

PRESS RELEASE - for immediate release

Local campaigners draw up vision of better future for <anytown>

<date>

A community workshop event involving a wide variety of local people and organised by <anytown> Friends of the Earth group has established a shortlist of outcomes which will increase local wellbeing.

The environmental campaign groups asked participants ***“what are the important things that would need to happen for your community to have a better quality of life in the future?”***

Similar workshops are being run by Friends of the Earth in other communities across the country as part of a campaign to encourage local people to get involved in creating a better future.

<Anytown> Friends of the Earth campaign co-ordinator <name> said:

“The workshop was very successful. A wide variety of people came along and worked together to agree on key changes that need to happen locally to help create a better future for <anytown>. There was a lot of enthusiasm and we prioritised <3> actions that need to happen <list of outcomes>. We’ll be meeting again soon to plan how to take them forward.”

He/she added:

“It’s interesting that although we all need a certain level of material comfort, the things that are most important to us aren’t generally money or possessions but our health, the environment and quality relationships. There’s a lesson there for decision makers about what our economy is for and what they should be prioritising – it shouldn’t be just about creating economic growth it should be about creating wellbeing for people too.”

Background information:

Link to Friends of the Earth position paper on wellbeing: www.foe.co.uk/sites/default/files/downloads/policy-position-paper-wellbeing-48223.pdf

Since 2011 the Government has been measuring national wellbeing. The office of national statistics (ONS) found the following themes when they asked people what mattered to them:

- health – physical and mental
- adequate income to cover basic needs
- our environment
- the need to connect with other people – friends, family, colleagues, local community.

For more info see: www.ons.gov.uk/ons/guide-method/user-guidance/well-being/publications/measuring-what-matters--national-statistician-s-reflections-on-the-national-debate-on-measuring-national-well-being.pdf

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