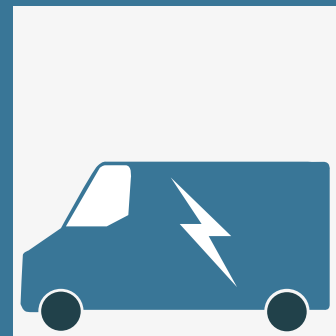
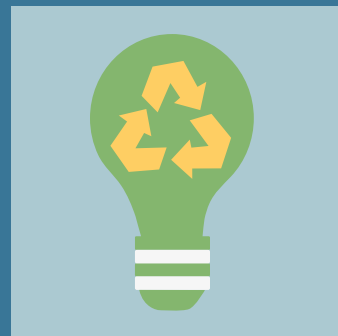


FUTURE PROOF CUMBRIA

ACTION FOR CLIMATE AND COMMUNITIES

25
28
STRATEGY



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Futureproof Cumbria

Charity Registration Number

1123155

Company Registration Number

06492907

Registered office:

Eden Rural Foyer, Old London Road, Penrith, CA11 8ET

Futureproof Cumbria is incorporated as a company limited by guarantee, and a charity, in England and Wales.



We need you

Futureproof Cumbria, formerly known as Cumbria Action for Sustainability (CAfS), is an independent charity founded in 1998, working county-wide to fight climate change. We secure funding - mainly from trusts and foundations - to run multiple projects each year which range in scale and duration from localised and specific, to county wide, multi-year and multi-partnered.

We need your help – to understand and help spread the word about the climate crisis and the greenhouse gas emissions that cause it, and to encourage your family, friends, colleagues, workplace and communities to take action. So, if you have not already done so, please visit our **website** and check out all the resources there to help you green your life and work. Do sign up to our e-newsletter for information about new initiatives, sources of funding, events and training and opportunities to work with us.

Follow us on **Facebook**, **Instagram** and **LinkedIn** and share our news with your networks. Subscribe to our **YouTube** channel where you will find lots of helpful webinars and other informative films.

Futureproof Cumbria



Call us on **01768 216 500** if you need advice on how to improve the energy efficiency of your home.



If you're a community group and would like to explore how we might work together, please get in touch!



If you're a business, do please join our **Business Supporter Network** and follow us on **LinkedIn**.



Finally, **please donate** to help tackle climate change – to support more practical projects which will improve life for people across Cumbria



hello@futureproofcumbria.org.uk

Foreword



Globally, each year is now hotter than the last, and the Carlisle climate stripes below show a similar effect locally.

Extreme weather affects Cumbria's already isolated rural communities particularly severely.

Making the transition from high carbon to low carbon lifestyles brings multiple benefits to people's lives – lower bills, better travel options, cleaner air, healthier homes, improved local food supply, new jobs and more besides.

We know from our work that people - particularly young people - throughout Cumbria are deeply concerned about climate breakdown and want reasons to feel hopeful about their future. Many of our supporters and volunteers are contributing their time and funds to help generate this hope.

We are committed to joining with them and doing our best to help Cumbria reach zero carbon by 2037 at the latest. Yes, it is an ambitious target, but the solutions are known, proven and within reach.

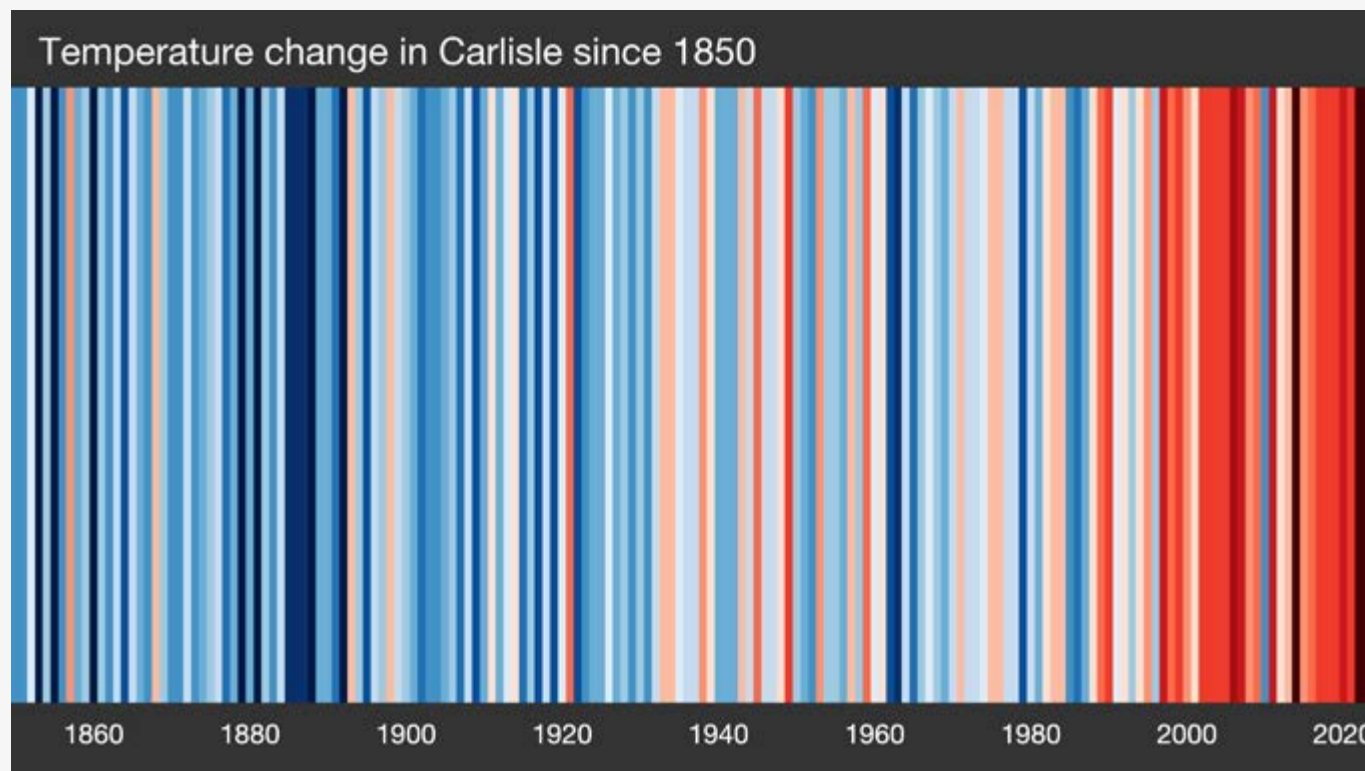
This strategy sets out what we intend to do over the next three years to get there together.

A handwritten signature in black ink, appearing to read 'Tracey Hart'.

Tracey Hart
Chair of Futureproof Cumbria

Carlisle climate stripes

In this graphic visualisation of climate change, each stripe represents the average temperature for a single year, relative to the average temperature over the period from 1961 to 2010. Blue stripes represent cooler than average years. Red stripes represent hotter than average. (created by Professor Ed Hawkins, University of Reading, using Met Office data)



Introduction

Whilst it is not possible to foresee the future, we know our vision and mission.

It is a zero carbon, greener Cumbria by 2037, that is good for people, places and livelihoods.

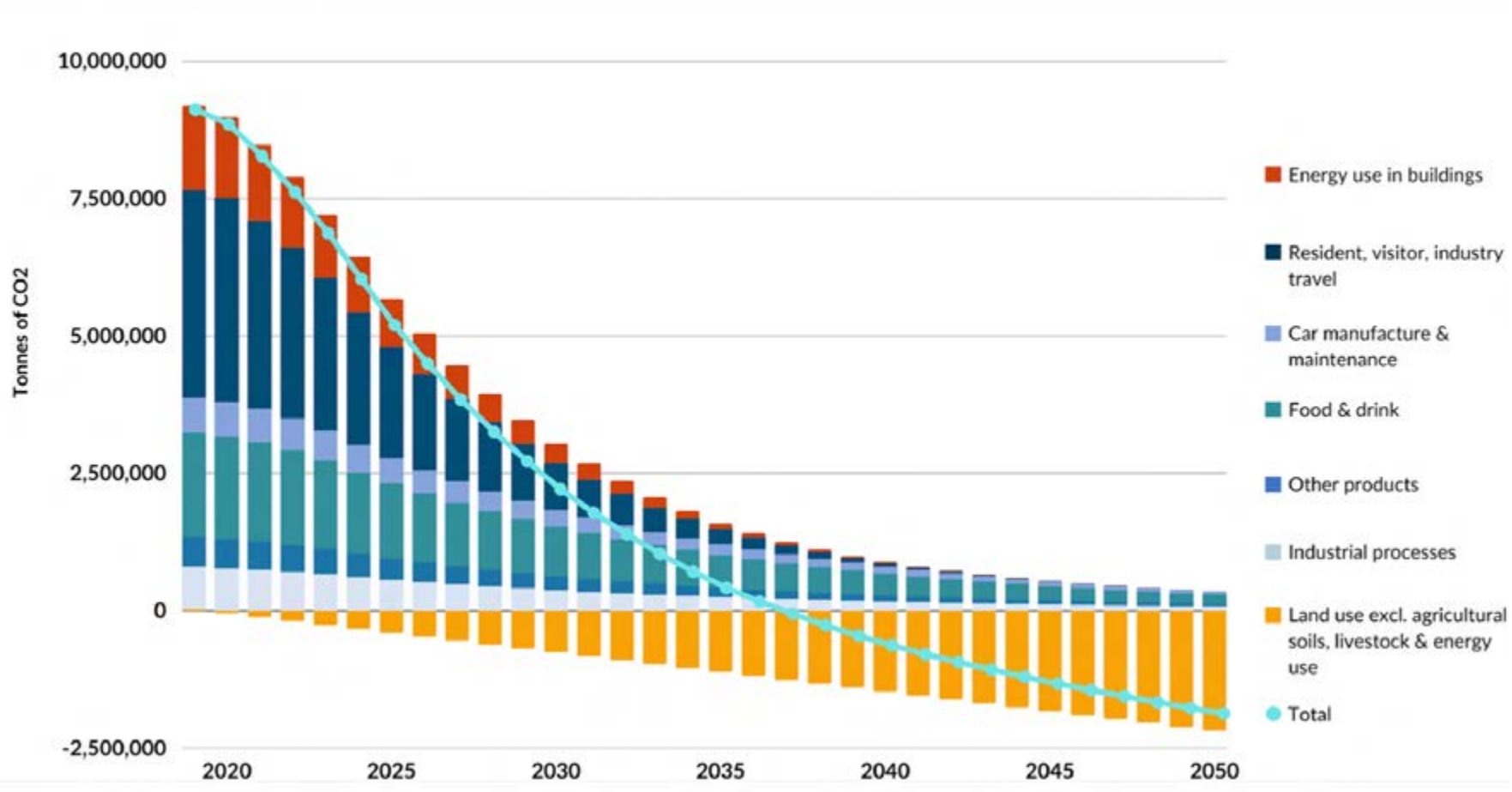
To that end we help people, communities and organisations across Cumbria and beyond tackle the causes of climate breakdown by promoting the benefits of action and supporting change.

This strategy sets out the longer term projects, services, partnerships and other developments we are aiming to deliver in the next three years which will give us the best chance of delivering on our mission and achieving that vision. It will help employees, volunteers, community groups, funders, partners, contractors and other organisations understand our focus and where they fit in. It aims to bridge the gap between 'where we are now' with 'where we want to be'.

We have chosen a relatively short timeframe of three years for this strategy because society as a whole needs to make significant and rapid changes to greenhouse gas emissions. If government action aligns with this global imperative as it should, then we will soon be operating in a different context.

Our strategy is informed by the huge amount of work that has been undertaken by the [Zero Carbon Cumbria Partnership](#) which Futureproof Cumbria is proud to have championed and led since 2019.





In particular, we have referred to the [Summary of greenhouse gas emissions report](#), July 2023 and the [Emission Reduction Action Plans](#) produced by each of the Land Use, Buildings, Transport and Consumption and Waste sector groups.

The Summary of greenhouse gas emissions in Cumbria report clearly shows that urgent and radical reductions in carbon emissions must be achieved in the proposed trajectory to net zero above.

Our values



As we go about our work we will exemplify our values of being evidence based, positive and collaborative.

This means we will ensure our plans and projects are informed by the best evidence available, be transparent about who funds our work and our data sources, collate and share evidence of the impact of our work and keep up to date with relevant evidence.

It means we will communicate a clear vision of what is possible, celebrate success and highlight positive case studies, solutions, and co-benefits.

It means we will share our knowledge and experience, learn from others, seek to work with a diverse range of partners including young people and in doing so focus on what would produce the best outcome for the environment above all else.

What will a zero carbon Cumbria be like as a place to live?



It will be a county where:



The low carbon option is the cheapest, healthiest, and easiest option for people to follow.



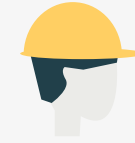
Communities are supported through the transformation needed to shift our living from high carbon to low carbon dependency.



The priorities of young people and local communities come first in the fight against the causes of climate breakdown.



The potential for renewable energy generation has been realised providing lots of locally owned green energy to supply Cumbria and beyond.



There is a choice of secure, good jobs in the green economy at a variety of skills levels.



Businesses and other organisations are taking action to reduce carbon emissions.



People live and work in warm and dry buildings that are cheap to heat.



It is renowned for its strong local supply chains and choice of locally grown food.



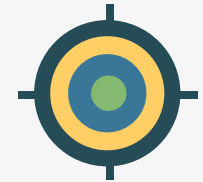
Waste and the use of new materials is minimised in favour of repair, salvage, reuse, and recycling.



Public transport is low carbon, accessible, frequent, cheap and serves the needs of everyone (residents and visitors) in Cumbria.



There are improved levels of health and well-being due to cleaner air, more green space, more cycling, and walking.



Influential decision-making throughout the county (in the form of strategies, plans, funding streams) has the achievement of zero carbon Cumbria at its heart.

What we do

We secure the resources (funding, capacity, skills, evidence) to enable action on climate breakdown.

We provide practical support/resources to help people/organisations to change their behaviour/ take action.

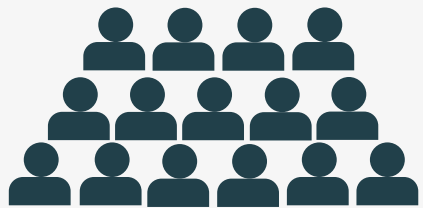
We provide evidence, advice, case studies to help influence the plans and policies of decision-makers.

Who we do it for

For people who live, work, and visit Cumbria.

We also work outside Cumbria's borders where there is opportunity to make a difference or work in partnership, which may also bring more resources to help progress our vision in Cumbria.

We share our knowledge and experience as widely as possible.



Creating ripples

Reach many people through multiple events, training, films, websites, info resources, social media. Support community groups to do the same. Low £ per capita, variable returns.

Awareness raised

Potential reductions in CO2 emissions. Some people want to go further.



Making waves

Exemplar projects. Targeted to an area, sector or issue. Involves fewer people in depth. High £ per capita. Certain returns.

Self-agency increased. Behaviours influenced

People and organisations make significant, monitorable CO2 emissions savings.



Turning the tide

Showcase public interest actions, successes to gatekeepers of emissions (local authorities, big business, financiers, utilities companies etc)

Strategies, plans, investments change. New social norms established. Change locked in.

Adaptation vs mitigation

Whilst our focus remains on reducing the causes of climate breakdown, extreme weather events will pose increasing risks to many local people in some way (eg ground or surface water flooding, coastal inundation, excessive heat or damp, loss of power, loss of crops/livestock).

So we will look to integrate adaptation and resilience to the effects of climate breakdown into our work, including:



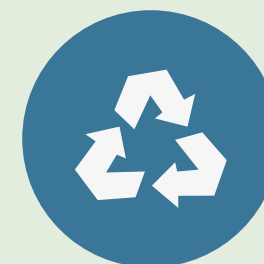
Developing our warm homes and retrofitting work to include assessing households for flood risk and integrating protection measures into installations.



Sharing our past work on flood resilience.



Highlighting the role that heat pumps can play in cooling as well as heating buildings.



Learning from and sharing the experience of integrating mitigation and adaptation measures in other parts of the country.

a. Land use and agriculture



The dominant land use in Cumbria is dairy and sheep farming – which are relatively greenhouse gas intensive forms of agriculture. Cumbria grown fruit, vegetables and cereals is currently limited.

Farming is vulnerable to the negative impacts of the climate crisis through soil degradation, flooding, drought and wildfires but also has an important role to play in carbon sequestration, flood alleviation, enhancing biodiversity and nutrition.

Farming also faces changes to subsidies and public concern about environmental impact, and influences habitats and landscapes.

Our strategy is informed by the [ZCCP Farming and other land use sector group pathway](#)

Our desired outcomes (long term):

- Farmers and landowners make changes to practices to reduce greenhouse gas emissions and strengthen and diversify income and employment opportunities.
- The availability and uptake of low carbon local food is improved and supply chains are shortened.
- Suppliers and consumers make low carbon/sustainable food choices (including minimizing waste).
- Offsetting by organisations through tree planting or peat bog restoration in Cumbria is genuinely for their irreducible emissions.

Where Futureproof Cumbria can have greatest impact:

- Our Innovate UK funded work on low carbon food has given us a foundation to build on. Our focus will be on food growing and also food processing, consumption and waste, which are addressed through our Consumption and waste programme (see section D).



Our short/medium term strategy:

Creating ripples

People like to plant trees – whether as individuals or as communities. We can build on this as a mechanism for engaging communities with wider issues of carbon sequestration and climate change and resilience, and the important role of land use and agriculture in future-proofing Cumbria.

We will share our past experience of helping farmers undertake farm carbon audits.

We will raise awareness of the issues relating to offsetting with local businesses, including highlighting the need to ensure irreducible emissions have been addressed before offsets are purchased.

We will champion the positive actions of other organisations and groups in moving Cumbria towards sustainable, regenerative agricultural practices that protect and build resilience in our land, watercourses and ecosystems, and provide clear signposts to the facts and relevant resources.

Making waves

We will seek to build on our Innovate UK funded food work.
This would include:

Continuing to signpost low carbon food advice to cafes, restaurants and consumers.

Explore the potential role of community groups in promoting and increasing low carbon, affordable food production and consumption (including tackling food waste).

Our short/medium term strategy:

Turning the tide

We will continue to play our part in the ZCCP land use sector group

– facilitating collaboration where we can.

We will explore how to progress the dialogue about decarbonising food growing and building resilience with the farming sector in ways that are beneficial.

We will contribute to the development of the evidence base

on the relative benefits of mainstream versus alternative land use and agricultural methods where we can.



Who we will seek to work with:

Landowners and managers, farmer networks, consumers, community sustainability groups, public sector procurement policymakers, nature conservation organisations such as Cumbria Wildlife Trust, National Trust, RSPB, RAISE, Field Studies Council, Lake District Foundation, food, and drink suppliers, ZCCP land use sector group, Cumbria Tourism.

b. Buildings energy



In 2037 around 90% of the housing stock will be houses that stand today.

As around 20% of the average Cumbrian resident's carbon footprint comes from housing, so improving the energy performance of existing housing stock and other buildings is vital to the achievement of net zero carbon.

Our strategy is informed by the [ZCCP Buildings sector group pathway](#)

Our desired outcomes (long term):

- Knowledgeable householders with dry, warm, cheap to heat, energy efficient homes that are healthier for occupants, and the same for community and commercial buildings too, with equality of access to this outcome for all.
- A comprehensive, robust and updated set of data on Cumbria's housing stock so that all stakeholders have the full picture and have set informed targets.
- A buildings workforce with the capacity and skills to reduce the carbon footprint of existing homes.
- District heating systems that are contributing to reduced carbon emissions.

Where Futureproof Cumbria can have greatest impact:

- We have considerable skills, experience and knowledge of buildings energy efficiency and retrofit measures.
- We aim to apply and grow those, for example, by expanding/scaling up our buildings energy, retrofit and renewables projects and services to reach more individuals, communities and organisations.
- Contributing to promoting and enabling the upskilling of the local workforce needed to meet demand.
- Influencing policy and the availability of funding that supports equality of access to homes energy efficiency improvements.
- Contributing to research that will help the further development, promotion and adoption of technologies, methods and materials that are most appropriate for Cumbria's buildings and weather.



Our short/medium term strategy:

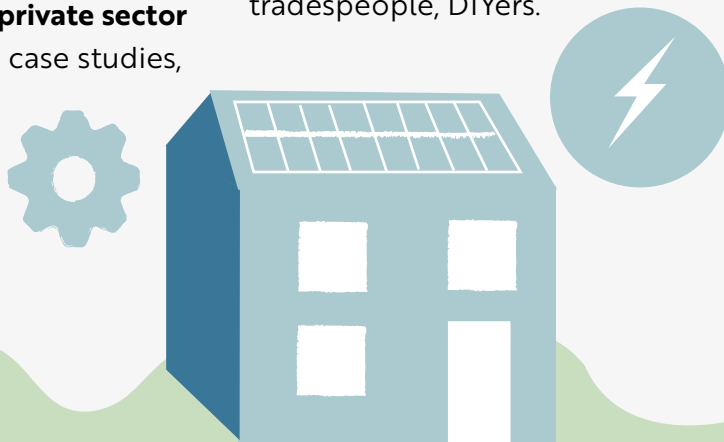
Creating ripples

Continue to signpost and share expertise and advice on buildings energy efficiency as widely as possible, including through case studies which highlight green building products and technologies. All available channels - webinars, social media, video, web pages will be used.

Aim to engage more private sector landlords eg through case studies, webinars.

Work with local organisations to help them deliver appropriate advice to their networks, beneficiaries and communities.

Explore opportunities for a physical retrofit hub in Cumbria where materials and expertise about retrofitting can be shared with the local community, tradespeople, DIYers.



Making waves

Continue to be a trusted provider of support to help buildings owners and users make energy saving changes, such as draughtproofing and insulation through to whole new heating systems and complete retrofits.

Explore how we can extend our well established and successful home energy services to other areas of the country in order to share our knowledge and experience and secure efficiencies in our delivery.

Continue our development of a commercial retrofit advisory service.

Develop post installation support services and advice for householders so that they are optimizing measures.

Continue to collaborate with/refer to other organisations to support the decarbonisation of community and commercial buildings.

Ensure we measure the performance of retrofit post installation to prove and celebrate success and help improve retrofit models.

Seek to work with more Cumbria housing associations.

Seek to add to our stable of projects which aim to remove barriers to the uptake of green energy measures by householders. Heat pump support is our next priority.

Grow our work with community volunteers to deliver domestic thermal imaging surveys as a popular gateway into home energy improvements.

Our short/medium term strategy:

Turning the tide

Draw on the Buildings Emission Reduction Action Plan in response to buildings related consultations, policies, plans and encourage other organisations to do the same.

Share our expertise to influence and improve national and local energy efficiency schemes eg making the case for breathable insulating materials that are fit for use in Cumbria properties to be allowed in government funded schemes.

Work with partners to identify what we need to know and how to fund and find the data eg mapping of the state of housing stock, % of homes to be retrofitted, labour skills and capacity needed, off gas homes (number, location), areas where owners do not have the resources for retrofit, number of private rentals? How much will it cost to properly retrofit Cumbria?

Improve our evidence of the health impact of our work in order to influence/support local authorities and the health sector.

Explore our role in identifying innovative forms of finance to secure large scale retrofitting.

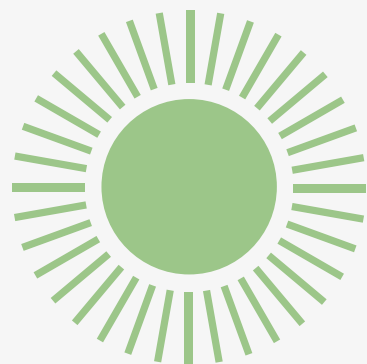
Seek to influence business networks, local authorities, Enterprising Cumbria, and education institutions skills and employment strategies, plans and funding to support workforce development

Seek opportunities to work with research partners to ensure we are maximizing the opportunity to gather data about Cumbria buildings which could help inform new technologies or policies.

Who we will seek to work with:

Building owners and tenants, local authorities, housing associations, Citizens Advice, housing developers, Electricity North West, Carbon Coop, People Powered Retrofit, Agility Eco, National Energy Action, installers, architects, suppliers, educational institutions, trainers, Enterprising Cumbria, community groups, organisations that support people in fuel poverty, NW Net Zero Hub, National Retrofit Hub.

C. Transport



The rurality of Cumbria, the limited public transport options, and the distance to travel for vital services and employment means that car and van ownership is higher per capita than the national average.

Travel in Cumbria by residents and visitors (including cars, flights, ferries, buses, and trains) represents around 26% of Cumbria's carbon emissions.

Our strategy is informed by the **ZCCP transport and mobility sector group pathway**

Our desired outcomes (long term):

- Reduced need for people to travel by car
- People are able to utilize a range of transport options to, from and around Cumbria, with sustainable modes of travel the default choice.
- Travel is cleaner with renewable energy used to fuel transport.

Where Futureproof Cumbria can have greatest impact:

- Transport is a significant source of emissions. Decarbonising transport in Cumbria requires an ambitious and transformational vision which has zero carbon at its core focus. Wide-scale behaviour change will also be needed. As public transport options are so poor in Cumbria, even limited improvements could deliver significant social benefits.
- Whilst there is little Futureproof Cumbria can do to deliver the major infrastructure changes and transport services needed, such as charge points to EVs, segregated cycle paths, more frequent buses, we are well connected with communities throughout Cumbria and can use our voice and networks to amplify good practice, funding sources and other opportunities for action. We also have some assets from previous projects (eg EVs Made Easy, Green Enterprise Hub) that we will continue to promote.



Our short/medium term strategy:

Creating ripples

Signposting innovative low carbon transport initiatives such as on demand public transport, promote the health benefits of active travel.

Continue to share the findings of our EV made easy project.

Explore whether there is an opportunity to improve uptake of electric bikes through public events.

Making waves

We have funded some transport initiatives through the ZCCP Climate Grant Scheme.

We will evaluate and showcase these both locally and nationally where possible. Where possible we will seek to develop toolkits to help replications in new areas.

Pass referrals for advice on fleet electrification through to the external experts we have worked with as part of the Green Enterprise Hub.

Explore with Electricity North West their plans for follow up to our EV Made Easy project

Expand our home retrofit advice service to include consideration of household EV chargepoints and battery use, drawing on the expertise of installers.

Turning the tide

Continue to support the ZCCP Transport sector group and play our part in debates about visitor travel, road tax options etc.

Draw on the Transport Emission Reduction Action Plan in response to transport related consultations, policies, plans and encourage other organisations to do the same.

Who we will seek to work with:

Local authorities, LDNPA, Borderlands initiative, Enterprising Cumbria, transport providers, hospitality sector and other businesses, Charge My Street, ENW.

d. Consumption and waste

The goods that we buy form 30% of our individual carbon footprint on average. The carbon footprint of waste management is relatively small, but it provides a key opportunity for influencing behaviour change towards consumption as every household and organisation produces waste and awareness of plastic pollution and interest and engagement with recycling is high.

Our strategy is informed by the ZCCP Consumption and waste sector group pathway

Our desired outcomes (long term):

To reduce the amount of goods which are bought/wasted by encouraging people to avoid, reduce, substitute, repair, reuse, recycle thereby helping to establish and strengthen the circular economy in Cumbria.

Where Futureproof Cumbria can have greatest impact:

We work with numerous community groups – supporting them to share best practice and skills.



Our short/medium term strategy:

Creating ripples

Integrate messages about reducing consumption and waste by avoiding, reducing, and substituting throughout our projects.

Continue to promote other organisations and initiatives that contribute to these aims eg Rebuild, Future Fixers, Cumbria Clothing Collective.

Making waves

Practice what we preach in our own operations.

Ensure that our retrofitting service and advice contributes to reducing waste from buildings works.

Continue to ensure that retrofitting of homes includes reduction of wastewater

Through our work with the Cumbria Sustainability Network, we aim to identify successful community led action to reduce consumption and waste and seek to help facilitate its replication

Turning the tide

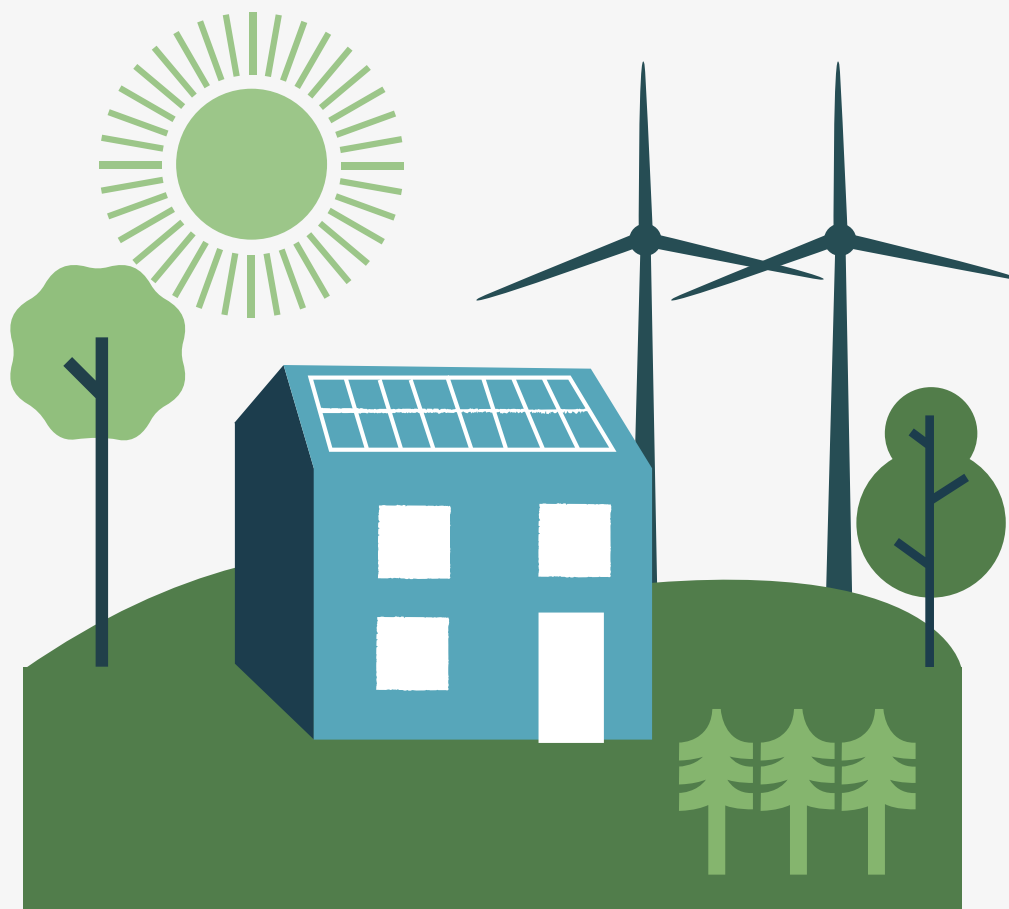
Continue to support the ZCCP Consumption and Waste sector group.

Draw on the Consumption and Waste Emission Reduction Action Plan in response to consumption/waste related consultations, policies, plans and encourage other organisations to do the same.

Who we will seek to work with:

Community sustainability groups, Simply Repair South Lakes, local authorities, University of Cumbria, Cumbria Tourism, CLEP, United Utilities (waste water), Citizens Advice, Freegle, Freecycle, Rebuild, Cumbria Clothing Collective, Chamber of Commerce, WRAP, local waste management and recycling companies, schools, and young people.

e. Renewable energy



Increasing the generation of energy from renewable sources such as wind, solar and hydro is a crucial part of the UK's shift away from fossil fuels.

Renewable energy generation in Cumbria could be significantly increased, leading to job opportunities for thousands of people and opportunities for community schemes (owned, shared, or collectively bargained).

Our desired outcomes (long term):

Increased amounts of renewable energy generated and used locally in ways which engage and benefit communities in Cumbria.



Where Futureproof Cumbria can have greatest impact:

We have been promoting and advising community groups about the opportunities for community renewable energy generation for some time. We have found from this experience that rural Cumbria lacks large roof space and large 'off-takers' for the generated electricity, which compromises project viability. As a result volunteer community groups are more reluctant to take on schemes as the long-term effort outweighs the likely reward.

We believe we can have greatest impact by extending our existing Solar PV Support project to help more domestic householders understand and take up the installation of solar PV. We work in partnership with community volunteers to engage local people – the volunteers are enthusiastic in their support as they see rapid results. We may also have a role to play in onshore wind in the future though this is currently unclear. And we will explore how we can best work with the NW Net Zero Hub.



Our short/medium term strategy:

Creating ripples

Continue to signpost subsidies for community owned renewable energy schemes across Cumbria as they arise.

Signpost examples of 'behind the meter' renewable generation schemes.

Making waves

We may have an opportunity to be involved in a project which gives opportunities for young people to develop the skills to install solar on community buildings.

Support the development of the three renewable energy schemes funded through our National Lottery Community Climate Grant Fund and promote the outcomes.

Turning the tide

Make the point, where we can, both locally and nationally that community renewable energy support schemes often do not serve the conditions in rural areas – of low population, limited suitable roofs, lack of installers.

Who we will work with

individuals, communities, local authorities, installers, Community Energy England, Local Energy North West Hub, funders such as Rural Community Energy Fund, community energy organisations such as the Big Solar Co-op, Electricity North West, education institutions, Enterprising Cumbria, ZCCP Energy sector group, NW Net Zero Hub.

Enabling actions

As well as projects targeted on emissions from specific sectors, there are a number of cross cutting or 'enabling' actions that need to be in place too. We will work to:



Ensure we have resources/capacity to be able to learn from and build on completed projects, develop new partnership and project ideas. This means securing more unrestricted income which we can draw on for 'development' capacity.



Seek to secure the future of the Zero Carbon Cumbria Partnership post December 2025 when the National Lottery funding ends, in order to ensure the countywide collaboration and progress we have created by our leadership of the ZCCP so far continues.



Protect our impartiality. Occasionally we may provide a list of potential contractors/suppliers/installers to householders or organisations. In some cases we may receive a referral fee in return. We will be fully transparent about the due diligence we have undertaken and about any referral fees we may receive



Seek opportunities to showcase all the work being done in Cumbria to decarbonise, by our own work, through the Zero Carbon Cumbria Partnership, by local authorities, communities, businesses, individuals so that Cumbria is seen as exemplary.



Ensure the particular challenges that being a mostly rural county poses for the options and actions to reduce emissions and the impacts of climate breakdown on rural areas are communicated and understood at local and national level by policymakers and funders.



Ensure we have the capacity to draw on our knowledge, skills and expertise to respond to relevant local and national government consultations. Again this requires securing more unrestricted income.



The entry point for individuals to take action on climate breakdown, whether through reducing consumption, or travelling differently, or reducing waste energy at home will differ. **We will develop our communications from the perspective of our audience** and apply the knowledge we have gained of audience segmentation through our work with Climate Outreach and the Britain Talks Climate toolkit.



Continue to signpost initiatives such as Great Big Green Week, the Big Lunch and other national initiatives that encourage local action.



Aim to continue to support the Cumbria Sustainability Network that we have developed through the ZCC project which helps grassroots community groups develop and grow.



Fundraising

- 1** Continue to secure grant funding.
- 2** Seek to increase unrestricted income through grants, donations, corporate sponsorship.
- 3** Launch our 'insetting' platform which will enable individuals/organisations to support decarbonisation projects as a (non-reportable/non-accredited) alternative to offsetting
- 4** Seek to influence the funders themselves to ensure they integrate decarbonisation into funding requirements for all causes, not just ours.

Our people

As of May 2025, we have 35 employees, the majority of whom work part time, equivalent to around 20 FTEs. We also have volunteers including our Board of eight Trustees and four Associate Trustees.

Our Well-being Survey results in December 2024 showed that almost 100% of the team are very happy with and would recommend Futureproof Cumbria as a place to work.



We are nothing without these skilled, high performing people who are well aware of the enormity of the threat that climate breakdown poses to our lives and those of our families and friends.

At the same time, demands for our help are many and growing. These pressures can affect the health and well-being of our teammates so we aim to ensure employees feel valued and supported, with the IT and flexible working conditions they need in order to balance work/ life. We are an accredited living wage employer and have robust working practices in place.

We aim to continually improve Futureproof Cumbria as a workplace.

Desired outcome

Our actions

<p>Employees feel valued and supported</p>	<p>Regularly reviewing and acting on information about employee well-being through an annual survey and quarterly monitoring of KPIs.</p> <p>Regularly benchmark pay and other terms and conditions – improving benefits where we can.</p> <p>Develop and deploy coaching and mentoring skills throughout the organisation.</p>
<p>Grow our knowledge and skills</p>	<p>Ensure training and development is resourced and opportunities are taken by staff and volunteers.</p>
<p>Increase diversity</p>	<p>Strengthen our diversity and equality policy.</p> <p>Continue to improve our recruitment processes.</p>

Who we will work with:

Specialist advisory contractors, relevant software platform providers, peer networks, CVS, Real Living Wage Foundation.

We hope that you are inspired to take action on climate breakdown – whether in your own home, or in a business context, or as a representative of a local authority or interest group.

Contact us

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web: www.futureproofcumbria.org.uk

email: hello@futureproofcumbria.org.uk

phone: 01768 210276

Feedback?

If you have any feedback, comments, or project ideas you would like to share, do please email us

