

ZERO CARBON RUGELEY

WP17-D9: RUGELEY ENERGY HERITAGE DAY 2022 REPORT

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Executive summary

This short report outlines activities that were run as part of the Rugeley Energy Heritage Day in October 2022 as part of the user-centric design and community engagement work package led by Keele University, as part of the InnovateUK Zero Carbon Rugeley project. The event was successful in attracting close to 150 individuals to the event, through the combination of different activities which were designed to attract a range of people, and not just those with a strong interest in energy and energy heritage.

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1. Introduction

This report provides a summary of activities, data collection methodologies and findings from the Rugeley Energy Heritage Day in October 2022 which was organised by the Keele University-led user-centric design and community engagement work package as part of the InnovateUK Zero Carbon Rugeley project. This is the second of these events, with the first being run in October 2021. The report from the first event can be found [WP17-D12-1](#). This report outlines the activities that took place on the day, provides demographic data of attendees, and responses from a short survey conducted during the event.

2. Outline of the Rugeley energy heritage day 2022

Following the success of the Energy Heritage Day held in Rugeley in 2021, as part of the user-centric design and community engagement activities of Zero Carbon Rugeley, the decision was made to host this event again in 2022. The theme of 'energy heritage' was the same as for the first event, and emerged from the deep sense of heritage about energy, within the community on account particularly of the coal mining and coal-fired power station past. This event was an all-day event, held at the Rugeley Rose Theatre 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. A free lunch was provided to all attendees.

The event was attended by ~150 people throughout the day. This event provided several positive outcomes including: 1) the opportunity for the Zero Carbon Rugeley consortium to meet Rugeley community members; 2) the opportunity for the Rugeley community members to speak to consortium members about the different areas of work in the Zero Carbon Rugeley project; 3) the introduction of a wider cross section of the Rugeley community to the Zero Carbon Rugeley project; and 4) the opportunity for local people with interests in different aspects of sustainability, energy and heritage to meet each other and network. Figure 1 shows three images taken from the day, including the children's cinema, the room where talks took place, and a 'How Bad are Banas' game activity.



Figure 1: Photos from the Rugeley Community Energy & Heritage Day 2022. Top right: Kids Cinema. Bottom right: Room where talks took place. Left: How Bad are Banana's game activity.

3. Survey responses

During the event, a Keele researcher conducted a short survey with attendees that asked: 1) where they had travelled from; 2) whether they had attended as an individual or as part of an organisation; and 3) their reason for attending the event. The researcher approached attendees throughout the event at random and noted participants' responses to the questions. Attendees were free to decline to take part in the survey meaning that the survey does not reflect all of the attendees present on the day. A total of 18 attendees answered this survey. In addition to the survey, attendees were asked to provide their age on a slip of paper when they arrived at the event. This was optional, and a total of 73 attendees provided their age.

Figure 2 shows the age categories of attendees at the energy heritage day in 2022. The age profile likely represents the large number of families with children who attended to make the most of the free children's cinema (Table 1)

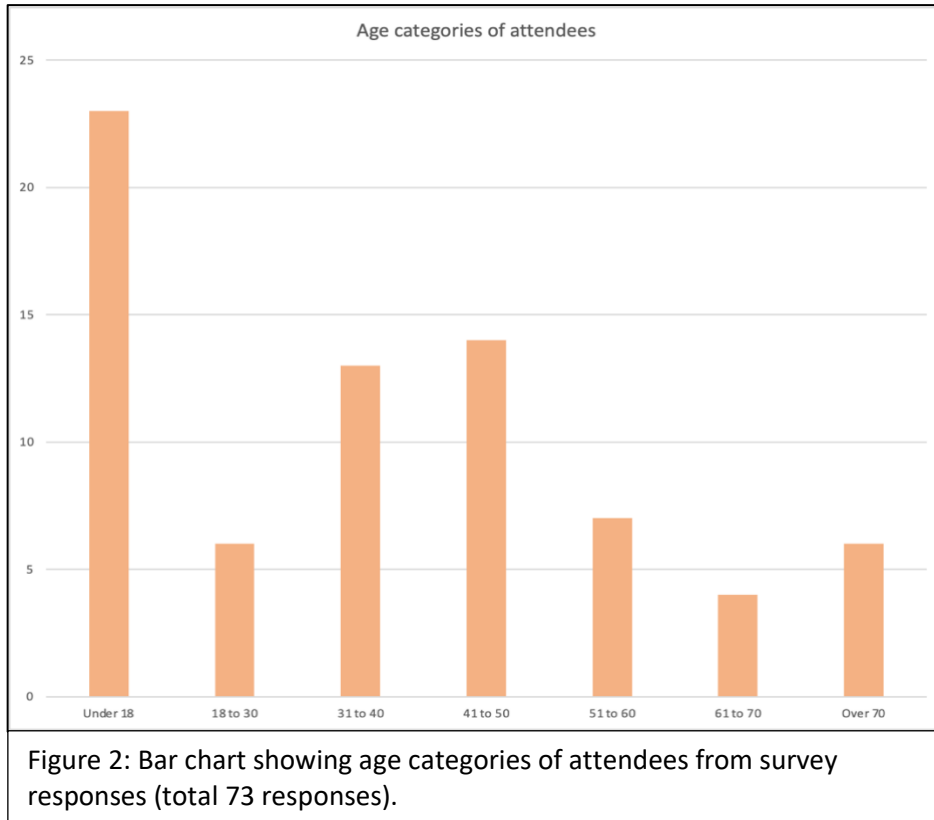


Table 1 shows the 17 responses from attendees who responded to the survey. The survey demonstrated that attendees came from a range of different areas in and around Rugeley. Responses to question 2 show that attendees primarily came as an individual or with their families rather than as representatives of an organisation, although one Councillor completed the survey as well as a member of Eco Rugeley (a sustainability-focused community group that developed from Community Ambassadors meeting as part of the Zero Carbon Rugeley project). The survey demonstrated a range of motivations for attending the event, including specifically visiting the 'Kids Cinema', but also those who had both general and specific interests in the event.

Table 1: Survey responses from the 2022 Rugeley Energy Heritage Day		
1: Where have you come from today?	2: Are you here as an individual or an organisation?	3: Why have you come to the energy day?
Rugeley	Individual	To learn more about thing.
Springfields	Individual	Kids Cinema
Hawkesyard	Family	Kids Cinema

Pear Tree	Family	Kids Cinema
Little Haywood	Family	To look around – interested as an Environmental Science student.
Lower Birches	Family	Kids Cinema and Community Garden.
Etching Hill	Eco Rugeley + Community Garden	To encourage new members
Etching Hill	Individual	To visit the event
Rugeley	Individual	Kids Cinema
Portobello	Individual	A couple of talks, energy efficiency
Sneydlands	Individual	Saw an advert in town
Rugeley	Individual	General interest
Newton	Individual	Looking for environmental solutions
Brereton	Individual	Curious to see what's going on in the town
Etching Hill	Councillor	Find out about sustainability
Blithbury	Individual	Heard about it
Hednesford	Individual	Kids Cinema

Figure 3 below shows a map of Rugeley, identifying the Rose Theatre where the energy heritage day took place, as well as the different areas in and around Rugeley that attendees had come from (from table 1). The map highlights that attendees had come from all over Rugeley, as well as from nearby towns and villages such as Little Haywood and Hednesford.

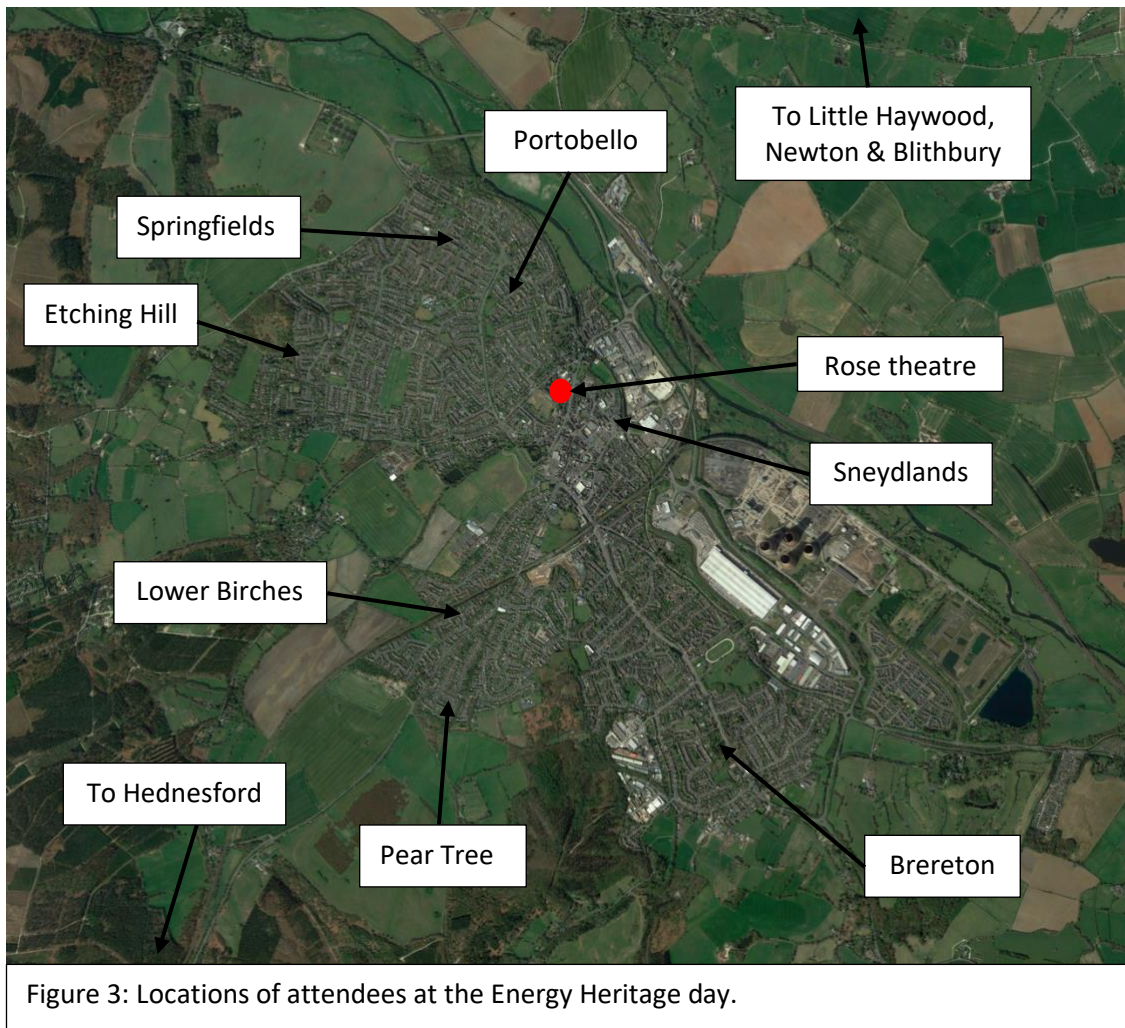


Figure 3: Locations of attendees at the Energy Heritage day.

4. Event feedback

The event resulted in several positive outcomes. The event closed with an informal discussion between project consortium members and members from the Rugeley community. From this conversation it was agreed that a 'Lessons Learned' workshop would be beneficial for Rugeley community members to engage with the work that had been completed. This discussion also continued on the ZCR Facebook discussion forum, with group members using it to discuss the event and how they could take ideas forward (figure 4). Following this initial post this participant outlined their learning from each of the different talks attended and potential areas for future project development for Rugeley.



Figure 4: Example of comment made in the ZCR Facebook Discussion forum following the event.

The event was received positively by attendees, with several people getting in touch via social media and email to express their gratitude to the event organisers (figure 5). This demonstrates the role of events such as these, where there is an aspect of 'giving back' to the community, in creating positive visibility within the community of projects run by external consortia.

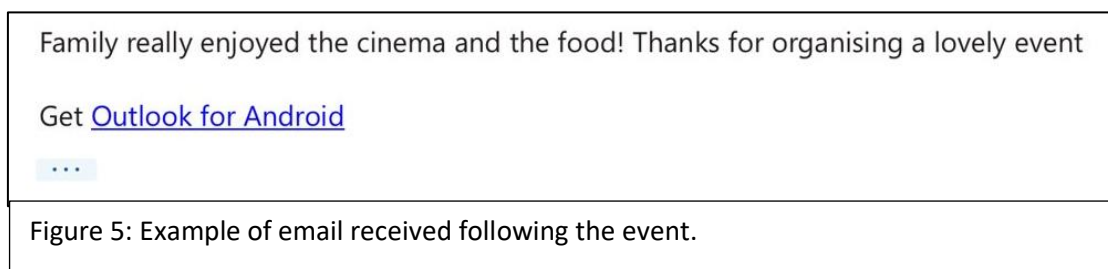


Figure 5: Example of email received following the event.

A key positive outcome was the increased online engagement that the event created. A total of 13 social media posts were created in the run up to event that provided details on the activities taking place on the day. These posts were shared widely by Facebook users who shared the content within their networks and groups. This resulted in the event promotion material reaching thousands of Facebook accounts, with one post reaching over 10 thousand Facebook users, another post reaching over two thousand users, and a third post reaching over 900 users (figure 6). These three posts were shared 48 times in total. This level of engagement increased awareness of the Zero Carbon Rugeley project in general. With an eye to potential digital exclusion, the event was also advertised widely

within the community through posters and leaflets. The survey responses above highlight that this was effective in encouraging some members of the local community to attend. This highlights the importance of multiple channels of communication to maximise inclusion and participation.

<p>Reach ⓘ</p> <p>Total</p> <p>10,624</p> <hr/> <p>Organic 10,624 (100%)</p> <p>Paid 0 (0%)</p>	<p>Reach ⓘ</p> <p>Total</p> <p>2,202</p> <hr/> <p>Organic 2,202 (100%)</p> <p>Paid 0 (0%)</p>	<p>Reach ⓘ</p> <p>Total</p> <p>923</p> <hr/> <p>Organic 923 (100%)</p> <p>Paid 0 (0%)</p>
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Figure 6: Showing the 'reach' of three Facebook posts created by WP17 promoting the Energy & Heritage day.

5. Conclusion

The October 2022 Rugeley Energy Heritage Day attracted around 150 individuals. People attended the day for a diversity of reasons with some attracted by the kids cinema and others there for general or specific interests related to the day. This demonstrates the advantage of a diverse range of activities in attracting people who might not otherwise engage with such events, and through doing so increasing knowledge of the project and the issues that the project engages with.