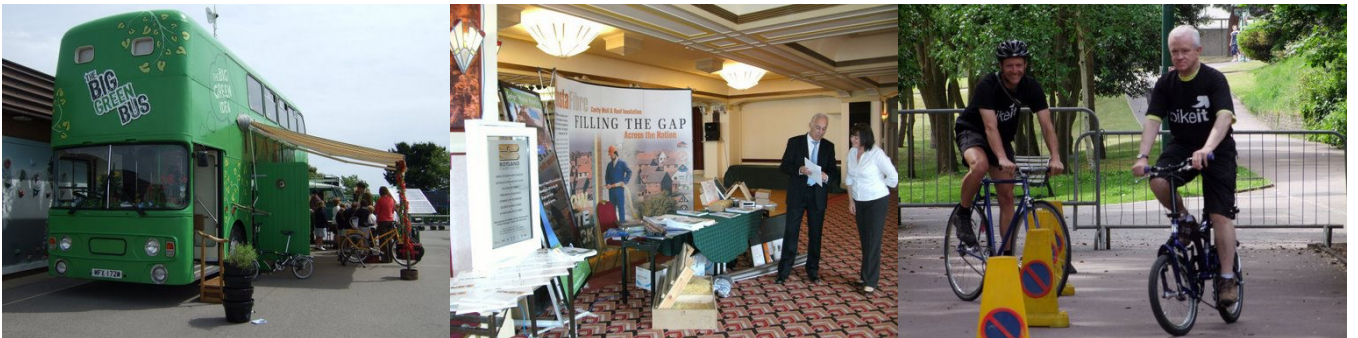


# Evaluation Report Bournemouth and Poole Big Green Fortnight 2009



**1. Contents**

1. Contents .....	2
2. Summary .....	3
3. Background .....	3
4. Aims .....	3
5. Events .....	4
5.1 The Big Green Bus .....	4
5.2 The Big Green Film Festival .....	4
6. Attendance .....	4
7. Anecdotes .....	4
8. Publicity and Media Coverage .....	5
9. Funding and Sponsorship .....	5
10. Lessons Learned .....	6
10.1 Planning .....	6
10.2 Design and Print .....	6
10.3 Timing .....	6
10.4 Media .....	6
10.5 Future Events .....	7
11. Acknowledgements .....	7
12. Appendices .....	8
12.1 Appendices 1: Table 1 – Events .....	8
12.2 Appendices 2: Table 2 - Talks on the Bus .....	10
12.3 Appendices 3: Table 3 – Media Coverage .....	11

## **2. Summary**

Bournemouth 2026 and Poole Partnership hosted the Bournemouth and Poole Big Green Fortnight held from 15th – 31st May 09, with support from both Bournemouth and Poole Council. The aim of the event was to raise awareness of environmental issues while making them accessible and fun. It incorporated the Big Green Bus, (an interactive environmental learning space), the Big Green Film Festival and included 65 events attended by 7469 people. Publicity included 10,000 printed programmes, three banners, ten articles in print press, one radio programme, four radio interviews, one TV interview, 40 members on Facebook and 19 unique web-hits. Overall the event has been considered a success, however, this evaluation report will provide suggestions on how it can be improved if repeated in the future.

## **3. Background**

The concept of the Big Green Fortnight was conceived following a meeting between Jane Bannister from Dorset Humanists and Brigit Strawbridge from the Big Green Idea Charity. Jane was sitting in a cafe reading an article about Brigit's Big Green Bus, when Brigit walked in. During the impromptu meeting they discussed many ideas. Jane proceeded by arranging for Brigit Strawbridge to meet with representatives from Bournemouth Borough Council to further the concept.

Borough of Poole and Bournemouth Borough Council are continually working to reduce carbon emissions across the local area and aim to encourage local residents and businesses to do the same. Following the meeting between Bournemouth Council representatives and Brigit Strawbridge they invited Poole Council to join them in the initiative. Poole Partnership and Bournemouth 2026 had held a conference in 2008 for partners on reducing our carbon footprint which brought partners together across the conurbation. Both local strategic partnerships have themed partnerships focusing on sustainable environment and have National Indicator 186 (reducing per capita CO<sub>2</sub> emissions in the local authority area) in their Local Area Agreements. The proposal for an event to engage the public would build on and support the development of this work. As a result, the final concept of the Big Green Fortnight was agreed and planning of the event was set in motion.

In addition Ian Selby, Sustainable Travel Officer, Bournemouth Borough Council and Nick Ellis, School Travel Advisor, Borough of Poole have a priority to reduce the number of journeys to school by car. Ian and Nick were very keen to be involved with the project after discovering Brigit would be able to visit schools with the Big Green Bus to promote greener travel to pupils.

## **4. Aims**

The hosts of the fortnight were Bournemouth 2026 and Poole Partnership and the aims of the fortnight were as follows:

1. To raise awareness of practical solutions for more sustainable lifestyles
2. To encourage residents and businesses to improve their energy efficiency and reduce their carbon footprints
3. To engage people in fun and exciting ways, offering family-friendly activities for holiday-makers
4. To show that sustainable living can be easy, healthy, inexpensive and fun
5. To showcase green success stories within the conurbation, to include local Green Businesses and Producers
6. To promote travelling to school by sustainable modes, such as walking, cycling, public transport, school bus service, or car share.

Bournemouth 2026, Poole Partnership, Bournemouth Borough Council and Borough of Poole used their networks to encourage participation. Council officers, businesses, organisations and community groups were encouraged to arrange or support local events and activities with a green theme.

## **5. Events**

A total of 65 diverse events were organised including “Party not a Protest” and a “Dash for Trash” along with green walks, a compost give-away and a real nappy event. (See Appendices 1: Table 1 – Events, page 8)

### *5.1 The Big Green Bus*

Brigit Strawbridge and her team at the Big Green Bus were a key part of the Big Green Fortnight. The bus appeared at The Lighthouse in Poole, as well as, town centre locations in both Bournemouth and Poole, five schools, and outside the Pavilion for the Open Day.

The Big Green Bus is a double-decker and upstairs has theatre style seating, during the three events open to the public a series of talks were given by local volunteers. (See Appendices 2: Table 2 – Talks on the Bus, page 10)

### *5.2 The Big Green Film Festival*

Lighthouse, Poole’s Centre for the Arts and Poole Agenda 21 jointly hosted a Big Green Film Festival with 18 showings of eight different films, attended by 360 people. The films were: Message in the Waves, The Power of Community: How Cuba Survived Peak Oil, Flip Flotsam, The Story of Stuff, The Age of Stupid, The 11<sup>th</sup> Hour, An Inconvenient Truth and Who killed the Electric Car.

## **6. Attendance**

7469 people attended the 65 events, around half the events were organised by council officers, and the other half by the voluntary, community or business sector.

All event organisers were asked for some feedback on their events, all except one event was considered a success and all event organisers who responded said that they would like to be involved in a similar event in the future.

Some of the additional benefits were, networking, recruiting new members, talks on the bus, engaging with the public, working with different organisations, attracting a different audience, saving car miles, and making links with transition.

Amanda Hughes hosted a showing of the “Age of Stupid” on 24<sup>th</sup> June as a result of seeing the film as part of the Big Green Film Festival.

The tour provided by New Earth Solutions on 16<sup>th</sup> May was fully booked (12 people) and as a result they provided an additional tour on 18<sup>th</sup> July 2009.

## **7. Anecdotes**

Martha Blackburn, Community Development Worker, Bournemouth Borough Council, said: “at our event we had the stop smoking people and the blood pressure people with their monitoring equipment and we started a fun competition to see who was the most healthy”

Nick Ellis, Travel Plan Co-ordinator, Borough of Poole, said: “seeing the eyes of the children as their teacher made a smoothie by riding a bike, and a Head teacher being so delighted by the day that she gave Brigit Strawbridge a big hug!”

Tom Gaze, Recycling and Waste Minimisation Officer, Borough of Poole, said: “making recycled paper was a great success, adults and children were amazed at what you can do with an old newspaper.”

Fiona Astin, Group Development Manager, Synergy Housing Group, said: “44 members of staff used greener forms of transport to get to and from work and appointments, one came on the train and his roller blades, another did visits on a pogo stick”

Councillor Stephen MacLoughlin, Bournemouth Borough Council, said: “Our first Big Green Fortnight, 15<sup>th</sup> – 31<sup>st</sup> May, was a great success. Run jointly with Poole Council, events across the area raised public awareness of environmental issues and offered tips on practical measures that we can all take to have a sustainable, low carbon future.”

Ross Courtney, Ark Lighting, said: “we were delighted to be involved with the Big Green Fortnight, as a sponsor, it has really raised our profile and a web link on the Big Green Idea website, increased our web-hits, from around ten a day to 80 a day.”

Lindley Owen, NHS Bournemouth and Poole, said: “The interest of parents and children in the Big Green bus and the messages of Brigit Strawbridge and her team, were palpable and positive. Brigit was a convincing advocate, who could connect with the dilemma faced by busy parents.”

## **8. Publicity and Media Coverage**

Publicity and media relations were undertaken by Keely Campbell, Business Support Officer, Borough of Poole and Carly Earnshaw, Media and Communication Officer, Bournemouth Borough Council. Event organisers were encouraged to promote their own individual events and were provided with the Big Green Fortnight logo.

Bournemouth and Poole Council's issued eight press releases, resulting in ten pieces of print media, five radio interviews and one TV interview. With regards to online media the Big Green Fortnight Facebook group currently has 40 members and search engine results located 19 unique websites when searching for “Bournemouth and Poole Big Green Fortnight”. (See Appendices 3: Table 3 – Media Coverage, page 11) NB other organisations also issued press releases.

## **9. Funding and Sponsorship**

Sponsorship was sought from 30 local and national companies, four companies provided sponsorship totalling £5950, these were Ark Lighting, Dorset Energy Advice Centre, Transdev Yellow Buses, and Warmerhome Southern Ltd.

Bournemouth Borough Council and Borough of Poole Council provided additional funding.

The cost of running the fortnight (excluding staff time) was £11,984 this included the cost of the Big Green Bus, and team for nine days, design and print of the programme and various banners, and hire of the Pavilion Ballroom.

Transdev Yellow Buses were very important in supporting the Big Green Fortnight, not only did they provide significant sponsorship they also provided secure parking, servicing and a driver for the bus during its visit. The Big Green Bus was originally a Bournemouth Yellow Bus.

## 10. Lessons Learned

### 10.1 Planning

It is recommended that future events have at least six months planning time, if possible longer. This will provide a significant time of notification for potential event organisers to fit their event in to the fortnight dates. A number of events in the programme would have taken place without the Big Green Fortnight, it is important in the future to maximise the potential from each event for branding and promoting the overall fortnight.

### 10.2 Design and Print

10,000 programmes and 200 A4 posters were produced to promote the fortnight. After event evaluation this amount has been deemed as insufficient and for future events it will be advised that more are produced. Two large pull-up banners were produced and a banner for the side of the bus. In the future it would be important to ensure that each event organiser is encouraged to promote the fortnight in addition to their individual events. Overall this evaluation suggests that any print materials need to be prepared in further advance of the fortnight. Ideally at least six to eight weeks prior to the event to ensure effective distribution.

### 10.3 Timing

Following discussions it has been deemed uncertain as to whether the events timing within the school half term and bank holiday is a benefit or hindrance to the events in the fortnight. Therefore, this will require further investigation and discussions to determine the most effective date for the event in the future. Furthermore, the issue of changing the date to coincide with larger national or international green events, for example, Bike to Work Week and World Environment Day needs to be considered.

### 10.4 Media

Many event organisers commented that the Big Green Fortnight was poorly publicised, (see Appendices 1: Table 1 – Events, page 8), however as mentioned in paragraph 8 above – Publicity and Media Coverage, there were at least 16 pieces of media including print, radio and TV as well as many online mentions. It should also be noted that the media may not consider some of the events included in the Big Green Fortnight as being newsworthy.

Due to timing issues, it was extremely difficult for communications professionals to plan the media coverage of the Big Green Fortnight which has been disappointing for all.

Earlier organisation of events and the programme would have ensured more targeted and appropriate communications, and would have allowed key local media outlets for example the Bournemouth Daily Echo to be engaged at an earlier stage in the promotions.

A member of the communications team from each council led the work with the media on behalf of their council. Depending on resources it may be appropriate in the future to appoint an external media consultant who is able to focus solely on promoting the event. However, before this is considered further, discussion should also take place as to what it is realistic to expect in terms of media coverage. In addition, had the event been organised sooner, a communications plan would have been able to be prepared further in advance allowing more opportunity to establish and promote key messages.

### *10.5 Future Events*

At this stage it has yet to be decided whether the Big Green Fortnight will be repeated. Other decisions have also yet to be made regarding changing the date of the event or whether to run it annually or biannually. This evaluation report and the budget figures will be considered carefully before any final decisions are made.

Whether or not the council and local partnerships run an event next year, local environmental groups are considering hosting a Big Green Weekend or Week to keep the momentum going.

## **11. Acknowledgements**

### Project Team

- Hilary Evans, Acting Community Planning Manager, Borough of Poole
- Lee Green, Environmental Strategy and Sustainability Manager, Bournemouth Borough Council
- Harriet Stewart-Jones, Transition BH
- Emily Bullock, Sustainable Projects Manager, Dorset Energy Advice Centre

### Communications

- Carly Earnshaw, Media and Communications Officer, Bournemouth Borough Council
- Keely Campbell, Business Support Officer, Borough of Poole.

### Sponsorship

- Bournemouth Borough Council
- Borough of Poole
- Ark Lighting
- Dorset Energy Advice Centre
- Warmerhome Southern Ltd
- Transdev

Event Organisers (See Appendices 1: Table 1 – Events, page 8)

Report Author: Emily Bullock  
Big Green Fortnight Programme Manager  
Aug 2009 revised Nov 2009

Photos can be viewed at

<http://picasaweb.google.co.uk/stats.deac/BGFImagesToShare?authkey=Gv1sRgCMndtLqahPaGFw&eat=directlink>

## 12. Appendices

### 12.1 Appendices 1: Table 1 – Events

Date in May 09	Organiser	Event Name	No attendees	Was your event a success?	Would you get involved again?	Any additional benefits?	What would improve your event / BGF?	
10 <sup>th</sup>	IDEA	Celebration of diversity of life	74	Yes				
15 <sup>th</sup>	Dorset Humanists	Its easy being green.	75	Yes	Yes	Networking	More publicity earlier. Clash with Age of Stupid.	
16 <sup>th</sup>	Poole Agenda 21 / Lighthouse	Big green film festival	360	Yes	Yes	New members.	More publicity earlier. Earlier planning.	
16 <sup>th</sup>	Borough of Poole	Pedal again in Poole	12	Yes	Yes	New people and raising awareness of what Borough of Poole is doing.		
16 <sup>th</sup>	Borough of Poole	Compost give-away	200	Yes	Yes	9 tonnes compost given away.		
Various	Borough of Poole	Big Green Street Market	NO DATA RETURNED – comments made that it wasn't very green.					
16 <sup>th</sup>	Brigit Strawbridge	Big Green Bus in Poole	550	Yes	Yes	Talks on the bus.	Bus obscured by other stalls.	
16 <sup>th</sup> – 17 <sup>th</sup>	Oceanarium	Quiz	75	Yes	Yes		Seeing a proof of the leaflet before printing.	
16 <sup>th</sup>	New Earth Solutions	Tour	12			New way of engaging the public		
16 <sup>th</sup>	TOP group	Tatnam Organic Patch	25	Yes	Yes	New people	Earlier publicity.	
17 <sup>th</sup>	Brigit Strawbridge	Big Green Bus in Bournemouth	900	Yes	Yes	Sunday events better people have more time		
18 <sup>th</sup> – 22 <sup>nd</sup>	Brigit Strawbridge / Ian Selby / Nick Ellis	Big Green bus in schools	940	Yes	Yes	Working with Walk to School officers / Sustrans	More time for planning, more LA support.	
18 <sup>th</sup>	Bournemouth Libraries	Launch of Green Hubs	20	Yes	Yes	People borrowed books that Brigit promoted		
19 <sup>th</sup>	DEED	Open Afternoon	3	No	Yes	Made us have a clean up!	More publicity	
21 <sup>st</sup>	Bournemouth Borough Council	2 x Real nappy events	40	Yes	Yes	Attracted wider audience	More publicity	
21 <sup>st</sup>	Borough of Poole	Dash for Trash	50	Yes	Yes	New contacts with business	More time to organise.	
22 <sup>nd</sup>	Dorset Business	Green Breakfast	37	Yes	Yes			
22 <sup>nd</sup>	Synergy Housing	Green travel day	44	Yes	Yes	916 car miles and 250kg CO <sub>2</sub> saved, set up meeting room to tele conference, education on travel websites, competition with tenants.	A bigger splash, e.g. all of Bournemouth Poole to have a “leave your car at home day.”	

Date in May 09	Organiser	Event Name	No attendees	Was your event a success?	Would you get involved again?	Any additional benefits?	What would improve your event / BGF?	
23 <sup>rd</sup>	Bournemouth Borough Council	Wildlife Conservation	600	Yes	Yes	Public got involved and pledged to change their behaviour	Earlier planning.	
23 <sup>rd</sup>	Bournemouth 2026	Big Green Open Day	200	Yes	Yes	New partners, networking between groups	More publicity, different venue, possibly not Bank Holiday / half term date. Signposting between Big Green Bus, Open Day and lower gardens.	
23 <sup>rd</sup>	Bournemouth Borough Council	Bird Walk	17	Yes	Yes		More publicity	
23 <sup>rd</sup>	Bournemouth Borough Council	Tree Walk	25	Yes	Yes		More publicity	
23 <sup>rd</sup>	Bournemouth Schools	10 Schools – involved	500	Yes	Yes	Networking	Publicity and signposting.	
23 <sup>rd</sup>	Brigit Strawbridge	Big Green Bus at Pavilion	200	Yes	Yes	Talks on the bus.	Difficult venue to attract visitors	
23 <sup>rd</sup>	Transition BH	Party	90	Yes	Yes		More publicity	
24 <sup>th</sup> -25 <sup>th</sup>	Friends of Upton Country House	Plant Fair	2000	Yes	Yes		Earlier planning.	
24 <sup>th</sup>	Mark Spencer	Town Forest Garden	40	Yes	Yes	Networking	Better publicity.	
26 <sup>th</sup>	Charminster Library	Attracting Garden Birds	8	Yes	Yes			
26 <sup>th</sup>	Bournemouth Borough Council	Clean up	50	Yes	Yes	320 yard skips, roads swept clean, graffiti removed.	More engagement with residents	
26 <sup>th</sup>	Borough of Poole	Wildflower Walk	25	Yes	Yes	Networking and attending other events	Earlier planning and more publicity.	
26 <sup>th</sup>	Cherry Tree Nursery	Plant Exchange / Children's Planting	32	Yes	Yes	Children and volunteers enjoyed it.	Earlier planning and more publicity.	
27 <sup>th</sup>	Borough of Poole	Tremendous Trees	5	Yes	Yes	Networking and attending other events	Earlier planning and more publicity.	
28 <sup>th</sup>	Lush Bournemouth	Climate Change is no picnic	NO DATA RETURNED					
30 <sup>th</sup>	Borough of Poole	Green Exercise	200	Yes	Yes		Event should become annual to raise profile	
31 <sup>st</sup>	Bournemouth Borough Council	Go Green	60	Yes	Yes	Links to Transition, community engagement with health issues	Earlier planning.	
	<b>All events</b>		<b>7469</b>					

*12.2 Appendices 2: Table 2 - Talks on the Bus*

Saturday 16 <sup>th</sup> May, Falkland Square, Poole		
12:00	Thinking globally, acting locally	Angela Pooley, East Dorset FOE
13:00	Being green around the home	Theresa McManus, Poole Agenda 21
14:00	Kicking the oil habit, combating climate change	Andy Hadley, Transition Poole
15:00	The wonder of creation through the study of climate change and biodiversity	Colin Dewsnap, Transition Christchurch
Sunday 17 <sup>th</sup> May, Bournemouth Square		
11:00	Do solar panels really cut your gas bills?	Terry and Ruth Otter
12:00	Thinking globally, acting locally	Angela Pooley, East Dorset FOE
13:00	Being green around the home	Theresa McManus, Poole Agenda 21
14:00	Introduction to Permaculture	Gary Finch, Tatnam Organic Patch
Saturday 23 <sup>rd</sup> May, outside Bournemouth Pavilion		
12:00	Peak Oil	Lindley Owen
13:00	Introduction to Permaculture	Gary Finch, Tatnam Organic Patch

## 12.3 Appendices 3: Table 3 – Media Coverage

Date	Event	Press activity	Coverage
23/04	Whole event	Briefing with Marie Court	Full page on 07/05/09
25/04	IDEA Celebration of the Diversity of Life	article	Echo
12/05	Whole event	Radio Interview with Brigit Strawbridge (Big Green Idea), Lee Green (BBC), Jeffery Newman (Earth Charter), John Cresswell (Bournemouth Natural Science Society)	Hope FM 60 min show
13/05	Real nappies	Photo call and press release	
14/05	Compost	Photo call and press release	18/05/09 Echo
14/05	General	Press release	
15/05	Film Festival		Stour and Avon Magazine
15/05	Bus Tour	Radio Interview – Emily Bullock (DEAC)	BBC Solent ISS TV <a href="http://www.isstv.tv">www.isstv.tv</a>
18/05	Green Hubs in libraries	Photo call and press release	2CR interview Lee Green (BBC) and Gerardine Bodey, Bournemouth Libraries. Interview with Gerardine Bodey, Fire FM
19/05	Pupils “Go Green” aboard the Big Green Bus	Photo call and press release	
20/05			BBC Solent – live interview We’re in the Echo, photo of Brigit Strawbridge and Big Green Bus
22/05	Hospital supports Big Green Fortnight	Article re Bournemouth and Christchurch hospitals supporting BGF	Stour and Avon Magazine
22/05	Bournemouth’s Year of Wild Action	Photo call and press release	
22/05	Big Green Open Day at Pavilion	Press release	Echo – 23/05/09 Stour and Avon – 22/05/09
26/05	Wildlife Fun	Lower Gardens events	Echo
29/05			Echo