

CREATE



Energy Efficiency & Recycling in Rochdale

CASE STUDY

Energy Efficiency and Recycling in Rochdale

In partnership with ACRE Recycling and the North Manchester Energy Efficiency Advice Centre, CREATE is working with young people across the five towns in Rochdale to educate the local community about the importance of energy efficiency and recycling their waste. Supported by the Co-operative Bank Community Fund and Rochdale MBC, this project involves young people creating musical instruments out of waste materials they have at home and using these instruments to entertain their parents and peers by spreading the home energy efficiency message through music and song!

The project kicked off in September with a “waste jamboree” at the Environments for All Community Event” hosted by Rochdale MBC and held in the aptly names Grand Hall within Rochdale Town Hall. Young and older members of the community, many of whom were from ethnic minority backgrounds took part in a range of activities from paper making to guessing what could be recycled! Many were amazed at how easy it was to make paper from old news!



On the energy side, “jamboreers” had to guess the amount of energy used by households in Rochdale last year and which activities in the home used most energy – no one suspected the main culprit – the electric water heater!!!

This was followed up by everyone taking part in an energy quiz prepared by the Energy Efficiency Advice Centre to win a special “energy hamper” full of goodies such as a wind up radio, a low energy lamp and a solar powered calculator.

In total, about 60 people took part in the jamboree through the morning’s event.

Following the success of the Environments for All event, ACRE and CREATE approached four primary schools and offered two half day sessions to educate young people about recycling and energy efficient. The first school to take up the offer was Alderman Kay Special School – here the children had fun making colourful musical instruments and singing to a packed assembly on how they can save energy at home and at school.



The children got so much out of the sessions, that their teacher arranged a follow up visit to ACRE Recycling site where the children could see at first hand what happens to their recycled waste!!



Next it was the turn of Year 4 children at All Souls Primary, Bullough Moor Primary School and All Saints Primary who, after making their instruments, created their own musical orchestra of “electric sound” and performed to parents at a special assembly the next day to help spread the energy saving message.

Over 120 children have taken part in the school activities.

As part of the project, Toni Needham from North Manchester Energy Efficiency Advice Centre worked in Thorpe Park School during their environment day and gave energy presentations to parents to increase awareness of practical energy savings measures that can be achieved in the home.

Sandy Carter from CREATE who co-ordinated the project says:

“Incorporating energy efficiency and recycling together in one package really helped teachers deliver a wider environmental message to young people. Parents were not ignored either as help was available by the energy efficiency advice centre”

As Helen Kelsall from Acre Recycling states:

“The joint partnership between CREATE, AWARE and EEAC in this Co Op funded Project has provided a valuable and unique opportunity for the children to link together two different aspects of waste, (energy and materials) examine the issues and find ways in which they can make a difference and improve their environment by simple actions in their everyday lives. It's also given them the opportunity to spread the message of reducing waste and saving energy to their school and community”

Kath Mellor, teacher at All Saints Primary says: “it was absolutely wonderful as there was such a variety of activities on to keep the children stimulating and learning about aspects of the environment too”

For further information about CREATE's energy efficiency and waste minimisation awareness programmes, contact marketing@create.org.uk

