Green and Healthy Frome: What have we achieved in our first two years?

Healthy Homes

- Made contact with more than **21,000 people** in Frome.
- **5 volunteers** trained as Energy Advice Champions for the town.
- **388 people** received energy advice at Healthy Homes events.
- Directed **863 referrals** for energy efficiency measures.
- Estimated minimum emission reductions equivalent to **47,995 kg** of carbon dioxide (CO_2e) or 23 average-sized petrol cars taken off the road for one year.
- Saved Frome residents **£158,032** through grants, bill savings and other interventions.

CO_2 ↓ 47,995kg

Cycle Together

- More than **100 participants** in our ebike loan and cycle confidence class scheme
- **4,000+ miles** cycled on loaned ebikes
- **53%** of participants reporting that the scheme had helped them cycle more.
- **44%** of participants cycle more instead of using a car.
- **48% increase** in participants who feel 'quite' or 'very' confident riding a bike.
- **60% decrease** in participants who feel 'not very' or 'not at all' confident riding a bike.

↑ 53%

44% ↓

Choosing Wisely

- **14 hours** of training for Frome Medical Practice staff on prescription switching/ reduction and healthy lifestyle advice.
- **111,460 kg** CO_2e emissions saved by switching patients to dry powder asthma inhalers, a 61% reduction.
- Carbon savings equivalent to taking **62 average cars** off the road for one year.
- **2,535 patients** accessed lifestyle advice and community support.
- **New approach** to testing to reduce travel and minimise consumables.

CO_2 ↓ -61%

Green Community Connectors

- **45% increase** in participants reporting that they feel confident in knowing how to reduce their carbon footprint.
- **111% increase** in participants who feel confident in being able to talk about living in an environmentally friendly way.
- **80% increase** in those who feel confident in their knowledge of the link between low-carbon living and health.
- **25,000 more** conversations per year in the community about making healthy and environmentally friendly choices.

25,000

Future Shed

- More than **1,900 attendances** at Future Shed Fridays, meet-ups, activities, coaching and events.
- **95 sessions** of coaching and 53 hours of informal support for individuals' green and healthy initiatives and ventures.
- Three active network groups with a total of **275 members** supported, including:
  - Frome Food Network
  - Textile repair and reuse
  - Health and wellbeing.
- Other projects supported include Frome Seed Library and Frome Families for the Future

1,900

Storytelling

- **13,000 households** reached via a newsprint wraparound for the Frome Times imagining a Green and Healthy Frome in 2030.
- **150 attendees** at the sold-out Health and Climate Conference.
- **850 followers** across Facebook, Twitter and Instagram.
- **Over 52,000** people reached across Facebook and Instagram.
- **Five mini-films**, viewed more than 1,000 times on YouTube and Instagram, highly commended in The Climates awards at Frome International Climate Film Festival.

13,150 PEOPLE