Climate Change Programme

Communication and Engagement Plan
2023-2025

Contents

To be finalised upon completion of the draft.

This is a live document that will be revised periodically to outline communication and engagement activity, key messages and stakeholder analysis.

Revision No.	Date	Changes
0.1	15/05/2023	Draft document

Planned Additional/ Reviewed Content

Section No.	Section Title	Content Description
2	Key Messages	Climate Change Committee to be invited to review/ provide additional key messages
3	Objectives	Climate Change Committee to be invited to review/ provide additional objectives for the plan
4.2	Principles for Equality and Inclusion	Key principles listed for equality and inclusion – Fiona Mocko is supporting this section
10	Success to Date	A record of key communication and engagement successes briefly describing their impact and learning
11	Resources	Links to website and documents which have been referenced in the plan or provide supplementary reading

1.   Introduction

This plan has been created to set a framework for how Flintshire County Council's Climate Change Programme will communicate and engage with both internal and external stakeholders, driving the reduction of its own and the wider county's greenhouse gas emissions while inspiring and supporting others to take action through behaviour change.

This Communication and Engagement Plan will be relevant for the 2023-2025 period aligning with the Climate Change Strategy's review date. At this point it will be reviewed for effectiveness and improved for the following years leading up to the Council's net zero target of 2030 (2025-2030).

This Communication and Engagement Plan will be supported by annual action plans which will record the following:

- Stakeholder analysis
- Key External Dates and Events
- Plan of Communication activities
- Plan of Engagement activities

1.1 Setting the scene

Flintshire County Council has set the 2018/19 period as its carbon footprint baseline year with emissions of 46.4 kt CO_2e (excluding land sequestration) and has a net zero carbon target of 2030 as required for the public sector under the Welsh Government.

In the same period (2018), Flintshire county's carbon footprint stood at 1,877.2 kt CO_2 meaning the Council is responsible for approximately 3% of the total county's greenhouse gas emissions.

Welsh Government have set a net zero carbon target of 2050 for Wales.

1.2 Why do we need a Communication and Engagement Plan?

Climate change's significance, broadness and basis in science presents many barriers to individuals, including complex and often mis-used terminology, fear and feelings of powerlessness. This plan will work to make climate change more accessible for more people, breaking down barriers for action.

Secondly, carbon reduction activities within the Council will only have limited affect without significant behavioural change from internal stakeholders. Motivation, knowledge and skills are all key to increasing participation, with leadership sustaining such activities which become routine and the norm.

Finally, "around a third of the UK's emissions are dependent on sectors that are directly shaped or influenced by local authority, practice, policy or partnerships" (CCC, 2020), putting the Council in a particularly unique position to support Welsh Government's net zero carbon target of 2050.

Through well-planned, thorough and appropriate communication and engagement activities, stakeholders will have the motivation, knowledge and tools to take ownership for climate action and collaborate with the council influencing its own programme.

1.3 Definitions

For the purpose of this plan, the following definitions have been given.

Communication
To inform others of activities and progress relating to the council's climate change programme and improve the knowledge base of stakeholders.

Engagement
Provision of activities for the Council to motivate, improve the knowledge of and upskill all stakeholders while providing opportunities for residents to influence and shape the Council's own Climate Change programme.

Consultation
A formal process prescribed to receive stakeholder feedback on planning and documentation.

2.   Key Messages

The below points detail key items relating to the council's position on climate change and its Climate Change Strategy which are relevant for this communication and engagement plan.

- Behaviour change is key to the council and wider county meeting net zero targets of 2030 and 2050 respectively.
- All key emission sources across the council of buildings, fleet, business travel, staff commuting, waste and procurement are subjected to behaviour change improvements.
- Behaviour change applies to policy and decision makers as well as what individuals do on a day-to-day basis.

- In December 2019, the Council committed to the resource and support of a carbon reduction strategy to realise the ambition to become net zero carbon by 2030.
- The Council has recognised the gravity of the climate change challenge in the revised Council Plans from 2019 onwards
- Detail of the Council's journey to net zero carbon are within the Council's Climate Change Strategy which includes the key goals and commitments to lead to 2030 and beyond.
- To meet net zero carbon, the programme will require an increase in the amount of carbon absorbed by the Council's owned and operated land. This could include creation of new planting schemes as well as restoration and management of existing woodlands, peatlands and other habitats.
- Emissions in Wales reduced by 40% in 2020, exceeding the target of a 27% reduction on a 1990 baseline. This is an important step on our journey towards a cleaner, greener Wales. While we must continue shouldering our global responsibility to protect our precious planet for future generations, the Welsh Government cannot work in silo to confront the climate and nature emergencies. Everybody in Wales has started to realise the benefits of change, and now is not the time to rest.
  The 2020s must be the decade of action. Reducing emissions more in this decade than in any previous ten-year period will be an uphill challenge and we may need to take difficult choices. But, if we are to see a cleaner, stronger and more prosperous Wales, it is a challenge we can only face together. (Julie James MS, June 2022)

3.   Objectives

The following objectives have been set for this communication and engagement plan in order to achieve behaviour change from stakeholders.

- Establish the need for urgent climate action
- Identify and address barriers
- Outline communication and engagement activity for the purposes of 'keeping informed' so stakeholders understand why and how progress is being made
- Outline communication and engagement activity for the purposes of 'behaviour change' by influencing and encouraging carbon reduction behaviours while providing a platform for residents and other stakeholders to shape council strategy and action.

4.   Guiding Principles

This section details the principles the plan will follow to ensure compliance and best practice to achieve the objectives set out in Section 3.

4.1 Core Principles

The core principles below show how the Council will take the lead in climate and carbon reduction action and inspire and support stakeholders to do the same. These effectively mirror the 4 E's (Exemplify, Engage, Enable and Encourage) as introduced in the Welsh Government's consultation document "Climate Change - A Strategy for Public Engagement & Action (2022-2026)".

4.2 Equality and Inclusivity

To comply with the Equality Act, the Council must ensure communication and engagement opportunities are inclusive to all and that people with protected characteristics (age, disability, gender, reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation) do not experience any barriers. This will involve using inclusive images and language as well as using different methods to reach and engage with people who are seldom heard.

Additionally, all engagement activities, including meetings, events and publicity should be available in Welsh and comply with the Welsh language standards. Links should be made with relevant Welsh medium organisations to ensure Welsh speakers are involved.

The Integrated Impact Assessment for Climate Change does not foresee any risks as a direct result of climate action, however, plans associated with climate change communication and engagement will be reviewed prior to actioning to ensure compliance.

4.3 Behaviour Change Principles (Kotter)

We aim to follow the Kotter principles within this plan to ensure the appropriate methods are followed to develop behaviour change effectively and efficiently.

https://www.kotterinc.com/methodology/8-steps/

4.4 Public Engagement Principles

Third Sector Support Wales has introduced "The National Principles for Public Engagement in Wales" which are a set of ten principles for engaging with the public and service users. The principles aim to guide the way engagement is carried out to make sure it is good quality, open and consistent and will be followed for all communication and engagement activities conducted by the climate change programme.

- Design your engagement to make a difference
- Invite people to get involved, if they choose to
- Plan and deliver your engagement in a timely and appropriate way
- Work with relevant partner organisations
- Provide jargon free, appropriate, and understandable information
- Make it easy for people to take part
- Ensure people benefit from the experience
- Ensure the right resources and time are in place for your engagement to be effective
- Let people know the impact of their contribution
- Learn and share to improve your engagement

5.   Governance

5.1 Plan Ownership

The individuals and groups below have been involved in the development of the communication and engagement plan to ensure it is effective and compliant to the set guiding principles as described in Section 4.

Plan Role	Name	Council Position
Advocate at Cabinet Level	Cllr David Healey	Cabinet Member for Climate Change
Review Ownership and Plan Delivery	Climate Change Committee	Climate Change Committee
Plan Author and Delivery	Climate Change Team	Climate Change Team
Policy Compliance	Fiona Mocko	Policy and Partnerships
Communication Support	Gillian Watkins	Communications Officer

5.2 Role of the Climate Change Committee

- Advocate the Climate Change Programme
- Engage with internal and external stakeholders
- Add value to the communication and engagement plan

5.3 Action Plan Monitoring

Progress of the action plan will be continuously monitored during weekly Climate Change Team meetings, informing the team of activities ahead, success, feedback, proposed improvements and barriers.

5.4 Communication and Engagement Plan Review

Review of this communication and engagement plan will start in April 2025 at the earliest by the Climate Change Programme Team and Climate Change Committee.

5.5 Action Plan Review

At the end of each reporting year (March/ April), a review of completed activities will be conducted helping to build an action plan for the upcoming year, working in collaboration with schools, relevant Council teams and external partners.

6.0   Stakeholders

6.1 Key Stakeholders

- Elected Members
- the Council's Climate Change Committee
- Council Staff
- Schools, Colleges and Universities
- Flintshire Residents and Businesses
- Welsh Government and other enforcing authorities
- Joint PSB Partners
- Neighbouring Local Authorities
- Third Sector

6.2 Stakeholder Analysis

To enable the Council to be efficient and effective in its communication and engagement activities, a stakeholder analysis must be undertaken for each new annual action plan to understand ever-changing stakeholder interests, influences, motivators and barriers. This activity is recorded in the communication and engagement action plans.

The image below shows how stakeholders can be categorised based on their perceived Interest and Influence relating to climate change action, giving direction in how they should be addressed within this plan.

https://www.stakeholdermap.com/images/stakeholder-analysis-strategy.gif
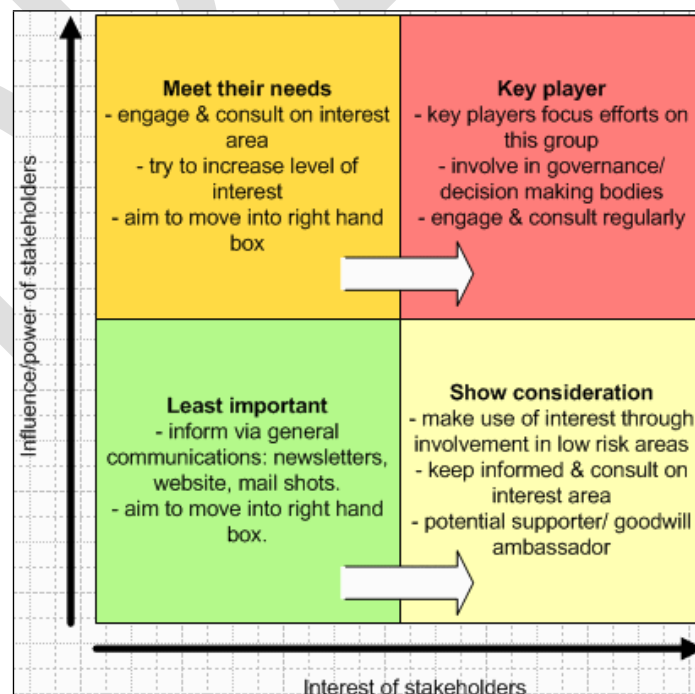
Such considerations to take from this analysis are;

- Frequency of activities
- Methods of communication and engagement
- Level of current knowledge and involvement (those with greater interest may well already have a strong knowledge base)

7.0   Communication, Engagement and Consultation Tools and Resources

Communication Methods		
Type	**Existing resource**	**Resource required**
Web sources	Council news webpage Council Climate Change Webpage Dedicated programme email: climatechange@flintshire.gov.uk	Internal webpages for the Council employees
Electronic sources	Stock imagery on Pexels.com	Council Images Catalogue Cataloguing projects completed both within carbon reduction/renewable energy and biodiversity.
Email groups	Climate Change Committee group Themed Officer Working Groups Councillor email group Various SMT email groups All staff email group Local press Periodic electronic newsletter to circa. 1k readership	Promotion of subscription to e-newsletter to keep readership updated and informed on progress and events and opportunities to engage and shape the programme.
Social media / hashtags	the Council Twitter Nationally recognised hashtags - #spacefornature #saynomow #climatechange #togetherforourplanet #copXX #plantmoretrees #netzero	the Council Facebook Page Flintshire Hashtags - #greenerflintshire #decarbflints
Posters	Noticeboards Bathroom Cubicles School Noticeboards Community Centre Noticeboards	Recycling bins Computer Lock Screen
Collaborative / Regional	Welsh Government Energy Service Public Services Board Flintshire Local Voluntary Council (FLVC) Regional and Pan-Wales decarb groups	Local Business Forums
Internal Teams and Forums	All internal team meetings including: Countryside & Access Regeneration Planning Streetscene Communications	the Youth Council, School Eco Committees / Pupil and Student representation

Engagement Methods		
Type	**Existing Resource**	**Resource Required**
Online Tools	WWF My Footprint iNaturalist Seek What3Words	
Existing Teams and Forums	Countryside & Access Events (Wepre & Greenfield Valley) Friends Group Events School Pupil Committees (requires identifying) Regeneration Team Local Business Forums	the Youth Council, School Eco Committees / Pupil and Student representation

Consultation Methods		
Type	**Existing Resource**	**Resource Required**
Online	Microsoft Forms (surveys and questionnaires) Survey applications Events Booking Microsoft Teams / Zoom	
In-person Climate Change Team	Dedicated Meetings Focus Groups	Tablets

9.0   Monitoring and Measuring Success

Measurement of the Council's greenhouse gas emissions can be used as an indicator to measure the success of communication and engagement; however, this requires significant time to pass to be realised. More immediate methods to measure success are as follows:

- Social Media Interaction: Likes, comments, sharing, how many accounts have seen our posts in their timeline
- Link clicks: More active engagement usually forms part of a call to action.
- Webpages: Number of visitors to the Climate Change webpages and time retained within the pages.
- Subscription: Number of subscribers to the e-newsletter and number of opens of the newsletter.
- Surveys and Questionnaires: Number or percentage of respondents
- Press coverage: Where the press release has been picked up by the local newspapers for coverage. Whether the press release has been adapted (if and the overall tone of the newspaper's coverage (negative, neutral, positive).
- Events and Webinars: Numbers of people attending and feeling or 'vibe' of the event (negative, neutral, positive).

Appendix 1 – Communication and Engagement Action Plan Workbook

Stakeholder Analysis								
Stakeholder	Internal or External	Level of interest	Level of influence	Do they support, oppose or are neutral to the project?	Reasons to support	Reasons to resist	Engagement Strategy – High influence, High interest = Manage closely – High Influence, Low interest= Keep satisfied – Low influence, high interest= Keep informed – Low influence, low interest= monitor	
Cabinet Members	Internal	High	High	Support	Political	Political	Manage Closely	
Cllrs of the Climate Change Programme	Internal	High	High	Support	Political	Political	Manage Closely	
Climate Change Officer Group	Internal	High	High	Support			Manage Closely	
Chief Officer Team	Internal	Low	High	Neutral			Keep satisfied	
FCC Waste	Internal	High	High	Support			Manage Closely	
FCC Active Travel	Internal	High	High	Support			Manage Closely	
FCC Countryside	Internal	High	High	Support			Manage Closely	
FCC Streetscene	Internal	Low	High	Neutral			Keep satisfied	
FCC Streetlighting	Internal	Low	Low	Neutral			Monitor	
FCC Housing & Assets	Internal	High	High	Neutral			Manage Closely	
FCC Procurement	Internal	High	High	Neutral			Manage Closely	
FCC Public Transport	Internal	High	Low	Neutral			Keep Informed	
FCC Fleet	Internal	High	High	Support			Manage Closely	
FCC Economic and Business Development	Internal	High	High	Neutral			Manage Closely	
Schools / young	Internal	High	High	Neutral			Manage Closely	

External stakeholders: The focus of communication will be predominantly internal, however, will be a need to broaden coverage externally to the following areas in some instances:

- **Meet their needs** - engage & consult on interest area - try to increase level of interest - aim to move into right hand box
- **Key player** - key players focus efforts on this group - involve in governance/ decision making bodies - engage & consult regularly
- **Least important** - inform via general communications: newsletters, website, mail shots. - aim to move into right hand box.
- **Show consideration** - make use of interest through involvement in low risk areas - keep informed & consult on interest area - potential supporter/ goodwill ambassador

1.   Stakeholder Analysis spreadsheet helping to prioritise and plan activities

Month	Date	Event	Link
April		Earth Day	www.earthday.org
May	1 May > 30 May	No Mow May	
		Plantlife Every Flower Counts Survey	https://www.plantlife.org.uk/everyflowercounts/
		International Compost Awareness Week	https://www.compostfoundation.org/ICAW/ICAW-Home
		Walk to School Week	https://www.livingstreets.org.uk/products-and-services/projects/walk-to-school-week
	20-May	World Bee Day	https://www.worldbeeday.org/en/
June	29 May - 6 June	National Children's Gardening Week	https://www.childrensgardeningweek.co.uk/
	30 May - 5 June	Bike Week	https://www.cyclinguk.org/bikeweek
	05-Jun	World Environment Day	http://www.worldenvironmentday.global/
	17-Jun	Clean Air Day	https://www.cleanairday.org.uk/
		Let It Bloom	
		30 Days Wild - Wildlife Trusts	https://www.wildlifetrusts.org/30DaysWildStayWild
July	03-Jul	International Plastic Bag Free Day	https://zerowasteeurope.eu/products/plastic-bag-free-day/
	28-Jul	World Nature Conservation Day	
August	9 - 15 August	National Allotments Week	https://www.nsalg.org.uk/news-events-campaigns/national-allotments-week/
	9 - 13 August	Shop Local Week	https://www.gov.uk/government/news/eight-reasons-to-shop-local-this-week-to-help-the-high-street-bounce-back
September	22-Sep	World Car Free Day	https://www.livingstreets.org.uk/about-us/our-work-in-action/world-car-free-day
	20 - 27 Sep	Recycle Week	https://www.recyclenow.com/recycle-week-2020
October		International Walk to School Month	https://www.livingstreets.org.uk/get-involved/campaign-with-us/international-walk-to-school-month
November		Wales Climate Week	https://gov.wales/wales-climate-week
December			
January		RSPB Big Garden Birdwatch	https://www.rspb.org.uk/get-involved/activities/birdwatch/
February			
		Earth Hour	https://www.earthhour.org/

2.   Notable dates for external events and campaigns to align activities to

	Engagement Details						
No.	Title	Topic	Stakeholder	Owner/s	Objective	Details, Targets & Monitoring	Review
Eng. 1	Introduction to Climate Change Programme		FCC Staff	BT	Raise awareness of the team across council portfolios/ teams	Attend team meetings across the council to introduce the Climate Programme, providing insight into the work done/planned and offering to crossover with their projects against the Climate Strategy **All planned team meetings attended by a climate change team representative**	
Eng. 2	Public Introduction		Flintshire residents	AE/ BT	Raise awareness of the team across to members of the public	2 x sessions (online) presenting FCC's position regarding climate change, progress to date and looking forward	
Eng. 3	E-learning Promotion		FCC Staff	AE	Inform FCC staff of the new e-learning material and request completion	**No. staff completed by target date**	
Eng. 4	Bee Day	Bees and Climate Change	Flintshire residents	MS	Raise awareness of climate risks to bees	Using Countryside and Access Bee Day event, engage the public with topics relating to how bee's are impacted by climate change. Bee/ Insect Hotels, fixed species flowering plants for extended flowering season **No. public individuals engaged**	
Eng. 5	Carbon Literacy	Education	Elected members	AE / BT	Provide baseline education of carbon and climate change	**Total % completed**	
Eng. 6	Carbon Literacy	Education	Lead Members	AE / BT	Provide baseline education of carbon and climate change		
Eng. 7	Invited Speakers	Awareness	FCC Staff	BT	Introduce staff to leaders in the field of climate change (e.g. climate justics, eco anxiety, private sector, etc.)		

3.   Example spreadsheet for planning and delivery of communication and engagement activities

Delivery Plan											
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
		15	30	5	12	15					
								21			

4.   Delivery Plan for each planned activity, colour coded for planned (red) and completed (green), with dates shown and further details added as comments