



# EVALUATION REPORT

Big Green Fortnight



# Evaluation of Big Green Fortnight 2011

## BOURNEMOUTH AND POOLE BIG GREEN FORTNIGHT 2011

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# Evaluation of Big Green Fortnight 2011

## Summary

The Big Green Fortnight 2011 was the second engagement event designed to raise awareness about sustainability and carbon reduction, for specific audiences (eg schools, families, business, tourism) and across the board. BGF 2011 ran from May 20<sup>th</sup>, over two weeks and three consecutive weekends, including 66 events, and attracted some 11,500 participants. Responses from both organisers and participants were overwhelmingly positive, but also included constructive criticism. This report describes the programme, analyses the response, collates detailed feedback, draws [conclusions](#), and makes [recommendations](#).

## Introduction

Bournemouth and Poole's second Big Green Fortnight started on Friday 20<sup>th</sup> May 2011, and ended on Sunday 5<sup>th</sup> June, [World Environment Day](#). There were 66 events during the Big Green Fortnight; this report is an evaluation of the programme as a whole.

## Aims of the Big Green Fortnight

The stated aims were:

- Engage people in fun, exciting ways
- Offer family-friendly activities
- Involve residents, local communities, businesses and holidaymakers
- Contribute to [Go Green Bournemouth](#) & [Towards Lower Carbon Poole](#) campaigns to raise awareness of practical solutions to more sustainable lifestyles
- Build on the success of the first Big Green Fortnight in 2009

## Origins of the Big Green Fortnight

The concept of a Big Green Fortnight was the joint idea of Jane Bannister of Dorset Humanists, and environmental campaigner Brigit Strawbridge, which led to meetings with Bournemouth and Poole Borough councils, and a conference, in 2008. This conference, jointly promoted by Bournemouth 2026 and Poole Partnerships, focussed attention on the need to cut the carbon footprint of the whole conurbation. At that time, this was a National Indicator to which both boroughs were committed.

## Evaluation of Big Green Fortnight 2011

Although National Indicators have been discontinued, this commitment to reduce area-wide carbon emissions remains a priority for both councils.

The team and resources to launch the Big Green Fortnight were created in order to ensure public engagement in the issue, and the necessary changes.

*Note: from this point onwards, this report will differentiate between the original and second Big Green Fortnights by referring to them as BGF 2009 and BGF 2011 respectively.*



Tai Chi in the Park

### Changes from 2009

- There were about the same number of events in 2011 (see [Appendix 5](#)); 66 compared with 65, but an explicit aim to spread events across the conurbation, as recommended in the BGF 2009 evaluation report. In 2009 they had been largely confined to town centres, and school visits. The Big Green Bus, a feature in 2009, was not available in 2011, but school events remained a key element. Travel to school, an aim in 2009, was absent in 2011.
- A total of 7,469 people attended events during BGF 2009 fortnight, which was sponsored by six companies to a total of £6,000. The comparable figures for 2011 were an estimated 11,500 attendees<sup>1</sup>, and the following sponsors:
  - Dorset Energy Advice Centre
  - Yellow Buses
  - Eneco
  - W&S Recycling
  - The Cooperative Membership Fund
  - Bournemouth Borough Council
  - Borough of Poole
  - NHS Bournemouth and PooleThe amount of cash sponsorship in 2011 totalled just over £10,000.
- The evaluation report of BGF 2009 strongly recommended a longer planning period for a successor event. This was the case, with the BGF 2011 steering group forming in January 2010, and organising a day conference in July 2010, specifically for those interested in or planning an event for BGF 2011.

<sup>1</sup> Including one series of school talks deferred to September 2011, owing to illness of presenter

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- The timing to coincide with World Environment Day was a specific recommendation of the BGF 2009 evaluation report.

A criticism of BGF 2009 was that the short lead time meant that the partner organisations' communications teams had insufficient time to ensure good media coverage. For BGF 2011, Communications representatives were involved over a year in advance. A tentative recommendation, of appointing an external media consultant, was not implemented, largely on grounds of cost. The BGF team produced 16 press releases, 3 of which were used. Poole News covered the BGF in a full-page spread in [its April/May edition](#), and produced 2 press releases, both published. The [May/June edition](#) of Bournemouth Council's BH Life (circulation 86,000) carried a double-page spread on the BGF. There were two radio interviews. (By comparison, for BGF 2009, Bournemouth and Poole Councils issued eight press releases, which resulted in ten pieces of print media, five radio interviews and one TV interview.)

- The BGF steering group in its earliest meetings, decided not to hold a BGF in 2010, instead deciding to hold a conference in summer 2010, aimed at ensuring the success of a BGF in 2011.

This event, "[Gearing up for Going Green](#)", was held on 3rd September 2010 at Bournemouth University. It was attended by over 100 delegates, including many who were planning, or considering holding events at BGF 2011. Feedback from that event was very positive. Thirteen (10%) of the GU4GG delegates were involved in organising BGF 2011 events, eight of whom were from the local authorities.

- Apart from these changes, the two Big Green Fortnights were similar in content and style, which is some indication of the popularity of the original concept, bearing in mind the extremely limited budgets for both events.

## The BGF 2011 Programme



Discussion at 'Going Green is Good for You' Workshop

The programme consisted of 66 events<sup>2</sup>, in the following broad categories:

Community events-general (12 events)

Community events- food and gardens (9)

Talks and workshops (6)

Events for schools (4)

Film screenings and talks (4)

Green Transport, walking & physically active events (26)

Reducing, Re-using and Recycling (5)

A full list of events is reproduced in [appendix 1](#).

### Event Organisers feedback

All event organisers were asked to provide feedback. This has been received from thirty (48%) event organisers. For a detailed breakdown of feedback see [appendix 1](#). Some events have produced full write-ups<sup>3</sup>. The responses are as follows:

#### **Was your event a success?**

Yes: 85%      No: 15%

#### **Did it help your business/networks?**

Yes: 74%      No: 26%

#### **Was the BGF advertising effective?**

Yes: 78%      No: 22%

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<sup>2</sup> NB some, and all the schools events, held repeat sessions.

<sup>3</sup> Available from the Evaluator; lindley.owen@bp-pct.nhs.uk

## Evaluation of Big Green Fortnight 2011

### **How many attended?**

11,500 in total (aggregate of individual estimates).

### **Did your event attract:**

#### **Families?**

Yes: 48%

No: 52%

#### **Businesses?**

Yes: 28%

No: 72%

### **Attendees from different backgrounds?**

Yes: 50%

No: 50%

### **Tourists?**

Yes: 26%

No: 74%

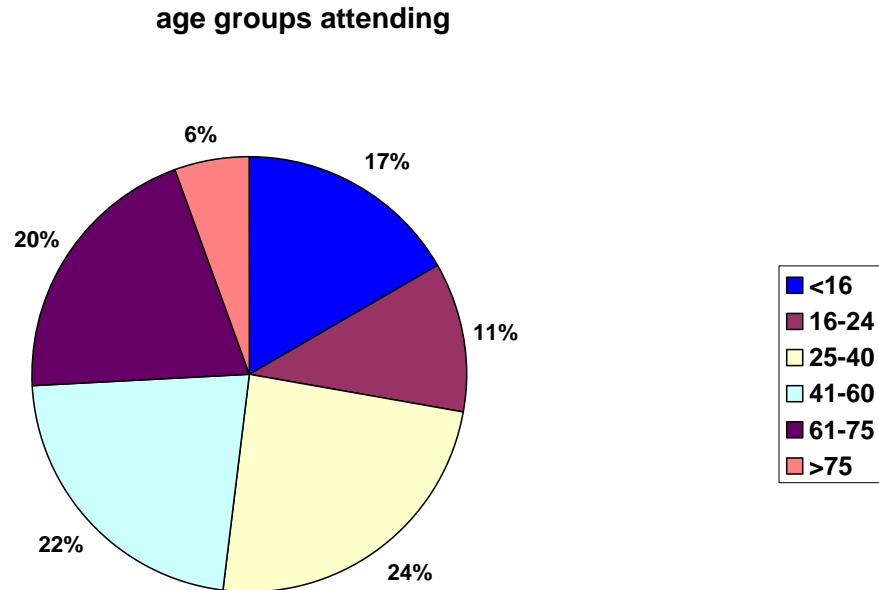


Tatnam Organic Patch Open Day

### **Which age groups were represented?**

As shown in figure 1 below, BGF events as a whole had a very broad appeal across the age range, closely matching the local population structure.

## Evaluation of Big Green Fortnight 2011



**Figure 1**

### ***Would you like to be involved in a future BGF?***

Yes: 95%      No: 5%

This was a ringing endorsement from the organisers, even from those whose turnout disappointed.

### **Sample positive feedback**

*“During the 3 hour session, we spoke with around 25 interested parents or expectant parents, the majority of who had made a deliberate trip in order to discuss their real nappy options and find out more about the council’s incentive scheme” (Real Nappy Drop-in)*

*“A fun and enjoyable time was had by all the students and teachers that saw the show. The show was easy to book through emailing.” (Recycler the Robot)*

*“The groups were judged by the Green Dragons in all three tasks. The ten highest rated groups got to present to the judges. They showed their understanding of environmentally friendly practices and how they applied this to their products. They showcased their products and their advertisements used to sell their products.” (Green Dragons)*

*“Several individual students were mentioned and rewarded for their contribution to the day. There were many great products, including Solar powered portable plug sockets, motion powered laptops, long lasting rain water filtering systems and energy recycling barbeques.” (Green Dragons)*

*“It is always interesting to hold these events and very worthwhile...I was delighted with the turnout on the day and heartened by the very positive feedback we received. Visitors also had the chance to see the waste sorting technology in action*

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*in a video running in the display area, together with a model of a facility and literature for them to take away.”( Canford Household Waste Treatment and Recycling Centre Open Day)*

*“It was a really good opportunity to increase my awareness in Environmental Issues and involve families & children using the library story time.” (Local Children's Author in Castlepoint Library Readings)*



**Pixies in the Park 1**

### **Feedback on process**

*The frequent meetings held [BGF steering group] maintain a high profile and were helpful to connect. I did find it difficult at times to engage others (outside the meeting) especially as there are so many demands on people's time and resources but we got there eventually.*

*Sometimes I wasn't sure of my role within the meetings – many of the actions were not relevant to my role and sometimes I felt like a spare part or 'not pulling my weight' as a result. Having said that, it may be that my role was more to keep*

## Evaluation of Big Green Fortnight 2011

*informed and keep taking the message out to my team and beyond. If I got the balance wrong, please let me know.*

*There were a lot of events for a small number of activity providers to attend ... as we build on the contacts list of providers this will ease and it wasn't a major problem.*

*On the issue of events taking place outside of town centres... I think this was achieved very well. Perhaps further road-shows (like the schools work) would help this further...*

*...The timing of the planning process used by community groups was a frustration – it is difficult as so little seems to happen for so long, and then in the final few weeks everything gets pulled out of a hat. ... As groups grow and get stronger...their ability to plan further ahead increases, and I've notice more focused work coming out of the Moore Ave group (for example). Very possibly as a result of building more experience thanks to the BGF.*

*Raising awareness of sustainability issues: involvement in BGF has certainly raised awareness especially for West Howe Community Enterprises who have now built it in to their business plan and are organising a number of projects to reduce waste, raise awareness etc. BGF certainly helped to consolidate these ideas. It has also brought together projects e.g. connections made at Green Unity and Well being Centre event. It has also increased people's knowledge of what's out there, even if it hasn't led to any direct actions yet.*

*... it was clearly shown that sustainable living can be easy, healthy etc. There were so many choices and ways to make change demonstrated – there really was something for everyone to take part in. There were suggestions that many of the events were attended by people who were already aware (preaching to the converted etc) but there were also new people, and I think we need to build a 'critical mass' within the population – BGF hugely contributing to this.*

*...repeating BGF will build on the excellent foundation blocks already laid down, and more people and communities will want to join in following such an amazing programme this year. It was so exciting to be able to attend so many really good quality events (and just to know many more were taking place), and enjoy a space to think with similar people. As a non group joining environmentalist, I really valued that – thank you. In the end the fortnight was too busy for us to be able to attend all the events we wanted to, but how wonderful to be so spoilt for choice!*

### **Sample negative feedback**

*"only 2 participants who came as members, not specifically for BGF- very disappointing" (Commando Fit Circuits on the Beach)*

*"when I asked my current membership, very few people knew of [BGF]. (Commando Fit Circuits on the Beach)*

### **Sample mixed feedback**

*"Great support from AUCB but unfortunately a lot of the organisation & promotion was in the few weeks leading up to the event – would have been more beneficial to have started earlier with the marketing & promotion." (AUCB Film Screening)*

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*“Quite effective, but a number of people on my other walks did not know about the Big Green Fortnight. That said, I had good attendance on both walks” (Nature Walk along the Stour)*

*“Event was free but people were asked to book. About a third rang on the Tues/Wed! Most had heard about it at other BGF events. Great mix of business people, community, public sector. Not many ‘Facebook bookers’ turned up.” (A Green Economy for Bournemouth & Poole)*

### **Advice for future BGF**

*“More articles in the Echo. Having a full-time dedicated event promoter.”*

*“I would be willing to have another go; maybe a Promotional Day in the park, for people to have a look, first!”*

*“getting the Council to drop their Event Fees for such Great Events as these being a lot of these events are run by voluntary groups with not much money in the kitty and working with Council Departments.”*

### **Event Participant Feedback (see appendix 3)**

#### ***Have you enjoyed this event/ the Big Green Fortnight? ( 51 responses)***

Yes: 98% No: 2%

#### ***Has the Big Green Fortnight made you more aware of Climate change***

Yes: 59% No: 27% No Response: 14%

#### ***Sustainability***

Yes: 76% No: 14% No Response: 10%

#### ***Will you make any changes such as***

***walk more*** Yes: 71% No: 8% No Response: 11%

***cycle more*** Yes: 57% No: 14% No Response: 29%

***use bus more*** Yes: 43% No: 25% No Response: 32%

4 people stated they were already active and aware

#### ***Have you come with family or friends?***

Yes: 49% No: 37 % No Response: 14 %

#### ***Have you come as part of business?***

Yes: 39% No: 43% No Response: 18%

# Evaluation of Big Green Fortnight 2011

14 TUESDAY JUNE 7, 2011 bournemouthecho.co.uk DAILY ECHO

## A big hit with the panel

By Stephen Bailey  
stephen.bailey@bournemouthecho.co.uk

NOWHERE was Saturday's sun more welcome than at Bournemouth's first-ever solar-powered festival.

The temperature hit 25C and families lazed on the grass of Shelley Park in Boscombe, to sights and sounds generated only by the power of the sun.

The Green Unity Fair attracted hundreds of people and was timed to coincide with the Big Green Fortnight.

Steve Selby from Brighton had a van and three solar panels, around 18 high by 2ft wide, that were powering performers on the Melodrome music stage.

**'When the sun breaks through, it probably produces twice as much power as we need'**

"In the cloud there's enough power, but when the sun breaks through, it probably produces twice as much as we need," he said.

He added: "For something like this, I only charge a couple of hundred quid, but if they are charging entry the rates go up."

Another set of solar panels powered an indoor cinema screen showing films about the environment, like *Kymatica* and *The Story of Life*.

Lee Hadaway, 38, from Wimborne, had a solar-powered DJ turntable for children to try out and recycled records.

He said: "Today is a celebration of the community, but it's also about educating people."

The event ran until 10pm and there were 27 stalls belonging to renewable energy firms, ethical traders, and charities.

**HOT STUFF:** Bournemouth's first solar-powered fair at Shelley Park in Boscombe. Event organiser Sam Monks, above, with the solar powered stage. RIGHT: performing on the stage

**Picture:** Colin Messer

You could eat organic food, get a henna tattoo, have fairy readings, take your children to Sparrowhawk Storytelling and more.

One of the organisers, Sam Monks from Springbourne, said the aim was to make people think about making the transition to local sustainability.

The event was on behalf of Transition BH Hub and sponsored by private firms like The Co-Op.

**ON THIS DAY IN HISTORY**

1329: Robert the Bruce, King of Scotland from 1306, died of leprosy at Cardross Castle on the Firth of Clyde, and was buried in Dunfermline Abbey under the High Altar.

1520: Henry VIII and Francis I of France met in a glittering ceremony at the Field Of The Cloth Of Gold, near Calais.

1614: The Addled Parliament was dissolved. It earned its name by failing to pass a single Bill since it first sat on April 5.

1778: "Beau" Brummell was born. Although he became a leader of fashion and a friend of the Prince Regent, he died destitute in France at the age of 62 through gambling and extravagance.

1909: Mary Pickford made her screen debut at the age of 16, in *The Violin Maker Of Cremona*.

1920: The Papal State, extinct since 1870, was revived as the State of Vatican City in Rome, as a result of the Lateran Treaty.

1945: Benjamin Britten's opera *Peter Grimes* was premiered at Sadler's Wells, London.

1946: Television resumed after the war, and announcer Leslie Mitchell said: "As I was saying before I was so rudely interrupted..."

1970: The Who's "rock opera" *Tommy* was performed at New York's Metropolitan Opera House.

1989: Peter Shilton made his record 100th appearance for England against Denmark, passing Bobby Moore's long-standing record.

**ON THIS DAY LAST YEAR:** At least 50 bodies were recovered from an abandoned silver mine on the outskirts of Taxco, Guerrero, Mexico.

**BIRTHDAYS:** James Ivory, film director, 85; Virginia McKenna, actress, 80; Tom Jones, singer, 71; Ronald Pickup, actor, 71; Michael Pennington, actor and writer, 66; Orhan Pamuk, novelist, 59; Liam Neeson, actor, 66; Prince, singer, 53; Damien Hirst, artist, 46; Anna Kournikova, tennis star, 30.

**Where in the world?**

Answer in tomorrow's Echo. Yesterday's answer: A spoonbilled sandpiper chick

## Media coverage

Web searches<sup>4</sup> on the term "Big Green Fortnight" for the year to June 2011 produces 795 hits (Google), 17,400 hits (Yahoo). Facebook revealed a Big Green Fortnight group with 74 members. Twitter returned no hits on the term. The Bournemouth Echo website had 35 mentions, all favourable. The local BBC radio station featured the BGF in its weekly magazine programme (but after the event).

Blogs- there is a comprehensive [write up](#) by one of the organisers on the Transition BH website.

## Conclusions

The Big Green Fortnight was very popular with those who took part, but has yet to break out of its 'niche'. This is not the fault of the organisers, whose commitment, energy and enthusiasm was exemplary. The events it arranged were extremely well-received by those attending, but that number was but a small fraction of those who need to hear the messages. The contribution of partners and sponsors in enabling BGF 2011 to happen is much appreciated. BGF 2009 and 2011 has played an important role in building lasting relationships and ways of working between partners and shared learning regarding the promotion of sustainability locally. The Big Green

<sup>4</sup> Carried out on 22 June 2011

## Evaluation of Big Green Fortnight 2011

Fortnight has established a momentum amongst partners for working to make sustainability mainstream in Bournemouth and Poole which needs to be maintained and increased, commensurate with the scale of the issues it seeks to address.

### Recommendations:

1. The Big Green Fortnight has established a momentum which needs to be maintained and increased, commensurate with the scale of the issues it seeks to address, if it is to be continued.
2. A business case be developed for mainstreaming sustainability across Bournemouth and Poole through:
  - A co-ordinated media campaign to promote sustainable lifestyles across Bournemouth and Poole in support of “Go Green Bournemouth” and “TLC Poole” capitalising on appropriate national campaigns eg Office Week and Climate Change Week, to include a joint communications plan
  - Building capacity in community groups and organisers of events to enable them to:
    - embed the sustainability message and ways of working
    - bring this message to communities in meaningful, fun and accessible ways
  - A Programme Board of key partners is established to co-ordinate the above and complement existing activity.
  - To be effective, this Board will need dedicated project officer support, and a budget commensurate with its task.
  - There should be clear reporting lines from the Programme Board to each partner organisation, at a level which corresponds to the importance of the issues.

BGF Team (Theresa Mc Manus, Gwen Brennan-Barrass, Daniel Biggs, Martha Blackburn, Paul Cooling, Hilary Evans, Amy Gallacher, Lee Green, Clare Hirst, Hilary Moody, Lindley Owen, Kimberley Newman, Angela Pooley, Natalie Richards, Harriet Stewart-Jones, Alana Williams)

August 2011

## Appendix 1

Full list of BGF 2011 events	Organisers' feedback									
	Success?	Helped business /networks?	BGF advertising ?	Business?	Diversity?	Diversity?	Tourists?	Age range	Attendees	Take part in a future BGF?
<b>Community events-general</b>										
Green Unity Fair	Y	Y	Y	?	Y	Y	Y	all	900	Y
Give or Take Day in Southbourne										
Eco Fashion Experience	Y	Y	Y			Y	Y	16-60	80	Y
Photo Exhibition "Donated"										
Real Nappy Drop-in	Y	Y	Y	N	Y	Y	N	25-40	25	Y
West Howe Community Day	Y	Y	Y	Y	Y	Y	Y	all	200	Y
Local Children's Author in Castlepoint Library Readings	Y	Y	Y	-	Y	Y	-	16-40	12	Y
The Friends of Upton Country Park – Plant & Garden Fair	Y	Y	Y	?	Y	Y	Y	16-75	1,500	Y
Make a Recycled Flower Pot !	N	N	N	N	N	N	N	-	0	Y
Make Your Own Terrarium !	N	N	N	N	N	N	N	-	0	Y
Art in the Park										
Pixies in the Park										
<b>Community events- food and gardens</b>										
Kings Park Nursery Plant and Garden Fair									1,500	
Blooming Marvellous	Y	Y	Y	N	Y	Y	Y	all	1,200 <sup>5</sup>	Y
Town Forest Garden Open Day	Y	Y	Y	N	Y	Y	N	16-75	50	Y
Tremendous Trees at Coy Pond								41-75		Y
Our Organic World										
Tatnam Organic Patch Open Day										
Our Daily Bread										

<sup>5</sup> Estimated additional attendees due to BGF

## Appendix 1

	Success?	Helped business /networks?	BGF advertising ?	Business?	Diversity?	Families?	Tourists?	Age range	Attendees	Take part in a future BGF?
Trees at Kingston Lacy										
Sunny Sunflower Crafts!	N	N	N	N	N	N	N	<16	2	Y
<b>Talks &amp; workshops</b>										
Designing Business For The Future – re-thinking products and services for 2020	<i>Comprehensive feedback report available</i>							25-75	15	Y
Building an Eco Home from Scratch	Y	?	Y	?	?	N	?	41-75	84	Y
Big Green Believers' Agreement	Y	Y	?	N	Y	N	N	25-75	60	Y
A Green Economy for Bournemouth and Poole	Y	Y	Y	Y	N	N	N	25-75	43	Y
Going Green is Good For You <sup>6</sup>	Y	Y	Y	Y	Y	N	N	16-75	22	Y
Transition Training	Y	Y	?			N		16-75	18	Y
<b>Events for Schools</b>										
Big Green Fortnight Schools Programme								5-10	1,530	Y
Recycler the Robot								5-12	2,641	Y
Green Dragons	Y	Y	Y	N	Y	N	N	11-16	145	Y
Poole School Bikeability										
<b>Films</b>										
Film screenings WALL-E (U), Daily Bread, & The Pipe									104	
AUCB Film Screening	?	Y	N	N	Y	N	N	25-75	15	Y
Broadstone Film Screening								45-65	21	
Cycle-powered cinema	Y	Y	Y	N	N	Y	N	0-75	15	Y

<sup>6</sup> Comprehensive report of proceedings available from lindley.owen@bp-pct.nhs.uk

## Appendix 1

	Success?	Helped business/networks??	BGF advertising?	Business?	Diversity?	Families?	Tourists?	Age range	Attendees	Take part in a future BGF?
<b>Physically Active &amp; transport</b>										
Pedal Again in Poole										
Electric Vehicle Display	Y	N	Y	Y	Y	N	Y	25-40	75	Y
Birdsong Morning Walk										
Poole Harbour Trails	?	N	Y							Y
Baiter to Whitecliff Walk										
Hamworthy to Upton Country Park										
Commando Fit Circuits on the Beach	N	N	N						0	N
Poole Park Exercise Classes										
Big Green FamilyFit4Life Day										
Yoga on the Beach										
Broadstone Trail Blazer										
Monday Morning Meander										
Tai Chi on the Beach										
Tai Chi in the Park										
Poole Park Walk										
Upton Country Park Walk										
Nature Walk along the Stour	Y	N	Y	N	N	Y	?	0-75	36	Y
Hengistbury Head Walk										
Castleman Trailway Walk										
Bike-it in Bournemouth										
Whispering Island Activity Trail										







## Appendix 4

### Detailed comments from participants

#### Changes I plan to make

*“ Will exercise more”*

*“ Be a greater champion for sustainability in NHS and Council”*

*“ Changed garden design to remove trellis and use trees as climbing frames for roses”*

*“Promote issues discussed today through work”*

*“Community sustainability- connecting assets”*

*“Eat meat less often. Grow transition locally. Take sustainability themes back to work”*

*“Engage/ collaborate more with locals”*

*“Lobby senior management officials re ideas picked up during meeting”*

*“Reduce water and energy use”*

*“ Save water more”*

*“Spend more time campaigning”*

*“Use less. Cherish friends and family. Never fly, drive less”*

*“ Put in more LED bulbs in our lighting system”*

*“ I already walk, cycle , bus have had no car for four months. Will explore eco stuff for home”*

*“Grow my own food. Seek sustainable solution for weeds and share them with others. Be an example of the right sort.”*

*“Think of positive communication approaches”*

*“Car share. Work from home (e-commute) more. Make each car journey a multi use- eg combine shopping with leisure etc.”*

*“Engage with others about sustainability. Start more conversations!”*

*“Redouble energy efficiency at home”*

*“ Household energy changes and awareness. Simplifying lifestyle in 2011”*

*“Spread the word!”*

*“ I will have more meaningful conversations”*

*Domestic- conserve energy even more in the home”*

*“Wide range of events - I was really impressed by the wide range of diverse events included in the Programme this time which should hopefully have attracted a wide and diverse audience, including those not particularly aware of climate change as well as those interested in green issues. (it is hoped that feedback from organisers will confirm whether or not that actually happened).”*

## Appendix 4

### Event-specific comments

*“Green Health, Business Futures and A Green Economy were all excellent for the diverse range of people they attracted who all contributed very openly and honestly and shared and learned together. They gave me lots of new contacts, many of whom I am already exploring new initiatives with which could lead to some inspiring activities and impacts on the Bournemouth/Poole business and public sector communities. They addressed and raised some very fundamental questions.”*

*“Business involvement – It was good that private businesses were engaged in a number of different ways including sponsorship, green office week and a few specific green economy events. The amount of sponsorship attracted was impressive and bodes well for BGF becoming more independent of public funding in the future.”*

*“GUF<sup>7</sup> was brilliant! So many people just totally relaxed, having some fun and share views on their fears and hopes for different futures with people and communities at the heart. Transition BH attracted quite a few people who shared our aims but had never heard of us so we made a lot of new connections and hopefully some of those will join in our meetings.*

*“Publicity – there was a good article at the launch in the Echo, the leaflets and fliers certainly spread the word far and wide both the hard copies and electronic versions and the cycle powered cinema received media attention. We still have along way to go in capturing the media’s full attention! Our councillors appeared to be well engaged this time with a number attending events and talking about it.”*

*“Bournemouth & Poole College Community Fest – This was a very lively event with live bands and food which attracted quite a good audience with a high proportion of young people. It was good to be involved in this which was the first time for this event. On the stall the Smoothie maker and the bike which was powering up the battery to power the cinema were particular attractions and good ways of engaging people in a fun way. The College recognised that the signing and publicity could have been better and that the stalls did not receive the number of visitors they would have liked due to being “.*

*““The Age of Stupid” Broadstone Methodist Church – there was quite a good audience including 2 councillors who attended. I personally found the film depressing and un-empowering. However I wasn’t able to stay for the discussion which may have given people the opportunity to leave on a more up beat note!”*

*“AUCB Film night – it was great to have the excuse to visit the Arts University which has lovely premises and a privilege to see the films by so many talented young people. It was interesting to note that the young people had not been*

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<sup>7</sup> Green Urban Food

## Appendix 4

*given a topic for their animations but so many had focused on environmental issues, which indicated to me the awareness young people have of environmental issues. There was an interesting debate after the showing of the films which meant that we went away feeling quite upbeat and energised. It was a shame that more people didn't come and I think there was only one student there."*

*"The film "The Pipe" was one of the most provocative and challenging films I have seen. It gave a very personal and open insight into the passions of local people feeling threatened by companies and governments and the power they wield. There was no conclusion - the struggle is continuing after 8 years and has many years to go. But it cast light on the conflicts between local and central concerns, between personal and global interest that tore communities and relationships apart. And as we in Dorset struggle with power station and wind farm applications it challenged me to consider the different perspectives and consider the difficulties when balancing the conflicting and very different principles, values and concerns. Being able to discuss the film and the story with the film produce and member of the affected community, Richie O'Donnell was a valuable and insightful experience."*

*"Something must have rubbed off on me because I cycled in from Wareham on Tuesday this week as part of cycle to work week!"*

### **Comments about the Big Green Fortnight and suggestions for future events**

*"What a successful campaign- more litter picking"*

*"Only to ask for more sustainability"*

*"Individual organisers could promote their events more. Overall promotion has been very good. Please can we do this every year- it's wonderful to have this focus- shame it's only a fortnight"*

*"Found it great to have a brochure of events"*

*"Good idea- advertise a bit earlier"*

*"Very helpful"*

*"Great thing. I would love to see more of it in the future"*

*"Have litter pick and play in the park"*

*"Electric car charging points- what is being done?"*

*"Green economy- like this speaker"*

*"Interesting"*

*"A VERY stimulating evening- glad I came"*

*"What to change? The setting is right"*

*"It's a great idea running it in the first place"*

## Appendix 4

*“Good to see such a full and diverse programme- well done!”*

*“Great start”*

*“It would be great if this could eventually become an annual festival- finding and resources dependent! More coverage in the local press?”*

*“Enjoying it so far!”*

*“Perhaps we could use outdoor spaces- beach and parks to screen films and have more conversations/ discussions?”*

*“Durability. Signing up to sustainability and lower carbon”*

*“Introductions; networking; more talks”*

*“Tackle the question of wider publicity”*

*“General publicity of events”*

*“Weren’t aware of it happening! Only found out about this event by a friend mentioning it on Facebook”*

*“As a keen cyclist I am disappointed that you held no actual cycling events. I am happy that you had training events but strongly feel that you need to promote cycling events to celebrate green event.”*



## **Appendix 6 Acknowledgements**

### **Project Officer**

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### **Project Team**

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### **Sponsors**

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Eneco

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The Cooperative Membership Fund

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Borough of Poole

## **Appendix 6 Acknowledgements**

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