

Report to	Sustainable development panel	Item
	19 July 2017	
Report of	Director of regeneration and development	8
Subject	Feedback from the One Planet Norwich festival 2017	

Purpose

This report is for information.

Recommendation

To receive the report..

Corporate and service priorities

The report helps to meet the corporate priorities to provide for safe clean and low carbon city, prosperous and vibrant city and healthy city with good housing

Financial implications

None.

Ward/s: All wards

Cabinet member: Councillor Maguire – Environmental strategy

Contact officers

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Background documents

None

Report – One Planet Norwich festival 2017

Over the festival weekend

1. The purpose of the One Planet Norwich festival is to engage with attendees around small steps we can all take to try to live more sustainably and within the One Planet model, where we each only use the amount of resources that the earth can sustain.
2. The third One Planet Norwich festival was the most successful yet with well over 10,000 visitors attending over the weekend, which is an increase of at least 2,000 attendees on the previous year. The Forum and Millennium Plain were filled with new activities and an even wider range of stallholders engaging with the community on more sustainable alternatives to everyday living. Forum staff stated it had been one of their busiest Saturdays on record.
3. Inside the Forum we had electronic survey forms where festival visitors could comment on their experience of the festival, this link was also shared via the Facebook event page. We used this to learn what went well and how to improve future activities. One question asked whether they had learnt anything new about sustainability at the festival, of which a staggering 93% of the respondents answered yes.
4. Another question gauged where the visitors have travelled from to visit the festival. Over 75% came from Norwich, or Greater Norwich, and the majority of the remainder came from within Norfolk.
5. Both stallholders and visitors completed surveys so we could capture the experiences from both sides. The full results are detailed in Appendix A.

Social media and local press

6. The One Planet Norwich Facebook page reached 14,372 people from 3 to 5 May, with the event page achieving a reach of 35,000, 5,300 views and over 1,000 people interested in the event. The page also achieved over 100 page likes in the month leading up to the event.
7. The Twitter posts reached 35,000 people, with over 15,000 of these re-tweeting about the event using the #oneplanetnorwich hashtag.
8. The festival generated strong local media interest and got a lead article in the Eastern Daily Press following the event an interview on Radio Norfolk breakfast show prior to the event.
9. 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. Being into year two of our One Planet Norwich social media campaign meant that our reach is growing year on year.

Outcomes

10. The evidence indicates that the festival has proven 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 an overwhelming yes for large majority of respondents.

Capturing the Moment – Key Facts and Figures:

11. Over the One Planet Norwich festival weekend:

- (a) Over 10,000 people attended over the two days.
- (b) £187.50 was raised for Solar Aid, supporting rechargeable solar powered lamps in poverty-stricken African communities to aid light to work by and as an alternative to dangerous and smoky kerosene lamps.
- (c) 77 fully completed Eco trail maps
- (d) 150 decorated 'Recycle for Norwich' cotton tote bags.

Facebook

12. Between 3 to 9 May the One Planet Norwich Facebook page achieved a reach of over 14,000 people, with the event page achieving 35,000 views. Various organisations were regularly sharing Facebook One Planet Norwich posts and promoting the festival.

Twitter

13. Twitter posts reached 35,000 people, with 15,000 of these re-tweeting using the #oneplanetnorwich hashtag.

Media coverage:

14. Positive press article in the Eastern Daily Press following the event with headline, "One Planet Norwich festival attracts thousands of families". Officers interviewed on Radio Norfolk regarding the festival for the Saturday breakfast show. Officers were selected for interview as the festival fell during Purdah.

Collaborations:

15. This year we worked with a wider range of organisations than ever before, with over 40 organisations represented at the event. We were kindly sponsored by both Nissan Desira for the Eco Games area and Wild Anglia were overall event sponsors.

Cycle cinema:

16. We introduced a cycle cinema for the first time this year. The cycle cinema is a fun and engaging way to learn about how much energy is required to power electrical equipment and challenge preconceptions around just how easy it is to flick a switch and be provided with energy. We held four showings of the short animation, 'Wallace and Gromit's Cracking Contraptions'. The cycle cinema was held in the Gallery space with a capacity of 70 attendees per showing. Each showing was filled to capacity.

Whole Earth exhibition:

17. We were very pleased that, through our links with the UEA, we were able to play host to the internationally acclaimed Whole Earth exhibition. The exhibition features striking images from around the world showing how various cultures live and treat the earth. Each image is accompanied by explanatory text.

Attendees/Supporters:

Wild Anglia	Wild Words	Desira Nissan
UEA	Mad Science	Anglian Water
Fun Faces Face Painting	Solar Aid	Buy Local
Norfolk Wildlife Trust	Outspoken Delivery Norwich	Outspoken Cycles
RSPB	BMW	Car Club
Pedal AtoB	Central Norfolk Walking for Health	Henna tattoos
Green Britan Centre	CHAIN	Silver road craft group
Friends of Norwich in Bloom	Farmshare	Millennium Library
Deerly Beloved Vegan Bakery	Hench Herbivore	Love Spoons Jewellery
Wise Living with Ana	Missing Kind	The Lively Crew
Love Food Hate Waste	Master Composters	Recycling Team
Allotments team	Allotments Association	The Green Eco Lady
Cosy City	Trust for Conservation Volunteers	Norwich FoodHub
Ronaldo's Ices	Various local musical artists on the unplugged stage	Slow food stalls

The financial cost of the One Planet Norwich festival:

18. The festival attracted £1,500 in sponsorship and stallholder fees.

19. In future we hope to raise additional sponsorship, particularly for the Cycle Cinema activity, if we ran it again, and may seek to raise stallholder fees. This was the first year we had charged stallholders and it was challenging to make sure we pitched the fees correctly. Fees were allocated on a sliding scale taking into account factors such as whether the stallholders were a small local charity or business, a larger charity or a large business. Some stalls were run by council services such as the Allotments team and could not be charged for.

Appendix A

Survey results:

Attendee and Stallholder feedback:

We created two surveys. One for members of the public to enter at the event or after the event. We promoted this as a competition with the opportunity to enter a prize draw to win an Eco Hamper. The other survey for Stallholders to try and understand what had worked well and less well for them both ahead of the event and during it.

Attendee feedback:

What was your reason for visiting the Forum today?

Over two-thirds of entrants said the reason they visited the Forum over the OPN weekend was to visit the festival. Other responses being use of the toilets, library or café.

How did you hear about the OPN festival?

Over 39% of respondents said they heard about the event through social media, with 19% citing posters/flyers and 15% word of mouth.

Where had respondents travelled from?

Over three quarters of respondents lived in Norwich, with the greater majority of the remaining respondents travelling from elsewhere within Norfolk.

Did you learn anything new about sustainability?

Over 93% of respondents answered Yes to this question.

In your opinion how could we improve the event?

There was a range of answers to this question as you might expect with people contributing a range of ideas including; invite more vegan/vegetarian stalls, more adult activities, cycle cinema on both days, more promotion, open up the auditorium for talks. But the most popular answer, with 40% of respondents answering wanted the festival to be bigger and last longer, with one respondent stating, 'Brilliant, no improvements necessary'.

How would you rate the event with 1 being Poor and 10 being Excellent?

Over a third of respondents (35%) thought the event was 10/10, with 80% of respondents giving the festival an 8, 9 or 10 rating.

Please choose up to 3 categories you think best describe this event:

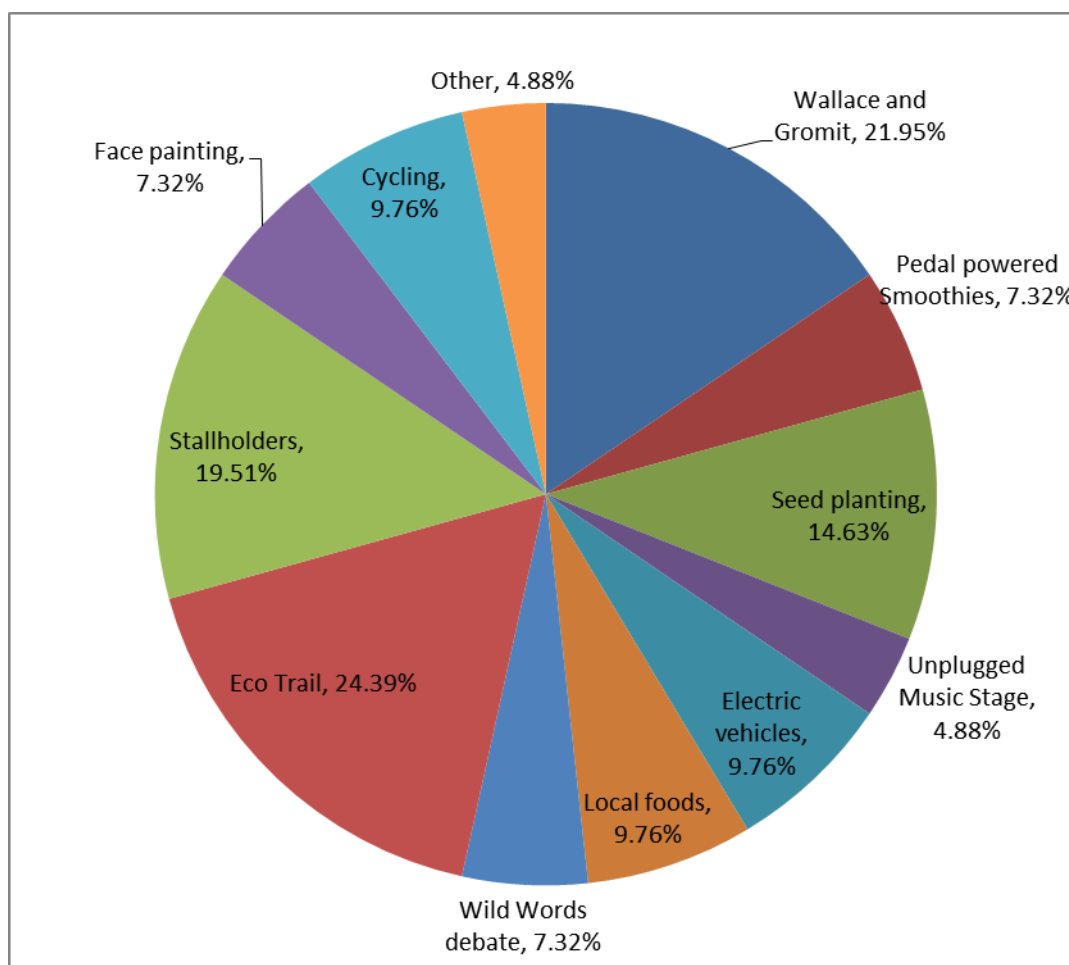
Education and Learning 86%
Knowledge 60%
Entertainment 40%
Technology 26%
Economic and Business 20%
Personal Development 12%
Heritage 4%

Would you visit the OPN festival again next year?

Yes 91%
Maybe 9%
No 0%

What was your favourite part of the festival?

Whilst the Wallace and Gromit cycle-cinema was popular, so was the Eco Trail, the stalls and seed-planting activity. It is encouraging to see a wide range of support for the various elements of the festival, which this year was more diverse than ever.



In addition to the attendee feedback we also sought feedback from our stallholders about their experience of the One Planet Norwich festival.

Feedback from stallholders:

What do you think went well over the weekend?

The number of people that visited	88.20%
The variety of stallholders	88.20%
The different activities	58.80%
The Eco Trail	41.10%
The Cycle Cinema (Saturday only)	29.40%
The Wild Words debate (Sunday only)	11.70%
Live Bands	17.60%
Mad Science shows	41.10%
The sustainable transport outside	23.50%
Online presence - use of social media	23.50%
Photography	11.70%
The Children's activities	29.40%
Impact on your business	52.90%
Discovering new sustainable lifestyle options	29.40%
Networking opportunity	64.70%
Publicity leading up to the festival	41.10%
The organisation of the festival	70.50%

What do you think less well and how could it be improved?

More stalls on a Sunday, perhaps a key theme on each day.
Some issues around tagging One Planet Norwich in facebook posts
More activities on the Sunday
Quality of the PA for the live music

Did you visit the One Planet Norwich facebook page? If so, how and why?

To find out more about the festival	53.80%
To find photos of myself/my organisation	38.40%
To enter/share/create competitions	7.60%
To promote the festival to your fans via tagging	
OPN/shares/mentions	61.50%
To write blogs	0%
I tweeted a link to the Facebook page	30.70%
To direct 'fans' to the festival	46.10%
To find the website link	38.40%

Did you use the #oneplanetnorwich on, or tag @norwichcc on Twitter?

Yes	62.50%
No	37.50%
I didn't know about it	0%

Did you receive an increase in business/interest/sign-ups/memberships to your organisation over the OPN festival weekend? If you did, we'd love to hear more!

Yes	62.50%
No	6.20%
Don't know	31.20%

Additional comments:

- Around 30 sign ups
- Around 30 sign ups over the weekend for our newsletter
- The festival was brilliant for creating awareness. The people that visited were very keen on finding out about what was going on and willing to implement the changes they heard of from the stallholders into their lives.
- Signed up some new members, not as many as last year, but then we attended on Saturday, which seems to be the busier day.
- Car Club anticipates that OPN 2017 will generate 20-25 new Car Club members
- Our sales of Eco Laundry eggs were very good. We told a lot of people about our shop. Time will tell if they visit us but hopefully they will and we will let you know if they do.
- Was great to advertise the Scrap shop on Silver road
- We were very pleased with the reaction from the general public regarding supporting businesses which are truly local to Norfolk
- One sign up at the festival, 50 people subscribed to our newsletter, about 70 leaflets/explanations given
- We signed up more people in one weekend than in 2 months of usual business

Would you be interested in attending the OPN festival again next year?

Yes	76.40%
No	5.80%
I don't know	5.80%
Saturday only	0%
Sunday only	0%
Both days	11.70%

Finally, please let us have any more comments, thank you!

- “Well organised, and a pleasure to be part of. Maybe as a networking opportunity, there could be a pre-Festival meet-up of stallholders? To help people know who else is there. (I didn't get a chance to leave my stall to chat to people)”
- “Excellent event again in a really great venue. One Planet/NCC staff and Forum event team all very helpful as usual - Well done!”
- “It was a brilliant event, as it was last year and we would love to take part again next year.”
- “We had so many children make the cress heads around 200 over the two days, and if you want us to do this again it would be good to have another activity as well as planting the seeds”
- “Could we just say thank-you...it was a really well organised and enjoyable event for us to participate in”.
- “It was great, thank you. Networking was actually an added bonus - we found out about some funding options and made new contacts”
- “Well organised and good variety of stalls. Lots of very happy visitors. Definitely want to do it again!”