



## Green Architecture Day - Saturday 17 March 2007

### Report on event & recommendations for future

On the whole the event was deemed to be very successful with 98 people attending the talks & very approximately a further 100 people visiting the stalls & exhibitions. These levels of attendance were slightly less than the 2006 event despite less publicity & a significant increase on the years prior to 2006. The event is now becoming more widely known & is an established part of the Brighton & Hove calendar

These comments are based on feedback informally provided by speakers, stallholders, volunteers & also the feedback provided by participants evaluation sheet, summarised at the end of this document.

This event is planned to run again 1 March 2008 & this report is mainly focused on recommendations for this & other similar events.

### Publicity

Coverage achieved:

- Full information provided on web page
- Brighton Permaculture Trust email list mailed
- Architects practices in England & Wales & some sustainability officers in SE emailed
- Details posted on a number of web sites & distributed on several email listings
- Coverage in local media

Recommendations for future:

- Some people reported having not seen information distributed so further promotion is desirable
- Posters should be distributed for next year
- Leaflets/flyers are not recommended for both cost & paper saving reasons
- More attention should be paid to media coverage [newspapers, magazines, radio, TV, etc.] as free publicity
- Use of a hoarding or a visual outside or near the venue should be considered for next year

## Booking arrangements

Stalls & exhibitions were free & accessible to members of the public on the day

Booking system for talks:

- 17 people booked & paid online
- 15 people booked online & paid on the day
- 1 person booked by post
- 12 people reserved free places from BHCC
- 4 people reserved a place on line did not then make a payment & did not attend on the day
- 20 people attended as part of Brighton Permaculture Trust's 'Building Sustainable Communities Course'
- 19 who had not booked attended the talks & paid on the day
- 10 people attended free as helpers & were able to see most of the talks

Total number attending = 98

Recommendations for future:

- The online booking system worked very well & continues to be improved, with a dedicated member of staff processing bookings
- The Paypal system of payment has works well for the vast majority of people, though less expensive & more user friendly systems may exist & this should be researched
- Registration systems on the day worked well, & volunteer briefing & coordination was improved with a dedicated coordinator for this task. This model should be used again.

## Attendance

Comments:

- Attendance levels both for the talks & stalls/exhibitions were in the region anticipated.
- Numbers were slightly down on 2006, but the event was finalised late & was given less publicity.
- Participants for the talks were known to include architects, engineers, academics, LA officers, councillors, students [of architecture, environment & Permaculture] & interested members of the public [the later probably comprising over 50% of the audience].
- A notable number of participants had attended previous Green Architecture Days.

Recommendations for future:

- A maximum of 150 – 200 is probably desirable for talks, even if the venue can hold more.
- If future events attract too many bookings then further events should be laid on

## Venue

Comments:

- Hove Town Hal banqueting suite used

Recommendations for future:

- If BHCC is unable to support the event in future a cheaper venue may need to be found.
- The venue was not popular with the participants, a venue with natural light, better ventilation, heat control & an outdoor space would be desirable.
- If the stalls/exhibitions are to be expanded & are to be open to the public more space is needed.
- A venue that is equally or more central located with good public transport links is essential.
- The Salis Benny Theatre has been provisionally booked for 1 March 2008.

## Talks/speakers

PROGRAMME & SPEAKERS	
10.30	<p><b>Introduction</b> <i>Bryn Thomas</i></p>
10.45	<p><b>An overview of green architecture - issues &amp; approaches</b> <i>Duncan Baker-Brown</i></p> <p>A look at the issues that need to be addressed by design aiming towards achieving sustainability in the built environment. Duncan will consider different building case studies from the current work of his award winning practice, BBM Sustainable Design, as it pursues an ethos of environmentally benign design in housing, commercial, as well as community &amp; school buildings. Visit the Brighton Permaculture Trust web site to view this presentation.</p>
11.30	<p><b>Refreshments</b></p>
12.00	<p><b>Microgeneration</b> <i>Howard Johns</i></p> <p>Howard, founder &amp; Managing Director of Southern Solar, will talk about the possibilities for Microgeneration in the UK. He has been involved with the installation of solar hot water systems &amp; other small scale renewable energy systems for the last seven years. Southern Solar provides a one stop shop for renewables &amp; is one of the south's leading renewable energy installation companies. Visit the Brighton Permaculture Trust web site to view this presentation.</p>
12.30	<p><b>Harvesting &amp; recycling rainwater</b> <i>Mischa Hewitt</i></p> <p>Mischa is project manager for the Earthship Brighton project, a pioneering 'green' development in Brighton to build a sustainable community centre by Low Carbon Trust &amp; Earthwise Construction for Stanmer Organics. Mischa will share his experience from Earthship Brighton of installing a rainwater harvesting system that treats water to drinking standards, &amp; of creating indoor wastewater treatment planters that treat water to flush the toilet. Visit the Brighton Permaculture Trust web site to view this presentation.</p>
1.00	<p><b>Lunch</b></p>
2.00	<p><b>An Introduction to Eco-renovation</b> <i>Maddy Harland</i></p> <p>Using permaculture design principles, Maddy Harland, takes you on an illustrated tour of different properties &amp; presents both the principles of eco-renovation &amp; the practicalities using her own house as a case study. Maddy is the editor of Permaculture Magazine – solutions for sustainable living – &amp; the co-founder of Permanent Publications, an innovative publisher established in 1990. Visit the Brighton Permaculture Trust web site to view this presentation.</p>
2.30	<p><b>ZEDFactory</b> <i>Taus Larsen</i></p> <p>Taus of Bill Dunster Architects ZEDfactory, architects of BedZED, will be outlining the ZEDfactory approach &amp; presenting various projects past, present &amp; proposed. This will range from small scale individual kit houses to large urban developments in the UK &amp; further a field.</p>
3.00	<p><b>Refreshments</b></p>
3.30	<p><b>Building with rammed earth</b> <i>Rowland Keable</i></p> <p>Rowland has been running In Situ Rammed Earth Company since founding it in 1999 after building with earth in Africa since 1985. In Situ built walls at the Eden Project &amp; since then have worked all over the country, most recently at the Centre for Alternative Technology on their new lecture theatre. In Situ also teach &amp; advise a number of companies on how to use earth on site.</p>
4.15	<p>Closing</p>

### Comments:

- On the whole a good balance of talks were well received
- Speakers were well prepared & gave good clear presentations
- A high proportion of people in the audience were interested in self-build
- Timing overran yet again. Commented on last 2 years. Clear strategy needed to deal with this for next year.

### Recommendations for future:

- A similar number & balance of speakers be used for future events
- In the interest of providing something new each year no sessions should be repeated from last year [probably at least 15% of participants had attended previous Green Architecture Days]
- Speakers must be better briefed to keep to time & give sufficient time for Q & A, eg 20mins talk/10mins Q & A
- Remote operation of the projector would be desirable so that speakers can stand, or a lectern used.
- A larger screen would have more impact, which will be addressed if the Salis Benny theatre is used.

## Exhibitors/stalls

### Included:

- BioRegional - One Planet Living Programme
- Koru Design - sustainable architecture
- The Green-Wood Company / Inwood Developments / Specialist Joinery (South) Ltd group of companies – promoting use of coppiced Sweet Chestnut (and other timber species).
- Southern Solar
- Permanent Publications – books & green goods
- Brighton Peace & Environment Centre
- Brighton & Hove City Council - Sustainability Team
- Brighton Permaculture Trust
- Low Carbon Network - the builders of Earthship Brighton
- Lizzie Lee - lampshades from recycled plastic & reclaimed lace.
- Nick Sayers - dome made from recycled estate agents boards

### Comments:

- There were a few less stalls/exhibitors than at the 2006 event.
- A diverse range of stalls attracted considerable attention from both participants at the talks & visiting members of the public, though feedback from talks participants indicated they expected to have seen considerably more.

### Recommendations for future:

- This part of the day should be considerably expanded in 2008.
- A venue with more space is needed.
- Consideration should be given to ways in which this part of the event might cover all or part of its costs. It is not thought to be a viable option to charge the public to attend & those wishing to exhibit seem unwilling to make any significant payment for the space [venues with a space for exhibitions seem to cost significantly more as well as organisation time needing to be covered].

## Lunch & refreshments

### Comments:

- Brighton Permaculture Trusts catering team, led by Fran Pickering, provided a low-cost lunch to. Most of this work was voluntary.
- Most participants did buy food.
- It was extremely well received.

### Recommendations for future:

- Lunch should continue to be optional in the future.
- If the Salis Benny theatre is used it looks likely that they will require that their own caterers provide food.

## Financial & Budgeting

Fees to attend all the talks were:

- £70 - Sponsored/organisation rate per person
- £70 - Individual income more than 25k/yr
- £55 - Individual income 18-25k/yr
- £40 - Individual waged less than 18k/yr
- £25 - Individual, concessionary rate

Comments:

- The total income for the day was £2120, which covered all costs & generated a surplus of £273.68 that will be put towards Brighton Permaculture Trust's fund to provide further courses & events. The surplus was only achievable due to the majority of labouring being voluntary, as well as to funding from BHCC for councillor/officer places. It is also worth noting that no crèche was provided.
- Using more local speakers, who were prepared to talk for free, reduced costs.

Recommendations for future:

- A larger surplus should be aimed at in the future to ensure costs are covered & to cover the cost of venues in the future if BHCC funding is not secured.
- A cheaper venue should be found if the event is not to be supported by BHCC.
- Ideally fees should be kept at the same level for 2008 as this is felt to be the maximum that can be charged to such a mixed group [Feedback suggested the day felt expensive to young working people].

## Future events?

Recommendations for future:

- Green Architecture Day 08 should be held around the same time next year as it did not appear to clash with other events & was in term time allowing students to attend
- BHCC to be asked if it would like to support Green Architecture Day 08
- The Green buildings Tour, which is not covered by this report, should not be repeated due to the difficulty of coordinating all the people & venues involved, as well as the high cost of transport. Guided tours of individual buildings should however be considered.
- The possibility of visiting one or more green buildings near the venue should be considered, maybe Brighton library

## Feedback & evaluation

Summarised results from the feedback forms are given below.

Questions	Score 1=very good 2=good 3=average 4=poor 5=v poor	Responses N=35	2007	Suggested improvements:
"Quality of venue?"	1 2 3 4 5 No response	7 13 12 2 0 1  Average=2.3	59% of respondents scored the venue as good or very good.  41% felt it was average or poor	Although a handful of people commented that the venue was comfortable & parking easy, most wanted:  Lighter venue More fresh air Greener building Softer seats!  One mentioned more outdoor stuff would have been good. Another felt it was an 'energy sucking' space
"Quality of talks?"	1 2 3 4 5 1-2 1-5 No response	22 9 1 0 0 1 1 1  Average: 1.4	97% scored the talks as good or very good	<i>The talks were applauded for their variety, the expertise of the speakers, &amp; the quality of the information. The content was "interesting &amp; inspiring" Also some liked the use of lots of images &amp; putting theory into practice.</i>  <i>Many people suggested however that The timing of the talks could be improved: less running over More time for questions &amp; discussion And some wanted More on urban architecture/issues Less slides/more interactive More new material/ less repetition from last year</i>
Stalls/displays?	1 2 3 4 5 No response	4 10 15 4 0 2  Average: 2.5	42% scored the stalls as good/ v.good  58% scored them as average or below	This score reflects that almost everyone wanted <i>more stalls: more generally but more on permaculture and More on architecture were specifically mentioned</i>  Also more visual stalls, with samples, materials & info to take away
"Quality of event organisation?"	1 2 3 4 5 No response	16 16 1 0 1 1  Average: 1.6	94% scored as good/ v.good  Though one felt it was very poor	Generally fine

"Quality of information prior to the event?"	1 2 3 4 5 No response	9 16 6 1 1 2  Average: 2.0	75% scored as good/v.good  25% scored this as below average	Many felt this area could have been improved. They wanted to see better publicity, earlier & actually Get the event details earlier They felt there should have been more press, & Advertising in the vicinity of the event  The 'Ball' outside was popular.
"Food?"	1 2 3 4 5 No response	20 8 1 0 0 6  Average 1.3	97% felt the food was good/very good	The food was very popular indeed Some suggested more snacks
"Value for money?"	1 2 3 4 5 No response	18 7 3 0 0 7  Average: 1.5	89% of those who responded felt it was good or very good value for money	Students thought it was good value Some felt it was expensive for young professionals Wanted price per talk

## Comments

### "What did you like?"

General comments:

- Relaxed informal atmosphere
- Meeting people & getting info
- Chance to talk to people
- Liked everything about the day
- Excellent
- Very good
- Friendly atmosphere
- I liked everything about the day
- Liked everything
- Thank you all very much – very inspirational
- Important gathering of green businesses

Talks:

- Most found the talks very interesting, informative & inspiring.
- Great, very informative
- Interesting talks
- Really informative & inspirational
- All the talks were really interesting
- I really liked all of the talks: interesting & inspiring
- Interesting to find out about current thinking
- Very good enthusiastic lectures
- Very useful information
- The information & the last presentation i.e. rammed earth

And were particularly impressed with the quality, *range* & variety of talk:

- Excellent talks
- Excellent speakers

- Talks good- variation of approaches from speakers
- Variety of speakers & topics
- The bringing together of an interesting range of speakers
- Talks were very good & a diverse in theme & interest
- Great range of speakers giving a good overview – very inspiring
- Expertise of participants
- Good range of speakers
- Wide range of perspectives
- Interesting range of speakers
- Great mix of speakers
- Liked the first 4 presentations
- Variety of sessions
- Good length of talks & variety of speakers; very inspiring
- The variety of topic/discussion

As well as the use of images, & putting theory into practice:

- Lots of beautiful buildings to look at
- Information & images of practical projects
- Really positive to see theories in practice & working

Stalls:

- People simply wanted *more* stalls!

Venue:

- A few liked it.
- Good location with parking
- Venue comfortable

Food:

- Everybody loved the food!
- Good food
- Delicious food
- Hospitality, presentations, refreshments
- The food was lovely
- Excellent food
- Food excellent
- Food very good indeed
- Good food
- Tea was good

Value for money:

- Mostly students felt it was good value.
- Excellent value for money
- Good value for money for a student
- Good value for students

### **“What would you like done differently?”**

General recommendations

- It was nice sunny day & feel sad to have missed it. More outdoor stuff like the for sale sign would be great.
- Maybe hold over a weekend?

Talks

- Some would have preferred shorter talks with more time for discussion.
- Talks could have been shorter
- A reduction in the length of each speech
- More time for questions/discussion
- Time for discussions at the end
- More time for questions / challenge of speakers



- Maybe a bit more time to interact – discussion, questions, networking
- More time for questions & plenary

And less powerpoint & more interaction.

- Maybe some practical would work rather than booming through the powerpoint presentations
- Something interactive
- Felt like a long day of listening
- Some talks a bit technical for me

But mostly people wanted better time keeping.

- Some lectures tried to cover too much material in the time
- One or two over-runs. No point in too many slides
- Stricter time keeping
- More strict time keeping – perhaps have a prompter
- Perhaps the editing of some of the speakers material so that it fits into the time limit & perhaps ties together more
- Nothing, except ask speakers to keep to time

And some requests for more relevance to urban sustainability.

- More relevance to the Brighton urban challenges
- More focus on urban sustainability – all a bit idyllic- “country living”
- Others would like Rowland Keable to have had more time & to be able to express the abilities to replace use of brick/concrete blocks – to make further connections accessible
- Talks – some info a bit repetitive – knew it already

Stalls

- Generally most people wanted more stalls....
- Maybe more exhibitions
- Few stalls but good
- More stalls, materials, samples
- More exhibits & information
- Shame there weren't more stalls
- Could be more stalls
- More variation in the stalls
- Expected more stalls
- More stalls
- Stalls good but would have liked more & a greater range
- More stalls
- More stalls
- More stalls
- More stalls
- Need more stalls
- And specifically...
- Stalls – more info about Permaculture events
- More stalls on architecture
- Just the right number of stalls. Helpful. Maybe one or two more very visual ones
- Some stalls ran out of info to take away

Venue

- Most would have preferred a more eco, airier venue.
- Better in a greener building
- Not such an icon of green building.
- Venue good but didn't have much light or air
- Venue a little stuffy. Could have been lighter
- More ventilation
- The space sucked the energy out of me.
- More daylight
- Somewhere more environmentally friendly if possible
- Venue with some windows – given the subject matter would be good to feel part of the environment – what about St Pancras school?
- Eco venue?
- More green venue

#### Event organisation

- Liked the for sale structure. Though wouldn't have gone to see it if my friends hadn't gone out for lunch & told me about it
- Would have liked a little more time

#### Info prior to the event

- Many felt the event should be publicised better...
- Poor publicity. Only knew the day before
- More promotion
- No boards or indication of the event outside on the day
- Info – good to have had specifics earlier to share/encourage others to attend
- Web site showed old talks. Need literature or local press coverage

#### Recommending.

- Need to advertise this event – ask RIBA & institute of structural engineers
- Banner outside the front
- Boards on nearby roads
- Maybe registration desk outside?
- Better graphics.

#### A few found paying/registering hard.

- Was hard to register
- Paypal tiresome. Warning would be good

#### Food

- Everyone loved the food.
- Need bigger food bowls: I didn't know where to start on my mountain of food
- A few more snacks perhaps

#### Value for money

- Generally the students were happy...but some young workers & on benefits found it expensive.
- Cheaper tickets. Ok for student, but a lot for a young professional
- Even though I got a cheaper ticket being on benefits, I now wont be able to eat for a week, but I appreciate there are cost involved in organisation
- Could have been less money & open to more people
- Maybe a per-talk delegate rate?
- The low-income rate more clearly advertised

#### What other courses/events would interest you?

- Lots of people liked the idea of the tours.
- The tour of buildings mentioned by Bryn at the end
- Tour of low carbon-rated local buildings
- Visits to some eco houses
- Tours a great idea
- Some wanted specific permaculture courses.
- Permaculture gardening, composting, carpentry, coppicing, bio diesel, re-using textiles
- Urban permaculture design
- Garden permaculture design
- Applying permaculture principles to community living
- Eco-renovation was mentioned by a couple.
- Especially interested in Victorian/Edwardian terrace eco-renovation
- DIY workshops for self build/ renovation
- Some building courses.
- Building earthships
- Constructing/renovating an eco-ZED HOME
- Practical building day eg volunteer on an existing sustainable building project. cob/strawbale etc
- Green roofs/ Green walls
- Cultivation in very small spaces
- Sustainability/home grown