



# HILLHOUSE CENTRE & LOCAL SERVICE: EVALOC CELEBRATION EVENT

COMMUNITY EVENT SUMMARY C5 - I

DECEMBER 2011



**TYPE OF LEARNING:** Interactive Learning, Information & Knowledge

**EVENT AUDIENCE:** Local residents

**DURATION OF EVENT:** 3 hours

**KEY AIMS:** To offer practical support and information about local services.

**COST<sup>1</sup>:** Medium Cost (£353 including hall hire, food, advertising)

**TIME<sup>2</sup>:** 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.

## ATTENDANCE & FEEDBACK FORMS

The event was attended by 80 people attended the event, mainly local women (of Asian background) with their children.

*Number of feedback forms completed: 14*

## DESCRIPTION OF EVENT

The event offered residents the opportunity to talk to and get advice from experts running the information stalls about energy saving, jobs, credit union, benefits, home improvements etc). The main learning methods were discussions with stall holders and interactive activities such as a pictorial energy saving quiz, and art activities. These learning methods were supplemented by displays, posters, information pamphlets, leaflets.

The main energy saving information was an energy saving quiz at Kirklees Council's Environment Unit stall which involved showing people pictures of different energy using activities in the house and asking them to guess how much money it could save them per year.

## LEARNING

The event demonstrated how an informal and creative event with interactive activities, and free food, can attract large number of people and enable them to learn about energy and local services while enjoying themselves and having a chance to socialise with other residents.

The feedback forms showed that respondents were able to recall and give concrete examples of what they had learnt, including energy saving tips. Most respondents acquired information through the interactive activities and talking to stall holders, supplemented by written information and leaflets. A pictorial energy saving quiz seemed particularly effective in this respect which shows how cheap simple and carefully tailored interactive activities can enable learning even when there are language barriers.

The idea of only allowing people to enter the tombola and raffle after they had visited the information stalls provided an important incentive to people to visit stalls, although might not work well in all communities.

Many of the respondents said that they felt more motivated and able to save energy as a result of the event and intended to make changes to their energy use in their home. The main reason given was to save money but one person said it was because they learnt that small changes can make a difference'. A number expressed concern and/or interest about climate change and requested more information about it and energy efficiency products.

The event provided important social benefits for attendees. It also generated some interesting incidental learning about the community and process of change: one person said they had learnt that there are people who can help them and another said they had learnt the importance of helping other people (as they had helped look after someone else's children at the event).

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



# KIRKLEES COMMUNITY EVENT: 'HEALTHY, WEALTHY & WISE'

COMMUNITY EVENT SUMMARY C5-2

DECEMBER 2013

## Birkby Community Celebration Event

Saturday December 7<sup>TH</sup> 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



**FREE  
prize draw**

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.

**COST<sup>1</sup>:** Medium Cost (£924 including cost of hall hire, food, advertising. Many activities and stalls were provided free of charge)

**TIME<sup>2</sup>:** 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.

## 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.

<sup>1</sup>Cost key- Low Cost (less than £50); Medium Cost (between £50-£500); High Cost (£500 or more). <sup>2</sup>Time 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](http://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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