

# Staffordshire's Carbon Bubble Tour

Evaluation





[CLICK TO PLAY](#)

# Key Achievements



1,000+ direct  
conversations with  
Staffordshire residents.



350+ residents worked  
out their carbon  
footprint.



3,407 Completed the  
Climate Change  
consultation.

# Press Coverage

- 40 mentions of the Staffordshire #CarbonBubble in the news and media outlets during 2022- 2023
- The releases have reached 2.7m people.
- 37 of the releases had a positive sentiment, with 3 releases had a neutral sentiment.



- 52% Newspaper / Online 48%



# Press cuttings

**LICHFIELD LIVE**

## Giant 'carbon bubble' to tour Staffordshire in a bid to get people to live more sustainably

by Richard Price, Local Democracy Reporter  
11th January 2023



The carbon bubble at an event in Staffordshire

A giant 'carbon bubble' will be touring Staffordshire later this year to highlight how residents can live more sustainable lives and reduce their emissions.

Rose Hampton, a senior communications officer at Staffordshire County Council, has been running a series of campaigns to encourage people across the region to change their behaviour and to live greener and more sustainably.

She said:

"As a local authority we're in a really unique position to set an example, to reduce our carbon emissions and to influence others to do the same."

Rose Hampton

Rose has been working with colleagues at district councils across the county to produce a plan to encourage people to be more sustainable during specific holiday periods throughout the year.

Part of the campaign will see a giant bubble - representing a tonne of carbon - travel to each district and borough in Staffordshire alongside engagement sessions where staff will offer advice to members of the public.

Residents will be educated about climate change, and what they can do to make a difference.

**moorlands radio**  
77.3 fm • 103.7 fm • DAB • app


Mid Morning with Tony Mullins  
Wednesday, 10th May 2023 • 1:00 pm

Home On Air News Local Advertise Contact Volunteer More

Featured 7 Local News

## Giant carbon bubble to visit Leek

Published by Tony Mullins | 16 May 2023 | 343  
Last updated: 16 May 2023



The giant carbon bubble will visit Leek Market Place on Saturday 24th June

Dates when a giant carbon bubble will be visiting Staffordshire have been released.

The countywide tour, which aims to help raise awareness of climate change is being led by Staffordshire County Council in partnership with Staffordshire's eight district and borough councils. It's all part of plans to help the county reduce its carbon footprint and get to net zero by 2050.

The 10-metre bright orange installation will help people to visualise the impact of their daily activities and carbon emissions. When visiting the bubble, people will also get the chance to meet staff from the climate change team for advice on the changes they can make to help the environment.

The tour will be visiting Leek Market Place on Saturday 24th June.

The tour is being supported by the Staffordshire Sustainability Board. The board is made up of leaders and chief executives from across Staffordshire's nine councils that have all come together to tackle climate change in Staffordshire.

**Must Read**

- Household names to host Midlands Air Ambulance Charity's recognition awards  
12 August 2022
- Moorside residents urged to have their say on new political map  
9 August 2022
- Staffordshire Trading Standards remind residents about their consumer rights when holidaying...  
15 August 2022
- Family Fun Day at Tithe Barn Water to mark 60th anniversary of...  
15 August 2022
- Disappointment for Congleton as they lose to Lichfield City on their...  
16 August 2022

**Latest Local Sports News**

- Disappointment for Congleton as they lose to Lichfield City on their...  
16 August 2022
- Moorside Sport 4x4s, Season 2 Episode 5  
16 August 2022
- Visitors Fail the Fishermen  
9 August 2022
- Steak City beat off Baggies 2-1 in Cannock battle  
9 August 2022
- Congleton Town progress in the Emirates FA Cup, while Kidsgrove, Horley...  
9 August 2022

**CHURNET SOUND**  
HAS 100,000+ LISTENERS

HOME LOCAL NEWS ADVERTISE HOW TO LISTEN ABOUT CONTACT

## Dates released for giant carbon bubble tour of Staffordshire



Dates when a giant carbon bubble will be visiting Staffordshire have been released.

The countywide tour, which aims to help raise awareness of climate change is being led by Staffordshire County Council in partnership with Staffordshire's eight district and borough councils. It's all part of plans to help the county reduce its carbon footprint and get to net zero by 2050.

The 10-metre bright orange installation will help people to visualise the impact of their daily activities and carbon emissions. When visiting the bubble, people will also get the chance to meet staff from the climate change team for advice on the changes they can make to help the environment.

**Express & Star**

News Sports

Cost of living Local Hubs Crime Politics Health Business Education Voices Features

Staffordshire Cannock Lichfield South Staffordshire Stafford More

## Public invited to learn about carbon emissions with giant bubble

By James Vulinicis | Staffordshire | Published: Aug 8, 2023

People across Staffordshire will have the chance to learn more about climate change when a huge bright orange 'carbon bubble' tours the county.



The giant carbon bubble will be on show across the region over the weekend.

The 10-metre bubble installation due to tour in summer 2023 will help people to visualise how their daily activities can impact carbon emissions.

Staff from local council climate change teams will also be on hand to offer advice and tips to help residents understand what they can do to reduce their own carbon footprint.

The giant carbon bubble will be in Hednesford Park in Cannock on Saturday, August 12 between 10am and 3pm and in South Staffordshire at Baggeridge Country Park on Monday, August 14.

People will also be asked to pledge to do one small thing to help Make Staffordshire Sustainable.

Simon Tagg, cabinet member for Climate Change and the Environment at Staffordshire County Council said: "Climate change is something that affects us all and every choice we make has a carbon impact.

"Having the giant bubble to help people visualise what a tonne of carbon looks like is a great way of raising awareness and getting people talking about the issue and what we can do to help tackle it.

...ya. Saya dan  
... maju untuk mem

dari  
sien  
kes-  
pak,  
ang  
ng,"  
ten  
46  
g)

# Social Media



We shared 21 social media posts about the #Carbonbubble.



Our content reached 11,500 people online.



The content have more than 207 likes.



# Social Media Snips



Staffordshire County Council @StaffordshireCC Promote

We are thrilled to announce the successful launch of the #CarbonBubble Tour that started in #NewcastleUnderLyme this week! Learn more about the tour and find out when the bubble is popping up in a location near you -> [staffordshire.gov.uk/environment/Cl...](http://staffordshire.gov.uk/environment/Cl...)

#Climatechange #Staffordshire



11:04 AM · May 19, 2023 · 1,634 Views

Staffordshire County Council 16,810 followers

The Carbon Bubble Comes to Staffordshire: Visualising Climate Change and Taking Action

Read about the Carbon Bubble Tour around Staffordshire in our latest article



staffordshirecountycouncil

We are thrilled to announce the successful launch of the Carbon Bubble Tour that started in Newcastle Under Lyme, marking the beginning of an exciting countywide initiative.

The tour, led by the Staffordshire Sustainability Board (made up of local councils) aims to raise awareness of climate change and inspire action to reduce carbon footprints.

The first event in Newcastle Under Lyme drew an impressive crowd, actively engaging in conversations about sustainability and the impact of their daily activities.

View Insights

Boost Post



Liked by airawestaffs and 28 others

18 MAY

Add a comment...

Post



We are thrilled to announce the successful launch of the #CarbonBubble Tour that started in Newcastle Under Lyme this week...

Like Comment Share

9 · 2 comments · 948 views

Staffordshire County Council Follow

19 May · We are thrilled to announce the successful launch of the #CarbonBubble Tour that started in Newcastle...

See more

Most relevant

Author Staffordshire County Council Newcastle-under-Lyme Borough Council Stafford Borough Council Lichfield District Council South Staffordshire Council East Staffordshire Borough Council Tamworth Borough Council Staffordshire Moorlands District Council Cannock Chase Life

12 w

Joan Bennett Marked it on my calendar for August 8th.

12 w



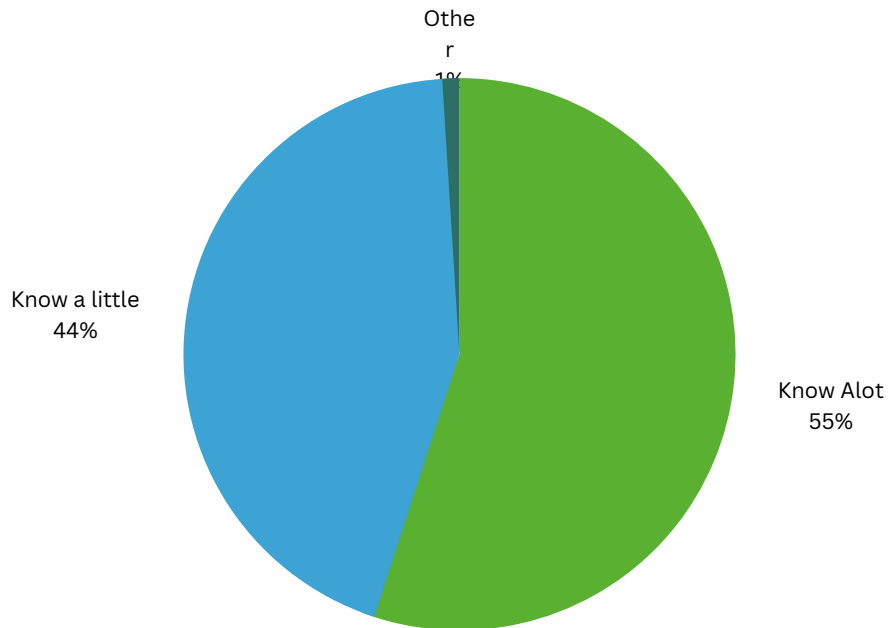
# Consultation Outcomes

May 25th - 1st September 2023



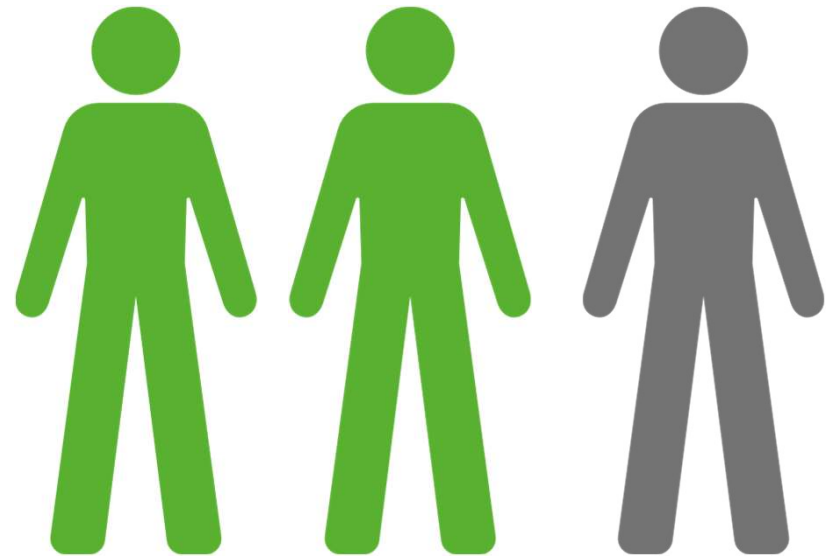
## High levels of awareness

Over half of respondents (55%) said they knew a lot about the subject, with an additional 44% saying that they know a little



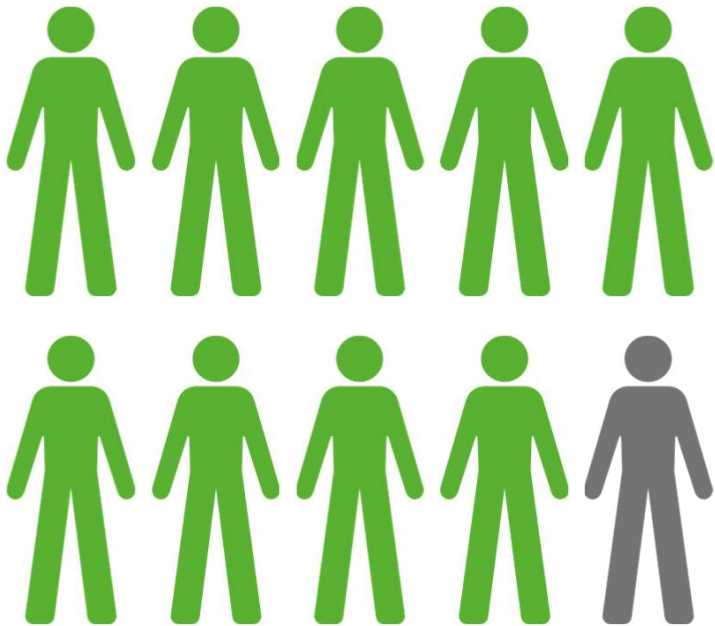
## Worried about Climate Change

Many respondents are concerned about climate change, with two thirds reporting they are worried about it



## Most are already taking action

Nearly all respondents (almost 9 out of 10 respondents) are already taking action to help reduce their impact on the environment



## Top Actions

- Making homes more energy efficient
- recycling
- buying eco-friendly products

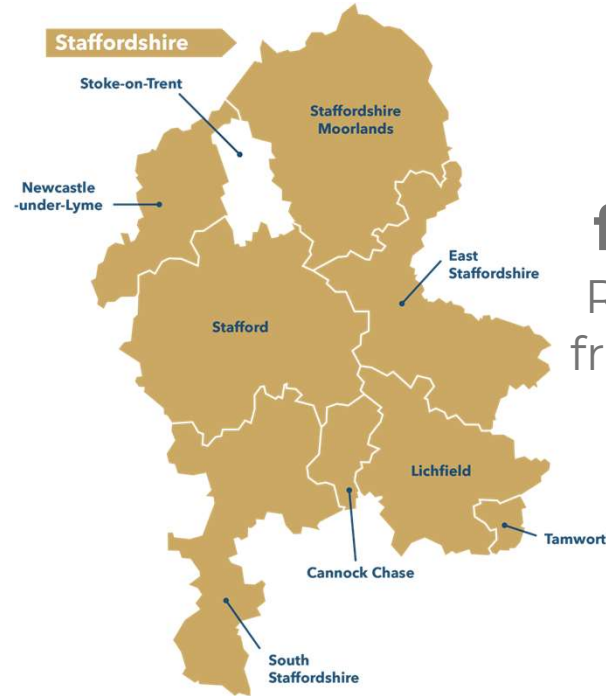
## Biggest Barrier

Cost is the number one barrier to respondents taking action to reduce their impact on the environment – cited by over 6 in 10 participants



## Everyone Plays a Part

Two thirds of respondents believe everyone plays a key responsibility in preventing and adapting to climate change



## Responses from all areas

Responses received from all Staffordshire Districts and Boroughs,

## Council is trusted voice

44% of residents taking the survey said that they would like to receive communication about Climate Change from the council.

# Next Steps

- Undertake analysis of the consultation results, exploring any interesting variation in opinion.
- Produce a summary analysis and written report of the findings
- Discuss findings with the Staffordshire Sustainability Board (SSB) and agree actions in response to the feedback
- Communicate the findings and follow up actions on our website
- Bring communications proposals to next SSB in November 2023.