

CAPITA

Success story

Engaging the employees. Engaging the community.



nationalgrid

Sustainability is at the forefront of National Grid's project planning and it is committed to creating value, preserving resources and respecting the interests of communities.



Family and friends invited.



Being passionate about operating in an environmentally responsible way, National Grid designed and built a new car park at its head office in Warwick, featuring the largest living green wall in Europe. The wall encompasses more than 97,000 individual plants anchored in soil within the wall's panels to filter rain water and improve their surrounding atmosphere.

"Aware our creative vision for events, National Grid approached the team to organise a captivating concept for a Family Funday. The event would be an opportunity to bring employees and their families together and celebrate the green wall project as part of bringing their sustainability goal to life."

Event Director,
Capita Travel and Events

The challenge

From the beginning, it was identified that a concept for an expected attendance of 1,000 people with a variety of family demographics was needed.

With promoting the living wall car park as the main objective, activities were designed to complement this.

The event was to be held at National Grid's head office, which is a working site including weekends. With this in mind, the line-up of activities would need to work around busy offices that would still be in use. Preventing any disruption for workers, a strong and simple security plan would need to be in place.

In addition to producing an imaginative set of activities, other requirements included:

- Event material and brand identity.
- Website design and delegate management.
- Health and safety and first aid requirements.
- On-site event management.

Brand identity

With the sustainability focus, the event was shaped to captivate attendees of all ages. A brand identity of 'Bee Involved' was created, focusing on bringing people together.

Travel and Events

Engaging the community

The fun busy bees idea led nicely into the range of nature themed activities on offer.

A key activity allowed all children to paint a canvas, after which all artwork was photographed and displayed in the stairwells of the new car park.

Other activities included:

- Petting zoo
- Falconry experience
- Bird/insect house making
- WASPs RFC rugby skills
- Nature watch hunt
- British Beekeepers Association (and other local associations)
- Go-karting.

By bringing in local associations from the Warwick area and involving the local community, emphasis was placed on National Grids' commitment to sustainability.

Bee-ing proactive

All adventurers were provided with a goody bag of handy curiosities designed to aid them in their activities throughout the day. The event team also dressed as nature explorers and engaged with guests throughout the different areas to ensure everyone felt welcome and part of the adventure.

Weather contingencies were built into the planning process which prevented poor weather on the day from becoming a major challenge.

All outdoor activities were moved inside the car park which did not disrupt the guests, and in turn drew more attention to the car park itself.

The event was a huge success. At the end of the day, all adventurers checked out at the 'Bee Involved' desk where they were provided with certificates and jars of local honey for completing their activities.

For more information on the event and key deliverables you can watch the [video](#).

“We’ve never done an event of such a large scale, and Capita Travel and Events has been so supportive. We honestly couldn’t have done it without them.”

Senior Communications Advisor, National Grid

Highlights

- Family event to promote the largest living green wall in Europe and sustainability goal.
- Brand identity of 'Bee Involved' created, focusing on bringing people together.
- Imaginative set of activities for a range of ages, tied to the event brand. This included a key activity where children painted a canvas to be put on display.
- Weather contingencies were built into the planning process which prevented poor weather on the day from becoming a major challenge.

If you'd like to know more, get in touch with a member of the team:

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