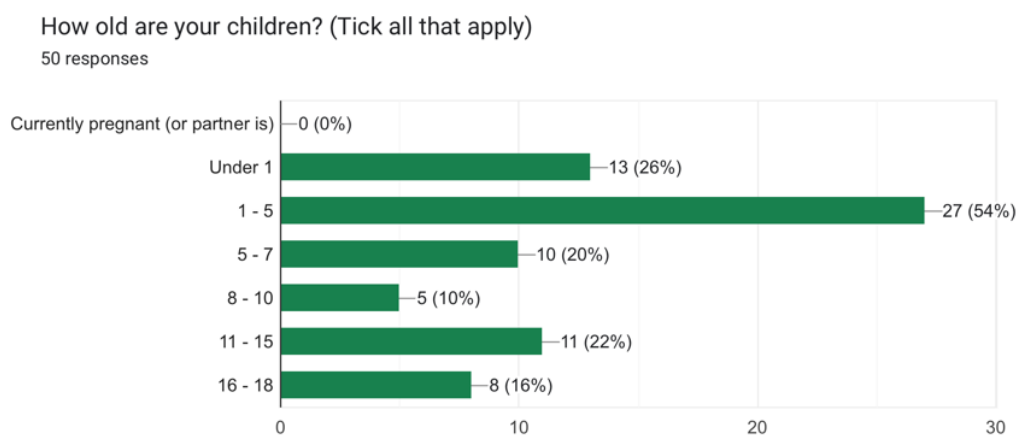
How old are you?

56 responses



This survey has mostly reached adults over the age of 30, with almost 40% over 41. It has missed the views of younger parents. However, the average age of 1st time parents is now around 31 years old (Office of National Statistics, 2022) so statistically, as a population spread this survey should have more parents over 30 than under responding.

How old are your children?

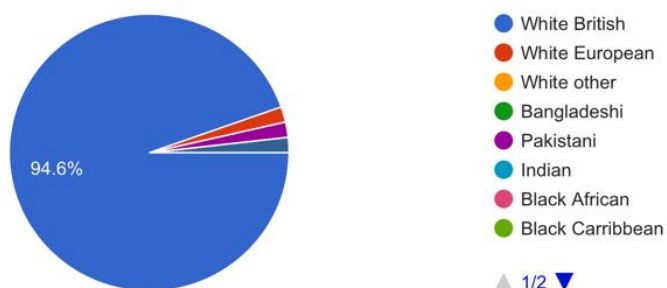


This question was asked to see if there was a significant difference in views between those with younger children to those with older children. No pregnant women responded. The largest portion of children of respondents were that of preschool age with primary school age next and post school age the lowest. Most respondents answered with more than one category, indicating more than one child. It is difficult to give an accurate picture to how many respondents are families with more than one child and those who only answered within one category may have more than one child within that age range.

What is your ethnicity?

What is your ethnicity?

56 responses

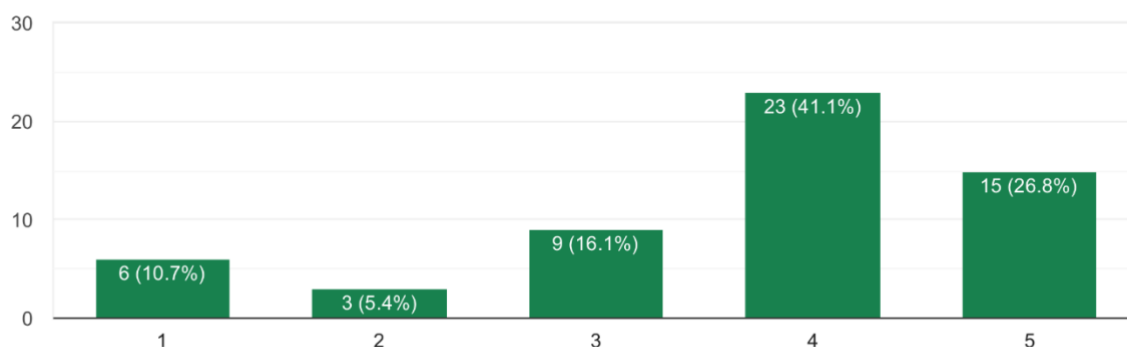


Answers were overwhelmingly from White British parents. As East Lancashire has a high population of South Asian families this does not show an accurate representation of the views of the multicultural community within the area. A further piece of research looking specifically at the opinions and concerns of South Asian families would be welcome.

How do you feel about climate change?

How do you feel about climate change?

56 responses

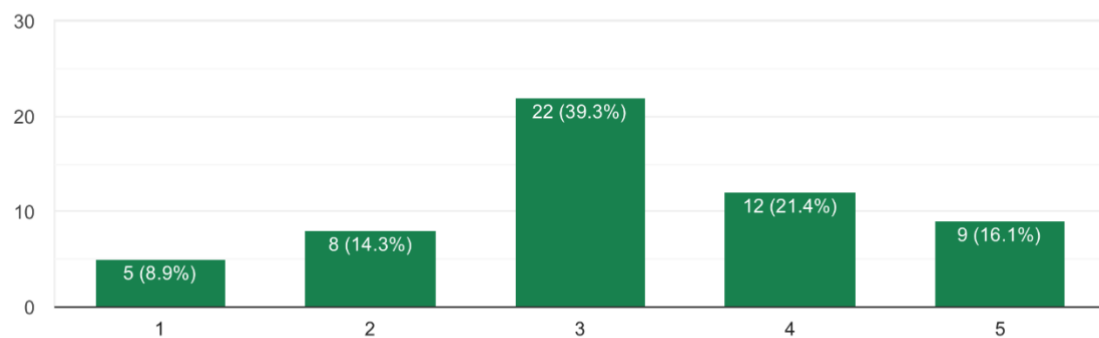


A Likert scale was used for this question to rate the respondents worry around climate change. 1 is no concern and 5 to denote really worried. 16 % rated low at 1 to 2, with 84% scoring significant concern.

How do you feel climate change impacts your life?

How do you feel climate change impacts your life?

56 responses

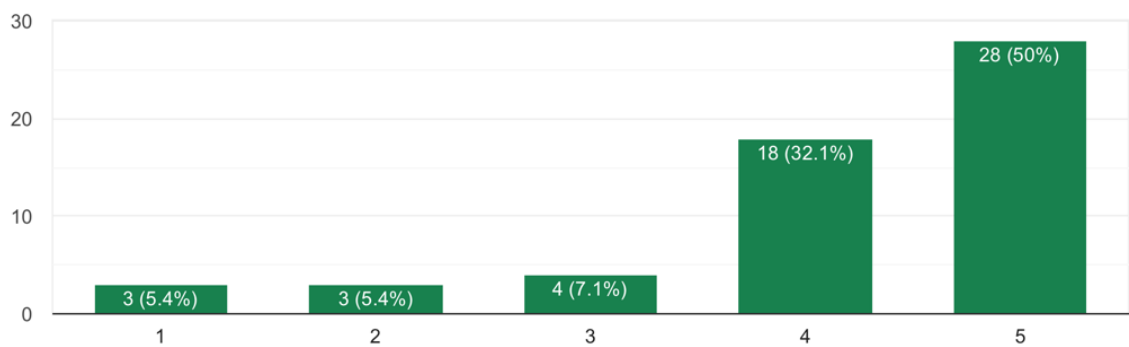


This question includes a likert scale. Where 1 is no concern to 5 is Daily impact.

Approximately 94% of respondents report some impact of climate change on daily life. 37.5% report a feeling that climate change impacts their life almost daily. Indicating that parents feel climate change has an impact on their daily life.

How much would you like to improve your own impact on the environment?

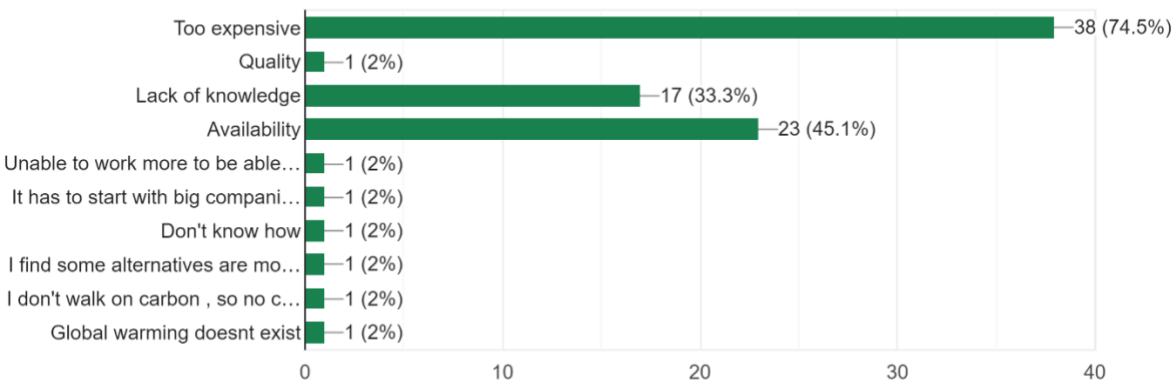
How much would you like to improve your own impact on the environment?
56 responses



In this question the scale was 1, not at all to 5, very much. The results here show a large majority (82.1%) of respondents would like to improve their impact upon the environment.

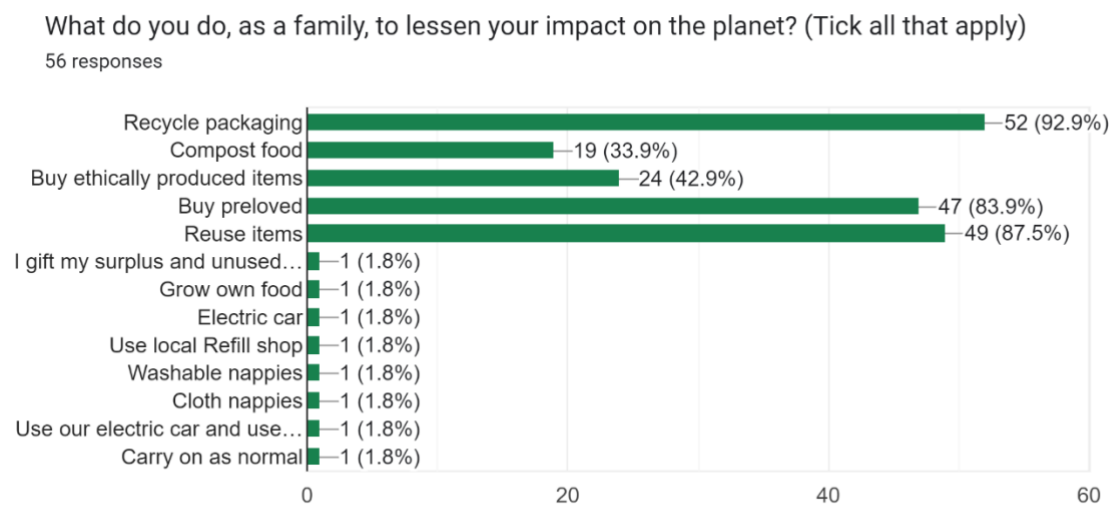
Is there anything that stops you from reducing your carbon footprint.

Is there anything that stops you from reducing your carbon footprint? (Tick all that apply)
51 responses



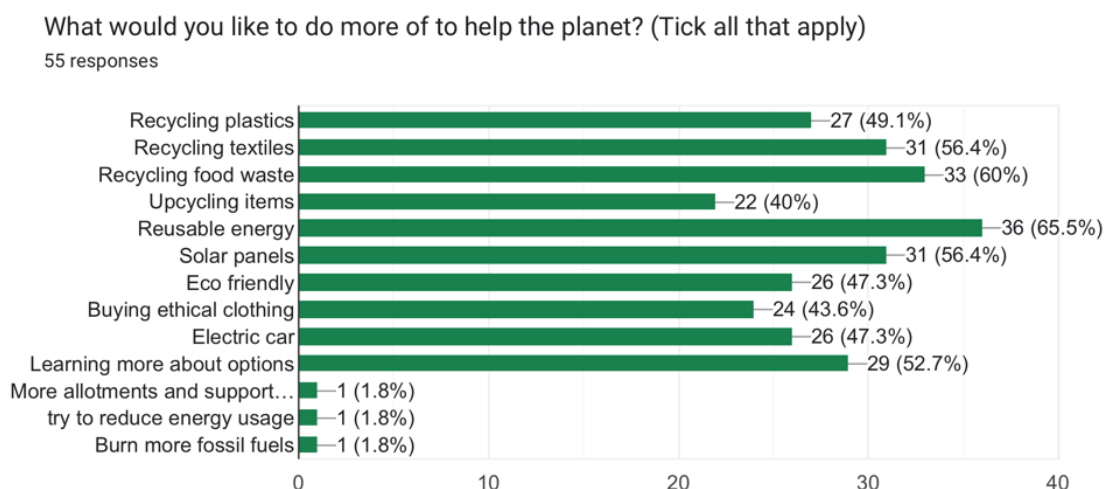
This Likert scale question looks at a person's wish to improve their impact on the environment. The scale is from 1, not at all to 5, very much. There is a significant indication that respondents have a strong wish to improve their impact on the environment with over 82% scoring 4 or 5. Half of the respondents scored a 5.

What do you do, as a family, to lessen your impact on the planet?



The results to this multiple choice question shows that respondents are already doing a number of tasks to lessen their impact upon the planet. Most respondents are already recycling packaging, reusing items and buying preloved/ second hand. Almost half of the respondents seek to buy ethically produced products and around a third compost food. Other responses were using electric cars, growing own food, washable nappies and using refill shops.

What would you like to do more of to help the planet?

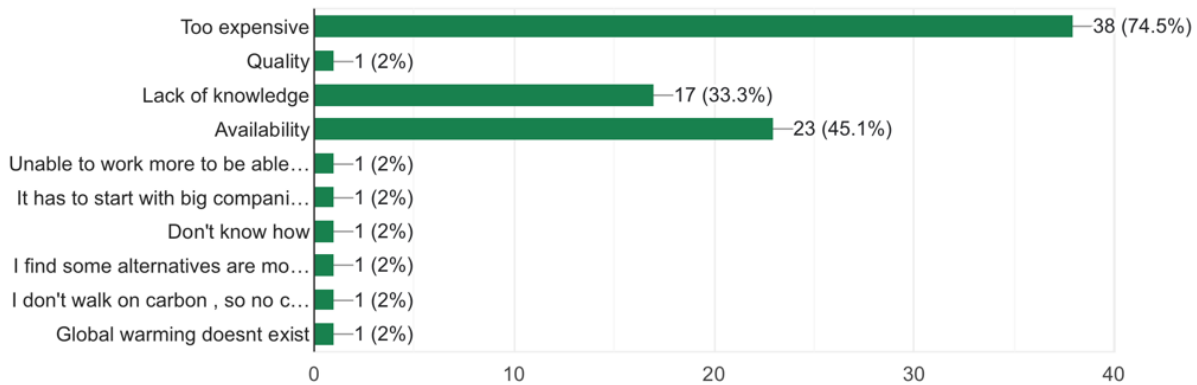


This question offered a variety of prewritten items with a "other" option to write any of their own ideas. The largest proportion of answers (65.5% of respondents) would like to use reusable energy. Other energy responses were 56.4% to solar panels and 1 added an answer of "try to reduce energy usage". It is possible there is an overlap here with the cost of living crisis within the UK with people now needing to reduce their energy bills. Responses given with a majority are recycling food waste, recycling textiles and learning more about options. Upcycling items has the lowest response but remains fairly high at 40%. One person mentioned the accessibility of allotments could be improved.

Is there anything that stops you from reducing your carbon footprint?

Is there anything that stops you from reducing your carbon footprint? (Tick all that apply)

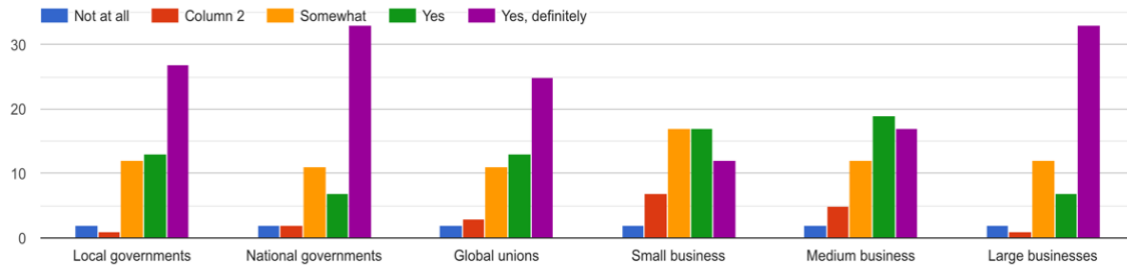
51 responses



This question gives some understanding of the barriers parents face to living a more eco friendly life and reducing their impact on the environment. A few standard responses were offered with a "other" box to obtain some qualitative responses. Overwhelmingly, 74.5% answered that measures to reduce carbon footprint were too expensive. Followed by almost half saying measures were unavailable and a third saying there is a lack of knowledge of what is available or what may help. The responses that were more qualitative included somehow suggest climate change does not exist/ is not an issue. Others responded around the need for large corporations to do more, the lack of funding and not knowing how.

Do you think the following could do more?

Do you think the following could do more?



These graphs indicate the opinions of respondents upon governments and organisations impact upon climate change and whether they are doing enough to support the planet. The largest “Yes” responses are towards Local governments, National governments, Global Unions and large businesses to do more. Whilst respondents answered that small and medium sized businesses could do more, they did not answer this as strongly as with larger corporations and governments.

Any other comments.

- Good electric car infrastructure,
- If the big businesses make changes re packing, that will make a huge difference. Only so much a family can do. Big changes need to come from the top. We want an electric car but very expensive. We are fitting solar panels and batteries to help with energy costs. It’s hard for renters as only so much they can do. Most households don’t bother about climate change.
- Whilst I’m an almost compulsive recycler of glass, metal, paper, plastic and cooking oil, there is very little point switching away from oil/gas/coal whilst

China/India etc are continuing their expansion. Net Zero needs to be cancelled straight away, and we need to start fracking ASAP to use the resources available in this Country, rather than shipping Gas, Oil and biomass from halfway across the world. We must not be held hostage by some very unsavoury regimes to supply us with the natural resources we need ...

- Many options like heat pumps, electric cars and solar are expensive. I would sincerely like eco loans on zero interest to finance these types of investments.
- More recycling options from local council. Terracycle more drop off points. More knowledge to residents re Terracycle etc
- The weather is getting ridiculously extreme and its effecting babies, families and animals.
- I would love to be able to recycle more variety of rubbish/items. I find after our food shops the packaging is ridiculous, not enough loose items in the supermarkets. I really feel there should be more campaigning to show families that it is ok to buy second hand or up cycled toys and clothes for our children that there is no shame in it. I happily do this already but feel it needs to be promoted more within some communities.
- Climate change is part of the Earth and its cycle.
- Plastic pollution, pesticides and consumerism need addressing amongst other things. Thank you.
- We need our government to take things seriously and find more funding and ways to promote renewable energy.
- I would recycle all food and drinks packaging if it was possible, don't understand why it isn't really.

- I'd like to use energy generated at home by solar or wind but equipment prohibitively expensive. I'd also like better insulation in my 100 year old home.
- More frequent bin collections plus option to have a food scraps bin or home compost system.
- Climate always changes and mankind will adapt. CO2 is essential to all plant life and thus to mankind, we should not reduce the production of CO2. The effort to be carbon neutral is a big mistake and will hold the UK back.
- I am worried that when I recycle say something like soft plastics, they just end up being illegally dumped so part of me thinks " what's the point". Since prices have started rising, I can't always afford to buy recycled toilet rolls etc. I do litter picking for my local community and I am a vegetarian, but I think that whatever I do it's too late for our children it's so depressing. I was so hopeful about COP26, and I was really pleased it was in Glasgow, but all the rhetoric has been just that. Now our PM takes a private jet from London to Leeds, permission has been granted for a new coal mining operation, I feel so helpless. Climate change is real, we are at a tipping point and our political leaders are fiddling whilst the planet is burning.
- Need more knowledge.
- Better support for insulating homes, adding solar panels etc.
- No such thing. We have had an ice age before, was that climate change?

Nothing as it doesn't exist

Workshops and information.

Workshops

We ran a number of workshops to support this project and following initial responses to the survey. These were as follows.

Gardening workshops

We offered a number of these to help begin to grow own foods and also with bee friendly planting. With this, offering space friendly options for those without garden space as is common with property in the mill towns of East Lancashire.

We reached 16 families with these workshops.

Cloth nappy support

We found that majority of parents are unfamiliar with cloth nappies and cloth menstrual pads and there are many misconceptions about them, such as hygiene. Within this project we found that once parents understood how cloth nappies are used, the cost benefits and other benefits they were happy to use them.

This reached 20 women and families.

From this we were successful in more funding to provide 35 free cloth nappy kits and 200 cloth menstrual pad kits to local families.

Food waste breakfast playgroup.

We were able to use our partnerships with local supermarkets and other food businesses to utilise their food waste, which is still safe to eat. The food here was

either available free within our shops or with our playgroups. This is a very popular service we offer, and we now continue this through other funding.

Within this project we supported around 15 people per week. This has now tripled with further funding.

Information

Alongside this we made a series of social media posts and videos that gave information around the following:

Impact of disposable nappies.

How to use cloth nappies.

Information about Cloth menstrual pads.

Impact of plastic toys.

How to use toys in a sustainable way.

The impact of climate change.

These posts have been seen by an average of 100 people each.

Schemes added on

With the social media posts, conversations at groups and survey responses we have been able to streamline some of our services to better suit the eco needs of parents and families. We have expanded our baby bank to include up to 8 years old and reintroduced a clothes swap scheme. The clothes swap is where families can swap a usable bag of maternity, baby or children's clothes for another bag of the next size

of preloved clothing. This was popular reaching about 5 people per day. The baby bank provides free preloved items to families in need via a voucher scheme. Professionals provide vouchers to families to come and shop preloved items in store. Both these schemes help to recycle clothing and lowering the amount of landfill. Both of these now continue with supportive funding from other sources and sustainability through donations and volunteer support.

Conclusion of needs

The survey and conversations within groups has enabled us to reach a number of conclusions from this project. There appears to be 3 main themes as follows:

Lack of knowledge.

There was an overwhelming response that they did not understand what climate change really is and how it impacts on them. Most are aware it could impact them but not quite how it does on a day-to-day basis. When we spoke to people in the summer they had more of an awareness when we had temperatures in the high 20c and even 30c in East Lancashire. They had a tangible link to the heat and climate change, which many are naming as "Global warming".

Affordability.

Throughout the survey the cost of eco friendly measures were reported as being unaffordable. This was throughout all income brackets, indicating that income is not a factor but the cost of eco friendly measures are.

Accessibility.

Accessibility of recycling packaging and other items was reported as an overall barrier to reducing a family carbon footprint. The majority of families we spoke to and surveyed requested better options for recycling but also asked corporations to do better with packaging.

Forward recommendations

This project has given us a lot of information from local parents about their understanding about climate change and the impact, plus their thoughts and opinions as to what needs to be done to support families with their impact on the environment. We would welcome further conversations from businesses, councils and governments to be able to support families further with their needs in regard to climate change. We call on the following to be implemented by local and national governments plus businesses.

Reducing single use non-recyclable packaging.

Results from this project indicate families would like to do more recycling but find it difficult when so much plastic and non-recyclable packaging is used. Families require businesses to reduce their usage of single use packaging that cannot be recycled. With this local and national governments to support investment for this.

Wider recycling options.

Parents are calling for local and national governments to offer wider ways to recycle waste with ease. Such things as kerbside recycling for all items. Specific mentioning for more plastic recycling options, textile recycling, food composting/ waste collections. We are not aware of any composting schemes in East Lancashire currently.

Better awareness campaigns.

Families have requested more information to be given around the impact and what they can do to help. We are aware of various campaigns and within this project we have undertaken some social media and in person knowledge sharing but this needs to be wider than our present reach. In conversations through this project, we are aware that families report they need to see an immediate benefit to themselves. Campaigns such as saving money and easier living hold more of an impact than ones about saving the planet. From this project the marketing is more effective with saving the planet as an extra benefit rather than a primary concern. From this project we recommend businesses, councils and governments to provide more accessible information.

Schemes to reduce cost of eco-friendly measures.

Throughout the project there has been an overwhelming request for more affordable eco friendly measures, such as solar panels. Families are aware of the benefits to themselves and the planet of such measures as solar panels, heat pumps, electric cars but they find them unaffordable. We are aware of some request "green

energy” schemes that provided discounts to purchasing but these have not gone far enough, in accordance with our findings within this project. Schemes similar to “hire purchase” options and affordable rental could be explored in further detail. This requires financial support from councils, governments and businesses.

This project has been eye opening to listen to the needs and opinions of families within East Lancashire. Hearing their concerns and also lack of concern has opened a lot of thoughts for us as a business and support service. We have been able to offer new services and widen our offer for eco friendly parenting with support of other funders. We would like to continue looking further at this to provide more of what families request. Climate change does appear to be a concern to an overwhelming majority of parents, and they would like large businesses, councils and governments to do more to enable them to reach their goals for eco friendly living. This report will be sent to various organisations, councils and governments to help inform planning.

References.

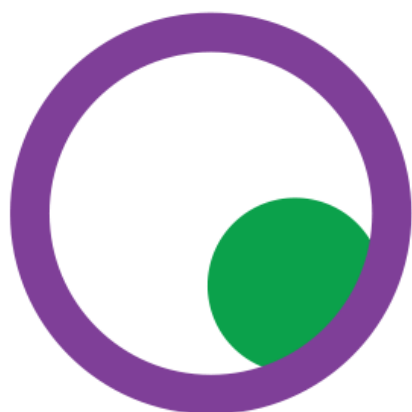
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