

## Consultation and Communication Case Study

<b>Beacon Theme</b>	Sustainable energy
<b>Authority name</b>	London Borough of Lewisham
<b>Case Study title</b>	London Borough of Lewisham's Climate Change event 18/02/06

### *Overview of service delivery*

This case study details the background and findings of the London Borough of Lewisham's Environment Select Committee's review "Tomorrow's Climate, Today's Challenge – Lewisham Doing Its Bit". The review was focused on climate change and sustainable energy. At the 4 October 2005 meeting, the Environment Select Committee considered the annual report of the Sustainable Energy Unit. The committee were also briefed on how the Council had received a beacon award for sustainable energy in March 2005. Following discussions the committee decided to hold a community focused event.

### *Objectives*

Members decided to hold the event in order to:

- consult residents on how to take forward the new Climate Change Policy
- raise awareness of climate change and sustainable energy issues
- show people how to try to reduce climate change by using less energy
- tell people about various renewable technologies
- inform people of the Council's achievements in the field of sustainable energy

### *Methodology*

The event consisted of a number of information stands with London Borough of Lewisham, key partners agencies and leading organisations in the field of sustainable energy and climate change on hand to speak to members of the public.

The event featured the following:

- a video booth and questionnaire for members of the public to record their views on climate change
- an energy bike supplied by Global Action Plan
- a green van (with different environmental features e.g. solar panel and wind turbine) supplied by National Energy Foundation
- a projection featuring climate change and sustainable energy messages
- staff from the South East London Energy Efficiency Advice centre (EEAC) were also on hand to share learning and information and answer any questions from members of the public
- a recycling stand
- a sustainable transport and travel stand
- face painting for children

### **Questionnaire and Video Booth**

The questionnaire entitled 'How can we tackle climate Change in Lewisham?' was designed by the Council's Energy and Sustainability Manager. The detailed questionnaire was filled in by almost 200

members of the public. The questionnaire was aimed at capturing the public's view on what they thought of the Borough's approach to tackling climate change and what the councils priorities should be in respect of this.

The questionnaire also asked for public opinion on how the Council can improve further in the area of energy saving and energy efficiency. The questionnaires have also been analysed to gain a further understanding as to how useful the public found the event and the information presented and displayed.

To make the event attractive and open to members of the public who did not wish to fill out a questionnaire, public opinion was also captured through the video booth. Around 65 messages were captured on the video booth of which the contents will also feed into the Climate Change Strategy.

## **Publicity and Promotion**

The event was publicised and promoted on the council website, the Lewisham Town Centre website and the I&DeA website. The Chair of the Committee, Councillor Muldoon also gave a radio interview on time FM. The event was also publicised in the local press in the News Shopper and on the Councils electronic notice board.

The successful interactive day was captured by the council's photographer, a photographer from the South London Press, the Mercury and the News Shopper.

Following the success of the event, a one page spread was featured in The Mercury on 1 March and a news Brief in the South London Press on 24 February.

Invitations for the event went out to all Lewisham Councillors, MP's and the MEP for Lewisham and Greenwich.

Efforts were made to ensure that the event was accessible as possible to all of Lewisham's residents as it was held indoors, on level ground in an open space inside the shopping centre with a signer and induction loop available, should they have been required by anybody.

## *Outcomes*

The event was extremely well attended with around 500 people present. Members of the public filled in questionnaires, gave their opinion on the video booth sought advice and information and explored the various interactive features available such as the energy bike.

The Chair and Members of the Environment Select Committee were in attendance and also on hand to speak to Members of the public. The consultation event was also supported by Lewisham's Deputy Your Mayor.

## **Findings from the questionnaire**

A full analysis of the 200 questionnaire was made, the key findings are as follows:

- majority of the people who filled in the questionnaire felt that climate change was very important
- a range of opinions were expressed about what the councils priorities for adapting to climate change should be. Of the three most popular was:
  - Keep vulnerable people cool in summer and warm in winter
  - Make sure the transport system can cope
  - Manage the risks of floods and emergencies

- a lot of people felt that information on how to save energy in the home would be the most useful, followed by information on how to save water in the home
- amongst those that filled out the questionnaire, quite a few people were unaware of the Council's Energy Policy
- it was felt that the council's top priority in its Energy Policy should be ensuring that housing is made affordable to heat by improving heating systems and insulation. People also felt that the council should buy environmentally friendly energy
- amongst the most popular choices method by people for the council disseminating information and energy advice includes:
  - I. Council events
  - II. Lewisham Life
  - III. Bus Shelter posters
  - IV. Newspaper articles
- Many people felt the best way for the council to set a good example was by the council installing renewable energy (e.g. wind turbines, solar panels) on its buildings
- In response to who should be responsible for action to save the environment, central government was felt to be the most responsible followed by individuals and then the council.
- As a result of the event people decided that they would take action towards saving energy by not leaving things on standby, turning off lights and buying energy efficient products.
- More people were interested in being told when the Climate Change Strategy is launched as opposed to not. Amongst those who wished to be kept informed most provided e-mail address as their method for being kept in contact.
- Various people enjoyed different aspects of the event including the energy bike, video booth and projection. Most people enjoyed every aspect of the days events.

### **Comments raised in the video booth**

Approximately 65 responses were captured on the video booth, of which 45 were useful. People made general comments regarding their view on climate change, what they would do to help reduce it and also what the council could do to help.

Amongst some of the comments raised includes:

- more sustainable energy facilities should be built in Lewisham
- a few people mentioned that there should be more publicity about grants for solar panel roofing for people's homes
- the council should advertise the recycling facilities and services more

The public were interested in knowing what happens to things that are placed in recycling facilities.

## **Positive learning points**

At the meeting on Tuesday 7 March, the committee discussed the climate change event and considered the outcomes. It was expressed by members and officers alike that the event was extremely successful in achieving its aims.

The event raised awareness, took scrutiny out into the heart of the community and provided the opportunity for consultation on the council's Climate Change Strategy in an open and creative way.

Members of the committee agreed at the end of the meeting to present the results and findings of the Consultation Event to the Mayor and Cabinet.

## **Contact details**

Name	Dominic Francis
Address	Room 400, The Town Hall, Catford Road, London, SE6 4RU
Telephone	020 8314 7247
Email	<a href="mailto:dominic.francis@lewisham.gov.uk">dominic.francis@lewisham.gov.uk</a>
Website	<a href="http://www.lewisham.gov.uk/energy">www.lewisham.gov.uk/energy</a>