

## Southend Adult Community College

### Best Newcomer

### Southend Seen to be Green

#### About the project

##### Summary

Seen to be Green is the vehicle by which the college models and promotes the core values of sustainability to the widest possible audience.

#### Project partners

#### The results

##### The problem

The college wished to promote an approach to sustainability that was much more than asking students and staff to reduce their carbon footprint, important though this is.

##### The approach

The approach developed was to bring in a wider definition of sustainability and embed the approach through all aspects of the college's life.

##### Our goals

To raise awareness of sustainability and enable students and staff to make informed choices in all aspects of their lives.

#### Obstacles and solutions

• Staff adopting of the core principles	• Using a model from Kotter for the management of change. Keep repeating the message and develop a group of champions/advocates
• Funding	• Use what is around you - displays were created using materials we already have lying around
• Extending the range of activities	• Use what is happening anyway - beach clean-up / Earth day / walk to work day



##### Profile

Seaside town, urban

7000 enrolments

450 FTE

220 staff

## Performance and results

There has been a positive response to the activities; this has included a large number of pledges during travel week. A survey was undertaken based upon our themed activities and the learner responses (over 700 of them) were very positive with learners taking actions on recycling above the local levels. Young people have been involved with beach clean-ups, staff with travel pledges together with a Manager walking bus - great thinking time!

We have created a video case study of the work we are doing on sustainability  
<https://vimeo.com/141167628> password: sacc

## The future

### Lessons learned

Work with the Management of Change – look for your champions group and keep repeating the message so everyone knows that this is not a fad but something that is integral to the college's strategy and continued presence in the community.

Patience and taking the long term view - embed into the culture of the college and never leave it to one or two people. Involve outside agencies to broaden your view. Don't lecture! Staff and students have to recognise the benefits for themselves.

### Sharing your project

The project has been shared with a local community group who were very interested in replicating our approach. We were happy to provide resources we had created to enable them to reach a wide range of groups in Southend,

### What has it meant to your institution to be a Green Gown Award finalist?

The college is very excited to be a Green Gown finalist as it has given national recognition to the work that the college has undertaken in this area.

It will provide the stimulus for development of the initiative and widening the understanding of the work we do in our sector.

### Further information

(Include contacts details, social media links, website address)

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