HILLHOUSE CENTRE & LOCALSERVICE: CELEBRATION EVENT

EVALOC
EVALUATING LOW CARBON COMMUNITIES

COMMUNITY EVENT SUMMARY C5-1 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[1]: Medium Cost *(£353 including hall hire, food, advertising)*

TIME[2]: 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).

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

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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

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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.

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