



EVALOC
EVALUATING LOW CARBON COMMUNITIES

KIRKLEES COMMUNITY EVENT: 'HEALTHY, WEALTHY & WISE'

COMMUNITY EVENT SUMMARY C5-2

DECEMBER 2013

Birkby Community Celebration Event

Saturday December 7TH 2013
12.30pm-3.30pm
Birkby Fartown Community Centre
Wasp Nest Road,
Fartown, Huddersfield, HD1 6HA

ALL WELCOME!

Come along for an afternoon of fun!
Free to all residents.

Come along and meet people working in
your area: Your local Councillors
Childrens Centre, Library and
Information Centre, Children and Young
Peoples services, Citizens Advice,
Schools, One Good Turn, Kirklees
College and more!

Bring your friends and family.
ALL THIS FOR FREE!

For more information, please contact—the
Childrens Centre on 01484 223940

All this...
free!

- ◆ Hot food for all residents
- ◆ Childrens and young people activities
- ◆ Have a go at learning something new
- ◆ Advice on how to keep safer and warmer in your home
- ◆ Advice on saving ££ on your bills
- ◆ Help to use a computer and get online
- ◆ Arts and craft activities for all the family.

TYPE OF LEARNING: Interactive Learning, Information & Knowledge , Show & Tell

EVENT AUDIENCE: Local residents

DURATION OF EVENT: 3 hours

KEY AIMS: To bring the community together, a celebration of the support and activities available in the local community.

COST¹: Medium Cost (£924 including cost of hall hire, food, advertising. Many activities and stalls were provided free of charge)

TIME²: Moderate

KEY TASKS: Identifying and inviting activities and stallholders, organizing interactive activities, advertising and promotion, organizing food, setting up and clearing up on the day.



**FREE
prize draw**

ATTENDANCE & FEEDBACK FORMS

The event was attended around 300 people, throughout the course of the day from the local community mainly Asian families and also Polish families. There were mainly women and children, but quite a lot more men than at the previous event.

Number of feedback forms completed: **24**

DESCRIPTION OF EVENT

The event was advertised through the three local schools, the terraces, the council and housing associations, Children's Centre, Hillhouse Centre, Doctor's surgery, businesses etc. Everyone from the local community was invited. The community learning event was subsequently spread out across the whole centre including a hall and a number of other rooms. All the rooms had information stalls and activities. There were stalls selling bric-a-brac and clothes. There was also free food.

The event involved various forms of informal learning about energy saving, fuel poverty and other services including information stalls, practical demonstrations, and interactive activities such as an energy saving quiz and art activities. These interactive learning methods were supplemented by displays, posters, information pamphlets, and leaflets.

The main energy saving information was provided by:

- Citizens Advice Bureau - a person and stall providing advice on energy switching, the energy company obligation and was also giving away power downs.

- EVALOC research project - a stall and person providing information and demonstrations about thermal imaging, radiator panels, energy display monitors and a pictorially based energy saving quiz (adapted from Kirklees Council's Environment Unit). The quiz asked people to guess how much money they could save per year from undertaking various energy saving activities.

LEARNING

The event attracted large number of local residents, more than at the previous EVALOC supported community event, suggesting greater experimentation by the Council.

Participants enjoyed the event as a social and community occasion, which is important for building trust, social networks and relations. As one person said, it was 'a really great way of bringing the local community together and it was a nice way for me to involve all my children, both older and younger, to take part and be active within our community'. At the same time 91% of respondents gained useful learning from the event, including about energy saving, and 61% said they felt more motivated to take further action to reduce their home energy use, 68% said they felt more capable of doing so and 84 % said they intended to make changes to their home energy use as a result of attending the event.

A large proportion of respondents said they felt worried and scared by climate change and 10 out of 14 respondents said would like to know more about climate change/global warming. Of the 4 that said no, 2 said because they already knew about it.

¹Cost key- Low Cost (less than £50); Medium Cost (between £50-£500); High Cost (£500 or more). ²Time key - Light (Less than 1 person day); Moderate (several days organisation over a number of weeks); Intensive (Several weeks over a year).



Academic partners:

**Environmental Change Institute,
University of Oxford and Low Carbon
Building Group, Oxford Brookes
University.**

Community partners:

**Awel Aman Tawe, Sustainable Blacon Ltd,
Middlesbrough Environment City, Hook
Norton Low Carbon, Kirklees Council and
Low Carbon West Oxford**

For further information on EVALOC

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www.evaloc.org.uk

The EVALOC project seeks to assess, explain and communicate the changes in energy use due to community activities within six selected case study projects under the Department of Energy and Climate Change's (DECC) Low Carbon Communities Challenge (LCCC) initiative, a government-supported initiative to transform the way communities use and produce energy, and build new ways of supporting more sustainable living.



EVALOC is a four-year multi-disciplinary project worth £1.14 million funded by the UK Research Council's (RCUK) Energy Programme. The Energy Programme is a RCUK cross council initiative supported by EPSRC, ESRC, NERC, BBSRC and STFC.

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