

Brockwell Lido Fun Palace water eco action playground

Evaluation report



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01

On the 5 October 2014, the inaugural Brockwell Park Fun Palace took place within Brockwell Lido in London. Fun Palaces, free events happening over the weekend of 4/5 October across the UK and internationally, were organised to celebrate the centenary of the birth of the celebrated theatre director Joan Littlewood. Fun Palaces aimed to bring together the arts and the sciences, offering free activities and experiences to entertain and educate all ages.

Introduction The event

eco action games hosted an eco action playground at Brockwell Lido Fun Palace, and, as a consequence of its water themed location, invited Thames Water to sponsor a water themed playground for the day. Thames Water agreed and hence a water themed eco action playground was born.

The event

The Brockwell Park Fun Palace was an overwhelming success. A combination of effective advertising and wonderful weather meant that well over 2000 people visited the Lido Fun Palace throughout the day. There were numerous activities on offer, many with a watery theme as the Fun Palace had use of the Lido itself for the day. You could learn to kayak, swim with mermaids, learn about the science of water in the body, and relax beside a Victorian styled seaside.

The eco action playground had the following games available: eco action twist, eco action snakes + ladders, eco action trumps, play your eco cards right and eco action bingo, all of them, except eco bingo which contained a variety of eco actions, were exclusively water related. Throughout the day we estimate that we entertained and engaged with around 250 people, from the very young to the, surprisingly flexible, older generation with the games.

The audience profile of the event was overwhelmingly multi-generational family groups with children aged between 1 and 13.



02

As well as entertaining and educating people, we were keen to gather data from the players on the day, and hence created a simple questionnaire that we asked people to fill in after they had engaged with one or more of the games.

We were interested in their thoughts about the games themselves, what motivated them to play, did they learn anything new about water saving and, most importantly, were they inspired to adopt any new water saving actions as a result of what they had learnt on the day. We also listed a range of simple water saving actions they would have encountered through playing the games, and asked them to indicate whether they already did the action or whether they were inspired to adopt the action in future.

89%

of respondents agreed or strongly agreed that they enjoyed the games they played.



Post games questionnaire Feedback on the eco playground

The questionnaire contained the following elements:

Personal details

Name (optional)
Postcode (optional)
Gender (optional)
Age group (optional)



Attitudinal questions

- I enjoyed the game(s) I played
- When playing the game(s) I particularly enjoyed trying to win
- I was surprised at how much water can be saved by the actions featured
- When playing I enjoyed learning new information about water saving
- I enjoy various types of (non-sport) games and play at least occasionally
- I didn't learn anything about water saving actions I didn't already know
- I did learn useful new info about water saving actions I could easily do
- I now feel I can take water saving actions at home/school
- I will be taking extra water saving actions at home/school as a result of what I have learnt
- The game(s) have not influenced me to change anything in my daily life
- I now feel I know more about water saving & why it's important to save

Water saving actions

With each action featured players could indicate if they: 'already do the action', 'will do action in future' or if it was not applicable to their situation.

- 1 Put lids on pans when cooking
- 2 Only throw toilet paper down loo
- 3 Turn tap off when brushing teeth
- 4 Not overfill kettle for 1 cup of tea
- 5 Exchange 1 bath/week for shower
- 6 Have short 4 minute showers
- 7 Dry clothes outside in dry weather
- 8 Wash clothes at 30°C
- 9 Only wash full loads of laundry
- 10 Wash up in a bowl not under a running tap
- 11 Keep water in fridge in summer for drinking
- 12 Make sure dishwasher is full before using it
- 13 Water garden in evening/night not during day
- 14 Use the right flush on dual-flush loos
- 15 Wash car with bucket & sponge not hosepipe
- 16 Use a water butt to water the garden
- 17 Put a water saving device in single-flush toilet
- 18 Don't tip oils/fats down the sink or drain

03

We received 47 feedback questionnaires in total throughout the day. Given an estimated player audience of 250 people, we can report we received feedback from approximately 20% of all participants.

The Results The scores on the doors

Respondent profile

The male to female ratio of respondents was almost equal*



The most popular age ranges of the respondents fell into two distinct categories, children under the age of 15 and adults over the age of 25.

- <5 years old = 4%
- 5-11 years old = 34%
- 12-15 years old = 4%
- 26-35 years old = 9%
- 36-45 years old = 19%
- 46-54 years old = 17%
- 55-64 years old = 2%

*10% didn't specify gender, and 11% did not specify age

How they rated the games

Participants reported a high enjoyment level with the games



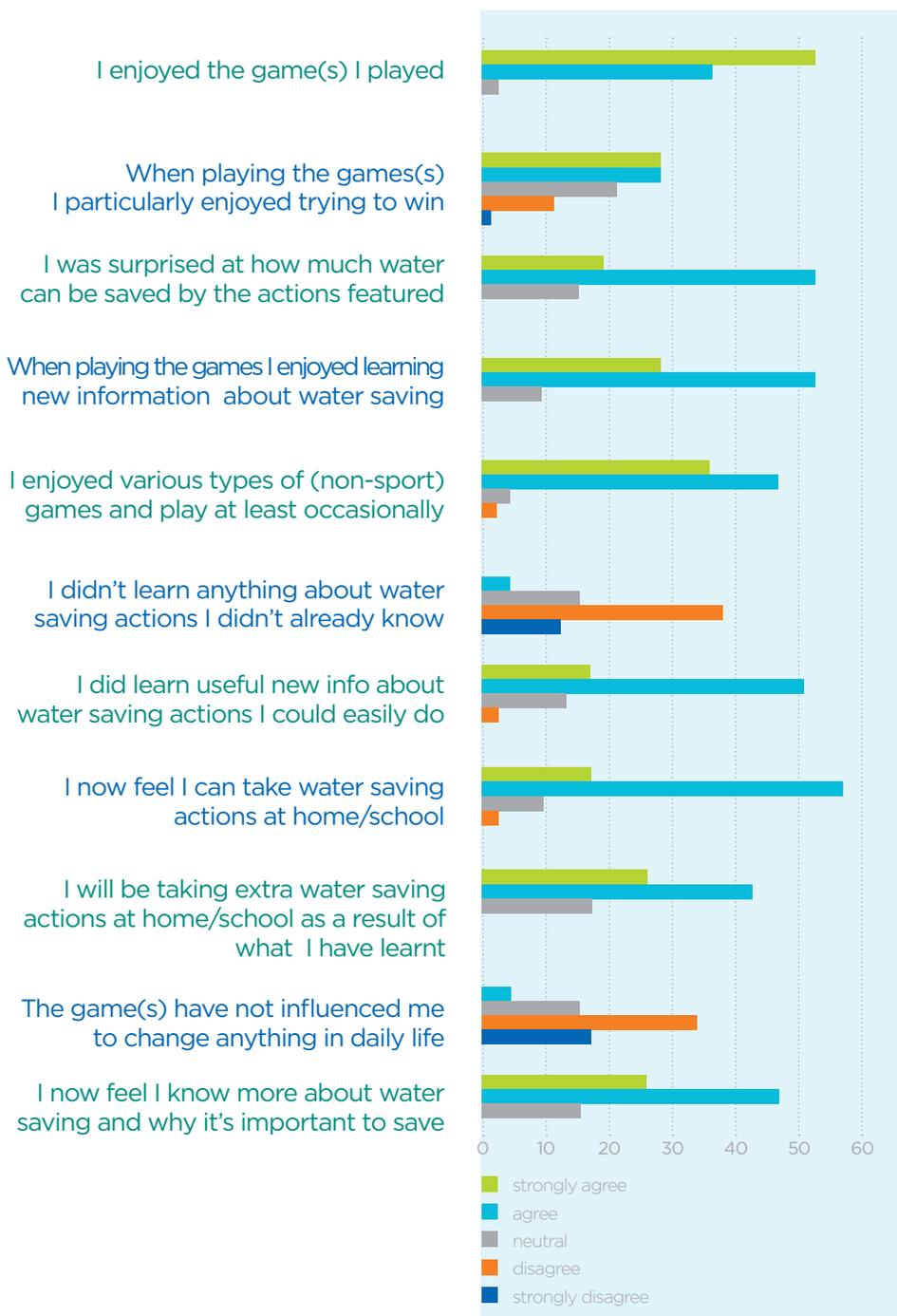
Where children filled in the form they were aided by their parents, and can be considered to be reporting on the actions of the whole family rather than the individual.

<p>74%</p> <p>of people said they felt they could take action on water savings at home or school.</p>	<p>69%</p> <p>of people claimed they would be taking extra water saving actions.</p>
<p>68%</p> <p>agreed they learnt new information about water saving actions they could adopt.</p>	<p>4%</p> <p>of people didn't learn anything new about water savings from playing the games.</p>
<p>56%</p> <p>of people enjoyed the competitive element and particularly liked to try to win.</p>	<p>81%</p> <p>agreed that they enjoyed learning about water saving actions through playing the games.</p>
<p>72%</p> <p>of people were surprised at how much water could be saved by the actions.</p>	<p>4%</p> <p>of people thought that playing the games had no influence at all on their lifestyles.</p>

Finally we asked if they felt they now knew more about water saving and why it was important to do so, three quarters of all respondents (73%) agreed or strongly agreed with that statement.



Attitudes towards the games and learning



04

Here we show the popularity of the water saving actions explored through the games.

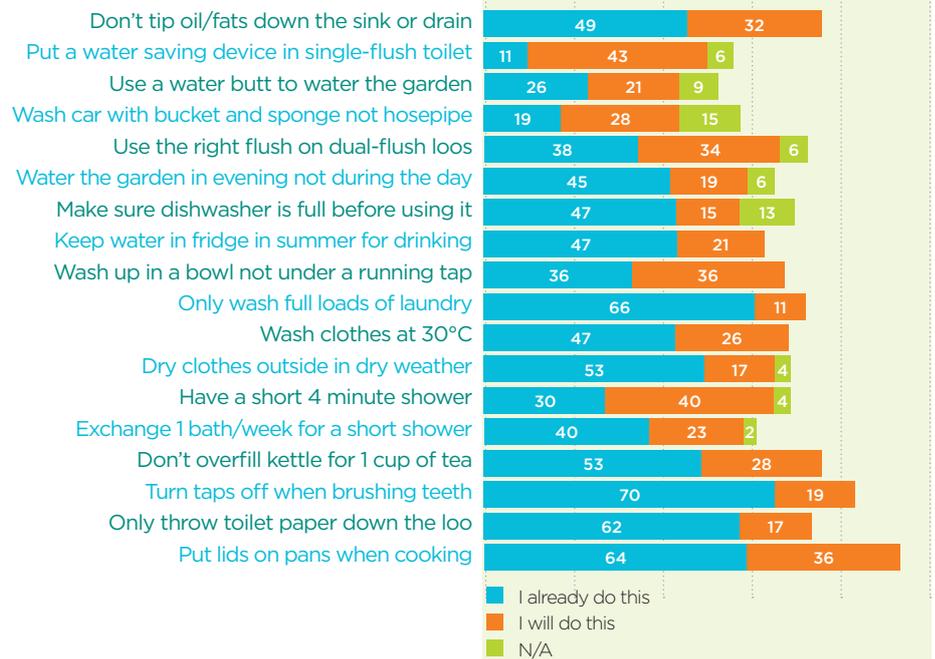
Water saving actions Which actions were the most popular?

Respondents could choose the actions they already did, as well as indicating any new actions they would adopt as a result of learning more about them through playing the water themed games.

Not Applicable (N/A) was generally chosen for situations where the actions were not possible for the respondent, eg they didn't own a car, or didn't have a dishwasher, bath/shower or a garden.

A number of the actions were already quite popular and had already been adopted by the players.

Water saving actions



Water savings

We can calculate an approximate water saving if all of our respondents adopt the actions they say they would. The scores on the door are:



The top ten most popular actions people already did were:

1. Turn tap off when brushing teeth
2. Only wash full loads of laundry
3. Put lids on pans when cooking
4. Only throw toilet paper down the loo
5. Dry clothes outside in dry weather
6. Not overfill kettle when making 1 cuppa
7. Don't tip fat/oils down the sink/drain
8. Wash clothes at 30°C
9. Keep water in fridge in summer for a cool drink
10. Make sure dishwasher is full before switching it on

The top ten actions that people were inspired to adopt*as a result of playing the games were:

1. Put a water-saving device in a single flush toilet
2. Have short, 4 minute showers
3. Wash up in a bowl not under a running tap
4. Put lids on pans when cooking
5. Use the right flush on a dual flush toilet
6. Don't tip oils/fats down the sink/drain
7. Not overfill the kettle when making 1 cuppa
8. Wash car with a bucket not a hosepipe
9. Wash clothes at 30°C
10. Exchange 1 bath a week for a short shower

*The majority of these actions were picked by at least a quarter of all respondents.



16%

The average annual household* water saving if people adopt all the actions they stated they would.

*based on family of 4 using 600 litres daily

1,661,329 litres

The total annual water saving from all the actions chosen by the respondents. Enough water to almost fill the Olympic sized Brockwell Lido*

* Brockwell Lido is 50 metres long and 27 metres wide and holds approximately 2 million litres

The research project

This study of players at an eco playground adds to the growing amount of evidence we are amassing that proves a games-centric approach to education and engagement is effective across all ages.

We add this report to the two earlier studies that have shown very consistent findings with regard to levels of engagement and interaction with this form of educational approach.

Coming soon is a research report on the findings of work we have done in conjunction with Manchester University on the efficacy of such an approach with first year undergraduate students.

We are currently running a school water efficiency and educational project, on behalf of Thames Water, which will look at the use of a games-centric approach in both primary and secondary schools, this will report in the Spring 2015.

Our free App
Download our free mobile game
App from the iTunes store. Currently available for iPhone, iPad and iTouch. Simply search for 'eco' in the App store and we are the number 1 result.



Thank you

We would like to thank the following people and organisations for making the event happen:

Thanks to the following organisations for hosting the Fun Palace event:
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 Stella Duffy
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 Thames water

Thanks also to the 'fun & gamers' who have helped with organising and for being games masters/mistresses.

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For more information on any of the eco action games products (available to purchase) or 'eco action playground' event services, please visit:

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