

AGENDA 9, Enc v) Ashington Eco Fair - Planning

Event Overview

Date: Friday 25th April 2025, 10 - 3

Venue: Ashington Hirst Welfare Centre

Proposed Discussion Points and Action Planning

1. Event Framework and Objectives

- Align event with Committee's Terms of Reference
- Define specific goals for community engagement
- Establish key performance indicators for measuring event success
- Discuss how the fair reflects the Committee's commitment to climate change and environmental sustainability

2. Detailed Event Components

a) Climate Change Initiatives and Local Projects

- Identify potential local projects to showcase
- Confirm which community groups and organisations will present
- Plan interactive displays demonstrating local environmental efforts
- Consider creating a map or directory of local sustainability initiatives

b) Local Produce Market and Crafts

- Invite local producers and sustainable craft makers
- Develop selection criteria for stall holders
- Discuss logistics of stall allocation and potential support for small producers
- Explore ways to highlight the environmental benefits of local production

c) Expert Talks and Sustainability Education

- Develop a speaker invitation
- Identify potential topics:
 - Renewable energy
 - Biodiversity conservation
 - Community-led sustainability initiatives
 - Practical home and business energy saving techniques
- Plan format of talks (duration, Q&A sessions, interactive elements)

d) Water and Energy Conservation Education

- Design engaging educational resources
- Consider interactive demonstrations
- Develop take-home materials for attendees
- Plan hands-on activities for different age groups

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3. Logistical Planning

- Event infrastructure requirements
- Marketing, promotion and engagement
- Budget considerations
- Volunteer recruitment and coordination
- Accessibility and inclusivity

4. Community Engagement Strategy

- Methods to gather community feedback during and after the event
- Plans for follow-up engagement
- Potential for creating ongoing networks or interest groups

5. Alignment with Broader Initiatives

- Link event activities to:
 - NCC Climate Change Team initiatives
 - Northumberland County Council's broader environmental strategies
 - National sustainability goals

6. Recommended Actions

- ✓ Assign lead responsibilities for each event component
- ✓ Set interim planning milestones
- ✓ Establish a communication plan for ongoing coordination
- ✓ Create a draft budget

7. Next Steps

- ✓ Confirm initial planning team
- ✓ Set up working group meetings
- ✓ Begin outreach to potential participants and speakers
- ✓ Develop preliminary event timeline

8. Success Metrics

- Proposed metrics for evaluating event impact:
 - Number of attendees
 - Community feedback
 - Number of local businesses/groups participating
 - Media coverage
 - Potential spin-off community initiatives

This comprehensive approach ensures the Eco Fair is not just an event, but a strategic initiative that advances the Committee's environmental objectives and meaningfully engages the Ashington community, as per our Carbon Literacy goals.