



Community Engagement: ReFashion Norwich



www.norwich.gov.uk

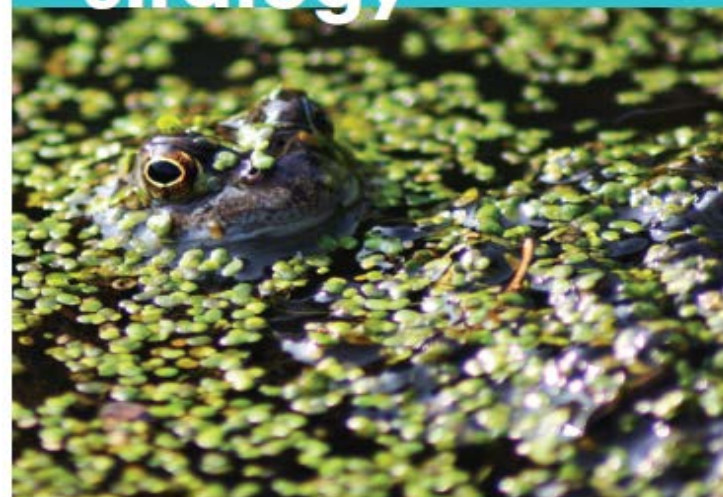


NORWICH
City Council

8. How will we engage and communicate?

- 8.1 The council will carry out a range of work to engage and communicate with residents, voluntary and community organisations, businesses, academic institutions and other statutory bodies on the progression of this environmental strategy.
- 8.2 Engagement and communication activities will draw on the latest research and approaches in community engagement and environmental psychology (a discipline concerned with effective communication and behaviour change with regards to environmental issues) and utilise concepts and principles such as:
- Making sustainability meaningful for citizens (focusing on factors such as the wider environment and community and communicating with people based on their environmental values).
 - Habit discontinuity (taking advantage of existing lifestyle opportunities to encourage behaviour change e.g. promoting energy efficiency when people move homes).
 - Using social networks and norms (utilising what other people do and/or is the expected behaviour e.g. most people in this area now recycle).
 - Two way participatory engagement/communications (engaging others in discussions and work on the issues and the solutions to deliver the environmental priorities for the city e.g. the development of community energy projects through the use of grants).
 - Using existing engagement and communication activities wherever possible (to ensure a holistic approach, maximise the use of resources and prevent engagement/ communication overload).
 - Pre-testing and evaluating different engagement and communications (to ensure that they are as well designed as possible and that lessons are learned for future activities).
- 8.3 A detailed supporting engagement and communication plan will be developed as part of the action programme.

Norwich City Council Environmental strategy



2015-2018



**ONE PLANET
NORWICH**

REfashion Norwich

CREATE FASHION FOR THE FUTURE



NORWICH
City Council



REFASHION NORWICH

- Part of TRAIID's #secondhandfirst week
- Part of the European Week for Waste Reduction
- To our knowledge it's the first event of it's kind in Norwich
- Aim: To improve awareness of sustainable fashion in Norwich whilst inspiring the local community to upcycle preloved garments and shop second hand



COMMUNICATIONS



- Mustard TV feature
- Future Radio Norwich – 42,000 listeners a month
- TRAIID – national reach
- Citizen – 60,000 properties
- Local event websites
- UEA and NUA promoted to their students
- Social media



ON THE DAY

- Approx. 400 visitors
- 26 local organisations and businesses attended to promote their services
- 20 models, 9 make-up artists and a photographer volunteered their time
- EDP and Evening News coverage

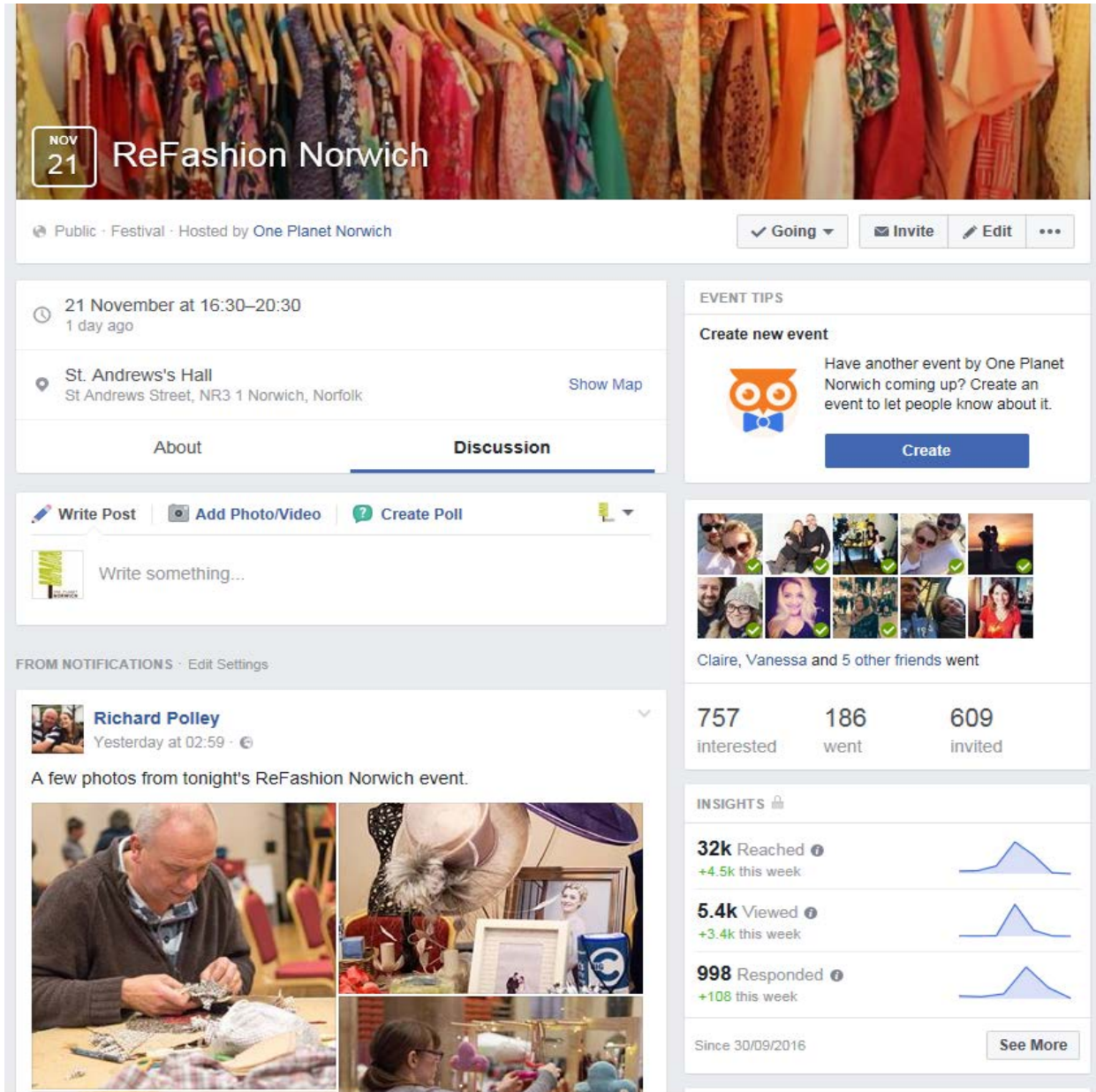






SOCIAL MEDIA COVERAGE - FACEBOOK

- Total event reach 32,000
- 757 interested
- 998 responded
- All stallholders directed their network to the event page



The screenshot shows the Facebook event page for 'ReFashion Norwich' on November 21. The event is public, hosted by One Planet Norwich, and is scheduled for 21 November at 16:30-20:30 at St. Andrews's Hall. The page shows 757 interested, 186 went, and 609 invited. The 'INSIGHTS' section shows 32k reached, 5.4k viewed, and 998 responded. The 'FROM NOTIFICATIONS' section shows a post by Richard Polley with photos from the event.

ReFashion Norwich
Public · Festival · Hosted by One Planet Norwich

21 November at 16:30-20:30
1 day ago

St. Andrews's Hall
St Andrews Street, NR3 1 Norwich, Norfolk

About Discussion

Write Post Add Photo/Video Create Poll

Write something...

FROM NOTIFICATIONS · Edit Settings

Richard Polley
Yesterday at 02:59 · 🌐

A few photos from tonight's ReFashion Norwich event.

EVENT TIPS
Create new event
Have another event by One Planet Norwich coming up? Create an event to let people know about it.
Create

Claire, Vanessa and 5 other friends went

757 interested 186 went 609 invited

INSIGHTS

Metric	Value	Change
Reached	32k	+4.5k this week
Viewed	5.4k	+3.4k this week
Responded	998	+108 this week

Since 30/09/2016 See More

TWITTER



Norwich Fashion Jam @NorwichFashJam · Nov 22

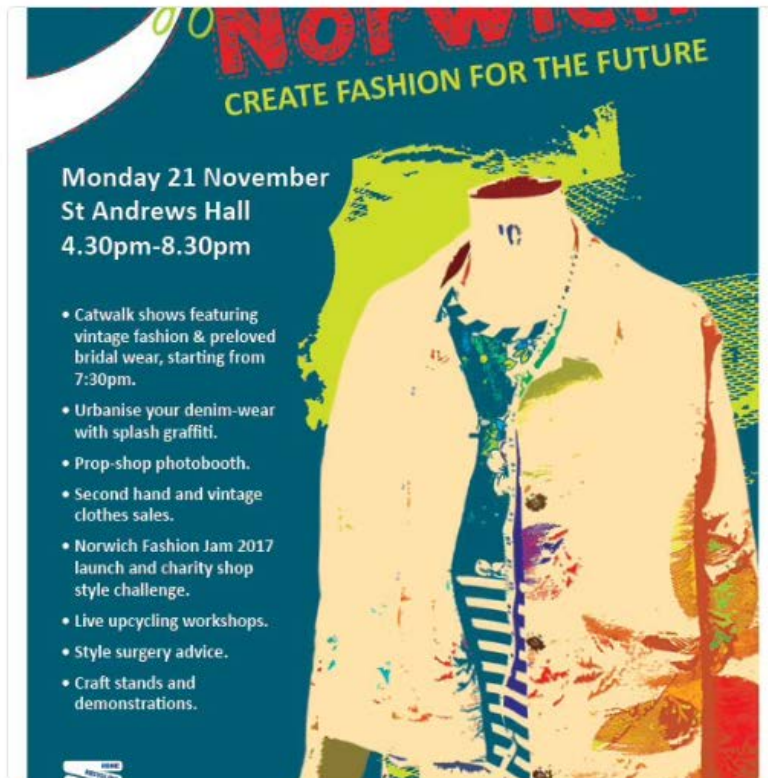
Well done to team @NorwichCC for a fab evening #refashionnorwich at St Andrews Hall last night! We had a great time.

1 retweet 4 likes



Norwich City Council @NorwichCC · Nov 21

We're excited for #ReFashionNorwich today! Revamp your wardrobe & upcycle your preloved clothes. Free entry! @NorwichUniArts @NorwichLanes



1 retweet 15 likes 9 likes



Norwich Fashion Week @NorwichFashion · Nov 21

When it comes to occasion wear @bykateelizabeth suggests "The other option is good old fashioned swapping or borrowing" #refashionnorwich

2 retweets 3 likes

- Impressions: 15,562
- Engagement: 231
- Retweets: 38
- Likes: 28



Big C

@bigctweets

Follow

Love is in the air at St Andrews Hall now. Join us #refashion #refashionNorwich @bykateelizabeth



2 retweets 7 likes



10:11 am - 21 Nov 2016 From Norwich, England

2 retweets 7 likes



Old clothes get their glamour back with upcycling

Dominic Gilbert

dominic.gilbert@liverpool-echo.co.uk

One million tonnes of cloth is thrown away every year.

But with a little ingenuity, a needle and some thread, clothes can be given a new lease of life and help save the planet.

That was the message at ReFashion Norwich at St Andrews Hall last night, where people picked up some tips on how to reuse their old clothes.

Charities are using inventive new ways to keep clothes in circulation, including partnerships with prisons to design secure handbags.

Bert Bremner, cabinet member for environmental strategy at Norwich City Council, said: "One of the problems with waste in our bins is stuff coming through

"One of the problems with waste in our bins is stuff coming through which could be recycled, if only just as material, let alone being reworn or reused"

Bert Bremner

which could be recycled, if only just as material, let alone being reworn or reused.

"Some of this stuff is really classy and you can get good quality second-hand items."

Tracey Le Gallez, head of volunteering at Sue Ryder,

added: "If you recycle to a charity shop you are impacting how much goes to landfill. Without the support from money coming in from our charity shops we would not be able to deliver care, which can be incredibly expensive."

Customers and staff from Sue Ryder, Break and The Big C were modelling clothes they had bought from the charities during the fashion show featuring vintage and preloved bridal wear on the evening.

Michelle Garman, multi-site manager with Break, said wedding dresses were always a popular addition to their stores.

"Donated clothes are our most important thing - if people stopped recycling clothes we would not get any funds," she said.



Wedding dresses from the Big C charity shop at Timberhill, worn by volunteers Lynn Garner, left, and Amanda Jerry, at the ReFashion event at St Andrews Hall.

Pictures: DENISE BRADLEY



Julie Porter, of Bags 2 Love, with her waterproof hats made from old umbrella material.



Models ready and waiting for the catwalk show in their Big C wedding dresses.

SOMERSET SUPERSAVER

MONDAY 6TH - FRIDAY 10TH MARCH 2017

Smiths Hotel *** Weston Super Mare | 5 Days - £295pp

A family run hotel occupying a prime position on Weston seashore. All ensuite bedrooms feature TV, hospitality tray & lift access

Price includes:

- We travel to Bath. Already a spa resort in Roman times, Bath became the height of fashion during the eighteenth century and has many fine Georgian buildings. The Pump Room here is well worth a visit.
- A free day to explore Weston-Super-Mare.
- We make our way to Clarks Outlet Village in Street for morning coffee. After free time we head up through the Mendip Hills for an afternoon in England's smallest city, Wells, with its old world charm, interesting shops and

St Cuthberts Church, often mistaken for a cathedral. The real jewel of the city is the walled precinct enclosing the Bishops Palace and impressive moated medieval stronghold.

- 4 nights dinner, bed & breakfast
- Luxury executive coach travel
- Local joining point



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www.eastonsholidays.co.uk



SURVEY RESULTS

- 100% of participants would like to see more events similar to this in Norwich
- When asked 'what was your favourite aspect of the event?' the highest response was networking, followed by the fashion show

Quotes:

- "Well organised and smoothly run, please do more events"
- "It was good to see solid facts and figures, and to realise we can all do something to help"
- "I learned more about local businesses involved with this who I had not met before"



NEXT STEPS

- Made new contacts for potential collaborations in the future
- Planning a textile/makers area at OPN Festival



Upcoming events:

- Norwich and Norfolk Eco Awards ceremony: 16 March (invite only)
- One Planet Norwich Festival: 6 and 7 May

