

Report to	Sustainable development panel	Item
	29 June 2016	
Report of	Executive head of regeneration and development	4
Subject	One Planet Norwich Festival 2016	

Purpose

This report informs members of the outcomes of the second One Planet Norwich Festival.

Recommendation

To note the report.

Corporate and service priorities

The report helps to meet the corporate priorities of as safe, clean and low carbon city

Financial implications

Within existing budgets.

Ward/s: All wards

Cabinet member: Councillor Bremner – Environment and sustainable development

Contact officers

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Background documents

None.

Report

Over the festival weekend

1. The second One Planet Norwich Festival was the most successful yet with 8,300 visitors attending over the weekend, an increase from 6,000 the previous year. The Forum and the millennium plain were filled with new activities and a range of stallholders that engaged the community on more sustainable alternatives to everyday living.
2. Inside The Forum we had electronic surveys that asked the visitors questions on their experiences at the festival. We use this to learn what went well and how to improve for future activities. One question asked whether they had learnt anything new about sustainable living at the festival, of which a staggering 86% of the respondents answered yes.
3. Another question gauged where the visitors have travelled from to visit the festival. The majority (67%) came from Norwich but some also came from as far as Cambridge and Suffolk.

Social media and local press

4. The One Planet Norwich Facebook page reached 11,500 people between 7-13 March. The twitter posts reached 47,353 people. We established a post engagement (number of actions on posts, e.g. likes, comments, shares etc.) of 6,343 on Facebook and 825 on Twitter. The festival event also attracted customers to engage with the new council webpages.
5. The event generated a strong media interest. The event got a lead article in the Evening News, there was a double-page spread about one of the festival's speakers Karen Cannard in the week before in both the EDP and Evening News. Karen was also interviewed on BBC Radio Norfolk and Future Radio. BBC Radio Norfolk did a live broadcast on the morning of the festival with Future Radio also promoting the event in the lead up.
6. The wide coverage meant we achieved a good local recognition of the One Planet Norwich brand and the existence of the festival, which will help us build for future years' events.

Outcome

7. The evidence indicates that the festival has proved to be successful in communicating sustainable activities to the wider community and when asked if both the visitors and stallholders would like to return next year the shared response was yes.

Capturing the Moment - Key Facts and Figures

The Festival weekend:

- 8,300 visitors attended over the weekend
- £111.00 raised for WaterAid
- 51 fully completed eco trail maps
- 45 tote bags drawn on in the Children's Library
- An oak tree planted by Lord Mayor of Norwich Cllr Brenda Arthur to launch the festival
- Over 40 organisations attended the weekend
- 50 participants took part in the Fashion Jam



Facebook

- 11,500+ reach between 7-13 March
- Post engagement of 6,343 between 7-13 March
- 60 new likes between 7-13th March

Twitter

- We received 47,353 impressions and 825 engagements on Twitter

Media coverage

- A lead article in the Evening News, there was a double-page spread about one of the festival's speakers Karen Cannard in the week before in both the EDP and Evening News
- Karen was also interviewed on BBC Radio Norfolk and Future Radio. BBC Radio Norfolk did a live broadcast on the morning of the festival with Future Radio also promoting the event in the lead up

Forum visitor survey

- 86% of visitors learnt something new about sustainable living at the festival
- The majority of visitors (67%) came from Norwich but some came from as far as Cambridge, Suffolk and Billericay
- The Festival attracted a large range of different ages
- When the visitors were asked how they heard of the Festival the highest answer (by a third of respondents) was through 'social media'

Stallholder survey

- 75% of stallholders had used the One Planet Norwich Facebook page
- 100% of stallholders that responded would like to return again next year

Collaborations

This year we worked with a number of different organisations to help make the festival bigger and better. We were kindly sponsored by Desira Nissan for the Eco Trail, which connected OPN and the Norwich Cathedral's Science Fortnight.

List of collaborations and partners:

- Desira Nissan
- Norwich Fashion Week
- Norwich Cathedral
- British Science Week
- University of East Anglia
- Norfolk County Council
- Norfolk and Norwich Millennium Library

Attendees

Anglian Water
Norfolk CarClub
Push the Pedalways
Slow Food Anglia
FunFaces Facepainting
Outspoken
Urban Smoothie Bikes
RSPB
Norfolk Wildlife Trust
Norfolk Master Composters
Freshair
Campaign to Protect Rural England
UEA
Cosy City
Sarah-Jaynes Sustainable Living Shop
Fosters
Norfolk Waste Partnership
Eco Snack Wraps
Norwich FarmShare
Greenhouse Trust
Love Food Hate Waste

Norwich City Council Allotments team
Green Britain Centre
Green Acres Woodland Burials
Buy Local
Norwich City Council Waste and Recycling Team
CHAIN
Outspoken
Urban Smoothie Bikes
Tesla
Norwich in Bloom
Desira Nissan
BMW
Go SkyRide
Feast on the Street
Norfolk Diet Market
iDrum
Anglian Bus
Bicycle Links
The Rubbish Bin Diet (Karen Cannard)

Comments

Stallholders

"We spoke to over 100 people each day. Very satisfied with how busy it was"

"The staff that ran the festival were really helpful and worked incredibly hard to make it a well organised and trouble-free experience for the stall holders"

"Everything well organised, very helpful people, enjoyed the whole weekend"

"It's hard to improve it; it's excellent!"

"I was one of seven members on our stall and I spoke to thirty three new contacts in a four hour stint. This is very good. Thank you"

"We spoke to over 100 people each day. Very satisfied with how busy it was"

"Well done to the organisers!! And the drummers who were brilliant and attracted a big crowd"

Visitors

In your opinion how could we improve the event?

"There were lots of interactive activities but I think it needed slightly more"

"Do more of them"

"More Children stuff but it is already very good"

"Have it a bit later in the year"