



WEAct
Working Environment **Action**

Our Plan

January 2025



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What is Woking Environment Action?

Formed in 1994 as Woking Local Agenda 21 (LA21), we are a group of volunteers tackling global environmental concerns on a local scale.

In December 2023, we became a registered Charitable Incorporated Organisation (CIO). We are led by a Board of Trustees, appointed by our members.

We encourage sustainable living and working in Woking by spreading awareness and running projects and activities; these are as a result of suggestions by members and are led and coordinated by our members.

Our purpose



To promote the conservation, protection and improvement of our physical and natural environment, in particular in Woking and the surrounding areas:

- a) by advancing the education of residents, the public and local organisations
- a) by facilitating public engagement in taking constructive action for the benefit of the local and wider community

on various environmental topics including biodiversity loss, climate change, sustainable living and the climate and ecological emergency.

Our goals

- 1.To ensure our communications increase awareness of WEAct within Woking and support delivery of our objectives.
- 2.To provide (new and existing) opportunities to inspire local people to take action to address the climate and biodiversity emergencies.
- 3.To increase numbers of local people engaging with WEAct as active volunteers and members to ensure that we are a robust, sustainable organisation.
- 4.To drive positive action on the ecological emergency locally and continue to lead on projects that protect and improve our local environment.
- 5.To drive positive action on climate change locally targeting local government and businesses.
- 6.To run WEAct effectively as a Charitable Incorporated Organisation (CIO) with proper governance, reporting and policies.

Our projects

- Biodiversity Group
- Climate Action Group
- Don't Let it Rot on the Plot
- Hedgehogs
- Incredible Edible
- Repair Cafe
- Sustainable Byfleet
- Water Testing
- WEAct on Plastic
- Woking Wings

....and more in development! Find out more on our website:

<https://wokingenvironmentaction.com/projects/>



Development of our plan

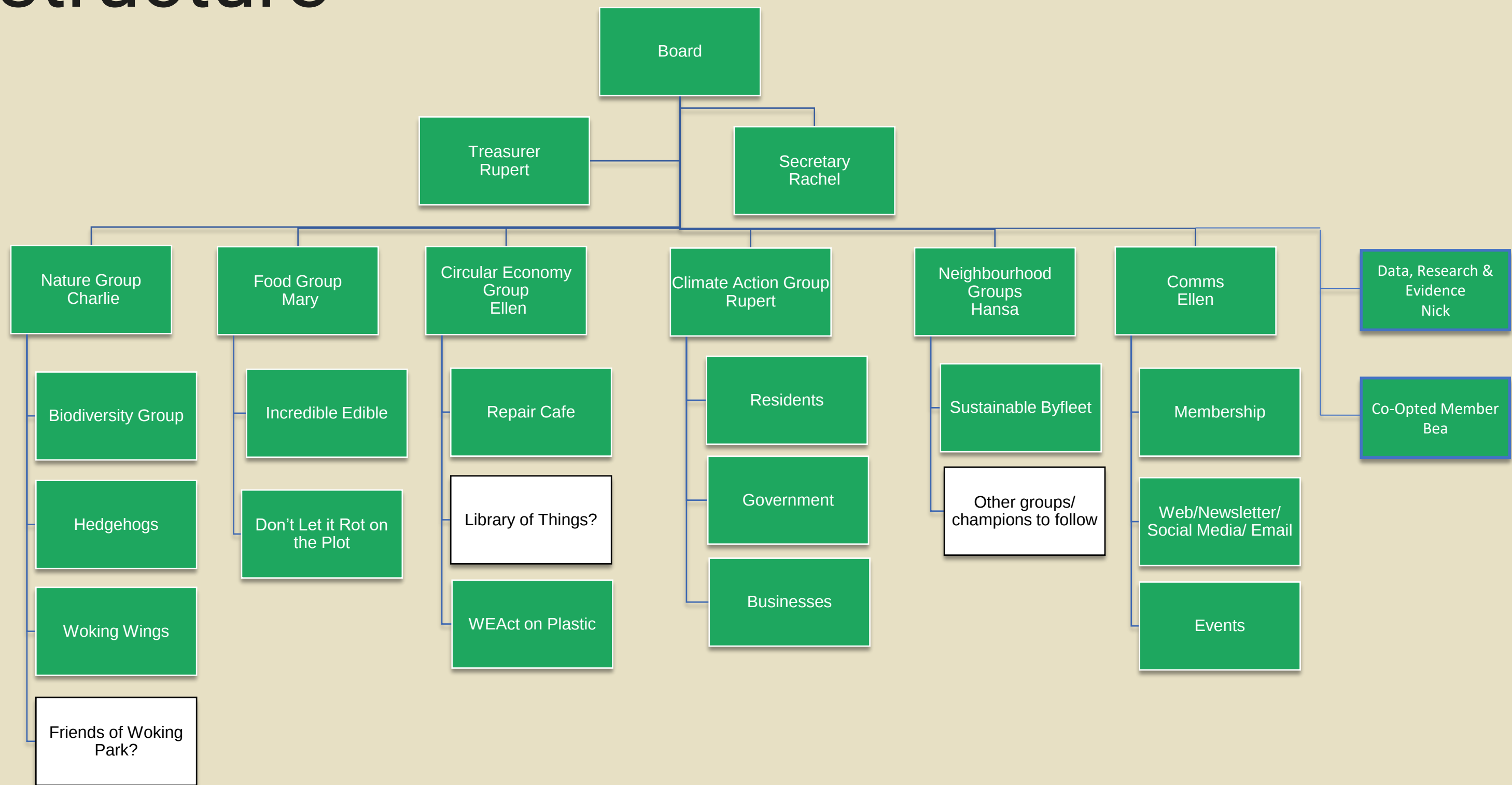
One of the requirements of being a registered CIO is to have a plan that helps us achieve our constitution objects (i.e. our purpose).

In 2022, we developed a strategy map; this was reviewed in Summer 2023 and considered to still be largely relevant.

In September 2023, we identified the strengths, weaknesses, opportunities and threats (SWOT) related to WEAct.

This work led to defining 6 key goals, along with what success looks like for each. In our September 2024 review, actions to achieve each goal were defined, with a lead Board member assigned for each key action.

Our structure



Goal 1: Effective communications

Goal: To ensure our communications increase awareness of WEAct within Woking and support the delivery of our objectives.

Success means:

- ◆ Increasing numbers of WEAct Members and Subscribers (see growth goals on next slide)
- ◆ Increasing engagement with our website and social media sites (see growth goals on next slide)
- ◆ Increasing the number of people that engage with us via events (create baseline across next year by recording attendance at events)

How we do this:

- ◆ Agree our communications plan and task Comms group with delivering against it
- ◆ Start collating communications data so that we can track our progress
- ◆ Organise programme of events and track attendance, including Great Big Green Week

Goal 1: Communication metrics

Metric	Growth rate	Sept 24	3 Month target (Dec24)	6 Month target (Mar25)	9 Month target (Jun 25)	12 Month target (Sept 25)	Annual growth
Members	5% / 3 months	273	287	301	316	332	22%
Subscribers	1% / 3 months	176	178	180	181	183	4%
Facebook followers	5% / 3 months	563	591	621	652	684	22%
Instagram followers	5% / 3 months	323	339	356	374	393	22%
Website visitors/last 12 months	2.5% / 3 months	391	401	411	421	432	10%
Website views/last 12 months	2.5% / 3 months	839	860	881	904	926	10%

Goal 2: Inspire action from residents

Goal: To provide (new and existing) opportunities to inspire local people to take action.

Success means:

- ◆ Start a network of Neighbourhood WEAct Champions (aim to have 3 in place by end of 2025)
- ◆ All WEAct projects reviewed, and project leaders identified by 2025 AGM
- ◆ Raising awareness of WEAct and maximising impact through identifying partnerships with local organisations

How we do this:

- ◆ Develop a role profile for Neighbourhood Champions and create a plan for their recruitment and retention
- ◆ Ensure that our existing projects are robust through a regular review process via the WEAct Board and regularly review opportunities for new projects
- ◆ Create a database of local organisations, establishing key contacts and encouraging them to sign up as WEAct members/subscribers

Goal 3: Grow our members

Goal: To increase numbers of local people engaging with WEAct as active volunteers and members to ensure that we are a robust, representative and sustainable organisation (see diagram on next slide).

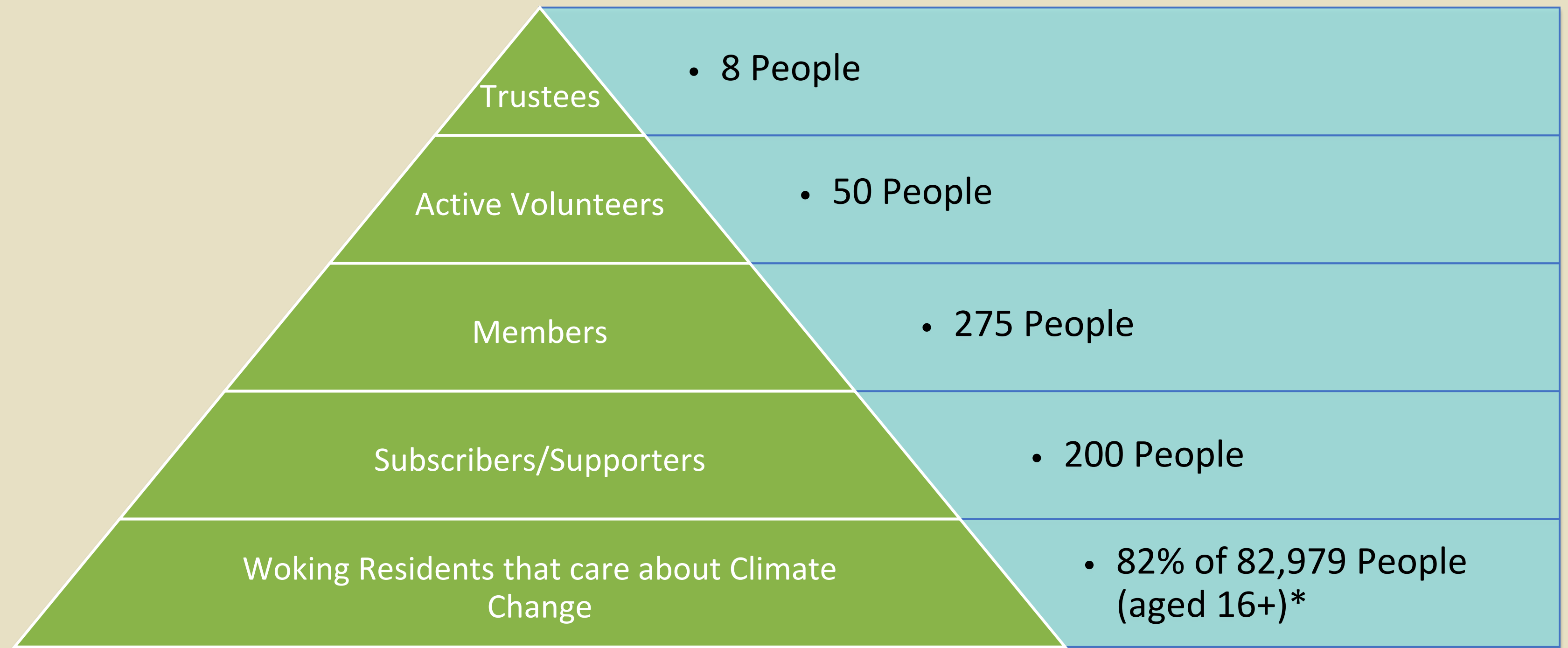
Success means:

- ◆ Increase number of volunteers and volunteer hours (create baseline in November 2024)
- ◆ Regularly gathering feedback from our volunteers and being able to evidence where we have responded to concerns/comments

How we do this:

- ◆ Create role profiles for volunteer vacancies and advertise online
- ◆ Develop induction process and recruitment/retention strategy for volunteers
- ◆ Implement system for tracking volunteer numbers and hours within each project
- ◆ Establish ways to gather feedback from volunteers (e.g. annual survey/check-in sessions/socials)

WEAct pyramid of engagement



Goal 4: Protect & improve natural environment

Goal: To be a driver of positive action on the ecological emergency locally through engaging the local community in projects that protect and improve our local environment.

Success means:

- ◆ Successfully delivering improvements to the local environment, based upon local surveys
- ◆ Increasing volunteer engagement with our biodiversity projects

How we do this:

- ◆ Create biodiversity actions plan for local areas based upon survey results
- ◆ Strengthening our existing nature projects, ensuring they have clear project leads and aims/objectives

Goal 5: Drive local action with government & business

Goal: To be a driver of positive action on the climate change locally targeting local government, our MP and businesses.

Success means:

- ◆ Our influence leads to tangible actions taken by local government, business and our MP
- ◆ Delivery of Climate Fresk training to local decision makers

How we do this:

- ◆ Developing an engagement plan for key local decisions makers
- ◆ Delivering regular Climate Fresk sessions across the year
- ◆ Commenting on planning applications to ensure climate considerations are heard

Goal 6: Good governance

Goal: To run WEAct effectively as a Charitable Incorporated Organisation (CIO) with proper governance, reporting and policies

Success means:

- ◆ Board meetings held every six weeks, with a clear forward plan in place and average 80% attendance from Board members at each meeting
- ◆ All CIO policies in place and available on our website by November 2024
- ◆ Performance monitoring of WEAct plan takes place quarterly at Board meetings

How we do this:

- ◆ Implement annual calendar of WEAct Board meetings and map upcoming items via a forward plan
- ◆ Develop remaining policies and procedures required for CIO status and implement a timetable for reviewing
- ◆ Assign responsible Board Members to all the key actions in our plan and track progress on a quarterly basis
- ◆ Produce annual report which outlines governance arrangements and how we are delivering against our plan

Monitoring the delivery of our plan

- ◆ We review the delivery of our plan on a quarterly basis
- ◆ Annual report drawn up, published on our website and presented at our AGM



Contact us

Do you have comments on our strategy or ideas on how we can deliver our goals?

We would love to hear from you!

E-mail: hello@wokingenvironmentaction.com

You can also follow us on Facebook or Instagram

Facebook: WokingEnvironmentAction

Instagram: wokingenvironmentaction