



## Green Architecture Day - Saturday 4 March 2006

### Report on event & recommendations for future

On the whole the event was deemed to be very successful with 112 people attending the talks & approximately a further 100 people visiting the stalls & exhibitions.

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.

It is presumed that the event will be run again in 2007 & this report is mainly focused on recommendations for this & other similar events.

### Publicity

#### Coverage achieved

- 200 posters & 2000 leaflets distributed [a further 1000 leaflets were printed but not distributed]
- 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 'City News' & 'The Argus'

#### Recommendations for future:

- Many people reported having not seen information distributed so further promotion is desirable
- More posters could have been distributed [500?] but only 2000 leaflets should be printed
- Leaflets are expensive & wasteful of paper so large increases in use is not desirable
- Magazine adverts are expensive & may not be cost effective
- Much more attention could be paid to media coverage [newspapers, magazines, radio, TV, etc.]

### Booking arrangements

People visiting stalls & exhibitions did not need to book

#### Booking system for talks:

- People could reserve a place on line or by requesting a paper booking form by phone
- 79 people reserved a place on line
- 1 person booked by post
- 19 of those reserving a place on line did not then make a payment & did not attend on the day
- A further 20 people attended as part of Brighton Permaculture Trust's 'Building Sustainable Communities Course'
- 19 people who had not booked attended the talks & paid on the day

#### Recommendations for future:

- The online system could be greatly improved by combining reservation & payment into a single stage booking procedure
- The online system could be made more user friendly & the form split over several pages
- Considerable time could be saved by automating the data management systems
- Registration systems on the day coped but were strained to the limits, better designed systems & volunteer briefing is necessary for such events in future

## Attendance

### Comments:

- o Attendance levels both for the talks & stalls/exhibitions were in the region hoped for
- o Participants for the talks included architects, engineers, academics, planners, LA officers, councillors, students [of architecture, engineering & environment] & interested members of the public [the latter comprising a little over 50% of the audience]
- o at least 15% of participants had attended previous Green Architecture Days

### Recommendations for future:

- o A maximum of 150 is probably desirable for talks
- o If future events attract too many bookings then further events should be laid on

## Venue

### Comments:

- o Hove Town Hal banqueting suite used

### Recommendations for future:

- o If BHCC is unable to support the event in future a cheaper venue needs to be found
- o A venue with natural light, better ventilation & heat control would be desirable
- o If the stalls/exhibitions are to be expanded & are to be open to the public more space is needed
- o If the same venue is used the stalls/exhibitions need to be moved, perhaps to where food was served with food being served in the screened space

## Talks/speakers

### Programme:

10.30	Introduction <i>Bryn Thomas</i>
10.45	<b>An overview of green architecture - issues and approaches</b> <i>Duncan Baker-Brown</i> 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, <a href="#">BBM Sustainable Design</a> , as it pursues an ethos of environmentally benign design in housing, commercial, as well as community and school buildings.
11.30	Refreshments
12.00	<b>Brighton and Hove's more sustainable buildings</b> <i>Francesca Iliffe</i> <a href="#">Brighton and Hove City Council</a> is making considerable advances towards sustainability in public and private buildings through the planning process. Francesca is the Sustainability Officer in the Planning Department of Brighton and Hove City Council, with a remit to mainstream sustainability through the council and city.
12.30	<b>Westergate Business Centre, Brighton – renewable energy and sustainability in construction</b> <i>Andy Smith</i> The recently completed <a href="#">Westergate House</a> in Brighton, has won the award 'Buildings Integrated Renewables in a Commercial Development', at the 2005 South East Renewables Energy Awards. Andy, the project manager, will describe the innovative features of this building which includes geothermal energy, wind power and locally sourced timber cladding.
1.00	Lunch: A vegetarian lunch is provided (included in fees)

2.00	<p><b>Elim Farm, Crowborough – a case study in eco-renovation</b>  <i>Paul Mustardé</i>  Paul is the Managing Director of <a href="#">GreenerLiving Homes Ltd</a>, a company that was formed in 2004 to sustainably re-build a dilapidated property in Crowborough, gaining the highest EcoHome rating in the UK for that type of project. They now specialise in the creation of designer eco-homes built from new and also offer a renovation consultancy service.</p>
2.30	<p><b>Grow your own building – making best use of local timber in construction</b>  <i>David Saunders</i>  David, the manager of <a href="#">Weald Woodnet</a>, will present several case studies of projects he's led demonstrating the use of local timber in construction and renewable energy from wood and pose some challenges for the future development of our rural timber resources. Developments at <a href="#">The Woodland Enterprise Centre</a> at Flimwell show new ways of using sweet chestnut from woodlands that have fallen into disuse. David has also played an active role in developing the <a href="#">TimberBuild Network SE</a> and <a href="#">Lignatherm Ltd</a> a heat supply company offering automated wood-heating systems.</p>
3.00	Refreshments
3.30	<p><b>Strawbale houses – sustainable urban choices</b>  <i>Amazon Nails</i>  <a href="#">Amazon Nails-Strawbale futures</a> will give a presentation on the latest developments in strawbale building, including work for the Ecology Building Society, Housing Association bungalows in Birmingham, and large warehouse space for Sworders Auctioneers. They have pioneered shallow foundations through Building Regulations in 2005 and will also talk on the wider applications of low-impact foundations.</p>
4.15	Plenary session

#### 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 significantly overran on two sessions leading to the day finishing at 5, the late finishing did not in itself cause any problems though some people expressed frustration about talks overrunning

#### Recommendations for future:

- A similar number & balance of speakers be used for future events
- In the interest of providing something new each year only the introductory session by Duncan Baker-Brown should be repeated [at least 15% of participants had attended previous Green Architecture Days]
- Speakers should be better briefed to keep to time & give sufficient time for 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

## Exhibitions/stalls

#### Stalls/Exhibitions:

- [BioRegional's One Planet Living Programme](#)
- [Brighton and Hove City Council - City Planning](#)
- [Brighton and Hove City Council - Sustainability Team](#)
- [Brighton and Hove City Council - Home Energy Efficiency](#)
- [Koru Design - sustainable architecture](#)
- [Local Sustainability Team at Lewes District Council](#). The team encourages sustainable lifestyles and community empowerment in areas of climate change, education, food, energy, transport, waste, construction and engagement.
- [Low Carbon Network](#), the builders of Earthship Brighton
- Books from [Permaculture Magazine's Earth Repair Catalogue](#)
- [Southern Solar](#)
- [Villa Natura](#), a local supplier of Biofa natural paints
- [Brighton Permaculture Trust](#)

#### Comments:

- A diverse range of stalls attracted considerable attention from both participants at the talks & visiting members of the public
- Feedback from talks participants indicated they would like to have seen more

#### Recommendations for future:

- This part of the day could be considerably expanded in future
- Attention needs to be given to making this part of the day cover its costs, 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:

- Lunch was provided at a very low cost by Fran Pickering [BPT Trustee] with most the work being voluntary.
- It was generally very well received but some would have liked the opportunity to pay less & not have lunch.
- A few people did opt to leave the venue to buy their own lunch, some returning late for the afternoon session.

#### Recommendations for future:

- Lunch should be optional in the future, but booked & paid for in advance [£5 per head?]. Fewer people to cater for would allow a wider choice of venues as well as reducing the work.
- The lunch break should be extended to 1hour 15minutes to allow for people leaving the venue for lunch.
- Not catering or providing food for less people might give a wider choice of venues

## Financial

#### Comments:

- The total income for the day was £2533.25, which covered all costs & generated a surplus of £257.59 that will be put towards Brighton Permaculture Trust's fund to provide further courses & events.

#### 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.
- Costs could be reduced by streamlining the booking system & by using speakers with lower fees/travel expenses [Barbara Jones travelled from Yorkshire to the event]. A cheaper venue should be found if the event is not to be supported by BHCC.
- Ideally fees should be kept in line with this year's event minus £5 for food. People reported finding the fee structure confusing so perhaps employing the 4 tier structure used for BPT's other courses would be more appropriate. Suggested fees for next event:

• Sponsored/organisation rate or Individual income more than 25k/yr	£55
• Individual income 18-25k/yr	£45
• Individual waged less than 18k/yr	£35
• Individual, concessionary rate	£25

## Future events?

#### Recommendations for future:

- Green Architecture Day 07 should be held at 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 07
- Consider running a coach tour of "eco-buildings" in the summer of 2006 or 2007
- BHCC to be asked if it would like to support this or would guarantee to buy a number of places
- Consider running a straw bale building course

## Feedback and evaluation

Summarised results from the feedback sheet are given below.

Answers to: "What did you like about the day?"

### General:

- Everything x 2
- Enjoyable
- Inspiring x 3
- High energy
- Relaxed friendly atmosphere
- Clear organisation
- Friendly flexible low-key organisation
- That its happening – fantastic
- Atmosphere
- Common denominators
- Networking x 4
- Lunch x 5
- Copious amounts of tea

### Content [talks & displays?]:

- Informative x 5
- Case studies of real/successful projects x 3
- Construction info
- Content/subject x 2
- Ideas
- Solar energy

### Talks:

- Enthusiasm of contributors
- Info presented
- Inspiring/informative talks/speakers x 7
- Every speaker/talk was very good/excellent x 3
- Good use of slides in talks
- Good variety of subjects covered/speakers x 4
- Good all round info on housing & CO2 pollution
- Sequence/order of talks
- Afternoon very well delivered
- Straw bale talk very good x 12
- Duncan Baker-Brown talk very good x 4

Answers to: "What other courses/events that Brighton Permaculture Trust might run would interest you?"

### Buildings, etc:

- More detail on same themes
- Building sustainably
- New developments
- Straw bale building x 7
- Rammed earth building
- Round house building
- Eco-build talks
- Basic trades for self builders, ie plumbing etc
- DIY
- Recycled materials
- Design/sacred geometry
- Sustainable energy
- Talks on renewable energies

### Others:

- Intro to permaculture
- Intro to permaculture – part time
- '2 day course in permaculture'
- Permaculture in cities
- Permaculture gardens
- Forest gardening x 2
- Diploma in permaculture design

### General:

- Practical 'how to do it' courses
- 'Specifics'
- 'All of them' x 3
- Most

Questions	Score 1=very good 2=good 3=average 4=poor 5=v poor	Number of response s	Suggested improvements:
"Quality of venue?"	1 2 2.5 3 4 5 No response <b>Average: 1.9</b>	<b>12</b> <b>31</b> <b>2</b> <b>4</b> <b>2</b> <b>0</b> <b>0</b>	<ul style="list-style-type: none"> <li>o More air/natural ventilation/less stuffy x 5</li> <li>o Less hot x 3</li> <li>o Natural light [between talks?] x 4</li> <li>o Less noise [distraction from screened stall area] x 8</li> <li>o Better viewing of screen if sat near back</li> <li>o More space to sit down [in refreshment area?]</li> <li>o More attractive</li> </ul>
"Quality of talks?"	1 1.5 2 3 4 5 1-3 1-4 No response <b>Average: 1.5</b>	<b>24</b> <b>8</b> <b>16</b> <b>0</b> <b>1</b> <b>0</b> <b>1</b> <b>1</b> <b>0</b>	<ul style="list-style-type: none"> <li>o Some too long &amp; not punchy enough</li> <li>o Greater depth</li> <li>o Fewer longer talks</li> <li>o 2 talks running concurrently</li> <li>o Shorter bursts of talking punctuated with shorter breaks</li> <li>o 2 shorter days maybe?</li> <li>o Time for questions after speaker x 4</li> <li>o Speakers/talks need to be keep to timetable x 5</li> <li>o Less on govt policy</li> <li>o More case studies</li> <li>o Too much emphasis on expensive projects</li> <li>o More grass roots DIY projects</li> <li>o Maybe a bit more about self-build – buying land, cost, etc</li> <li>o Images with people in them, ie lived in homes</li> <li>o More interactive rather than just lectures</li> <li>o Remove speakers chairs &amp; make them stand</li> </ul> <p><i>Specific comments on specific talks not included here but will be fed back to speakers</i></p>
"Quality of event organisation?"	1 1.5 2 3 4 5 No response <b>Average: 1.6</b>	<b>27</b> <b>1</b> <b>19</b> <b>3</b> <b>1</b> <b>0</b> <b>0</b>	<ul style="list-style-type: none"> <li>o Not well publicised / more advertisement x 3</li> <li>o More stalls/displays x 4</li> <li>o 'Too little emphasis on speakers'</li> <li>o 'Booking confirmation received but desk staff had no record of booking' [this person was on the list, but registration procedure was an issue]</li> <li>o Music supplied by eco-instruments</li> </ul>
"Quality of information prior to the event?"	1 1.5 2 3 4 5 No response <b>Average: 1.8</b>	<b>19</b> <b>1</b> <b>21</b> <b>5</b> <b>2</b> <b>1</b> <b>1</b>	<ul style="list-style-type: none"> <li>o Hadn't seen</li> <li>o More in depth info on web site</li> </ul>
"Food?"	1 1.5 2 3 4 5 No response <b>Average: 1.2</b>	<b>31</b> <b>1</b> <b>13</b> <b>4</b> <b>1</b> <b>0</b> <b>1</b>	<ul style="list-style-type: none"> <li>o More please x 4</li> <li>o More salads &amp; fruit</li> <li>o Bit heavy, better if lighter spicier &amp; more exciting</li> <li>o Better organised</li> <li>o 2 tea urns so less queuing</li> </ul>
"Value for money?"	1 1.5 2 3 4 5 No response <b>Average: 1.4</b>	<b>31</b> <b>2</b> <b>2</b> <b>3</b> <b>1</b> <b>0</b> <b>2</b>	<ul style="list-style-type: none"> <li>o Should be cheaper x 4</li> <li>o Pay for talks individually</li> <li>o Lunch being optional to reduce price</li> </ul>