

Case Study – Chorlton’s Big Green Festival



- Attracted approximately 4,000 people from Chorlton, neighbouring areas and Greater Manchester
- Involved over 160 local volunteers to help out in preparation and on the day
- Showcased over 70 environmental organisations, community groups, local ethical food suppliers and local artists.
- Helped link local people with environmental information, projects and products in their area!

The festival was to raise awareness of how and why to live a more sustainable lifestyle. It aimed to be educational and inspiring but, more importantly, fun. The different aspects of the day (Information, workshops, entertainment, food and drink) attracted different groups of people. The festival had a local focus, showcasing all that is environmentally, socially and ethically responsible in Chorlton and neighbouring areas. It was a great way of bringing the community together, as well as campaigning for an important issue.

The festival was started by Local Project Manager for Chorlton Emma Smail, community group Sustainable Chorlton and the Care of the Earth group at St Clements Church.

We had a great time at the festival; it was a very fun and productive day for all involved! As a result of the festival, about 90 local residents have completed a home energy questionnaire (which provides a home energy report identifying ways to reduce your carbon footprint) and we also signed up about 10 people for the Manchester Warm Homes Scheme- free or greatly discounted insulation measures for people resident in Manchester! We also gave away 80 power downs for computers and about 100 lightbulbs - so it went well for us and also for the locals who went away clutching their freebies!

Gemma Harris, Greater Manchester Energy Saving Advice Centre

'Wow, I thought the festival was amazing! I think the turnout really demonstrates the need and demand for such an event in Manchester.'

Antony Quinn