

COMMUNICATION PRIORITIES 2021

Report of Director Public Health

1. Purpose of Report

1.1 To update the Climate Change Committee Climate Emergency communications

2. Need for a decision

2.1 No decision is required by the report

3. Recommendation

3.1 Comments are sought from the Climate Change Committee on the question on any area(s) where any central Council communications campaign(s) should be focussed.

4. Background and/or details

4.1 Background

4.1.1 On the 10th July 2020 the Cabinet Working Party Communications Sub-Group identified communication priorities (see Appendix A). The below table list the priorities and action to date:

Stakeholder	Goal	Action	Work to date
1. LEP / WYCA	Influence policy, WYCA lobby to Government on Devolution & new Mayor	Develop a manifesto / further investigation	<ul style="list-style-type: none"> - CMBC has extensively engaged with WYCA during their development of a Carbon and Environmental Benefits Assurance Framework - Councillor Patient has been working with one of the main Mayoral candidates on policy and to create interactive seminars for party members and also working with other LAs and MPs to influence and sharing best practice.
2. Youth Council & Schools	Enable young people to be heard and to have influence.	Support young people's climate projects to succeed	<ul style="list-style-type: none"> - The Youth Council have launched the ACE awards (Advocates for the Climate and Environment). - The EMS team are working with Youth Council and Services for Schools to consider ways to promote ACE - An outreach program of activity targeted at Governors and Teachers is being planned for 2021 to include Climate Action webinars and integration of ACE with Public Health schools networks
3. Large businesses & Transport Hubs	Work towards net zero with us	Mapping Engagement	<ul style="list-style-type: none"> - With support from the Council's Business and Skills team, a survey and web review has been conducted into large employers and transport hubs in the region to identify existing actions and key contacts where possible. - This is included as Appendix 2
4. Housing & Social Housing	Take advantage of new funding & ensure people take this up	Find out more about funding Promote Match funding?	<ul style="list-style-type: none"> - The Home Energy Action team at the Council have been busy working to maximise opportunities presented by home energy funding made available in 2020. - An update on their work is included at Appendix 3.

4.1.2 Work has also continued with the Climate Collective (a coalition of community groups who came together to work on the Climate Emergency). The Climate Collective's bid to The National Lottery for Climate Action funding was partially successful – funding has been announced for Calder Rivers Trust led work with land managers and on an innovative sphagnum moss project (combined award of £307,277), and for Todmorden College & Learning Centre to support them to establish community education & outreach (£269,750 awarded). Councillor Patient has been working on general comms and outreach with partners (for example Slow the Flow, Pennine prospects, Incredible Edible Todmorden).

4.2 Proposal for Community Communication and Outreach in 2021

4.2.1 Based on our learning from the above activities, it is proposed that three key strategic networks should be created and established to support climate emergency communications and outreach:

Group	Community Groups	Schools Network (to be established to support ACE work with Youth Council)	Business Reps (to be created following Business Research)
Existing Work	A coalition of community groups came together to create a bid for the TNL Climate Action Fund. They continue to meet as the Climate Collective Climate Collective – Calderdale Community Energy	Calderdale Youth Council have created the ACE award – intended to celebrate and support schools who are taking climate action. CMBC are working to support this. ACE Award – Calderdale Community Energy	A business survey in 2020 established baseline information and some contacts. We could work with organisation like the Chamber of Commerce to further build networks.
Brief	Community groups often focus support on vulnerable and marginalised groups – including refugees, the elderly, and specific locations.	Good projects within schools will reach young people and their families. Schools also have buildings and assets which need decarbonising.	Businesses can be an integral part of the low carbon transition through provision of green services and products. They also have buildings and assets which need decarbonising.
Stakeholders which can be targeted via this mechanism (based on list generated by Climate Committee sub-group in July 2020)	<ul style="list-style-type: none"> • Faith communities • Uniformed Organisations (scouts, guides, youth council, etc.) • Charities • Residents • Older (pensioners, care homes) • Youth • People with disabilities • Food networks • Environmental groups; ramblers, canal and rivers trust etc. • Community leaders – faith etc. • Hobbies (groups and forums - cyclers, horse-riders, ramblers, anglers, etc.) Community groups (sports, wildlife groups) • Public spaces trusts - local ones • Refugees and asylum seekers 	<ul style="list-style-type: none"> • Schools and higher education • Residents • Youth • Refugees and asylum seekers • Minority/ethnic community • Community leaders – head teachers etc. • Minority/ethnic community 	<ul style="list-style-type: none"> • Large businesses: Lloyds, Halifax building society, Suma • Small and medium businesses • Freight and delivery transport • Self-employed • Consumers • High street (including retailers) • House builders and planners (SuDs) • Tourists • Energy/utility providers • Sectors; manufacturing • Banking and insurance • Funding providers (big and small) - building

			societies, CFFC, <ul style="list-style-type: none"> • Large landowners - Yorkshire Water, private estates • Small landowners • Farmers
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4.2.2 It is proposed that networks should be informal and flexible - driven forward in partnership / led by the stakeholder group in question. The network should be a place where groups can access knowledge and funding opportunities as needed to help them to decarbonise Calderdale. The Climate Collective, established in the past year, is working well on this model. After the group's success in gaining TNL Climate Action Funding, they are now holding quarterly meetings with a representative from the CMBC Environmental Management Team, Councillor Patient and Councillor Lynne to maintain and continue to build strategic links with the Climate Change Committee. The Climate Collective are keenly interested in staying in touch with the Calderdale Climate Committee's knowledge and projects.

4.2.3 The Climate Collective group can continue to be supported in 2021 and it is proposed that Schools and Business networks could be launched / established in 2021 to increase climate communication with key groups.

4.2.4 The following groups were also identified by the July stakeholder session but do not fit into the above networks.

- NHS Trust/Clinical Commissioning group/Public Health
- Public transport
- Trade unions
- Councillors and MPs
- National government
- Local & national media (influencers)
- Social media groups, especially local ones
- LEP and WYCA
- Town Councils
- Funding providers (big and small) – building societies, CFFC
- Blue light services

Many of these are wider, strategic partners whom the Council regularly target for communications, to lobby or to work in partnership with. It is proposed that the Council should engage with these groups via the Climate Change Committee. A number of these groups are already represented on the Climate Change Committee.

4.3 E-billing Council Tax Campaign

4.3.1 Using a scheme initiated by Bradford Council as inspiration, plans are in motion for a campaign to encourage people to switch to Council Tax E-billing. The incentive for the campaign will be that if a certain number of people switched from getting paper to e-bills, the Council will invest the money saved into tree planting schemes in the Borough. This is intended to be quite high-profile campaign which reaches all Council Tax payers in the Borough. The campaign will use net zero branding and directly connect tree planting to tackling the climate emergency as well as providing “slow the flow” and wildlife benefits.

4.4 Emissions Reductions Pathways Project

4.4.1 As reported separately to this committee, the emissions reductions pathways project (ERP) is underway. Project interim findings will be available in February 2021 and final results are expected in March 2021. The study is likely to contain some challenging data on the scale and pace of changes needed, and also to highlight areas where we have strengths and where significant carbon / climate gains can be made locally. The ERP covers a vast range of initiatives, from installation of heat pumps into buildings, to dietary change, to the uptake of electric vehicles. There are a number of areas within the ERP which we could use for communications campaigns. It will be important to make sure that key parties and partners are aware of the ERP project and seek to use this to help us transition Calderdale to carbon neutrality.

4.5 Calderdale Council £1m Carbon Neutral Fund - Community Funding

4.5.1 A separate paper provides an update on the £1m fund allocated by Budget Council in March 2020 to tackling the climate emergency by providing direct funding for zero carbon projects. Following proposals for 50% of the money to be spent in the community, discussions with Community Foundation Calderdale (CFFC) are underway to understand how this funding could be best directed and maximised. Suggestions include

- Pairing the release of funding with the launch of a new direct giving campaign to encourage donations from individuals and corporations
- CFFC would use funds to create a new Climate Emergency endowment and focus on environmental / climate in their next corporate strategy
- A direct donation appeal would focussing around items or initiatives which will get attention from and appeal to different donors' ability to give

(e.g.: £10 to plant a tree; £100 to buy a bike for a child, £5,000 to put solar panels for a community centre).

- Topics supported could include local food growing, education, outreach and community transport services.

4.5.2 Discussions to develop ideas for direct giving campaign are continuing with CFFC and community representatives. The run up to COP26 in Glasgow this October will make climate a continuing high-profile news item. If a direct giving campaign is launched, this would be strengthened by CMBC focussing on this as a priority topic alongside CFFC. A briefing note on this new fund is at Appendix 4.

4.6 Council Communications Team

4.6.1 The Council's Communications team have drafted a diagram to encapsulate the Council's climate strategy and key strands of work into a diagram. This is included as Appendix B.

4.6.2 Once networks have been established within schools, businesses and communities it is proposed that external communications are focused within these networks. The specific campaigns are strengthened by and delivered with the knowledge of the networks brought by the participants.

4.6.3 Example suggestions for specific communications campaigns within these networks:

- Climate education, raising awareness of the nature of the climate emergency and net zero targets.
- Establishing grassroots projects to work towards net zero emissions.
- Raising awareness of CMBC projects which are reducing emissions (e.g. fleet changes, installation of zero carbon technology into Council buildings, etc)

5. Summary and Recommendations

5.1 On the 10th July 2020 the Cabinet Working Party Communications Sub-Group identified communication priorities.

5.2 Three key strategic networks (Community Groups, Schools Network and Business Representatives) should be established to support climate emergency communications and outreach

5.3 Using a scheme initiated by Bradford Council as inspiration, plans are in motion for a campaign to encourage people to switch to Council Tax E-billing.

5.4 Once key strategic networks have been established within schools, businesses and communities it is proposed that external communications are focused within

these networks. The specific campaigns are strengthened by and delivered with the knowledge of the networks brought by the participants.

- 5.5 There are a number of areas within the Emission Reduction Pathway which could be used for communications campaigns. It will be important to make sure that key parties and partners are aware of the project and seek to use this to help us transition Calderdale to carbon neutrality.
- 5.6 Comments are sought from the Climate Change Committee on the approaches outlined in this report.

For further information on this report, contact:

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The documents used in the preparation of this report are:

1. 10th July 2020 the Cabinet Working Party Communications Sub-Group