



Folkestone & Hythe

**SUSTAINABLE
FUTURES FORUM**

Impact Report



CAMPAIGN VISION

To engage and empower local people by giving them a platform to showcase their sustainable ideas and projects for a more sustainable future for our community

PROGRESS TO DATE



PHASE 1: DEC - FEB

Extensive outreach and public engagement campaign including video, social media, events, press, and email; raising awareness of the campaign and inviting local people to submit their sustainable ideas and projects.

PHASE 2: MAR - APR

Delivery of a coaching programme to support selected speakers in the development of TEDx style talks about their projects - delivered at a community event comprising of talks, and workshop advice, discussions, facilitated networking/partnership development. The event was also live streamed.

A large group of people, including men and women of various ages, are seated in a grand, ornate hall. The room features high ceilings with decorative moldings, large windows with red curtains, and several ornate chandeliers. The people are seated in rows of chairs, and some are looking towards the camera. The overall atmosphere is formal and elegant.

Sat 29th April

FINALE EVENT

The Finale event
in numbers



EVENT OVERVIEW

Hosted at The
Burlington Hotel

Sell out event

150

Ticket sold

10

Talks

9

Workshops

18

Volunteers

Attendees from business, community, and general public

Talks: 8x TEDx style speakers, and 2 talks from council members

Facilitated workshops, lead by key local organisation inc Low Carbon Kent/KCC, Social Enterprise Kent, Growing Kent & Medway, ESG at Saga, South Kent Mind.

Volunteers from local community; sustainability experts, Carbon Innovation Lab members, and Napier Barracks



BREAKOUT WORKSHOPS

18 *Workshop & Discussion sessions*

Specific sessions designed for:

- 1) Individuals,
- 2) community groups, and
- 3) businesses.

Topics Including; Circular economy, climate anxiety, behaviour change, advice for VCSE & businesses, and partnership 'match-making' between volunteers, community groups, local business, and sustainable suppliers.



PROFESSIONAL LIVE STREAM BROADCAST

117 *Online Views*

”Well done on a fab event, I’ve been watching it back today and listening to the speakers...some brilliant ideas.

So sorry I couldn’t attend but the option to re-watch has worked really well.”

Helen - Head of CSR, Saga



PROFESSIONAL PHOTOGRAPHY

Speaker photos, videos of their talks, and radio interview opportunities - all provided to help them promote their projects



ATTENDEE FEEDBACK

100%

Respondents who rated
the event 7 and above
out of 10

83%

Respondents who said
they were highly likely to
make new or additional
behaviour changes





“Speakers were very professional, fascinating to hear what is being done locally, breakout sessions were interesting and practical. A very positive vibe.”

ATTENDEE FEEDBACK



”The event was very well organised, the speakers were inspirational and provided a lot of useful information, it was nice to engage with the local community”

ATTENDEE FEEDBACK



"I am now inspired to take more action myself, and plan to buy more locally grown produce rather than using the supermarket."

ATTENDEE FEEDBACK



Dec 22 - May 23

FULL CAMPAIGN OVERVIEW

The full campaign
programme in numbers

FULL CAMPAIGN OVERVIEW

10

PR/Press
opportunities

10

Public
events

180

Event
attendees

14

Coaching
sessions

8

TEDx style
talks

33

Projects
submitted

45

Videos/local
people & projects



LOCAL PROJECTS PROMOTED

8 Projects developed &
delivered as TEDx style talk

Projects promoted as
video showcase **13**

33 Project applications, and
signposting provided

Local project adverts
promoted on live stream **8**





COACHING PROGRAMME

6 Week intensive speaker
coaching programme

30 Hours of 1-2-1 &
group coaching

11 People/projects
taking part

PUBLIC PROGRAMME

3 Open community
workshops, supporting

16 projects over
6 hours of coaching



SOCIAL MEDIA

34,146

Instagram Impressions

32,110

Facebook content reach

39,261

Linkedin Impressions

3,622

Website views



PRESS/PR

3 BBC Radio Kent
Interviews

AcademyFM Radio
Interviews **4**

2 Folkestone Foghorn
features

Kent Live/
Herald Article **1**

3 Speaking
opportunities

Public Engagement
events **5**

NEXT STEPS



PHASE 3: MAY

Currently in progress

Publication of speakers TEDx style talks and post event public engagement campaign - engaging and inspiring the public with local initiatives in their area.

For the speakers, there is an opportunity to apply for funding to further development of their projects, and supported by further business/project coaching to help implement their ideas.



THANK YOU FOR YOUR SUPPORT

Any further questions, input or support please contact:
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FOLKESTONE & HYTHE
Sustainable Futures Forum

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