

PeCAN Strategy for 2025 to 2027



Our Mission: PeCAN's mission is to help Petersfield and surrounding villages reduce their carbon emissions, protect nature, improve resilience and adapt to the changing climate.

Our Values; Inclusive, Engaging, Trusted, Committed, Effective, Enabling, Collaborative, Evidence-based

Our Strengths; Public Engagement, Trusted brand, Passionate People, Track record of delivery.

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

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?

Strategic goals and indicators

1. Establish, fund and deliver **3 or more wide area projects**
2. Create and deliver a **Petersfield (Community Engagement) plan** that reaches a fifth of our local community
3. Advocacy and partnership with **Local Authorities** and the **SDNP** to strengthen their key policies and decisions

Wide Area projects

- **Schools and Youth**
- **Nature and Trees**
- **Eco Fair**
- **'My Home Made Better' Advice**

Advocacy and partnership with stakeholders (PTC, EHDC, SDNPA, HCC and other funders)

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

Petersfield (Community Engagement) projects

- Eco Café & Pub
- Walks, talks, stalls, events
- Newsletter, website, social media
- Green Accreditation & CO2 footprint calculations for local Businesses
- Community Climate Resilience Hub.
- Engaging with other National and Local community groups (e.g. Great Big Green Week/Swift Streets and CAN-do's, etc.)

Developing PeCAN as an organisation

- Develop skills and relationships to expand PeCAN's reach and capability
- Introducing Volunteer, Staff & Trustee training programmes.
- Volunteer and Trustee Engagement strategy and planning for - recruitment, induction, support and where needed training
- Long term strategy and fundraising cycle;
- Project Governance, oversight; reporting & accounts
- Eco anxiety course for staff and volunteers