

REPORT TO: GREENER STRATEGIC GROUP 5AUGUST 2010

SUBJECT: MORAY GREEN FESTIVAL 16 MARCH 2011

BY: HEAD OF DEVELOPMENT SERVICES

1. REASON FOR REPORT

1.1 This report is to advise the Greener Strategic Group of the research and initial work undertaken in preparation for the Moray Green Festival on 16 March 2011.

2. RECOMMENDATION

2.1 It is recommended that:-

- **The Group note the arrangements for the hosting of a Moray Green Festival on 16 March 2011.**
- **The partners consider contributing to the delivery of the event through financial or in kind contribution.**
- **The partners agree to promote the event within their respective organisations and exhibit on the day if appropriate.**

3. BACKGROUND

3.1 Following a meeting of the Group on the 15 April 2010, it was agreed in principle to host another Moray Energy Efficiency Fair in 2011. It was also agreed that the event is to be extended to include sustainable construction, and research to be undertaken to establish whether or not to host the fair on a Friday, Saturday or both days.

3.2 In order to establish a suitable date to host the event all of the previous exhibitors were contacted to gain their feedback on The Moray Energy Efficiency Fair 2010 and possible input into the forthcoming event. There was a definite split in opinion, with exhibitors seeking to engage with the business community keen to have a weekday event and avoid weekends. The community based exhibitors including Community Energy Scotland and the Energy Savings Trust had evidence of good community participation in weekend events but ultimately they were keen to attend either a weekend or weekday event. Very few exhibitors considered that there was added value in hosting a two day event and felt that a single day event was adequate. Furthermore, the hosting a two day event is further complicated by the need to ensure all exhibitors will stay for both days thus avoiding gaps in the exhibition space and the dismantling of stands during the event. Due to the limited availability of Elgin Town Hall, the need to avoid holiday times and

requirement for access the evening before to set up, the only available date is Wednesday 16 March 2011.

- 3.3 In order to expand the event beyond energy efficiency, it is proposed to increase the presence of the Community Planning Partners including SEPA and SNH. The Waste Team, Planning and Building Standards Officers and the School Travel co-ordinator will represent the Council at the event. In terms of sustainable construction techniques initial approaches have been made to the local volume house builders, local timber frame manufacturers and designers. A provisional list of confirmed exhibitors is included as an appendix. It is proposed to increase the number of exhibitors from the 22 that attended the event in March 2010, to 30 dependent upon the requirements of exhibitors.
- 3.4 Taking on board the feedback from the event, it is proposed to make this event more interactive with more practical demonstrations for visitors. This would include hydrogen cell demonstrations, display of a working solar panel and an eco driving simulator. SCARF and the Energy Savings Trust are keen to participate again and involve local schools with the Festival. Furthermore, there is a need to increase the attendance from large and medium sized businesses. Many of the exhibitors are seeking to engage with businesses that consume large quantities of energy where the technologies they offer will have maximum impact. By bringing together these businesses the event could assist to stimulate the local economy, save businesses money in energy costs whilst making carbon dioxide emissions savings.

4. SUMMARY OF IMPLICATIONS

(a) Community Plan / Theme Plans / Partner Plans

The event will achieve the Local Delivery Action Plan Objective relating to holding a 'Building Standards, Energy Efficiency and Sustainable Construction Techniques Seminar.

(b) Policy and Legal

The Greener Group is one of five Strategic Theme Groups, established in March 2008 as part of the revised Community Planning Partnership structure, with responsibility to address identified national and local outcomes within Moray's SOA.

(c) Resources (Financial, Staffing and Risks)

The cost associated with the previous event was £4,100 with contribution coming from Moray Council, LEADER, HIE, Energy Savings Trust and Forestry Commission Scotland.

Funding will be sought again this year.

(d) Consultations

Informal consultations have taken place with previous and potential exhibitors and initial approaches made to organisations that contributed previously.

5. CONCLUSION

The Moray Green Festival aims to build upon the success of the Moray Energy Efficiency Fair held in March 2010. This event provides an opportunity to promote alternative fuels, sources and building construction techniques in line with the Local Delivery Action Plan outcomes. The event will also showcase local companies, their products and expertise. By promoting sustainable materials, energy efficiency and renewable technologies to the wider community and businesses this event should help stimulate the local economy, save money and reduce emissions.

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Background Papers:

Ref: