

Appendix C



Climate emergency communication plan – 2022

(NB this is an internal operational document)

The Climate Emergency action plan was adopted by council in December 2021. One key priority is communicating with residents in Harborough District and engaging further with them. This document is a brief overview of possible approaches to engagement and communication.

Key audiences to engage with:

1. Elected Members
2. Residents
3. Business
4. Communities
5. Interest groups
6. Staff

Types of Engagement:

1. Regular information via social media and newsletters
2. Specific campaigns
3. News stories about council projects
4. Climate forum

It would be useful to engage regularly with residents of the district on the climate emergency. Using a theme each month for inclusion in the residents' newsletter and on social media could be a sensible way to plan out activity in advance. It would be helpful to link these with national campaigns, so items 1 and 2 could be considered together.

Businesses can be engaged with in relation to funding and support as required through meetings and business communication (led by the Economic Development Team). Parishes and communities can be engaged with via the parish newsletter and website messaging as well as via the local media resulting from press releases and social media.

The hashtag #ClimateActionHarborough will be used on Twitter posts to highlight posts about action that the council and communities in the Harborough district can take.

It is important that we show progress, so it would be useful to have new announcements on council projects and to highlight community projects. This is particularly important for members, especially as Cabinet has taken on responsibility for Climate Emergency.

A climate forum is used by many authorities to promote engagement with local groups and councillors. This provides an opportunity for the council to feed back on action but also to be informed by local groups and champions. Many local people are very concerned to see the council acting, so this provides an informal scrutiny function as well. An online meeting in September would allow for progress for the previous year to be reported. However, there is no budget for this activity at present.

Key national themes to advise engagement over the year

Month	Theme	Web link
January	Veganuary	Veganuary 2022 Home The Go Vegan 31 Day Challenge
February	Fairtrade Fortnight "Fairbruary"	Fairtrade Fortnight - Fairtrade Foundation
March	Food Waste 6 -13 th March (link to LCC work)	Food Waste Action Week 2022 WRAP
April	Earth day 22 nd April	Earth Day 2022 Invest in Our Planet™
May	Walk this May No mow may	National Walking Month Living Streets; No Mow May (plantlife.org.uk)
June	World Environment day 5 th June (living with nature) Bike week (link with LCC choose how you move)	World Environment Day 2022 (unep.org) Bike Week 2022 Cycling UK

	Clean air day 6 th June	Free resources to help you run your Clean Air Day event
July	Plastic free July	Plastic Free July – Be Part of the Solution
August	Allotments week – grow your own food	
September	Recycle week 23 rd September (link with LCC waste team) British Food Fortnight – 17 September – 2 October World Car Free Day - 22 September Big Green Week – 24 September – 1 Oct Bike to school week – 27-30 September	Recycle Week WRAP
October	Walk to school month	
November	TBC	
December	Fuel Poverty awareness – 3 December	Fuel Poverty Awareness Day - National Energy Action (NEA)

Council projects:

Month	Project	Team	Partner
March	Electric Vehicle charging points in Harborough Car parks up and running	Parking/ environment coordinator	

	Reduce food waste	Environment co-Ordinator/Economic development/Waste	Leicestershire County Council (LCC) waste
April	Wildflower planting in Market Harborough Air Quality Grant Programme funding	Grounds (Green Space Officer) and Economic Development Environmental health team	
May	Walk this May Launch of solar together Switch and save	Sports team Environment coordinator	LCC choose how you move All districts and LCC
June	Bike week Clean air day – 20 June	Sports team Environmental health	LCC choose how you move
July			
August			
September	Publish Council Inventory of emissions Publish Climate Emergency Action Plan Report	Environment Co-ordinator	
October	Switch and save Great Big Green Week Climate forum?	Environment Coordinator/ Economic Dev	Sustainable Harborough

November			
December	Christmas waste/sustainability		

Audience	Action	Lead individual/Other teams involved.	Cost	Quarter	Outcome
Elected Members	To ensure an article on green is included in every Leader's statement.		Staff costs only.	Q1 to Q4.	All members aware of work taking place on the green agenda
	To ensure quarterly updates are included in the Members Bulletin.		Staff costs only.	Q1 to Q4.	All members aware of work taking place on the green agenda
	To provide an annual update to council on progress made on the action plan.		Staff costs	Quarter 1 Scheduled for the 13 th April.	
Elected Members & Staff	To offer Carbon Literacy training to all staff and elected members.		There will be a cost for the whole organisation of between £5-£7k	Quarter 3.	LGA & East Mids. Councils are working on this, Apse also offer this.
Parish Councils	To contact all the parishes to get an understanding of what parishes are doing in relation to the green agenda.		Staff time only	Q4 2020/21.	LCC survey has been sent out to all the parish councils. We will receive feedback on this for our parishes.
	To provide regular updates to our parishes and encourage them to support us with any media campaigns.		Possible costs for media campaign and materials to support these.	Q1 to Q4.	

	To ensure green is involved in the annual parish seminar.				
	To run an event for parishes where green suppliers can show their products.				. Use Great Big Green Week
Businesses	Include green articles in Business Boost.			Q1 to Q4.	
	To promote green business grants that are available nationally or locally through the Local Economic Partnership (LEP).			Q1 to Q4.	
	To target our large scale employers and businesses to take action to reduce their carbon footprint.			Q1 to Q4.	
	To use the opportunity networks and relationships with key partners provide to not only promote what we are doing on green but to encourage key partners to review their own position on green and take action.			Q1 to Q4.	
Community & Voluntary groups	To promote the new green community grant		Staff costs only.	Q1 to Q4.	Press release. Email out to all groups.

	to all our voluntary and community groups.				
	To support local residents in establishing green community groups.		May need to identify a budget to cover the cost of groups setting up.	Q1 to Q4.	Link with Sustainable Harborough
Residents	Article in e newsletter asking people to get in touch if they are interested in green.			Quarter 1	Completed.
	To ensure articles are included in future copies of the e newsletter. To use social media including Facebook & tweets.			Q1 to Q4.	
	To run green awareness campaigns across the district. Including the use of case studies to get key messages out.		Will be cost associated with this, can meet these costs from the green budget.	Q3 to Q4.	
	To update the website regularly with where we are in terms of achieving our carbon neutral target.			Q1 to Q4.	
Staff	To provide regular updates to staff on the green agenda			Q1 to Q4.	
	officer project group to take forward liaise on plan.			Quarter 1.	

Evaluation

Engagement with residents will be measured using in-built metrics within communication channels including: Facebook, Twitter, LinkedIn, web page visits and open rate of newsletters. Media coverage is also monitored.

Where campaigns are wholly run by Harborough District Council, SMART objectives will be set and progress will be measured against these.

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