

Cut the Carbon Fund

Walsall Adult Community College case study



Title of project	Carbon Reduction and Behaviour Change Programme at Walsall Adult and Community College	
Lead partner organisation name and address	Walsall Adult & Community College Hawbush Centre Beeches Road Walsall WS3 1AG	
Names of partner organisations	Forest Arts Community Association	
Contact details (lead organisation)	Maria Gilling gillingm@walsall.gov.uk	Phone 01922 654592
1. Aims of the project	<ol style="list-style-type: none"> 1. Reduce energy consumption of the shared college facilities, improving the energy rating of the whole building from C to B. 2. Rent a small number of energy monitors to help demonstrate immediate improvements for the College and motivate staff. 3. Engage the Forest Arts Community Association who share the same building (20 staff) to help improve energy performance of the site. 4. Undertake energy minimisation and behaviour change training throughout the College, with Forest Arts Community Association and the Neighbourhood Services leadership team at Walsall Council. 5. Develop a case study and promote behaviour change approaches on carbon reduction throughout the sector. 6. Promote our story at the Environmental Association of Universities and Colleges (EAUC) Conference. 	
2. Situation: Identify the situation or issue that faced you	<p>Walsall Adult and Community College (WACC) is a Skills Funding Agency funded provider and a division of Walsall Metropolitan Borough Council. The College occupies a centre which is leased from the Local Authority. It is a former secondary school built in the 1960's and is not naturally environmentally sustainable or designed for easy carbon management. The building is co-occupied with a community arts association.</p> <p>Walsall Adult and Community College was formed as a single entity following an amalgamation of provider services across the Borough. Staff from different services and cultures have been brought together to form one College team. There was no history of sustainability practice and there was low awareness and prioritisation of carbon management.</p> <p>The College is a small community college and has very limited resources for investment in new facilities. There is no capital support programme support in place.</p> <p>WACC's new senior team completed the LSIS Leadership for Sustainability</p>	

programme in February 2010 and published a College Sustainability Strategy in March 2010.

The challenges we currently face are:

1. Inefficient buildings
2. Co-occupation
3. Low levels of awareness of sustainable practice and carbon management
4. Funds to improve the physical environment to achieve carbon reduction aspirations.

*Walsall Adult & Community College's
Hawbush Campus.*

*Carbon management is not a naturally
emerging feature of the built
environment.*



WACC
Walsall
Adult and
Community
College

Achieving success
through learning for all

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info@wacc.ac.uk

click here to see our sustainability presentation

Latest Courses

English for Speakers Of Other Languages (ESOL) All Levels
Our students practise speaking, listening, reading and writing. We have classes at all levels from beginners to advanced.
Read more

Learning for Living welcome course
The welcome course is provided for people to be inducted into the college.

Latest News

Learner Awards 2010
Tuesday 14th December 2010
At WACC we believe all learners should be recognised and valued for their efforts and achievements. We held a number of celebratory events with our learners and we reward learners for their course grades and achievements as well as for their personal achievements and for making a difference to their own lives.

Enrolling Now

We offer a huge selection of courses, most of which lead to an accredited qualification, but you can choose where to start, and we will give you lots of help to decide where this might be.

We have English, Maths and ICT courses to improve your functional skills, as well as to GCSE level, plus a range of interesting topics such as business English, and many different areas of computing. All of these are very flexible, and most built for an 'on demand' marketplace, so decisions to help

3. Task: Define the outcomes you needed to achieve

1. Cost saving through reduction in the energy bill (target 10%)
2. A greater number of individuals engaged in sustainability and carbon reduction (engage 20 more staff from a partner organisation).
3. Improvement in the energy rating of the building to a B rating.
4. An excellent behaviour change to promote to the sector and to promote the behaviour change work within the sector.
5. Increased number of engaged staff in the Council and across Walsall.
6. Promote our sustainability story and Cutting the Carbon Project at the EAUC national conference.



Walsall Adult & Community College is committed to cut out waste, cut costs, cut the carbon, and embed sustainability in teaching and learning content and practice.

4. Actions that you took in order to achieve your plan, and your approach

The College has made excellent progress in its behaviour change programme with staff at all levels within the organisation. Our approach to a ‘high on behaviour low on technology’ plan has produced significant outcomes including:

- A whole College recycling programme.
- Staff training programme with 5 senior managers completing the LSIS Sustainability Leadership Programme and 70 staff achieving Level 1 sustainability awareness certificate.
- Successful ‘Switch It Off’ programme monitored by Energy Wardens recruited from the cleaning staff team.
- ‘Paper-low meetings’ project.
- ‘Sustainable refreshments’ project which removed the use of bottled water, office kettles and coffee machines.
- ‘Market –garden’ project to support the catering curriculum.
- ‘Found-items’ project to support a crafts and jewellery making and enterprise.
- Many other curriculum embedding initiatives.



The Cut the Carbon initiative has provided a further opportunity to extend our projects to a local Community Arts Association with whom we shared our building and therefore establish greater control over our site carbon management through the implementation of energy monitoring and other technologies.

How we Progressed our Cut the Carbon Project Plans.

We opened discussion with the Forest Arts Community Association

management team to establish a shared commitment to carbon management across the whole site to include the rollout of the college sustainability awareness training and other carbon reduction initiatives already in place at the College. We were surprised and very pleased at their level of interest and their commitment was easily secured.

Plan: Identify Options for Energy Monitoring Across the Site

Outcomes: We agreed a joint commitment to implementing an energy monitoring system across the site, to extend our Energy Wardens programme across the whole site and to deliver sustainability and carbon-management awareness session to Forest Arts Community Association staff.

We undertook research into appropriate energy monitoring methods and systems to manage our computer systems.

Outcomes: we have appointed a company to implement Automatic Monitoring and Targeting systems (**AM& T**) across the site and energy monitoring probes are now being installed.

We have implemented '**Green Buttons**' on a number of computers to enable 'energy-down' and energy monitoring reporting on each workstation within the working day.

We have completed a review of our IT infrastructure, we have trialed a number of **energy efficient computer systems** and now have a project plan for implementation of 'Cranberry' systems over the next 9 months.

We have completed a lighting survey across our campus and we are currently determining where LED lighting can be appropriately applied. We have a pilot LED project planned for our entrance and reception area.



Plan: Raise Awareness about Carbon Management by Sharing our Story

Outcomes: We held an awareness-raising session with Walsall Council Neighbourhood Services Directorate and shared our progress and our Cut the Carbon plans.

Fifteen senior managers engaged in the session. As a result, the Sustainability Awareness Certificate is to be rolled out to staff within the directorate from March 2011 and the Head of Libraries, Heritage and Arts has become involved in the energy monitoring project.

The College Principal presented the WACC sustainability story to Walsall Council Carbon Management Group (15 managers in attendance) and has since become a member of the Walsall Council Carbon Management Group.

We held a sustainability and carbon-management awareness-raising event with 6 third sector community association managers with a view to further joint working on carbon management in the future.

We established a sustainability page on our web-site and a sustainability resource area on our Moodle (Virtual Learning Environment) site.

The College Principal will deliver a workshop at the EUAC conference in April 2011 and a webinar for JISC (Joint Information Systems Committee) in May 2011.

We held a 'Reaching Forward Index' workshop in March 2011.

http://www.eauc.org.uk/sorted/putting_sustainability_at_the_heart_of_the_new_1



WACC behaviour change programme is built on awareness raising, training and development.

- 5. Results that you obtained including:**
- **practical achievements (what's in place)**
 - **quantitative change (statistics etc)**
 - **qualitative change**

What's in Place Now as a Result of Cut the Carbon Project?

- AM&T systems implemented across the site.
- Green Buttons in place on many computers.
- Radiator temperature regulator 'fix' mechanisms to ensure ambient temperature control.
- Directly pumped in water units to reduce the need for kettles and other water heating equipment.
- Directly plumbed drinking water points have eliminated the purchase of

(behaviour, culture, thinking, attitudes etc)

- what the organisation(s) have learned from this
- what it means for learners

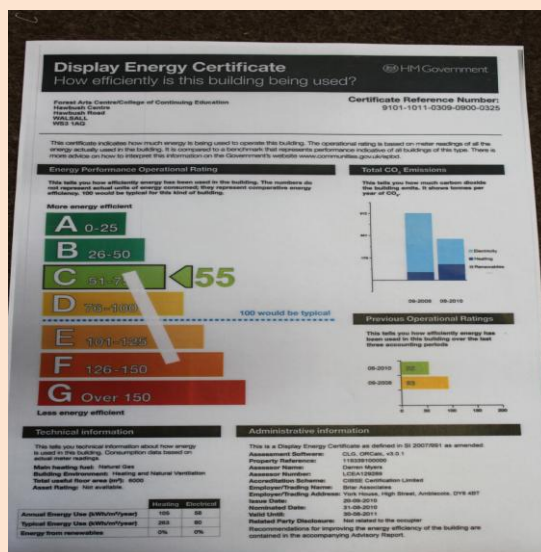
plastic water bottles.

- Lighting survey completed with pilot LED lighting implementation project planned.
- Carbon Management Partnership in place with Forest Arts Community Association and the Libraries; Heritage and Arts Division of Walsall Council.
- 50 people received carbon-management awareness sessions.
- Posters and web-based messages to promote carbon management commitments.

Reduce energy C to B – this is a long term output and to date we have achieved a significant progress in improving the energy rating of the whole building from D to C. We are confident the measures we have put in place through the Cut the Carbon project will easily achieve this target to be B rated.

To date we can evidence a **60% reduction** in our electricity costs.

Green button pilots have saved 49.659Kgs of carbon and have reduced the energy costs of our computers by £21.68 over recent weeks.



Tracking and measuring the impact of Cutting the Carbon activities at WACC.

Organisation Behaviour Change

Our behaviour change programme has been highly effective and our story has been shared in a number of arenas outside of the College locally, regionally and nationally.

We have raised carbon-management awareness through briefings and training **directly** to almost 200 people who have influence in their organisations as well as our many thousands of learners who are experiencing learning about sustainability through their curriculum, through college events, website, Moodle and 'talking walls'.

Within the College, sustainability and carbon management effort has become a unifying force and the College is beginning to be recognised as a leading light on sustainability practice in Walsall Council.

The feedback we have received from our awareness raising sessions and our training has been outstanding. Terms such as ***'excellent; outstanding; inspirational'*** appear regularly in feedback.

Quote – *'Has made me think about my lifestyle and my work practice'* (Finance Officer).

Quote – *'Made me think about sustainability in both my personal and professional life'* (IAG Officer).

Quote – *'Made me think about sustainability issues and small actions that can be taken on a personal level to contribute'* (Programme Manager WACC).

Quote – *'I will incorporate sustainability materials and issues into library and ESOL courses'* (ESOL Tutor).



Influencing, supporting and monitoring people's behaviour change is central to Cutting the Carbon initiatives at WACC.

Short films can be accessed on our website which demonstrate the impact on behaviour that is evident across the range of staff within the College.

Go to www.wacc.ac.uk/sustainability

6. What made the project a success? What were the key ingredients?

We have committed ourselves to a whole college approach to sustainability based on a behaviour change programme across the College. We have made considerable progress so far. We are proud of the steps our staff, our community partners and our learners have taken and the results they have achieved to reduce the negative impact we have on our environment and the methods and approaches they have embraced to increase the positive impact we have on our community.

Our approach has been to establish a strategy and live out the actions within in our everyday behaviour and our daily work.

We have taken a pragmatic approach based on doing what we can **today and now** as well as recognising, publicising and celebrating the results of every individual's or team's efforts.

We have made sustainability and carbon management a common and non-hierarchical cause across our College. We have tried to ensure everybody, from the cleaning team to the senior management, is clear about and valued for the roles they play in carbon-management.

We have begun to apply 'triple reasoning' in our decision-making process, applying question –checks “ what's the environmental impact of doing X ?; what's the community impact of doing X ?; what's the economic impact of doing X ?”

Overall, our approach is based on taking as many simple and immediate steps as we can in our everyday practice. We have worked hard to capture the imagination of others through simple, symbolic actions such as our Energy Wardens and Sustainability Penalty Notice system. We think hard as a senior team about what we can do to make carbon management positive and productive, challenging and rewarding.

Our carbon management programme has been built on an assumption of little additional resource or capital investment and therefore we have committed to a 'low on technology/high on behaviour' principal and a 'low on cost/high on effort' reality.

We have built sustainability and carbon management into our College Strategic Plan; included it on our management meeting agendas; included it in our recruitment policy for new staff; and included it in our sub-contracting framework.

We have retained our LSIS Leadership for Sustainability Consultant who has acted as a guide, mentor and critical friend and this has made a significant impact on our progress.

We have led this initiative from the top but designed it as a wholly inclusive programme.

The additional funds we have received from LSIS have been greatly appreciated and have helped us to accelerate our progress.

We have compiled our 'E-Book of Little Things' which shows the actions we

have taken so far. We are very happy to share our approaches with others and our sustainability journey is available on our college web-site, on the Walsall Council Carbon Management website and on the EAUC web-site.

Our Learning

- We have developed and shared our learning about carbon-management methods and we have much yet to learn.
- We have learned that the little things we do/stop now can have a very positive, immediate, cumulative effect and create significant impact.
- We have learned that ‘carbon-sense’ is also good financial and business sense.
- We have learned that sustainability and carbon-management can be a unifying force across all levels in an organisation.
- We have learned to think differently and make decisions differently.
- We have learned to take responsibility for our daily behaviour in our everyday work.

7. Any resources or tools produced by the project

- The resources and tools were produced for the project included:
- Sustainability Strategy and planning documents.
 - Case Study.
 - Lighting survey report.
 - ICT infrastructure reports and plans.
 - Sustainability Awareness Raising Prezi (presentation software) materials.
 - Level 1 Sustainability Awareness Course outline and learning materials.
 - Sustainability pages on our website.
 - E-Book of Little Things that Cut Carbon.
 - Short films we have recorded.

8. Total costs of the project

LSIS funding	Match funding	Total funding
£8,000	£19,400	£27,400



**Funded by LSIS
through the
Cut the Carbon Fund**

