

Reactions to the film “Demain” –

35 people viewed the film “Demain” at Gargrave Village Hall on Wednesday 15th February 2017. Sitting at tables in groups of four to eight a discussion was led by John Varney. Each table recorded their reactions to the film. Here they are, as written, colour coded to tie in to the five chapter headings of the film:-

Food

Energy

Economics

Democracy

Education

Table A

1. SURPRISES?

- Things are possible
- Educate rather than test
- Small scale agriculture produces 7X large scale
- Diversity of answers
- Lots of people on the ground = success
- Empowering people/communities makes things happen

2. USING THE MOVIE'S IDEAS?

- Local currency/economy
- How to create a new system
- Involving everyone
- Good ideas attract, can be seen to work
- Gets people involved everyone has a skill to offer

3. VISIBILITY OF SCHEMES:

- Inspiring leaders – keeping going- behind the scenes planning
- Tomorrow model – a workable example for us locally

4 IMPLEMENTING IDEAS?

- What is the incentive?
- What is the incentive(s) for engagement?
- Time of people who work/have families
- Will of the people/enthusiasm/energy/enjoyable
- Spare veg >local cafe >tokens to spend >
- Pay what can afford, skill swop rather than £££'s
- Initial costs/investment to kick-start projects “social investment”

Table B

1. What did you find most surprising about the movie?

- Very positive, optimistic
- We are too complacent

2. How might we relate the content of the movie to us here in Gargrave

- Individual action:
- Re:- energy use – encourage solar
- Recycling – no recycling in Gargrave

- Gardening & using land around Gargrave for growing vegetables - inter-action for children & adults
 - Use Council & Local Council for around village spaces – trying to make it more human
- 3. What would enable us to implement or ideas?**
- Use Councils
 - Local tradesmen to circularise offers/savings
 - Food – less pesticides – educate which foods to eat & buy
 - Replanting of woodland
 - Stop flooding!
 - Knowledge – groups – community involvement

Table C

- 1. What did you find most surprising about the movie?**
- Finnish education system - reform British system
 - Agriculture - use more locally grown produce
- 2. How might we relate the content of the movie to us here [in Malhamdale]**
- Improve transport – cycle routes through dale
 - Community-owned microbus system
 - Car sharing to reduce car ownership
- 3. What would enable us to implement our ideas**
- YDNPA to be more flexible
 - Allow locals to solve local problems
 - Parish Councils to be drawn by lots – involve community more

Table D

- 1. What did you find most surprising about the movie?**
- Did not include population growth
 - Description of local currency use
 - No mention about number of people getting older
 - Sustainable initiatives in USA
- 2. How might we relate the content of the movie to us**
- More green technology, wind turbines, water power, bio mass generator fed by food waste. Incentivise recycling
 - Build cycle route into Skipton on canal
 - Discourage fly tipping
- 3. What would enable us to implement our ideas**
- Appealing to the people who will be affected by global warming etc. ie education, particularly the young
 - Creating/encouraging a local economy
 - Getting a ...

Table E

- Establish a vibrant local economy
- Use retired people as a resource
- Local recycling/compost
- Local growing – permaculture

- Stories – good news!

There are alternatives:-

- Novel ideas for currency/economy etc.
- Consider “wealth” as relationships, not £££’s
- BIG does not work so well
- Big corps do not produce much

Others

- Conservative use of energy by individuals
- Encourage solar
- Local tradesmen to circularise with offers/savings
- Council
- Transport
- Community gardening – food - woodland – biofuels

Below the comments have been re-arranged under the chapter headings from the film:

FOOD

- Small scale agriculture produces 7X large scale
- Spare veg >local cafe >tokens to spend >
- Gardening & using land around Gargrave for growing vegetables - inter-action for children & adults
- Food – less pesticides – educate which foods to eat & buy
- Agriculture - use more locally grown produce
- Local recycling/compost
- Local growing – permaculture
- Community gardening – food - woodland – biofuels

ENERGY

- Re:- energy use – encourage solar
- Improve transport – cycle routes through dale
- Community-owned microbus system
- Car sharing to reduce car ownership
- More green technology, wind turbines, water power, bio mass generator fed by food waste
- Build cycle route into Skipton on canal
- Conservative use of energy by individuals
- Encourage solar
- Transport
- Recycling – no recycling in Gargrave
- Incentivise recycling
- Discourage fly tipping

- Sustainable initiatives in USA

ECONOMICS

- Local currency/economy
- How to create a new system
- Gets people involved everyone has a skill to offer
- Pay what can afford, skill swop rather than £££'s
- Initial costs/investment to kick-start projects "social investment"
- Local tradesmen to circularise offers/savings
- Description of local currency use
- Creating/encouraging a local economy
- Establish a vibrant local economy
- Novel ideas for currency/economy etc.
- Consider "wealth" as relationships, not £££'s
- BIG does not work so well
- Big corps do not produce much

DEMOCRACY

- Empowering people/communities makes things happen
- Involving everyone
- Inspiring leaders – keeping going- behind the scenes planning
- Lots of people on the ground = success
- Tomorrow model – a workable example for us locally
- Individual action:
- Use Council & Local Council for around village spaces – trying to make it more human
- Use Councils
- YDNPA to be more flexible
- Allow locals to solve local problems
- Parish Councils to be drawn by lots – involve community more
- Use retired people as a resource
- Council

EDUCATION

- Educate rather than test
- Knowledge – groups – community involvement
- Finnish education system - reform British system
- Appealing to the people who will be affected by global warming etc. ie education, particularly the young
- Stories – good news!

GENERAL

Implementation

- Things are possible
- Diversity of answers
- Good ideas attract, can be seen to work
- What is the incentive?

- What is the incentive(s) for engagement?
- Time of people who work/have families
- Will of the people/enthusiasm/energy/enjoyable
- Very positive, optimistic
- We are too complacent

Other Factors

- Stop flooding!
- Replanting of woodland
- Did not include population growth
- No mention about number of people getting older

Below have been derived potential projects arising from the above. Each project has been subjected to a SWOT analysis:-

Food

Encourage small scale permaculture farming on waste or council owned land or in individual gardens and at schools. (Schools may already be doing something like this). Could possibly set up a "food hub" to encourage and exchange ideas - also regular farmers markets. May be possible to lease part of a farmer's field.

Strengths – the most effective project to bring young and old into contact and to benefit from being out-of-doors – very high social value due to interaction within the community

Weaknesses – it's hard physical work and not many would join in

Opportunities – local land and gardens can produce readily available fresh local produce at low prices – waste recycled as compost

Threats – bad weather, disease and theft

Energy

Community renewable energy projects identified as a result of local consultation and implemented and run by a CIC.

Strengths – brings community together to work out their own destiny in harmony – teaches community about energy generation and distribution – increases awareness of climate change

Weaknesses – restricted opportunities due to living in a protected area and general apathy

Opportunities – mainly on public buildings where up-front funding is a problem – opportunities for district heating where no gas grid – hydro can be linked to flood protection – can raise funds for other projects such as environmental improvement and conservation

Threats – a certain amount of financial risk involved – loss of interest once the project is up and running

Reduce energy usage by insulating homes and advising on changes in lifestyle

Strengths – the most economical way to save money on heating and power bills

Weaknesses – little incentive for affluent residents

Opportunities – improving EPC rating of properties - we have an abundance of old, difficult-to-heat buildings that would benefit - possibility of producing sheep's wool insulation locally needs to be examined, could be a profitable business for farmers and producers.

Threats – apathy – lack of incentive – for sheep’s wool insulation finding suitable premises for processing and manufacture and getting planning consent

TRANSPORT & VISITOR PARKING

Establish cycleways – build dedicated off-road cycleways to allow better access throughout the area for cyclists

Strengths – increases safety for cyclists, allows children and teenagers to travel safely and independently to get to school, play and socialise – makes dale more attractive to visitors on two wheels – reduces congestion on roads – reduces car usage and hence CO₂ emissions

Weaknesses – requires funding and difficult to see any financial return on investment – would need grant funding

Opportunities – could be tied in with car parking which could provide the necessary income stream – would encourage cycle hire businesses which could also contribute to income – if spread further could be tied in with wider public transport network

Threats – possible difficulties getting planning consent – unwillingness of land owners to allow access through their properties

Public transport and parking – a number of possible developments to ease visitor parking in Malham involving outlying overspill car parks (Gargrave, Hellifield, Otterburn, Airton, Kirkby Malham?) and minibus shuttle service up and down the dale to reduce congestion.

Strengths – would reduce traffic congestion on the Gargrave – Malham (and other) unclassified roads, also reducing CO₂ emissions – would reduce parking problems in and around Malham – would make visits to Malham on busy days more enjoyable for visitors

Weaknesses – would affect the character of the other villages affected – opposition from residents

Opportunities - Could provide opportunities to develop tourism businesses in the other villages - farmers leasing land for car parking would benefit - minibus shuttle could be used by residents of the dale to link with buses and trains in Gargrave/Hellifield - provide parking for large tour buses transferring to shuttle buses, easing congestion on narrow roads. Could be funded from parking fees and/or bus fares and be run as a profitable social enterprise.

Threats – possible opposition to car parks from village residents - large capital outlay on car parks, buses and signage.

Car sharing scheme –develop an app similar to UBER to facilitate car sharing on trips from the dale to local destinations e.g. Settle, Skipton, Gargrave, Airport, train station etc.

Strengths - would reduce traffic and hence CO₂ emissions and traffic congestion - reduce the need for individual car ownership - encourage inter-action between members of the community.

Weaknesses – would need someone to operate the app and manage the system

Opportunities –possibility of setting up a car pool – could be operated in conjunction with shuttle buses – could be used by accommodation providers to collect visitors from station, etc.

Threats – App needs to work well – system needs to be reliable – not so easy to operate on journeys inward towards Malham – liability in case of accident or missing flight due to driver fault.

Economy

Encourage local economy by local trading – already happens to a degree, sale of eggs, local produce used in pubs and cafe's and sold in farm shop. However this does not encourage social interaction between residents. A regular farmer's market selling local produce would bring together producers and consumers.

Strengths – fresh produce for all at reasonable prices – supplementary income for producers, social inter-action at markets – attracts visitors

Weaknesses – depends on a large number of people producing sufficient produce to keep it going – requires volunteers to organise and manage

Opportunities – would encourage residents to cultivate fruit and veg including permaculture, also arts and crafts for sale to visitors, would enliven the village scene – could be done in rotation in different villages so that all benefit

Threats – insufficient participation – irregular operation would lose customers – bad weather

Local currency – introduce a "Malhamdale £" used exclusively for trading in local produce. Would be used in local shops, cafe's and for local services. It is a legal way of exploiting the potential of barter instead of payment using hard currency printed by banks.

Strengths – would encourage development of a local economy – establish trust – encourage consumption of local produce reducing long delivery chains contributing to reduction in CO₂ emissions as well as more healthy diet.

Weaknesses – would have to be accepted by all participating traders and individuals - requires trust – requires a "circular economy" to be in existence for it to work. Geographical area would have to be selected to include sufficient range of suppliers/services and consumers.

Opportunities – could be extended to local tradesmen, eg plumbers, electricians etc. – would encourage new businesses start-ups based on local produce, e.g. sheep's wool insulation – would encourage innovation.

Threats – unregulated printing of money (forgery!) – loss of trust between individuals

DEMOCRACY

Empowering people – Encourage small groups to take local action by individuals and local groups. Use consultative processes to encourage local participation in decision making. Respect the will of residents who arrive at a consensus in matters affecting the community.

Strengths – creates civic pride – improves image of village and community to outsiders

Weaknesses – workload tends to accumulate on the few who actually do things

Opportunities – things get done more quickly by those who want it – utilise the skills of retired professionals

Threats – apathy – lack of vision

Participation in local government – encourage local residents to stand for PC. Suggest time limit on sitting councillors. Possibly treat serving on PC as a duty similar to Jury service.

Strengths – increased participation of public in democratic process.

Weaknesses – difficult to get the message across

Opportunities – put up candidates for next local council elections

Threats – inherent apathy/complacency and reluctance to serve on council

