



EVALOC
EVALUATING LOW CARBON COMMUNITIES

ECO EASTERSIDE GALA DAY:

‘WHAT on earth ARE WE DOING?’

COMMUNITY EVENT SUMMARY C3-2

JULY 2013



TYPE OF LEARNING: Knowledge Building, Show and Tell, Interactive Learning

EVENT AUDIENCE: Local residents

DURATION OF EVENT: 4 hours

KEY AIMS: To increase awareness and understanding of environmental issues and energy saving actions and other ways of saving our planet and resources in the community.

COST¹: Medium Cost (£1,253)

TIME²: Moderate

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

ATTENDANCE & FEEDBACK FORMS

The event was held in the centre of the Easterside estate at the Easterside Hub, St Agnes Church and the Shopping Precinct from 11.00 am to 3.00 pm on July 25th 2013. Around 1000 people attended the event.

Number of feedback forms completed: 35

DESCRIPTION OF EVENT

The event included a mix information stalls, practical demonstrations (e.g. cooking, chip pan fires, allotment), and activities such as a competition, trail (to allotment with a quiz), and 2 raffles, all relating to the One Planet Themes (i.e. energy use, water use, healthy food, sustainable transport, recycling). This was combined with a range of other ‘fun’ activities such as a bouncy castle, climbing wall, go carts, face painting, café, a jumble sale, bric a brac, card making etc.

LEARNING

The Gala’s approach was successful in both attracting people to the event in the first place and enabling people to learn about a range of issues. Although only 14% of respondents said that they came to learn about the environment after attending the event 85 % of respondents said that the most useful thing they had learnt related to one or more of the One Planet Living themes including energy saving.

Respondents learnt about One Planet Living themes and energy issues through a mix of listening, reading, talking and speaking to people, watching demonstrations, posters, observing and ‘doing it’ themselves. Interaction with stall holders and other people, watching demonstrations and trying and testing things were particularly important.

The majority of residents said they felt more motivated and able to save energy in their home and that they intended to take action as a result of coming to see the play.

The responses also revealed that many local residents feel concerned about climate change, and that a number were motivated to reduce energy use in their homes for pro environmental or social reasons (e.g. for future generations, not to pollute the earth), as well as to save money.

There was also important incidental learning at the event about the nature of the community. Respondents said, for example, that they had learnt that ‘community events are fun’, ‘how kind people are’, ‘that Easterside is a good community’ illustrating how community events help build the trust and social relations. Respondents also learnt about the change process. For example one respondent said that they had learnt that ‘people want change’ and another that ‘how just by using your brains you can make a difference’.

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

please contact Rajat Gupta

Email: rgupta@brookes.ac.uk

Tel: 01865 484049

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.



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