

# SUSTAINABLE OVERTON



## RESIDENTS RESEARCH SUMMARY

October 2020

The full results can be found here: <https://www.surveymonkey.com/results/SM-8JBTVY8B7/>



- **There is a high level of concern about climate change:** 75% very or extremely concerned
- **Recognition that we need to change our attitudes:** 60% think that the biggest challenge in combatting this is changing human attitudes.
- **Most people believe it's easy to make some changes:** 93% have already made changes to their behaviour, and would like to make more to live a more sustainable life.
- 63% want **better recycling in Overton** – e.g. on Overton Hill recycling point
- **88% do not want everything to be packed in plastic packaging:**
- **Survey respondents are already doing a lot to help reduce their carbon footprint:** including eliminating SUPs, reducing car and plane travel, reducing energy use, switching to a green energy supplier, reducing meat and dairy consumption.
- **Things people would consider doing to increase your environmental sustainability:** 47% of you would switch to an electric car, 33% of you would install green energy technology in your home; 29% of you would switch to a renewable energy supplier; 21% of you would compost, 20% of you would offset your carbon emissions
- **What are the barriers to being more sustainable?** Cost, lack of time, conflicting information, too difficult, perception that green = expensive, lack of inspiration, lack of support from Government, Councils should be leading the way, lack of innovation.

#### What would you like Sustainable Overton to do?

- Provide more recycling in the village
- Organise local markets where you can buy local farm produce
- Work towards becoming a plastic free village
- Provide informative & interesting posts on the SO website & social media
- Monthly Repair café
- Annual tree planting
- Look at providing safe cycle routes in and around the village
- Provide information on money saving sustainable tips
- Help show you where you are losing energy from your house with a thermal energy camera
- Community garden area where residents can learn to grow things
- Involve the village in social events or fun campaigns or competitions
- Run an annual green week with demonstrations of eco products and information
- Organise regular talks on environmental subjects and workshops
- Organise visits to local eco gardens to learn how to promote wildlife/compost etc
- Organise a car sharing scheme
- Organise a food sharing project to avoid waste
- Community-owned solar farm
- Turn off the street lamps for longer and don't illuminate shops
- A lending library for tools that we rarely use - hedge cutters, drill hammers etc.
- Can we do bulk deliveries from major stores to the village e.g. DIY stuff? Oil buying club?
- Help our village take-aways to find an affordable eco-alternative to plastic boxes.



### **How do you access information about Sustainable Overton?**

Mainly Facebook (85%) but Twitter and Instagram growing, and website quite well visited (32%). Less than 2% non-social media users

**What is your gender:** 72% female

**What is your age range:** relatively good spread, but mostly 35-45, and not many under 24's

### **Some additional comments and ideas:**

- Shuttle bus between the village centre and the station during commuter hours - It would mean lots of people giving up second cars completely.
- Planning regulations should insist on renewable energy being fitted to all new houses
- Lobby parents and the school in order to encourage people to walk to school
- Working with farmers to get emissions down is important
- Do practical things that will make a difference and make it easier for low-income/ busy people to be greener
- Lobby to keep fortnightly grey bin collections
- Post more content about small things young people can do to help change. We are very concerned about our futures due to climate change, and want to get involved.
- Living unsustainably is a broken way of living which needs to be fixed
- I personally cannot overstate what I believe would be the value of "doing this together"
- I like being part of a community on a mission

If anyone wants to help out with progressing any of the suggested initiatives please let us know!  
The more volunteers we have the more we can achieve!