

## Case Study 1: The Bath and West Show

**The occasion:** *The Bath and West Show near Shepton Mallet. Annual event attracting hundreds of people of all ages from all over the West Country. GLADE had been invited to run a day's activity with a sustainability theme in the "EcoZone", where free coffee was on a serve-yourself basis was on offer, as an attraction to draw people in.*

**The venue:** The "Eco-zone" (the Show increasingly emphasises "green" activities), was upstairs under cover in an open fronted chalet, with accessed up steep wooden steps. We had plenty of space. All water had to be fetched from a standpipe some distance away. We had access to as many tables as we liked; they were stable and large.

**The expected audience:** All sorts of people – often families – visit the Bath and West show. It's quite expensive (we attracted our volunteers with the free tickets we had as activity providers). Many visitors would have no particular pre-interest in green activities, but the EcoZone might attract those who did.



**The message we were trying to put across:** We expected that to many of those visiting us thinking globally rather than just locally about "green" issues might be something new.

**The bites we chose:** The **Whole World Cake**, to go with the coffee (which we made certain was fair traded!), to introduce a global fair trade theme. We then added in the **Tip Tap**, the **Water Game** and the **Water Calculator**, partly because we really did want people to wash their hands before eating, and partly to emphasise the global issues of water conservation as an aspect of sustainability. We also used the **Cookers round the world**.

**What happened:** As anticipated those who came had "green" interests. Some were also very knowledgeable about global issues, and this resulted in some deep discussion, mostly while eating Whole World Cake which was very popular. The adults felt the **Water Game** was just for children, and the children enjoyed it. The very little children were helped by the adults, who then engaged in discussion as they read out the cards. The **Tip Tap** attracted a lot of attention, and one visitor spent 2 hours trying to improve it.

**Our evaluation:** Because of the "eco" designation of the area, and the effort that had to be made to access it, we were not overwhelmed with visitors! We hadn't felt it was our job to advertise the free coffee, and it was poorly signed. We moved things round during the day because we found the positioning of the activities was crucial. Even so people tended to focus on the coffee and cake, but wanted to sit down with the cake, so that we had to then move the discussion to the sitting area. Those with children wanted them to do all the activities (the adults tended to see activity as meant for children, not adults – the **Water Game** was obviously for children but the other activities were intended for everyone.)

**What we would keep or change if we did it again:**

- Improve the signposting, emphasising free coffee and cake and children's activities.
- Make sure we practise at setting up the tip tap so that it works.
- Be careful where we position the "bites". People need to be able to sit down with their coffee, as they have been walking round all day. We needed to be able to talk about the cookers without moving significantly away from the cake, but we couldn't.
- Make sure activities meant for adults as well as children sell themselves as adult.
- There were three or four of us running the activities, and this number was needed.