

Final report August 2025

Citizen Visioning: How can we create a happy and fair Coleford whilst responding to the challenges of climate change?



With thanks

With thanks to the 19 citizen visioning members who gave their time, energy and creativity to the Coleford Citizen Visioning project.

With thanks to all local people who participated at the crowdsourcing phase. This includes young people at The Army Cadets, Five Acres High School, and a drop-in youth group at the Baptist Church; people of all ages who participated in engagement at Coleford Co-Op, Coleford Library, and the Coleford Carnival of Transport, and members of the Broadwell Exercise Referral Classes.

With thanks to the inspiring speakers, drafting table advisors, and Advisory Group members who helped shape the journey.

With thanks to our Forest of Dean Involve Associates who provided participant support, event management, facilitation, and who brought an abundance of local knowledge.

With thanks to The Forest Voluntary Action Forum who delivered the youth engagement that fed into this process.

And finally, with thanks to the Forest of Dean District Council Communities and Climate Teams, our partners in designing and delivering this ambitious, collaborative project, and The Town Council who provided additional local support.



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Executive Summary

In December 2018, Forest of Dean District Council (The District Council) declared a climate emergency, setting strong targets: to achieve carbon neutrality for both council operations and the district by 2030.

[The District Council's 2022-2025 Climate Action Plan](#) recognises the opportunities to deliver local prosperity by taking climate action to achieve economic, health and social co-benefits. The plan also recognises the importance of engagement to prioritise and deliver actions.

As part of Innovate UK's [Net Zero Living](#) programme, the council worked with Involve (who wrote this report), Ipsos, and Quantum to run a citizen visioning project. The District Council wanted to develop citizen engagement suited to the rural geography of the district, and had an ambition to develop climate action plans at the level of local communities. Coleford was chosen to hold the citizen visioning project after The District Council co-ordinated a competitive expression of interest process amongst the four town councils in the district.

The first stage of the process saw wide community engagement and youth participation. The outcomes from this fed into the citizen visioning process.

Over five in-person sessions, 19 residents - reflective of Coleford's population - came together to explore challenges, engage with speakers, and generate

- A **shared vision** for a happy and fair future Coleford that responds to the challenges of climate change
- A set of **action recommendations** to help achieve this vision.

This report captures those ideas in members' own words.

In response, The District Council has committed to respond to the action recommendations within three months of receiving this report. The response will be public and will explain how the council is acting on each action recommendation. If there are elements they are not able to act on all or part of a recommendation, they will explain why. Coleford Town Council (The Town Council) will also respond to explain what they are able to do in response to the recommendations.

The District Council will use the insights gained throughout this project to develop The Climate Change Community Engagement Programme and in creating a Climate and Nature Emergency Strategy and Action Plan. The Town Council will use the insights gained throughout this project in the updated neighbourhood planning process.

This project demonstrates the council's commitment to inclusive, community-driven climate action - rooted in a recognition of the benefits for all areas of life when we act on climate.



Background



The question:

“How can we create a happy and fair future for Coleford while working together to respond to the challenges of climate change?”



Overview of Citizen Visioning

Learning

Members learned about the topic from a range of speakers. Topics covered included why we need to respond locally to the challenges of climate change; local impacts, considerations, and stories of happiness, fairness and climate change. Posters and activities from wider community and youth engagement were also presented in a gallery session and in a presentation from young people.

Deliberation

Members discussed the information they had heard alongside their own experiences, what they value about Coleford, and were supported to creatively think about positive possible futures. They developed initial ideas for a vision and a long list of ideas for action.

Decision making

Participants worked together to refine the elements of the vision and prioritise actions. From this they created

- A final **vision**
- A set of **action recommendations** for how to work towards the vision.

Members worked together to create detailed prioritised action recommendations. They were supported by a drafting table of local council officers and members to provide technical support. Members then voted to indicate their level of support for each action recommendation.



What we did; community engagement

Before Citizen Visioning meetings commenced, a programme of community engagement was delivered by The District Council and Forest Voluntary Action Forum (FVAF), supported by Involve. This included quick fire engagement where people could share what they value about Coleford now and their future hopes for the town on large Coleford maps at:

- Coleford Carnival of transport - a drop in stand which reached 185 people
- Coleford Library - a drop in table which reached 15 people
- Coleford Co-op - a drop in table which reached 14 people

This also included longer workshop style sessions with some existing youth and adult groups where further time was given to explore the co-benefits of climate action, and develop posters that showed a future vision for Coleford. These took place at:

- Five Acres High School with 20 pupils
- Coleford Army Cadets with 20 young people
- The Broadwell Exercise Referral classes with 20 adults who use this service

We showcased these maps and posters in a gallery exhibition for the Citizen Visioning group at the start of their second meeting and a summary of insights from young people can be found in Appendix 1. By involving younger generations at an early stage, valuable intergenerational perspectives were introduced.



What we did; Citizen Visioning

The Citizen Visioning group came together for five meetings in June and July 2025. All discussions were supported by a team of three facilitators and a participant support person who supported members to explore the issues and captured the outputs of each session.

All members were provided with workbooks to take notes however they found most useful.

Meeting One was an evening session. Members heard about this project - what it is about, why it is important and happening now, and how their ideas will feed into the refreshed The District Council Climate and Nature Emergency Strategy and Action Plan and the Climate Change Community Engagement Plan.

The members spent time getting to know each other and agreeing how they'd like to work together.

They spent time reflecting on their positive memories and places in Coleford and discussed what makes Coleford a good place to live.

From this they created an asset map for Coleford - a set of people, places, stories and resources that people value in the area now.

Meeting Two was an evening session focused on engaging with the outputs from the wider community engagement.

Members arrived to a gallery display of the outputs from wider engagement. This included maps showing what people value about Coleford now, and posters showing visions for the future of Coleford. Members had prompts in workbooks to support them to engage and reflect on the gallery and time in small groups to discuss.

Members also heard from two young people who spoke to them about their future vision for Coleford and what is important to them. These two young people had attended earlier youth engagement sessions delivered by FVAF as part of this project.

Inspired by these discussions, members worked together to brainstorm a longlist of all the things that they would like to see in a future Coleford that is happy, fair, and responds to the challenges of climate change.



What we did; Citizen Visioning

Meeting Three was a full day meeting and began by reviewing the elements of the vision, and putting these elements into broad member led themes.

Members then heard information on each of our key topics - happiness, fairness and climate.

In each instance members had time to reflect and ask questions of the speakers. They then used the information presented to consider whether they wanted to add to the vision, and to generate action ideas that would help realise the vision.

Members then drafted three detailed visions for happiness, fairness and climate. They did this in a carousel process where all groups got to review, add to, and iterate each vision.

The meeting concluded with members deciding that they would like to produce a single overarching vision statement. Members said that they would like Involve to support them to do that by reviewing their happiness, fairness, and climate visions and producing three draft vision statement options that they could choose between or use as a starting point to refine.

Meeting Four was an evening meeting.

Involve shared the three options for a vision statement that they had produced since meeting three. Members decided that they had a favourite version of the vision statement but they would like to refine it to emphasise what matters to them most. Members spent some time as a whole group finalising their vision statement to everyone's agreement.

Members then reviewed the long lists of action ideas they generated in meeting three. They heard information on the areas that Forest of Dean District Council and The Town Council can act upon and then developed criteria to help them prioritise actions. Members individually voted on their preferred actions. From this nine actions were chosen that the group would work on during the final meeting.

This meeting ended with a review and agreement of the action recommendation template that members would use in their final meeting to create detailed action recommendations.

What we did; Citizen Visioning

Meeting five was a full day and focused on creating final recommendations.

The nine prioritised actions were put into three groups of three actions.

Members worked in three facilitated table groups on the first draft of three recommendations.

Once all recommendations were in a draft format the group 'carouseled'. This means that the table facilitators took the draft recommendations to the other table groups so members could comment on the action recommendations others had developed.

After all groups had a chance to comment on all draft recommendations they were returned to the group that initially drafted the recommendations where they reviewed the comments and created a final draft.

Throughout this process a drafting table was available for members to ask technical questions that could strengthen their recommendations. The meeting concluded with a presentation of the vision and recommendations to 21 councillors, council officers, local community representatives, and previous speakers.

The role of the drafting table

The role of the drafting table was to support citizen visioning members as they draft their priority actions into recommendations, comment on each other's drafts, and then finalise what they want to say.

Drafting table members were asked to only provide requested advice, to focus on technical information or contextual knowledge, and to avoid suggesting wording or content.

It was up to members when they called on the drafting table and whether or not they changed anything about their recommendation based upon information they received.

Thanks to the members of the drafting table:

- **Jackie Dale, Councillor and Portfolio Holder for Thriving Communities, Forest of Dean District Council**
- **Jacqui Wright, Head of Communities and Sustainable Economy, Forest of Dean District Council**
- **Katie Clubb, Climate Change Community Programme Advisor, Forest of Dean District Council**
- **Marcus Perrin, Climate Emergency Officer, Forest of Dean District Council**
- **Marilyn Cox, Councillor, Coleford Town Council**
- **Melanie Getgood, Councillor, Coleford Town Council**
- **Piers Cardiff, Climate Change Community Delivery Lead, The District Council**
- **Simon Richards, Climate Team Leader, Forest of Dean District Council**

Thank you to our speakers who provided the following information:

Meeting one

Piers Cardiff, Climate Change Community Delivery Lead, Forest of Dean District Council - welcome from The District Council, and why this is important to the District Council and Coleford.

Kerri Robbins, Councillor, Coleford Town Council - welcome from the Town Council and why this is important to the Town Council and Coleford.

Katie Clubb, Climate Change Community Programme Advisor, Forest of Dean District Council - introduction to the overarching question and why happiness, fairness, and climate should be considered together.

Meeting Two

Nat and Steven - two young Coleford residents spoke about what is important to them for the future of Coleford

Alistair Chapman - Head of Environment and Sustainability, Forest of Dean District Council - what are the impacts of climate change, how are we seeing these in Coleford and the Forest of Dean now.

Meeting Three

Lizzie Dyer, Independent Consultant on Financial Inclusion - key considerations for fairness in Coleford and the Forest of Dean. What supports a fairer local area.

Michael Swambo, Clinical Sociologist, Wyedean Wellbeing - key considerations for happiness in Coleford and the Forest of Dean. What supports happier communities.

Simon Richards, Climate Team Leader, Forest of Dean District Council - key considerations for climate adaptation and mitigation in Coleford and the Forest of Dean.

Meeting four

Piers Cardiff, Climate Change Community Delivery Lead, Forest of Dean District Council - to support members to write recommendations the council can action, Piers explained what the council is able to make decisions on, what they might be able to support, and what they might be able to influence.

Throughout the process members were able to ask questions of speakers. When the question could not be answered immediately members of the team worked between meetings to find answers. These were then shared with members by email, as printed handouts, and in a short session during meeting four.

Who took part?

Who took part?

In total, 19 people were recruited to broadly reflect the population of the district.

We sent letters to all residential addresses within the The Town Council boundary. We provided additional marketing and outreach to increase sign up to the invitation including events in the community, and posts on social media platforms for both Town and District Councils. We selected members from those who'd received a letter and signed up to participate.

We gave members a 'gift of thanks' for taking part in all sessions, to remove financial barriers to participation and in recognition of their time. We also covered travel and any additional costs such as childcare, to help make the process more inclusive to a wide range of people.

How were participants selected?

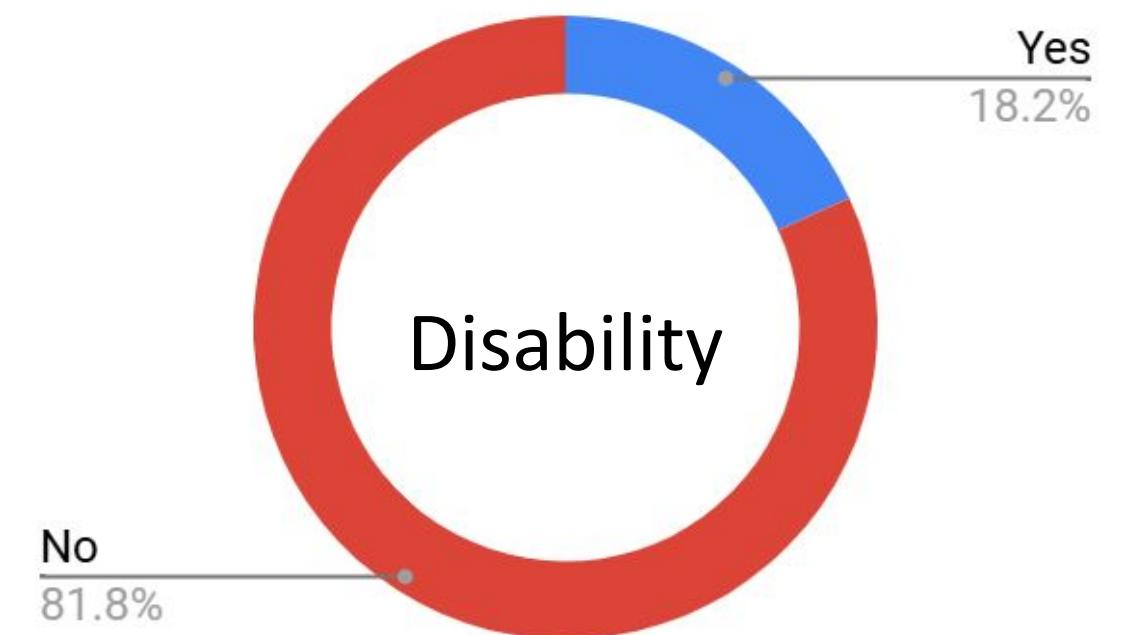
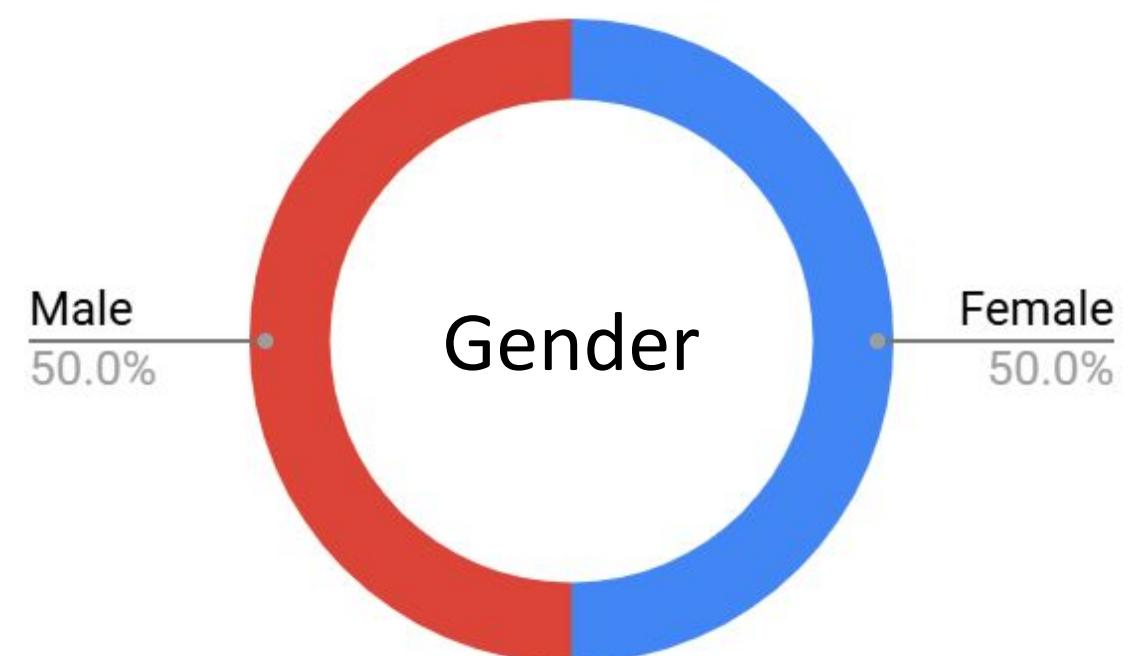
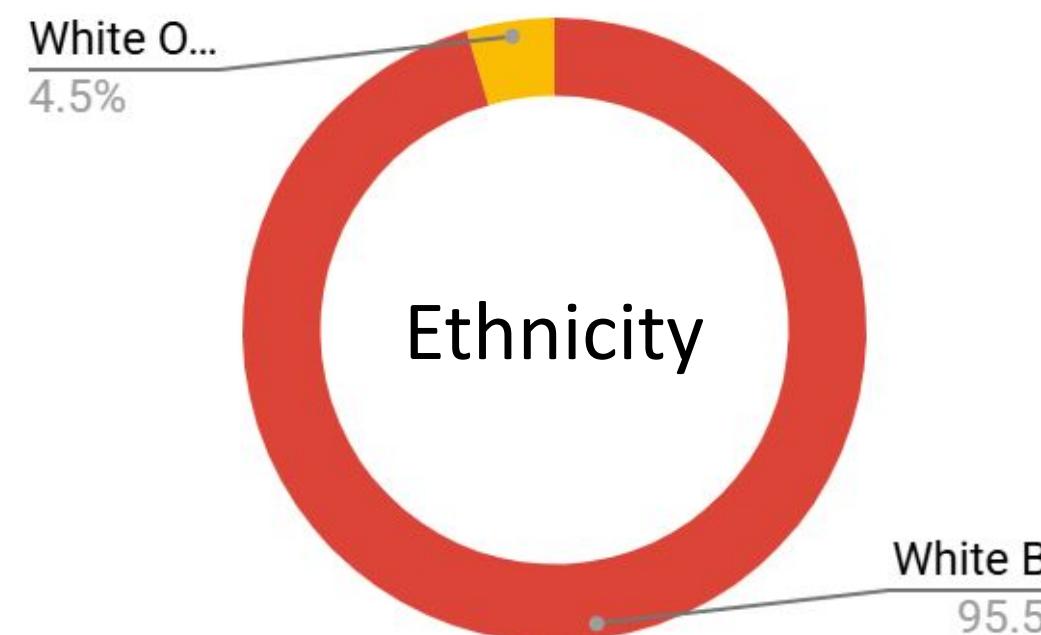
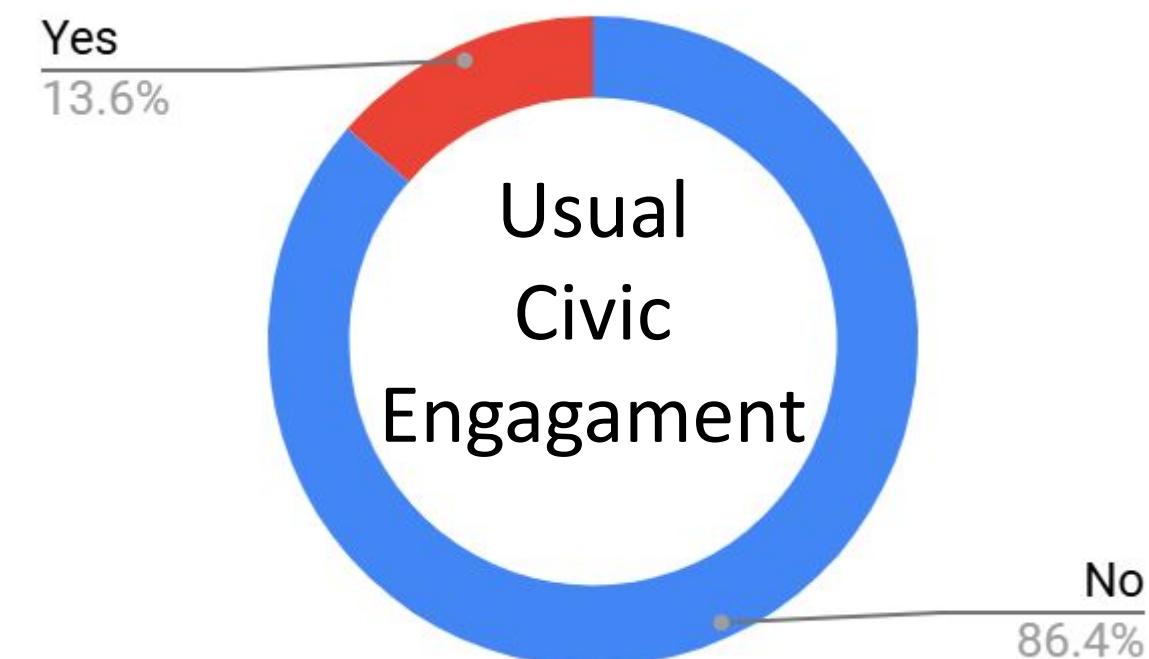
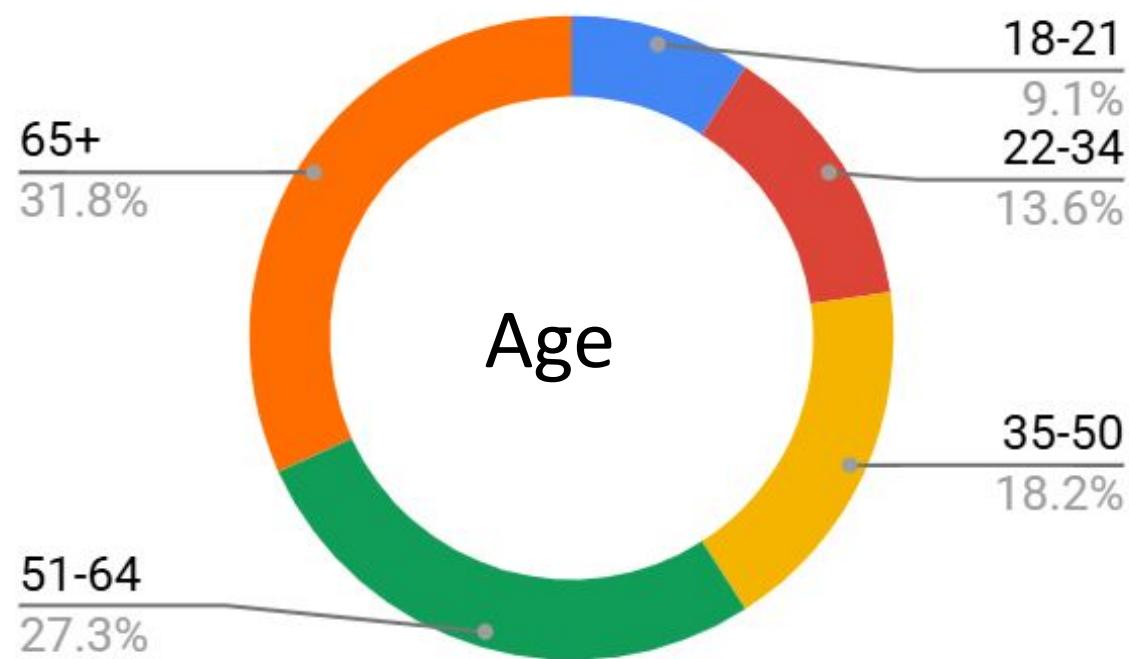
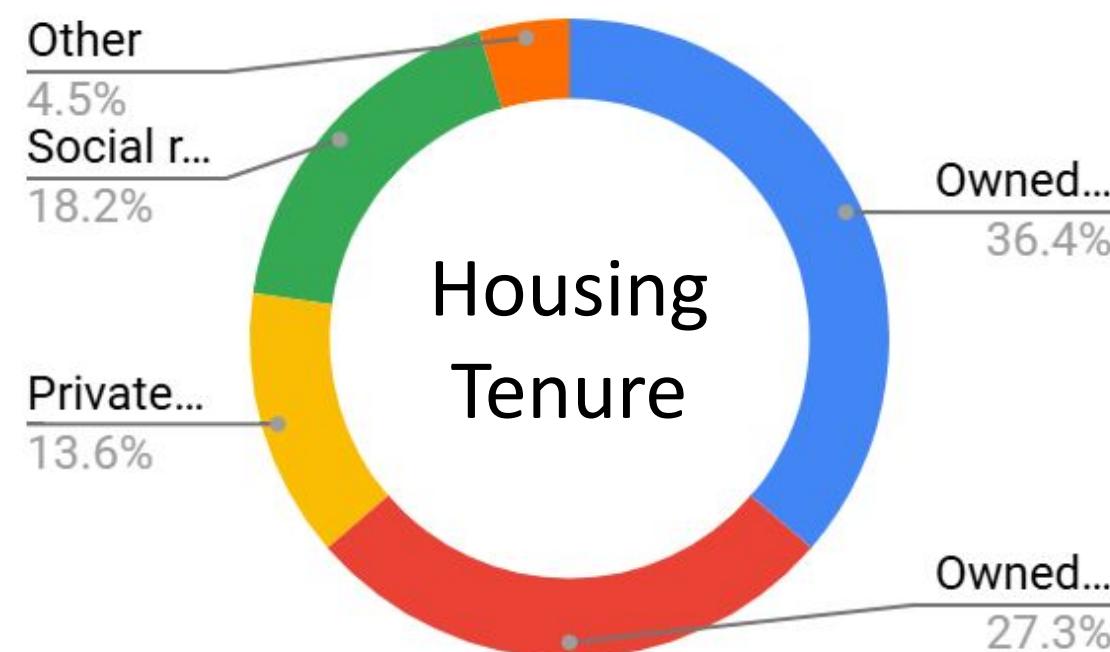
Our partners the Sortition Foundation selected forum members were selected using a type of civic lottery called [Sortition](#).

Residents completed a form to express their interest in taking part. From there, we removed personal details and selected a group using a computer program to be broadly reflective of the area in in terms of their:

- Age
- Gender
- Disability
- Ethnicity
- Housing tenure
- Whether they were active in their community usually



Make up of the group at a glance



Recruitment detail

We agreed recruitment criteria with Forest of Dean District Council to ensure the final group would be broadly reflective of local demographics (such as age, gender, ethnicity, location and housing tenure). We also asked people whether they were active in their community usually (this was to guard against only recruiting people who tend to participate in community consultation and instead to seek a wider range of voices)

The tables opposite compare the population of the broader Forest of Dean district (the target, from the [2021 census data](#), and with housing tenure being from [Gloucestershire County Council's Community Insights Profile for Coleford, 2023](#)) with the makeup of the final group of 22 selected members.

The recruitment of participants achieved a good spread of people across all criteria with the exception being ethnicity where only white British and other white ethnicities responded. The population of Coleford is over 98% white. However we would still recommend targeted engagement with diverse ethnic communities in the future to ensure the process does not only reflect the views of some ethnicities. Of 22 selected members, 19 committed to attend the full process.

Gender	Target %	Group %	Group #
Female	50.8%	50%	11
Male	48.9%	50%	11
Non-binary or other	0.3%	0%	0

Ethnicity	Target %	Group %	Group #
Diverse Ethnic Communities	1.7%	0%	0
White British	96.9%	95.5%	21
White Other	1.4%	4.5%	1

Disability	Target %	Group %	Group #
Yes	21.5%	18.2%	4
No	78.5%	81.8%	18

Housing Tenure	Target %	Group %	Group #
Own outright or with mortgage	66.8%	63.7%	14
Private rented	13.1%	13.6%	3
Social rented	18.3%	18.2%	4
Other	1.8%	4.5%	1

Recruitment detail (continued)

Age	Target %	Group %	Group #
18-21	7.7%	9.1%	2
22-34	20.3%	13.6%	3
35-50	20.8%	18.2%	4
51-64	25.4%	27.3%	6
65+	30%	31.8%	7

Civic Engagement*	Target %	Group %	Group #
No	88%	86.4%	18
Yes	12%	13.6%	3

*Respondents were asked “Do you help out with or are part of any groups, committees or community organisations in your local community?”

The target for this criteria is not to reflect a population level statistic but was included to ensure we had members who were not usually very engaged in the community at that time

Where members lived

Usually sortition is used for processes that recruit from a larger population area invitations are only sent to some addresses at random.

Because this was a process recruited over a smaller population area, we knew that based on usual response rates to get enough people to sign up we would need to instead send invites to *all* houses and the Coleford area and carry out additional social media marketing of the process.

The social media marketing meant that the sign up details were shared with some people who lived outside of the The Town Council boundary. We asked people to only apply if they lived in the The Town Council boundary, however some people from the wider area applied and were selected to participate.

Of the 19 members who went on to participate in sessions - 17 lived in the The Town Council boundary and two lived elsewhere in the local area.

To ensure that the process was led by Coleford residents these two members were treated slightly differently when it came to voting on priorities or choices. We still allowed them to vote but to check that their votes were not skewing a decision or acting as a ‘deciding vote’, they were given a different colour to cast their votes

Building a Greener Tomorrow in numbers

22

participants

were selected to take part, broadly reflective of the area across demographics, with 19 forming the final group size

9

speakers

provided information and evidence about the topic.

1

vision statement

for a happy, fair, future Coleford that responds to the challenges of climate change, written in members' own words

9

priority action recommendations

deliberated on, agreed and written in members' own words

422

person hours

of learning, conversations, deliberation and crafting projects and a vision statement

Vision and Action

Recommendations



The citizen visioning group created...

A Shared Vision

The vision captures what a happy, fair future Coleford that responds to the challenges of climate change looks like. It is grounded in the things that members value about Coleford now, their hopes for the future, and draws upon the wider community and youth engagement.

Members began shaping the vision in meeting one, exploring what makes Coleford a good place to live now. They then drew inspiration from a gallery of community and youth engagement, and heard from young people. Members reflected on this and were prompted to visualise different futures with exercises that looked at how change has already happened in Coleford in ways that may not have been anticipated before. Members also considered who and what has been involved in previous change.

In meeting three, members created a separate vision for happiness, fairness and climate (these can be found in the appendix). Members were asked whether they would like these to be their final vision or whether they would like to create an overarching vision, which they chose to do. They created the final overarching vision as a whole group.

Nine action recommendations

To bring the vision to life, members co-developed a set of nine actions - each showing how residents, the council, businesses, and other local actors can work together to create change towards the vision.

These ideas began in meeting two, where members heard from expert speakers on happiness, fairness, and the challenges of climate change. Drawing on those insights and their own experiences, members created a long list of 'ideas for action'. The long list of ideas can be found in the appendix.

In meeting four, members developed criteria to help them choose which actions they should spend time creating into final recommendations to the Councils. These criteria can be found in the appendix. Members voted individually on the actions they felt fit the criteria and that they wanted to see to help Coleford reach the vision.

In meeting five, members developed their action ideas into detailed recommendations - explaining why each action matters, first steps towards this action, and the impact it could have on happiness, fairness and climate in Coleford.

The Vision



The Vision

“Our vision is for a Coleford led by the people who live here.

This future Coleford is:

- A thriving, inclusive and safe town, with a strong community
- A place where residents are empowered and supported by local councils to take shared responsibility for a better, greener future.

And this future Coleford has:

- Affordable food from the local area and renewal energy for self-sufficiency
- Fewer cars and better access to nature
- Resources and support so that everyone can help with climate action
- Free accessible events and public spaces that bring people together”



The action recommendations



Recommendations: A Call to Action

These ten recommendations reflect what people in Coleford want to see happen. Together, they are a call to action - **proposing new ideas and enhancing, scaling up, or making more of existing initiatives**. They cross cut climate, happiness and fairness with some recommendations focussing more on one than another but all contributing in some way to the vision for a happy, fair future Coleford that can respond to the challenges of climate change.

Together, these actions offer a **path to collective and systemic change**: inviting residents, the councils, businesses, and other local actors to work side-by-side towards a thriving, net zero district.

The recommendations were written by members and are presented exactly as written which means the style varies to some extent.



The action recommendations at a glance

Action recommendations for a happier, fairer and climate responsive future Coleford	What it's about
1. Improve local employment opportunities.	Tackling skills and business support to generate opportunities for work in Coleford.
2. Increasing social interaction between all people and across all generations.	Understanding barriers to social interaction and tackling them with initiatives that build on the strong community Coleford already has.
3. Reduction of environmental impact of food and farming.	Increasing local food production in the community.
4. Our climate is changing: Water management is a priority.	Supporting water efficiency.
5. Encouraging the public to utilise existing public transport.	Gathering data to support publicity and accessibility of local public transport.
6. Support local renewable energy.	Council level support for community and household renewable energy.
7. Maximising community spaces and advertising community space, for example outside buildings.	Maximising Coleford's assets for community use, including supporting ways for underused spaces to fill gaps left for closures of community spaces.
8. Council to find opportunities to promote available schemes and help people access drug and alcohol services in Coleford.	Improving addiction support in the town to enable easier access to a more joined up set of addiction recovery services.
9. Improve access and advice around claiming benefits.	Supporting stigma-free access to the financial support people are entitled to.

Action Recommendation 1: Improve local employment opportunities

<p>? Why this recommendation is important</p> <ul style="list-style-type: none">• There is a lack of local employment.• Travelling to jobs causes emissions, costs and stress.• Skills are migrating away from Coleford.• There is a lack of employment aspiration.	<p>💡 What should happen next</p> <ul style="list-style-type: none">• Support young people and employers to other apprenticeships and practical skills development.• Support new businesses starting up and support employers coming into the area.• Support flexible and hybrid working to open up options to more people.• Promote current opportunities more widely. For example, a regular job fair in Coleford.	
<p>How does this action help achieve a happy Coleford?</p> <p>More interaction with local people (happy workers).</p> <p>More trade back into local business (happy business).</p> <p>Less travel and stress.</p>	<p>How does this action help achieve a fair Coleford?</p> <p>Better equal opportunities for all, business services and local people.</p> <p>Increased household income.</p>	<p>How does this action help Coleford respond to the challenges of climate change?</p> <p>Less emissions from commuting.</p> <p>More self-sufficient economy.</p>

Member support for this recommendation			
I love it 😊	I like it 😃	I can live with it 😐	I loathe it 😞
74%	26%	0%	0%

Action Recommendation 2: Increasing social interaction between all people and across all generations

?

Why this recommendation is important

- There is a great forest community. We need places to come together to increase connections.
- We want to be a welcoming town to visitors and residents.
- We want to maintain and improve the positive interactions we already have here.
- Easing loneliness and isolation amongst all residents to bring health benefits to all.
- The importance of different generations coming together, sharing stories and learning about the past.
- Challenging barriers and stigma so people are empowered to push themselves and engage as a community.

💡

What should happen next

- Carry out a survey through existing services, for example chemists, GPs, supermarkets, food banks. The survey is to see what stops people engaging in the community and to understand what are the local issues for people.
- Initiatives like intergenerational befriending schemes, inviting isolated people to events with children, strengthening links between schools, care homes and sheltered housing.
- Publicise group meet-ups for walking, coffee and a chat. Communication and messaging through public billboards, social media and existing community based services including shops, GP surgeries, council buildings.
- Community garden promoting inclusive events and socialising.
- Publicity of street wardens to be more visible for better community safety.

How does this action help achieve a happy Coleford?

Reduces loneliness, isolation and poor mental health in the community.

How does this action help achieve a fair Coleford?

These are available to everyone.

How does this action help Coleford respond to the challenges of climate change?

Sharing advice, knowledge and skills between generations to reduce climate change.

Planting more bee friendly plants (in the community garden).

Member support for this recommendation

I love it 😊

61%

I like it 😊

39%

I can live with it 😐

0%

I loathe it 😞

0%

Action Recommendation 3: Reduction of environmental impact of food and farming

❓ Why this recommendation is important

- Cost of food and production.
- Encourage healthy diet and grow your own!
Reduce child obesity!
- Buy local, less packaging.

💡 What should happen next

- Education to include: Grown from seed, then to cook end result on produce.
- Use seed swaps.
- Buy seasonal products i.e. local strawberries.
- Organise communities to garden, i.e. older and younger generations together.
- It involves garden clubs, schools, local farmers markets, providing more allotments, community fridges and food banks.

How does this action help achieve a happy Coleford?

Pride in what we produce.

Healthy community.

How does this action help achieve a fair Coleford?

Cost shared activities.

How does this action help Coleford respond to the challenges of climate change?

Low emissions.

Less packaging.

Less insecticides 

Good for wildlife.

Member support for this recommendation

I love it 😊

I like it 😊

I can live with it 😐

I loathe it 😞

68%

26%

5%

0%

Action Recommendation 4: Our climate is changing: Water management is a priority

❓ Why this recommendation is important

- To lessen or even eliminate flood risk.
- Coleford is more at risk of flooding due to streams culverted under the town.
- Drought threatens our food production - conserve our water.

💡 What should happen next

- Council to support local people with water butt provision and support with installation.
- Education on efficient use of water, promotion of hints and tips. Also services available from Severn Trent and Severn Wye Advice.
- Severn Trent and Welsh Water - stop the leaks!
- Could Cannop / Mallards Pike be used as a reservoir?

How does this action help achieve a happy Coleford?

People and businesses feel safe from flooding and associated issues.

Also, confident they are managing water for future generations.

How does this action help achieve a fair Coleford?

Prudent use of council funds to help people conserve water and reduce wastage.

How does this action help Coleford respond to the challenges of climate change?

Less wastage of our most valuable resource and better control of costs.

Member support for this recommendation

I love it 😊	I like it 😃	I can live with it 😐	I loathe it 😞
60%	35%	5%	0%

Action Recommendation 5: Encouraging the public to utilise existing public transport

?

Why this recommendation is important

- It will help reduce our carbon footprint by reducing car use.
- It will help people access employment further afield.
- The future reliability and regularity will improve.
- It will help reduce isolation by encouraging travel.
- It's an affordable alternative to car ownership.

💡

What should happen next

Better publicising of what's already available:

- Increase awareness of Robin bus and dial a ride services, for example through social media or school newsletters. Publicise the car club services.
- Improve signage of bus times and routes at existing bus stops
- Wider awareness and distribution of the Forest of Dean travel guide.

Gathering public transport usage data to lobby for more appropriate bus travel from country level travel partners:

- Council to request data of current usage.
- Transport survey to request data of current usage.

Improving accessibility to public transport:

- More support for bus pass applications.
- Physical and digital directory of transport options and schemes.
- More availability of community buses and dedicated runs to key places.

How does this action help achieve a happy Coleford?

Reducing isolation through a better public transport network.

Increased sense of community and socialisation while travelling.

How does this action help achieve a fair Coleford?

Increased accessibility to different locations that people would otherwise be unable to travel to.

Public transport is subsidised and therefore cheaper than car ownership.

Better access to employment opportunities.

How does this action help Coleford respond to the challenges of climate change?

Reducing carbon emissions through having less cars on the road.

Member support for this recommendation

I love it 😊

60%

I like it 😊

35%

I can live with it 😐

5%

I loathe it 😞

0%

Action Recommendation 6: Support local renewable energy

❓ Why this recommendation is important

- Supporting local renewable energy will reduce Coleford's overall carbon footprint, making it affordable to everyone, bringing cost benefits and energy bill reduction.
- This fits with our vision of a cleaner, greener Coleford and future proofing it and gives positive long term impact for the next generation.
- Residents want to support Forest of Dean District Council aspiration for green and energy efficient Coleford.

💡 What should happen next

- The Forest of Dean District Council should endeavour to identify an investor or lender willing to provide affordable loans to residents for the installation of solar panels. These loans would be repaid, ensuring no financial loss and contributing to Coleford's aspirations to become one of the greenest towns in the United Kingdom.
- Forest of Dean District Council should endeavour to mandate for renewable energy in new builds at the planning stage to ensure production and engineering of high energy efficient houses with renewable technology with supporting infrastructure.
- Forest of Dean District Council to raise awareness of both community and co-operative schemes to establish community energy banks and share cost savings (bills reduction).
- Forest of Dean District Council should create a survey to find out what residents currently do and what they want in terms of renewable energy and provide drop-in sessions to help with advice.

How does this action help achieve a happy Coleford?

Spending less on energy.

Positive future for young people.

More disposable income.

Increase community cohesion.

How does this action help achieve a fair Coleford?

Affordable for everyone.

Support from The District Council.

Reduction in use of fossil fuels.

Savings on energy.

Brings much needed investment.

How does this action help Coleford respond to the challenges of climate change?

Increase of use of renewable energy and reducing use of fossil fuel.

Carbon footprint reduction.

Future proof.

Improved infrastructure.

Member support for this recommendation

I love it 😊

I like it 😃

I can live with it 😐

I loathe it 😞

79%

5%

16%

0%

Action Recommendation 7: Maximising community spaces and advertising community space, for example outside buildings

? Why this recommendation is important

- Lack of community space after closure of Coleford Community Centre, i.e. youth club, day hospital, day care and leisure centre.
- Utilise the Main Place and other suitable venues such as Bell's Field for Coleford community to meet and talk.

💡 What should happen next

- Central directory of 'what's on' in Coleford and wider area by Forest of Dean Council and The Town Council.
- Greater emphasis on how to access services already available.
- More use of the Main Place.
- Staffing on the Main Place for additional usage, such as reception, security, service professionals, youth and other specialists.
- Council includes youth representative input.
- Use S106 for funding of dog walking facilities (poo bins) and cycle links of bus roads (new development)..

How does this action help achieve a happy Coleford?

Bringing people together improves happiness.

How does this action help achieve a fair Coleford?

Community space available to everyone helps the whole community!

How does this action help Coleford respond to the challenges of climate change?

Maximise existing local facilities.

Climate awareness.

Member support for this recommendation

I love it 😊	I like it 😃	I can live with it 😐	I loathe it 😞
32%	52%	16%	0%

Action Recommendation 8: Council to find opportunities to promote available schemes and help people access drug and alcohol services in Coleford

❓ Why this recommendation is important

- Improving access to drug and alcohol assistance schemes will reduce crime and antisocial behaviour and create a happier, safer town.
- Reducing stigma around substance abuse and addiction will help individuals to access local services.
- Reducing crime in the town makes it a nicer place to be for all. E.g. access to services will reduce crimes such as shoplifting and knife crime.

💡 What should happen next

- Engage with addicts to find out why they are using and what are the causes, and try to find preventative measures.
- Continue and expand collaboration between the NHs, council, police and other service providers like youth support teams. For example, police to provide data to council to support preventative measures and VIA to have a prescriber nearer than Gloucester or run drop ins here in Coleford.
- Communicate and advertise what help is available in Coleford and how people access these services.
- Council to take responsibility for working with housing and social services to identify opportunities for early intervention and prevention. Such as helping with access to volunteer or employment schemes (these could be climate or community linked such as working in food banks).

How does this action help achieve a happy Coleford?

Removing stigma, social barriers and improving access to services creates a more inclusive and happier place. Less likelihood of antisocial behaviour and crime, means a happier place for everyone.

How does this action help achieve a fair Coleford?

Everyone is safer.
All residents are empowered to access services.
Access to support services can increase social mobility, which leads to a fairer society.

How does this action help Coleford respond to the challenges of climate change?

People are more likely to care about the climate and environmental initiatives if they have less substance abuse issues.
It solves multiple problems. Schemes to help people stay sober could be climate linked, for example working in conservation or community gardens.

Member support for this recommendation

I love it 😊

I like it 😊

I can live with it 😐

I loathe it 😞

32%

32%

36%

0%

Action Recommendation 9: Improve access and advice around claiming benefits

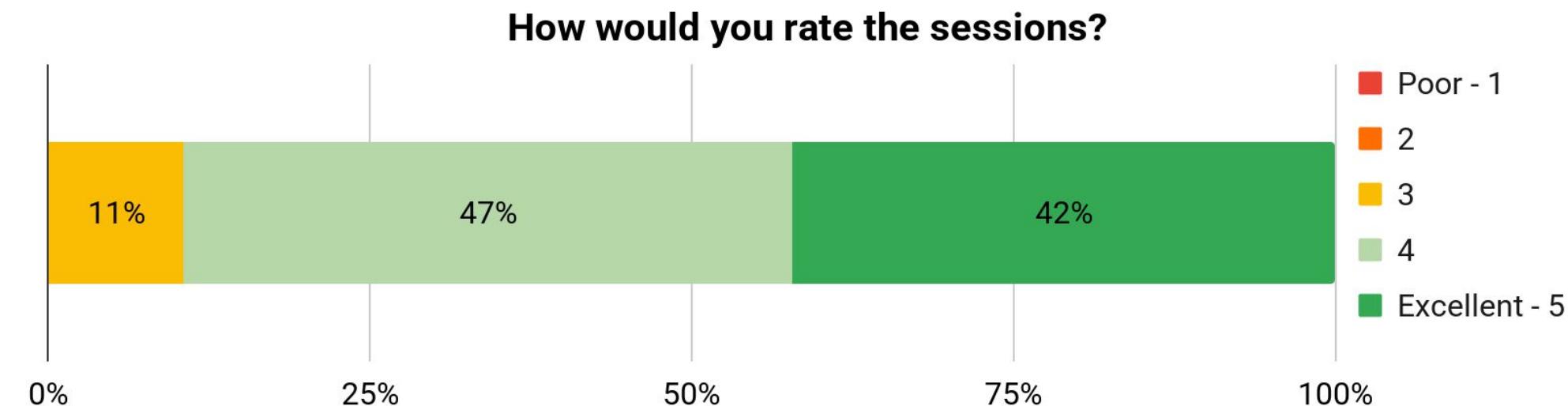
<p>? Why this recommendation is important</p> <ul style="list-style-type: none">• This is important so that all residents who are entitled to benefits are aware at government and local level what they can claim.• There is no stigma in claiming benefits, we want to help eliminate the perceived shame and raise awareness to be compassionate.	<p>💡 What should happen next</p> <ul style="list-style-type: none">• Raise awareness by publicising that support and information is available from the council:<ul style="list-style-type: none">◦ Notices to be placed in dentists, doctors, library, community websites, social clubs & churches.◦ This should be led by the local council Revenue & Benefits Team, and the Financial Inclusion Working group.◦ This is achievable within the next year as the teams are already in place.◦ The cost would mean flyers, posters, and a campaign online. Possibly the appointment of a community benefits navigator to help with application forms - especially with the terminology.	
<p>How does this action help achieve a happy Coleford?</p> <p>Economic stability will make people happier.</p> <p>People have money for leisure, and are less isolated.</p>	<p>How does this action help achieve a fair Coleford?</p> <p>This action recognises there are people who have a legitimate need and entitlement to be happy, active and healthy.</p>	<p>How does this action help Coleford respond to the challenges of climate change?</p> <p>More money means less reliance on ultra processed food and the power to spend on better local produced foods, e.g. Forest Deli.</p>

Member support for this recommendation			
I love it 😊	I like it 😃	I can live with it 😐	I loathe it 😞
16%	37%	26%	21%

Insights

How participants found the experience

I feel like I've played a part in shaping the future of our town, which is positive



After the final meeting, we asked participants how they found the citizen visioning process. The response was positive with 89% rating it good or excellent.

Participants praised the thoughtful organisation, with some describing it as enjoyable. They particularly appreciated the facilitators. People reported that they felt listened to and encouraged.

There were areas for improvement. Many felt the speakers needed more time and would have liked additional information. The room layout made it difficult for some people to see presentations clearly, and some participants felt uncomfortable with imagination prompts. There were mixed views about whether different activities were too long or short.

Hopes for what happens next

I am hoping for a better future for my family, which includes more job opportunities and a happier social town as we plan to live here for the rest of our lives."

Participants were keen to see their recommendations become reality. More than a quarter wanted to see **better council communications on what is happening already**.

In their households, people focused on changes like better **recycling and green waste management, and affordable green energy**. Other examples included water butts for rainwater collection, practical advice, and better public transport and cycling routes.

In the local area, participants hoped for stronger **community engagement** between businesses, individuals, the council and the community groups. They also said about more **shade and green spaces** in town, better **water management, less traffic** and action on flooding.

Overall, many hoped for a safer, **stronger community** where people respect one another and take pride in the area.



Reiner Tegtmeyer / Magic of Puzzle Wood - sentry



Appendix

Appendix 1:

Children and Young People's Engagement

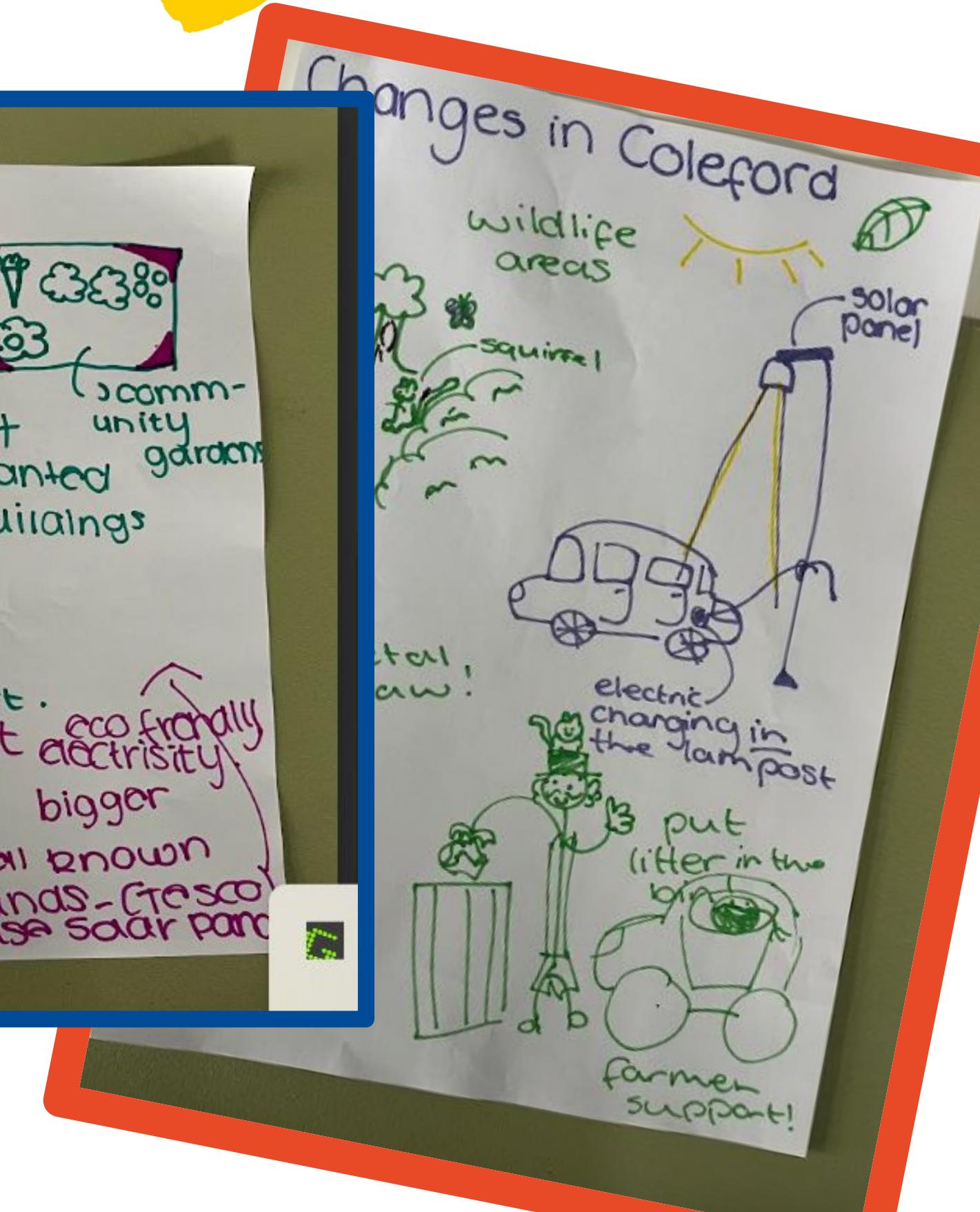
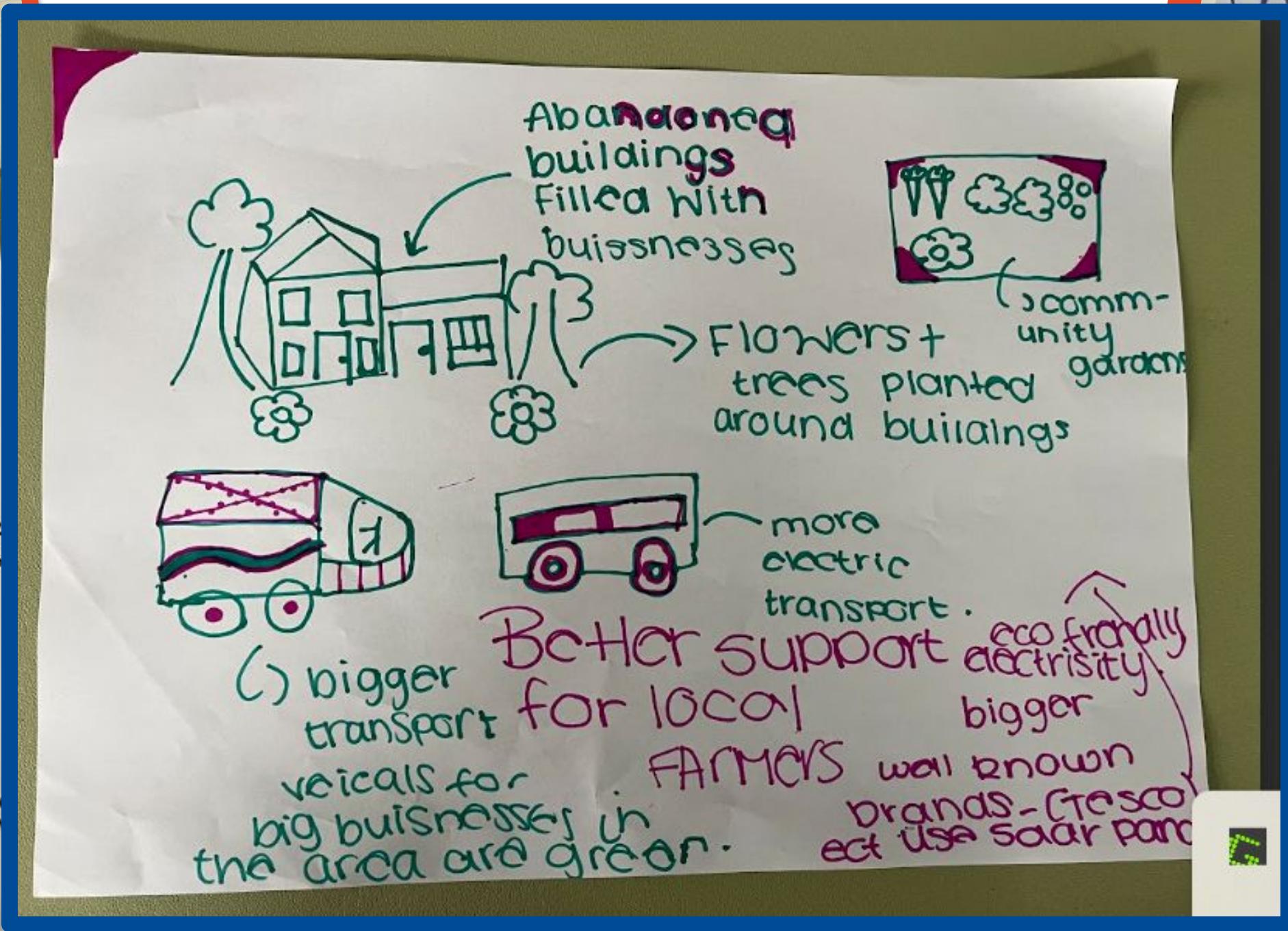
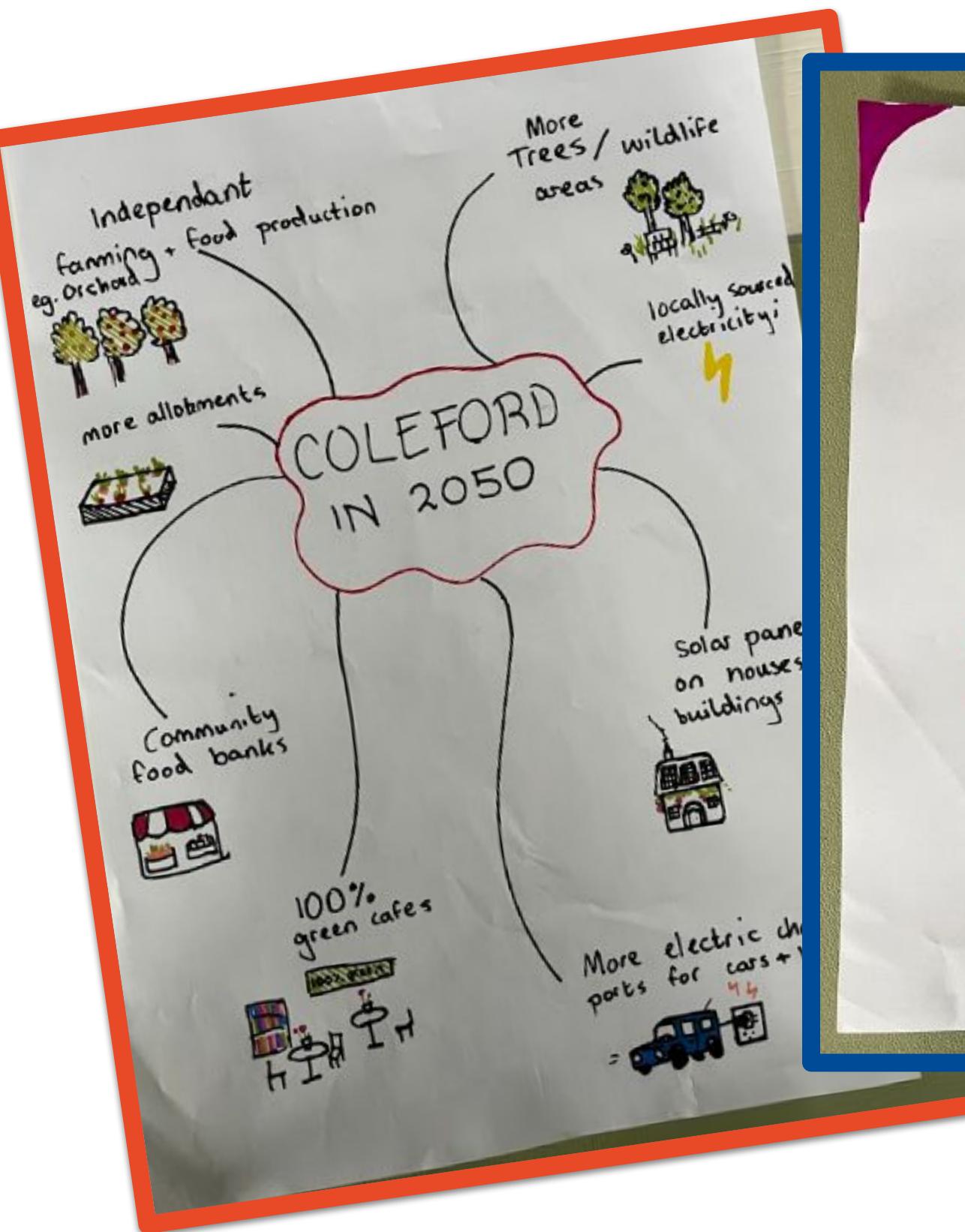


Children and Young People's Engagement

In May and June, Forest Voluntary Action Forum delivered three workshops with young people and a pop up stand at the Coleford Festival of Transport. The themes of these sessions are summarised here:

Theme	Key Considerations	Specific ideas
Waste Management	Reducing waste, promoting recycling.	Waste reduction schemes, community litter picking, hydro electricity, better home insulation, plastic reduction.
Sustainable Travel	Expanding travel options, encouraging electric vehicles, and improving public transport.	Active travel, electric buses including solar panels on buses, train links, minibuses, cycle scheme promotion
Community & Social Impact	Strengthening communities, creating gathering spaces, and improving morale.	Festivals, increased employment opportunities in the town, more independent business, stronger community links, conflict resolution.
Greening Public Spaces	Greener town planning, and accessible spaces.	More trees, wildlife areas, accessible green spaces, including parks, and bins available in green spaces
Energy	Renewable energy adoption	Community renewable energy including wind turbines and solar panels, hydroelectricity, solar panels on street furniture, on street EV charging, limited AI
Climate adaptation and response	Education on what people can do, infrastructure	Flood defenses, climate change education.
Food	Reducing food waste, and community food banks.	Support for farmers, more locally grown food, support to grow own food including free seeds schemes, food banks and food bank style schemes to reduce food waste.

Young People's Engagement



Appendix 2:

Wider Community

Engagement

Children and Young People's Engagement

In May and June, The District Council's Communities Team delivered engagement outreach at Coleford Co-op, The Main Place, and at two exercise referral groups. Community outreach focused on what people value about Coleford now and want to see in the future. Areas for improvement were also often raised unprompted.

Theme	This includes
Local economy	Many people mentioned shops they love, others wanted to see more variety and more independent shops, longer opening hours for cafes, and a farmers' market. Empty shops were a concern and lower business rates were suggested. Some people felt Coleford should do more to attract visitors.
Local services	Five Acres Leisure Centre completed, and a swimming pool. Positive comments about the library and cinema. Need for more information on services available and council responsibilities. More youth services. Adult education provision.
Transport	Car parking issues including crowding and a lack of free parking, pot holes cause problems, cyclists need more visibility
Community	More community events, community spaces are valued. Mixed feelings on people moving into the town and the impact of that on community cohesion.
Crime and antisocial behaviour	A sense of rising crime, especially knife crime. More police and CCTV needed. Concerns around unfriendliness and racism.
Environment	Need to tackle litter and fly tipping.
Housing	More affordable housing, landlords who maintain properties, and solar panels on properties. Warm homes (new build and retrofit)
Health, care, and wellbeing	Better mental health services needed, better care for the elderly. Concern that GP services should remain accessible and not combine

Community engagement exercise; what do you value in Coleford?



Appendix 3:

**A draft vision for for
happiness, fairness,
and climate**

Draft Vision for a happy Coleford

This is the text as written by members for a draft vision for happiness. Members chose to write these into one overarching vision. The draft visions are included as they provide additional insights.

What people, places, stories or anything else are part of the future happy Coleford:

Our vision of happiness starts with inclusivity and belonging at community events, meet ups which promote interactions across generations, ethnicities, faiths and culture.

A key step to promoting happiness is to develop the funding pots through fostering partnerships and local funding. Private and public sector partnerships.

Local funding could include sponsorships by local businesses to support the development of free calm and fun spaces, e.g. sensory gardens, waters spaces. These spaces should be accessible for all abilities.

In order to support local happiness, safety and wellbeing we want to develop the relationship between local residents and authorities, including the police service.

Focus more on the tangible things like spaces, gardens, and more focus on the the use of spaces, e.g. regenerate spaces.

What about a sense of purpose? Protections and sharing its assets.

The people are friendly - how do we make the places and things friendly and welcoming

Add in access to nature into this

Repurposing spaces

What about visitors (tourists), include them in the vision.

How does this also contribute to a fair Coleford?

Local sponsorships and funding provide funds available for free access to local events and festivals. Funds also provide community spaces and having a voice on how they are run.

How does this also contribute to Coleford responding to the challenges of climate change?

Community projects promote local food production and allotments, reducing food waste and environmental impacts.

Reassuring the land is protected for Coleford residents.

What about renewables?

If you had to summarise your future vision for a happy Coleford to other people what would you say?

A safe, inclusive, diverse and environmentally responsible community.

Advertising what the town is all about. Market its 'happy' brand.

Key part to play for social services in collaboration with other services, e.g. health and social care.

Draft Vision for a fair Coleford

This is the text as written by members for a draft vision for fairness. Members chose to write these into one overarching vision. The draft visions are included as they provide additional insights.

What people, places, stories or anything else are part of the future fair Coleford:

- Coleford cares
- Coleford the town of contentment
- Have diverse District Council to improve prosperity of the residents
- Coleford where its history and future is built by or on the community
- A fair and equitable town, accessible, helpful and friendly
- A welcoming town
- Making climate action easier for all to take is fairer
- Learn from our history, build on our present, look forward to our future
- Fair and friendly, and climate conscious
- A safe and friendly place, busy, with places of quiet and rest

How does this also contribute to a happy Coleford?

Happiness depends on fairness

How does this also contribute to Coleford responding to the challenges of climate change?

Everyone has the resources to respond to the challenges of climate change

If you had to summarise your future vision for a fair Coleford to other people what would you say?

Coleford the hub of the forest, where fairness and happiness is within everyone's reach

Draft Vision for Coleford responding to the challenges of climate change

This is the text as written by members for a draft vision for responding to the challenges of climate change. Members chose to write these into one overarching vision. The draft visions are included as they provide additional insights.

What people, places, stories or anything else contribute to Coleford responding to the challenges of climate change?

- Solar panels on every roof in Coleford
- Less vehicle areas and more pedestrianised town centre
- Green spaces, wildflowers and insect friendly plants in more places
- More renewable energy sources accessible to all
- Wind turbines
- Getting community involved in all climate action
- Energy in Coleford is self sufficient and food is also self sufficient
- Easier access to recycling facilities
- Better town defences against the effects of climate change
- Brownfield and industrial sites are well used
- Action is driven by the community
- Residents feel prepared to take action against climate change

How does this also contribute to a fair Coleford?

People have opportunities to make change and an equal chance to fight climate change
Everyone understands we are all responsible, with shared responsibility
The whole community is benefitting from climate action
All generations don't feel anxious and scared
Brings community together with a common goal

How does this also contribute to a happy Coleford?

The community feel empowered because they know action is happening and how to change things themselves and have the resources they need

If you had to summarise your future vision for Coleford to other people what would you say?

Everyone takes shared responsibility to do what they can for a liveable future
Coleford is flexible and evolving to deal with an uncertain future

Appendix 4:

Longlisted ideas

Longlisted ideas for happiness

- Have more **opportunities to socialise at inclusive community events and meetups**. Promote them across generations, faiths, cultures and in LGBTQ communities. Social events give people a common reason to smile and be happy.
- Have **events** like harvests linked to **community orchards and gardens**.
- Reestablish the **markets**.
- Encourage **socialising and building relationships between generations**. This could include encouraging older people to rent out rooms, partnerships between schools and care homes, sheltered accommodation and isolated people.
- **More community transport**.
- More **free or cheap mobility scooters**.
- **Drug assistance programs** for people struggling with substance abuse. Fund, support and publicise them, ask for them to focus on Coleford.
- Support ownership, sharing and adopting of **pets** as a source of happiness. This could include fostering and dog walking programmes.
- More **community policing** and engagement from police and support officers.
- Council to initiate a **community cafe or restaurant**. Where no alcohol is served, it employs low income people or those with learning disabilities there in the town centre, e.g. the Lloyds building. It should be rent controlled or some other incentive.
- Add **green spaces and places to sit in to the town centre** with organised activities. Encourage socialising through talking benches, seating and shared gardens.
- Council to **encourage planting and gardens with a competition** to make town prettier, support wildlife and improve happiness.
- **Utilise brown field sites** for better social spaces.
- Support **access to green spaces and forest trails**. This could include mobility scooters, walking trails, seats in the forest and community orchards.
- Work with **local businesses to support or sponsor local spaces** like sensory gardens and water spaces.
- **Campaign for smiling and saying hello to one another**.
- **Raise awareness of initiatives that exist**, such as walking groups.
- Ensure **community development funding** posts are available for community projects.
- **Better community engagement** to promote positive change and alleviate climate change concerns.

Longlisted ideas for fairness

- **Reduce digital exclusion.** This could include getting rid of mobile black spots, establishing a centre to help residents with tech advice, making access affordable and accessible for learning disabilities.
- **Make sure people who are entitled to benefits receive them** by reducing stigma, promoting benefits that are unclaimed. This could involve joining up benefit applications, or 'disguising' centres in ordinary places like the post office or council hall.
- **Signpost local services, support and unclaimed benefits**, for example through media campaigns or drop in centres.
- **Raise awareness of what is already happening** in the community such as spaces, events and services. This could be a directory, a newsletter or drop in centre at somewhere like the Main Place, Citizen's Advice Bureau or Library.
- **Educate on green technology**, such as including it on the curriculum.
- **Loans for solar panels and green tech.** They could be paid back by lower bills, and there could be grants for people on benefits.
- **Rules for developers to spread out social houses** on new developments.
- **More public transport** that is accessible, flexible and affordable. But that is also viable and sustainable.
- **Review bus routes** to give people more choice. Announce which routes will be taken away if they aren't used.
- Create sustainable local employment opportunities, such as through **apprenticeships from local companies**.
- **Support local people to find work** if they can, to access opportunities and be independent. This could include, positive discrimination for employment in favour of local people, local agencies putting forward people for work, or incentives for local companies to advertise as local employers.
- **Use the Main Place for more community activities** for all ages. Advertise the activities at the Main Place more.
- Have a **hub for support** that is central, neutral. It could be a hub for information and social prescribing.
- Create a **directory or timetable of what is happening in Coleford**. Promote the platform using a multimedia and multiplatform approach.
- **Safe, affordable care for people in the community.** This could include support for carers and for people in poverty, to help them access services and bring them into the community.
- **Offer more free, healthy meals**, such as at breakfast clubs.
- Providing healthy foods for the community through **allotments and community gardens**.
- **Raise awareness** through inclusive media promotions.
- **Break down barriers to local support.** This could include having online applications and inclusive media.
- **Private spaces at council offices for community social prescriptions.**

Longlisted ideas for climate

- **Improve public transport to reduce emissions.** This could include improving access to Lydney train station, subsidising more frequent bus services and having a more joined up thinking to public transport.
- Incentivise and encourage more sustainable car use through **electric vehicles and car sharing.** This could include giving half an hour free charging at public points, advertising car clubs and prioritising fast EV charging in people's homes.
- Make **renewable energy and rainwater harvesting compulsory in new builds** at the planning stage.
- Council backed **green loans for renewable energy.** Subsidise solar panels for houses and commercial buildings.
- Have a **sustainably heated leisure centre**, for example with wood chip boilers.
- **Preserve traditional ancient skills and trades.** Use of sustainable materials, less new products and imports.
- **Support domestic industry** and engineering with local production of solar panels etc.
- Create and improve **public outdoor spaces** like car parks, streets and parks like Bells field, Buchanan Park. Plant trees for shade, include accessible shaded seating, and more wildlife friendly areas.
- **Reduce the impact of food production and farming**, this could include having a local food stall that is zero waste, using supermarket waste, reducing waste from bulk food offers, and teaching cookery skills.
- **Expand community allotments and gardens.** Protect them from development.
- **Save water**, this could include reducing leaks, and subsidising rainwater harvesting.
- **Reduce barriers to recycling waste.** This could include selling mulch from green waste, removing the fee for green waste and removing the booking system for the recycling centre to make it easier.
- **Opportunities for mothers and single parents to work.** This could include flexible working hours, affordable childcare and more breakfast clubs and after school clubs.
- **Coordinate volunteers** to take community action.
- Have a **local exchange service** to swap unwanted items and share skills people have to offer (like in Lydney).
- Have a **repair cafe** where people volunteer to fix things.
- Have a **tourist tax.**
- **Bring the community more into decision making** on climate change at the district scale. Have more community events like this with a social cross-section.
- **Raise awareness in the community of climate initiatives.** Advertise climate initiatives on social media, not the council website, run a drop in centre and regular workshops for people.

Selection Criteria

Action ideas were prioritised using criteria that members developed together to help them select which action ideas were most important. This list shows combined criteria across the three tables. Members wanted action recommendations that were:

- Realistic and achievable
- Possibility of funding / Availability of support
- Cost effective / Affordability and sustainability
- Future proof / Long-term benefits
- Had small impact on many people
- Had larger impact on fewer people
- Return on investment vs sustainability
- Impact on the community and nature
- Considering ethical and moral impacts
- Were clear on who bears responsibility & delivery roles
(council or community)
- Collaborative between The Council and community
- Incentivising involvement (e.g. green incentives, bottle returns)
- Based on consultation and dialogue
- Based on a solid plan
- Popular
- Inclusive
- Short-term benefits

Appendix 5:

Member Feedback

Member Feedback

At the end of the process, members were asked to complete a short feedback survey about their experience. We've summarised the quantitative data in this table.

Statement	Before taking part (n=18)	Final session (n=19)
I understand the purpose of this citizen engagement project	8 strongly agree 5 tend to agree 3 neither agree nor disagree 2 tend to disagree	15 strongly agree 3 tend to agree 1 neither agree nor disagree
I am confident that my contributions to this process will be used by local authority decision-makers	5 strongly agree 8 tend to agree 5 neither agree nor disagree	3 strongly agree 8 tend to agree 6 neither agree nor disagree 2 tend to disagree
I know what my local authority is doing to combat climate change/meet net zero	2 strongly agree 5 tend to agree 7 agree nor disagree 4 tend to disagree	2 strongly agree 6 tend to agree 9 neither agree nor disagree 2 tend to disagree



Member Feedback

At the end of meeting four members had a feedback discussion away from facilitators. They captured their feedback in groups of 3 or 4 on anonymised templates. They were asked to reflect on their draft visions and said:

- How will it be funded?
- Actions for community as well as the council
- Draw on old ways and knowledge, include “natural” ones
- Balance this with looking forward and adapting to the future and new tech
- Focus on community spaces
- There will be population growth in the Forest of Dean - the vision needs to meet this challenge.
- Tension between some of what people want (eg. taxis) and climate
- Tension between pedestrianisation, local economy, connectivity and accessibility
- Tension between tourism and local services / people
- Community don't like change - especially 'foresters'
- It needs to be good enough for the majority
- Remember that not everything can be fair



Member Feedback

At the end of meeting four members had a feedback discussion away from facilitators. They captured their feedback in groups of 3 or 4 on anonymised templates. They were asked to reflect on what they were enjoying in the process and said:

- Meeting other people
- Learning and seeing different perspectives
- Local people working together on climate
- Speakers
- Good catering
- Fun
- Feedback being listened to and including getting quick answers to questions
- Having the council present
- Having ideas valued
- Facilitation and the imaginative approach
- Finding out more about the local area

Member Feedback

At the end of meeting four members had a feedback discussion away from facilitators. They captured their feedback in groups of 3 or 4 on anonymised templates. They were asked to reflect on what they find more challenging in the process, or areas for improvement, and said:

Challenges

- Time - wanting more time with speakers
- Time - the Saturdays are a long day
- Acoustics in the room made it difficult for some
- Struggling with scepticism around what is achievable and practical
- Lots of different opinions
- Challenges in the process of prioritisation

Areas for improvement

- Provide a greater range of speakers including lived experience
- Condense the member workbook into a smaller size to reduce paper waste

Appendix 6:

The Advisory Group

The Advisory Group

The Advisory Group contributed insights, local expertise, and content to ensure the evidence presented was balanced and the outcomes make a meaningful impact to the local policy landscape.

The Advisory Group brought together key actors including:

- Forest of Dean District Council
- The Town Council
- Forest Economic Partnership
- Forestry England
- Forest Voluntary Action Forum
- Forest of Dean Climate Action Partnership

- **Meeting One.** We introduced the citizen visioning project, explored evidence selection and The group provided input on the kind of information members should hear and who may present that.
- **Meeting Two.** We shared the final vision statement and action recommendations, and discussed how to work together to implement these within the community. Members discussed what they could do to implement the recommendations in the community.

The Advisory Group met once in advance of the process to support us to ensure information was balanced, accurate, and reflected local context. The Advisory Group met once after the process to support increased local impact of the vision and action recommendations.

Appendix 7:

Net Zero Living

Programme

Net Zero Living programme

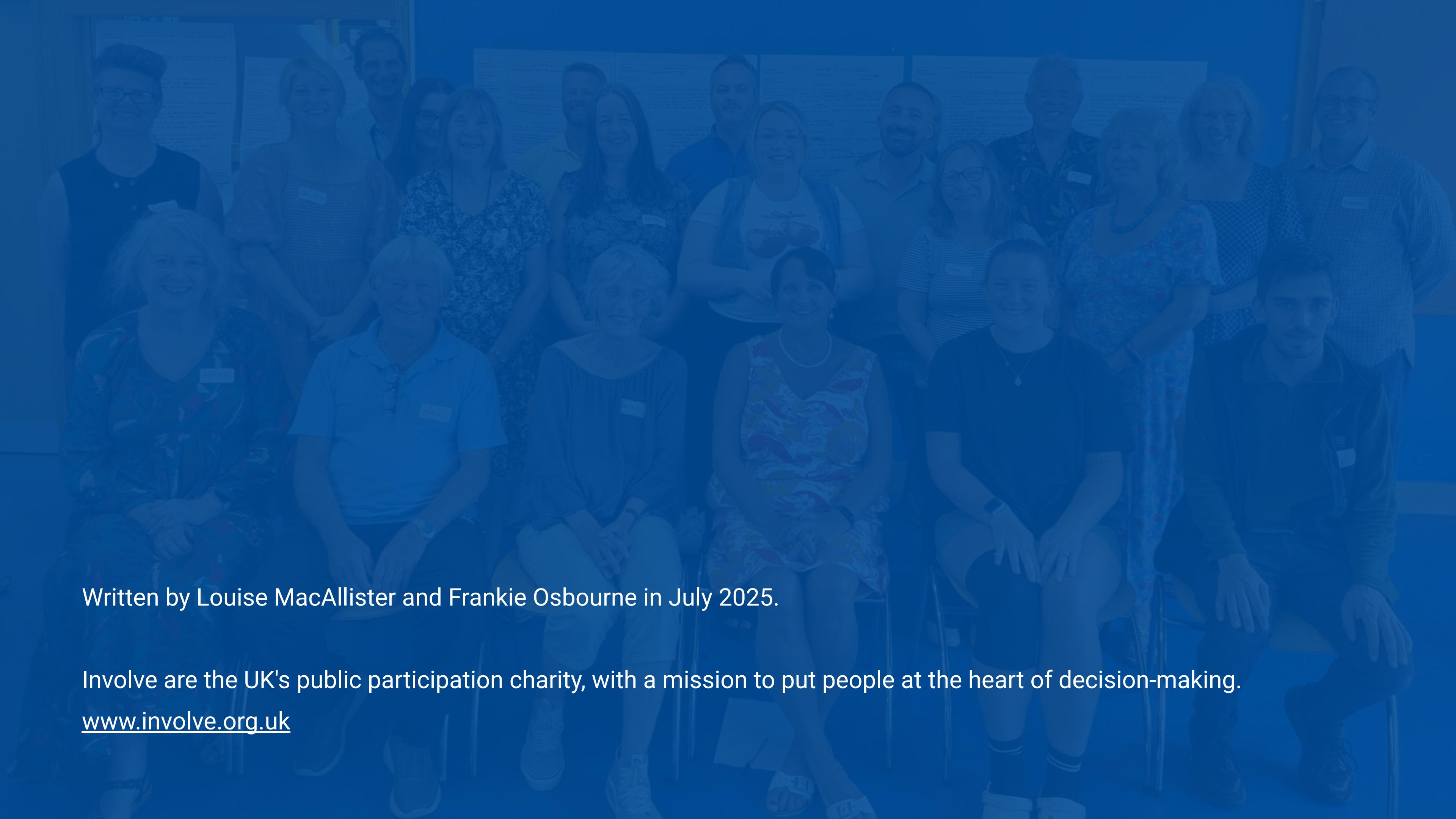
This project was funded by Innovate UK as part of the [Net Zero Living](#) programme which aims to help regional authorities accelerate the transition to net zero.

Involve, Forum for the Future, Ipsos and Quantum Strategy & Technology were appointed to support 25 'Fast Follower' local authorities with their work on **visioning and citizen engagement**.

Around a third of the UK's carbon emissions are dependent on sectors that are directly shaped or influenced by local authority practice, policy or partnerships. Many of the technological solutions needed to move places to net zero already exist, but local authorities face many challenges and barriers when trying to deliver these solutions at the scale needed.

The cohort of 52 funded places across the UK are delivering projects to overcome the non technological barriers to delivering net zero in a place.





Written by Louise MacAllister and Frankie Osbourne in July 2025.

Involve are the UK's public participation charity, with a mission to put people at the heart of decision-making.

www.involve.org.uk