



PeCAN Strategy for 2025 to 2027

Adopted by trustees 15 July 2024. Still to add: measures of success

Strategic goals

1. Establish, fund and deliver **three or more wide area projects**

2. Create and deliver a **public and business engagement plan**

3. Work in partnership with **Local Authorities** to strengthen their key policies and decisions

Activities

Flagship projects, some with impact wider than Petersfield (resource intensive, own funding)

- Eco Fair
- Retrofit advice
- Trees and hedging
- Education outreach

Petersfield projects that we run - public engagement (resource intensive, core funding)

- Communication (stalls, newsletter, website, talks, public meetings)
- Repair café, present exchange, Eco-café, Resilience hub
- Business engagement
- Sustainable transport

External projects that we bring to Petersfield and support - public engagement (lighter touch)

- Future Energy Landscapes
- Swift streets
- Show the Love, GBGW, Plastic Free July, etc.
- Engaging with other community groups
- Other initiatives e.g. farming, methane

Advocacy and partnership with Local Authorities (PTC, EHDC, SDNPA, HCC)

- Improved LA plans on climate, adaptation, Local Plan, LCWIP
- Improved LA decisions on planning, services, land and verges

Developing PeCAN as an organisation

- Volunteer recruitment and management
- Strategy and fundraising cycle; Project oversight; Reporting and annual accounts
- Staff roles; Office; Software and IT infrastructure
- Develop skills & relationships to expand PeCAN's capability

Our mission

PeCAN's mission is to help Petersfield and surrounding villages reduce their carbon emissions and protect nature.

The changes we want to see

- Carbon emissions in our district are falling to a climate-safe level by 2030
- The local natural environment is being improved and restored
- Petersfield is recognised as a resilient, nature- and climate-friendly community

How we think these changes can happen

- Individuals, businesses and farmers in and around Petersfield are informed, capable and motivated to change behaviour
- Local and central government support system change through their policies
- Community projects and initiatives directly reduce emissions, protect nature and increase community resilience

Our values

Inclusive, Engaging, Trusted, Committed, Effective, Enabling, Collaborative, Evidence-based

Our strengths

Public engagement, Trusted brand, Passionate people, Track record of delivery

Criteria for new projects

Does it support our strategy? Will it have a high impact? Can we resource it? Would it not happen without us?