

ZERO CARBON RUGELEY

WP17-D1: LOG OF COMPLETION OF COMMUNITY ENGAGEMENT (APRIL 2022-END-MARCH 2023)

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Zero Carbon Rugeley

WP17 – User-Centric Design & Community Engagement

D1-2 – Log of completion of programme of community engagement (2022-2023)

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Executive summary and event log

This document summarises the community engagement activities undertaken as part of the user-centric design and community engagement work package (WP17) between April 2022 and the end of March 2023. This document comprises a log (Table 1) of activities with links to reports with further details as a brief description of different activities.

As Zero Carbon Rugeley entered the third and final year of the project, the engagement approach was adapted to prioritise in-person engagement events. This decision was based upon the relaxation of COVID-19 lockdown measures and increasing confidence in attending in-person events. At this stage in the project there was a focus on reaching a wider-cross section of the Rugeley population through a range of engagement activities, as well as targeting specific areas of support for other consortium members (for example autonomous vehicle workshops). The success of the Rugeley Energy & Heritage Day in 2021 the major in-person event in 2021, informed the decision to focus on in-person engagements, with several activities conducted at that event adapted and taken forward into in-person engagements throughout 2022 and 2023.

The engagement approach can be categorised as comprising several different types of activities designed to provide opportunities for different levels of engagement, these included: 1) Pop-up events; 2) Project Awareness and dissemination events; 3) ZCR event Days; 4) Local group support, and 5) Cultural Animation Workshops. The activities undertaken during this period relating to the user-centric design and community engagement work package also include a continuation of discussions with the Community Ambassador and Community Gatekeeper groups, community engagements specifically related to School retrofit and thermal image camera training, as well as continued use of the engageZCR Facebook account. Brief outlines of the majority of these activities are given in the main body of this document but further details for the majority of activities can be found in the relevant reports.

Event log

Table 1: Summary of community engagement activities (including those with groups outside of Rugeley) April 2022-31 st March 2023.					
Date	Event name	Venue	Theme	Approx. no. of participants	Report number
Pop-up events					
09/04/22	Rugeley Eco Day	Rugeley Community centre	Mobility, buildings, community energy	~30	WP17-D12-2
04/06/22	Jubilee Street Party	Rugeley Town Centre (Market Street)	Energy transition, mobility, buildings	54	WP17-D12-2
02/07/22	Artisan Market	Rugeley Town Centre (Brook Square)	Mobility, buildings	26	WP17-D12-2
Project awareness and dissemination events					
19/08/22	Rugeley Community Centre Day	Rugeley Community Centre		~10	
30/09/22	Staffordshire Climate Expo	Uttoxeter Racecourse		~40	
14/10/22	New Vic Theatre Eco Day	New Vic Theatre, Newcastle-under-Lyme		~30	
25/01/23	Uttoxeter Climate Conversations day	Uttoxeter, Staffordshire		~50	
28/01/22	Climate Conference	Maer and Aston Parish Council		40	
28/02/23	PfER day	Science and Industry Museum, Manchester		~30	
5/3/23	Leek Energy Day	Leek, Staffordshire		~20	
11/03/23	Rugeley Town Council Cooling	Rugeley Rose Theatre		~15	

	Towers Energy Arts Event				
ZCR event days					
16/07/22	Energy heritage performance walk	Through Rugeley Town to Power Station	Energy transition	17	WP17-8
01/10/22	Energy Heritage Day	Rugeley Rose Theatre	All ZCR work packages	~150	WP17-9
28/01/23	SLES Champions training day	St Paul's Church, Rugeley	Energy transition, smart retrofit, mobility	5	WP17-5
03/12/23	Lessons Learned Community workshop	Rugeley Rose Theatre	All ZCR work packages	15	WP17-10
27/03/23	Community exhibition launch	Rugeley Community Church and Centre	All ZCR work packages	~15	WP17-11
Local group support					
Jan 23	Eco-Rugeley Day	Rugeley Community garden		~25	
Feb 23	Eco-Rugeley Day	Rugeley Community garden		~35	
March 23	Eco-Rugeley Day	Rugeley Community garden		~45	
Cultural animation workshops					
March 2022	Smart retrofit	Rugeley, Savannah's tea room	Smart retrofit	1	
March 2022	Smart retrofit	Online	Smart retrofit	4	WP17-D12-3
10/04/23	AV trial (Keele staff and students)	Keele University	Mobility (AV)	16	WP17-D2
17/03/23	AV & MaaS, App trial (Rugeley residents)	Keele University	Mobility (AV, MaaS, journey planner apps)	4	WP17-D2
Community meetings					

Meetings with the Community Ambassadors and Gatekeepers group were held approximately quarterly as required based on project activities

Community training (led by SHAP)

October 2022	Schools retrofit workshop	Chancel School	60	Buildings	
March 2023	School 'teach the teachers' workshop	Chancel School	5	Buildings	
March 2023	Thermal camera training (theory)	Community ambassador house	10	Buildings	
March 2023	Thermal camera training (practice)	Community ambassador house	10	Buildings	

Brief details of select activities

1: Pop-up engagement events

Pop-up engagement activities were undertaken as part of the user-centric design and community engagement activities in the third year of the Zero Carbon Rugeley (ZCR) project with two core aims of reaching a wider cross section of the Rugeley community and providing detailed insights into key themes identified within the first two years of ZCR. Pop-up engagements consisted of the WP17 engagement team (Keele University and New Vic Borderlines) hosting ZCR stalls in existing community spaces to interact with people who may not typically engage with the project. A series of activities were designed for the pop-up stalls using props such as monopoly boards and a dolls house to encourage discussions around the key themes of buildings, mobility, and energy. A detailed report synthesising the engagement approach and findings from pop up engagements is available as (WP17-D12-6)

1.1 Eco Day

An 'Eco Day', hosted by Rugeley Community Church and Centre on the 9th of April 2022, brought together a range of sustainability focused groups from the local area. The event was run by the Rugeley Community Church and Centre and was inspired by the Zero Carbon Rugeley run Community Energy & Heritage Day and intended to facilitate networking between groups. A Keele University staff member, Equans staff member, and New Vic Borderlines staff member were present and conducted activities around community energy, mobility, and buildings (figure 1).



Figure 1: Photo taken of ZCR activities from the Eco Day.

1.2 Jubilee Street Party

Rugeley Town Council hosted a Jubilee Street Party on Saturday 4th June 2022. WP17 attended and hosted a stall on Market Street in the town centre (figure 2). Keele University staff and New Vic Borderlines staff facilitated engagement activities under the title of '70 years of energy', with Rugeley's energy history explored through activities alongside the timeline of Queen Elizabeth the 2nd.



Figure 2: Photo taken of ZCR activities from the Rugeley Jubilee Street Party.

1.3 Artisan Market

Rugeley Town Council hosted a monthly pop-up artisan market located in Brook Square in the town centre of Rugeley. WP17 hosted a stall on the 2nd of July 2022 and conducted activities themed around buildings and mobility (figure 3).



Figure 3: Photo taken of ZCR activities from the Rugeley Artisan Market.

2: Project Awareness and dissemination events

Pop-up engagements proved to be an effective approach of engaging with a wider cross section of the Rugeley community. WP17 recognised the value of ‘in-person’ engagements that enabled people to meet the team behind ZCR, building trust in the community and growing networks. These events also enabled WP17 to promote upcoming ZCR events and direct people to our Facebook page. For these reasons, WP17 attended several in-person engagements. These events differed from the Pop-up engagement activities discussed in the previous section as the core aim of these activities was project awareness and dissemination, rather than data collection. Several of these awareness and dissemination events took place in Rugeley and some of them were further afield in local towns.

2.1 Rugeley Community Centre Day

Following the success of the Rugeley Community Church & Centre 'Eco Day', a similar event was hosted at the Community Centre on Friday 19th of August 2022. WP17 hosted a stand displaying project information and had staff on hand for community members to discuss the project (figure 4). Attending this event further helped WP17 build a relationship with the Rugeley Community Church & Centre.



Figure 4: Photo taken of ZCR stand at the Rugeley Community Centre Day.

2.2 Staffordshire Climate Expo (Uttoxeter)

The Globe Foundation hosted a 'Staffordshire Climate Expo' in Uttoxeter on Friday 30th September 2022. WP17 hosted a display stand showcasing the project and some of the methods used (figure 5). Given Uttoxeter's close proximity to Rugeley, several Rugeley community members and groups were in attendance. This event in particular provided an opportunity to promote upcoming events such as the ZCR Energy & Heritage Day.



Figure 5: Photo taken of ZCR stand at the Uttoxeter Climate Expo

2.3 New Vic Theatre Eco Day

New Vic Theatre hosted an Eco Day on Friday 14th of October 2022. ZCR hosted a stand (figure 6) exhibiting the work completed in Rugeley and demonstrated some of the engagement methods used such as the monopoly boards.



Figure 6: Photo taken of ZCR stand at the New Vic Borderlines Eco Day.

2.4 Uttoxeter Climate Conversations

ZCR Community Gatekeeper organisation Transforming the Trent Valley invited WP17 along to a 'Climate Conversations' event in Uttoxeter on Wednesday 25th January 2023 (figure 7). This event consisted of local community groups and individuals interested in sustainability coming together to discuss sustainability in Staffordshire. Several Rugeley community members were present, including members of the Rugeley Power Station Fishing Club, and ZCR Rugeley Community Ambassadors.



Figure 7: Photo taken of Transforming the Trent Valley's Climate Conversations event.

2.5 Rugeley Town Council Cooling Towers Energy Arts Event

ZCR were invited to an event at the Rugeley Rose Theatre on Saturday 11th of March 2023 hosted by Rugeley Town Council opening their 'Energy Arts' Cooling Towers display (figure 8). This event provided an opportunity to share the work that ZCR had completed, displaying activities such as the Performance Walk that explored Rugeley's heritage. Furthermore, this event provided opportunities for WP17 to speak to other local groups.



Figure 8: Photo taken of ZCR stand at the Rugeley Town Council Energy Arts Display

2.6 Leek Energy Day

ZCR was invited to 'Leek Energy Day' hosted by Moorlands Climate Action (MCA) on 5th March 2023. MCA have engaged with ZCR throughout the project, therefore, WP17 saw this as an opportunity to support local groups whilst showcasing ZCR (figure 9).



Figure 9: Photo taken of ZCR stand at the Leek Energy

2.7 Maer and Aston Parish Council

ZCR was invited to deliver a talk on Zero Carbon Rugeley at the Maer and Aston Parish Council Town Hall. This invite was a result of connection made in Rugeley through Waste Savvy Staffordshire. A talk was delivered to approximately 40 people.

3: Event Days

WP17 hosted five 'Event Days' as part of the ZCR project between April 2022 and end of March 2023 where engagement activities provided opportunities for Rugeley community members to engage with the ZCR team over an extended period of time. These events consisted of: Rugeley Energy Heritage Performance Walk; the 2022 Rugeley Energy & Heritage Day; Lessons Learnt Community Workshop; SLES Champions training day; and the Community Exhibition launch.

3.1 Rugeley Energy Heritage Performance Walk

In July 2022, the Keele UCD and community engagement team worked with New Vic Borderlines Facilitators to design and deliver an engagement piece taking Rugeley community members on a walk through Rugeley themed around energy past, present and future (figure 10). A summary report from this event is available in WP17-D12.



Figure 10: Photos taken during the performance walk. Left: Debrief session after the walk. Right: Station along the route of the walk under a railway bridge.

3.2 Rugeley Energy & Heritage Day 2022

Following the success of the Energy Day hosted by WP17 in 2021, the decision was made to host this event again in 2022 (figure 11). This event involved WP17 hiring the Rugeley Rose Theatre for a daylong event in October 2022. Activities included a schedule of talks throughout the day delivered by a range of experts from the consortium and a local historical group, a selection of stands hosted by local sustainability groups, and a children's cinema showing sustainability themed films.



Figure 11: Photos from Rugeley Community Energy & Heritage Day 2022. Top left: Kids Cinema. Bottom left: How Bad are Bananas's game. Right: Room where talks took place.

3.3 Lessons Learnt Community Workshop

On Saturday 3rd December WP17 hosted a community lessons learnt workshop with representatives from eight consortium partners (figure 12) and members of the community including community ambassadors and key local stakeholders, including members of the District Council. This workshop took place following discussions between the community and consortium partners at the end of the Energy & Heritage Day 2022 who expressed a desire for an opportunity to discuss the work that ZCR had completed. The aim of the

workshop was to provide the community with the opportunity to discuss the work that each work package had completed, and how it could benefit Rugeley going forward.



Figure 12: Photo of consortium members from Lessons Learnt Workshop.

3.4 SLES Champions training day

In January 2023, WP17 piloted a SLES Champions training course with 4 people from Rugeley (figure 13). This consisted of a full day workshop with Rugeley residents presenting the training course and allowing them to provide detailed feedback on the content and how they would feel about delivering the training themselves. The content of the training course is available in deliverable WP17-D5.



Figure 13: Photo taken during SLES Champions training course pilot in Rugeley.

3.5 Community Exhibition Launch

On Monday 27th March 2023 WP17 invited community members to attend a ZCR exhibition hosted at the Rugeley Community Church and Centre. The exhibition showcased the work completed during the three year project. The exhibition contained three distinct sections 1) WP17 community engagement events 2) Community 'voice' highlighting what the community have said during engagement activities 3) Information on the retrofit of the Community Centre completed by the consortium.



Figure 14: Images from the display

4: Local group support – Eco-Rugeley

Eco Rugeley, a community group that formed from the ZCR Community Ambassadors group, meet once a month at the Rugeley Community Garden. WP17 has attended the two monthly events that Eco Rugeley have hosted in 2023 (figure 14). WP17 have also loaned Keele Universities 'How Bad are Bananas' Carbon Footprint game for Eco Rugeley to use in their own activities. WP17 attending these workshops has helped spread awareness of ZCR and promote events.

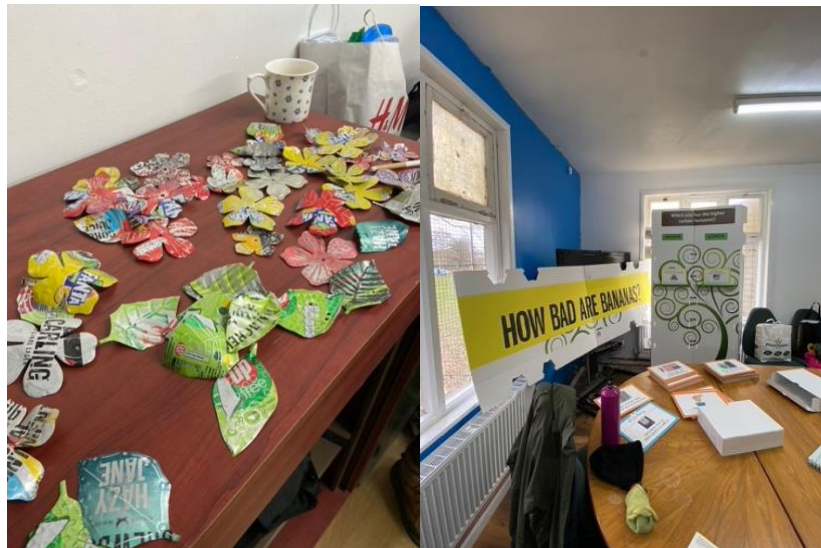



Figure 14: Left: Eco-Rugeley January art workshop. Right: Eco-Rugeley February How Bad are Bananas session.

5: Cultural Animation Workshops

5.1 Smart Retrofit Perceptions

WP17 conducted two Cultural Animation workshops covering community perceptions of Retrofit (figure 15). One workshop was conducted online, and one workshop in person. A detailed report covering this workshop and other findings related to buildings is available in deliverable WP17-D12.




Anna



Anna explains that monitoring energy use in the home makes you more aware of your usage and helps to reduce the amount of energy wasted!

Through monitoring, smart controls could adapt the way that energy is used in the home to match behaviors. It knows this from the data it collects about energy use (similar to how your smartphone can track your steps or sleep!). For example, the system would see that David showers between 6 am and 7 am every day. It could ensure that the boiler is ready for this time and that the energy to power it had been bought at the cheapest time.

Community Smart Retrofit Workshop

<p>When</p> <p> Wednesday 2nd of March</p> <p> 6:00 pm until 7:30 pm</p> <p> Online Via Zoom</p>	<p>We will be exploring...</p> <p>What a 'Fabric' and 'Smart' Retrofit involves?</p> <p>How energy technology could control your energy and save you money?</p> <p>Why Retrofit becomes cheaper as more people sign up?</p> <p>How it could benefit Rugeley?</p>
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Anyone is welcome to attend! Please let us know if you are interested and we will send you the zoom link.


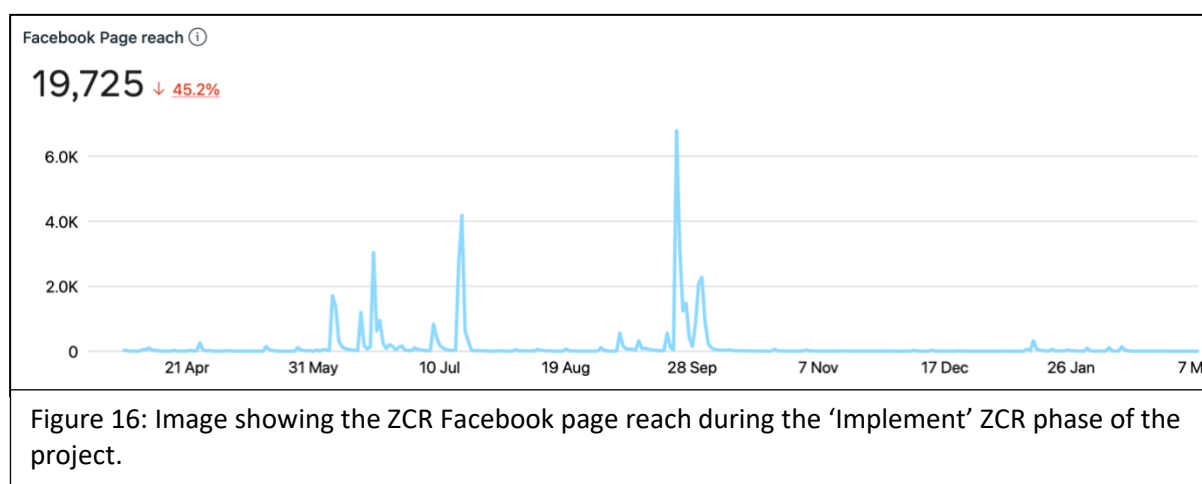


Figure 15: Left: Screenshot of a slide from the online workshop. Right: Screenshot of the workshop advert post from Facebook.

6: Social Media

Social media was used in two main ways: 1) to share content about specific topics related to the project to encourage discussions in the comments; and 2) to promote upcoming ZCR activities. Furthermore, the ZCR discussion forum was also used for longer discussions to take place.

Social media engagement continued to play a significant role in WP17s community user-centric design work. Between 1st April 2022 and 7th March 2023, 19,725 accounts were reached by posts from the ZCR Facebook page (figure 16) Examples of content are given below.



6.1 Informative content

Informative Facebook posts were created to encourage discussions around specific topics. For example, information on heat pumps and heat pump grants was shared to encourage discussions around heating homes (figure 17).

Heat Pump Programme

Why Heat Pumps?

Heat pumps produce heat by drawing it from the air or ground, and run off of electricity, meaning they can reduce carbon emissions.


Grant Scheme

The government grant scheme provides £5,000 towards the cost of a heat pump.

How do heat pumps work?

Heat pumps can be installed on the outside of your house to heat your radiators and water.

They work in a similar way to a fridge, taking air in and compressing it to draw out heat. Ground source heat pumps work in the same way, except they draw heat from the ground.






Figure 17: Example of informative post shared on the ZCR Facebook page.

6.2 Event Promotion

Facebook proved to be a useful tool for sharing with the Rugeley community when the WP17 team would be at events taking place in Rugeley. Promotional posts were combined with informative posts to create content that was designed to increase engagement. For example, the Rugeley Performance walk was promoted through taking a look at Rugeley ‘past and present’ of energy, sharing information provided by a local historian group about Rugeley’s iron works, and then the UK’s current energy supply (figure 18).




Rugeley Past: Ironworks

Although Rugeley may be known for the power station, historically it was known for other industries such as the iron works! Between the 13th and 19th centuries, forges such as Slitting Mill handled a large amount of Staffordshires Iron.

Join us on Sunday 17th July for a day of walking theatre as we explore Rugeley's past, present, and future of energy!

.....

So far 14 of the 30 tickets have been taken with 3 weeks until the walk! Head over to our Eventbrite to register for your free ticket!

Rugeley Present

If 'Net Zero' is the future, what does our energy consumption look like in the present?

Today nearly 40% of the UK's energy demand was met using fossil fuels, 46% through renewable sources, and 25% from other sources!

Why not come along to our Energy Performance Walk on Sunday 17th July to explore this further!

39.8% fossil fuels		
Coal	0.00GW	0.0%
Oil	0.00GW	0.0%
Gas (open cycle) @	0.05GW	0.2%
Gas (combined cycle) @	11.89GW	39.6%
46.0% renewable energy		
Solar photovoltaic	4.41GW	14.7%
Wind	9.25GW	30.8%
Hydroelectric	0.16GW	0.5%
25.2% other energy		
Pumped storage @	0.00GW	0.0%
Nuclear	5.00GW	16.6%
Biomass	1.95GW	6.5%
Other	0.62GW	2.1%

Figure 18: Example of informative and promotional Facebook posts used to advertise the Performance Walk.

Facebook was also used to promote WP17 events such as the Rugeley Energy & Heritage event. Posts were created to advertise the local groups and businesses that were in attendance on the day (figure 19).

Have you ever tried an E-bike?

Rugeley Bicycle Repairs will be providing **free test rides** of Electric Bikes at the Community Energy Heritage Day!

Get your free ticket using the Eventbrite link above!




Saturday 1st October
11 am - 6 pm
Rugeley Rose Theatre



Did you know about Rugeley's Community Garden?

Come and find out about how you can get involved this Saturday at the Rose Theatre!





Figure 19: Example of informative and promotional Facebook posts used to advertise the Energy Heritage Day.

Using Facebook to promote events also led to increased engagement from the Rugeley community with the ZCR Facebook page. Promotional posts were shared across several

Facebook groups local to Rugeley such as 'Rugeley Rocks' which led to certain posts related to the energy day and performance walk achieving over 10,000 engagements and 4,000 engagements respectively (figure 20).

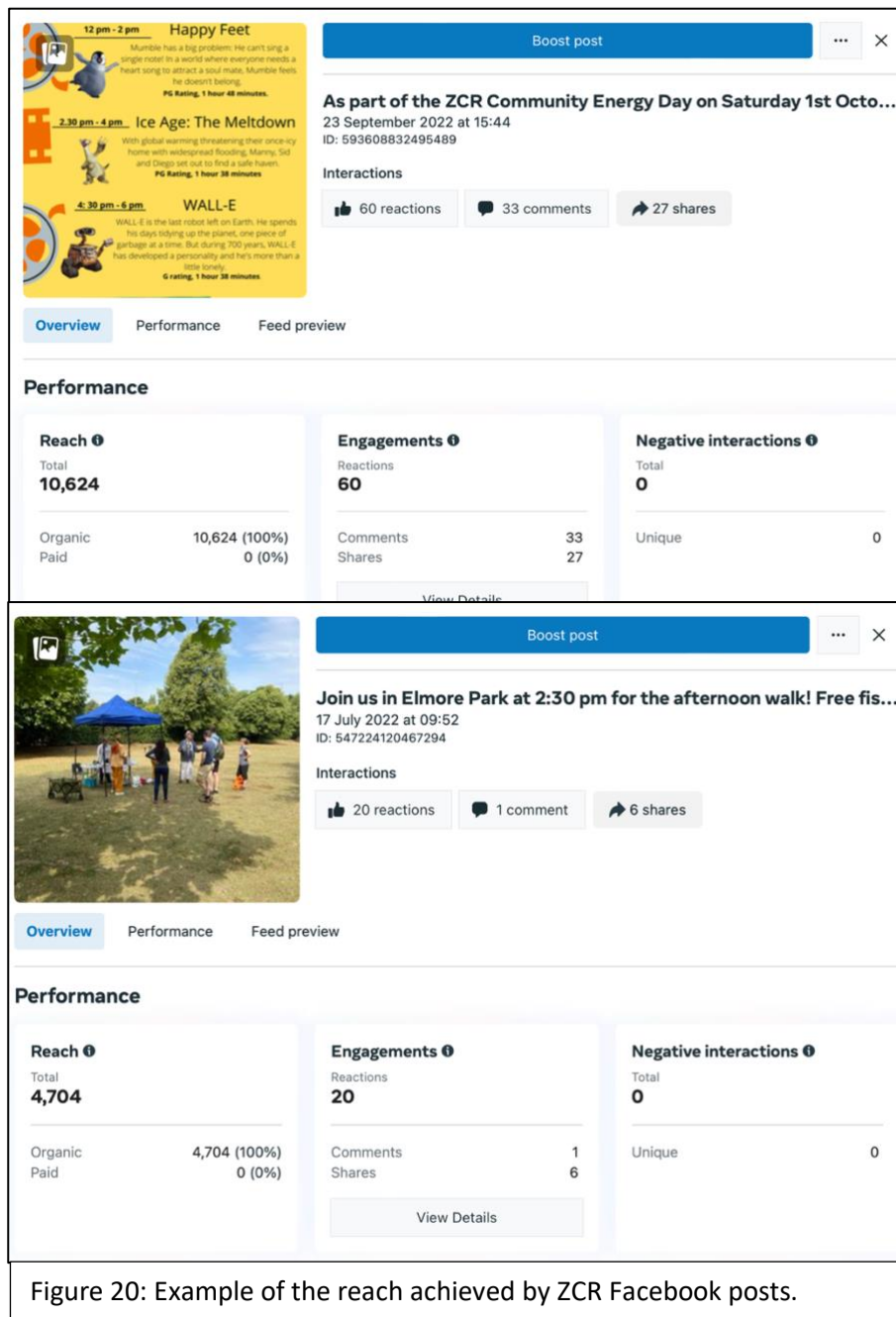


Figure 20: Example of the reach achieved by ZCR Facebook posts.

6.3 Discussion forum

The discussion forum was also used as a place for people who had a desire to discuss topics with others to strike up conversations. For example, following the Rugeley Energy & Heritage Day, one community member shared a series of thoughts that they had had and wanted to discuss with others. This post alone received 25 different comments (figure 21).

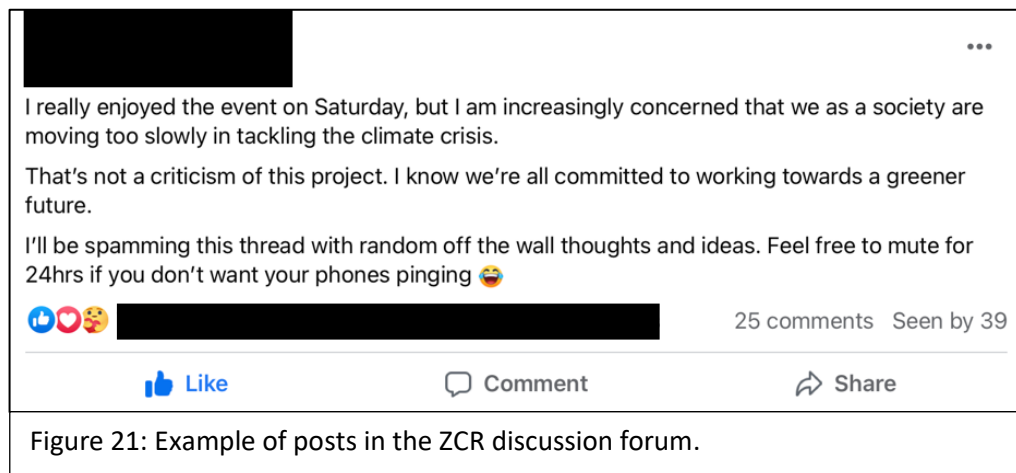


Figure 21: Example of posts in the ZCR discussion forum.