

Annex 1:

Climate Change Framework and Climate Change Action Plan for York

Outline communication plan

Target Audience

1. **WoW Partnership (Board and thematic partnerships)**
2. **CYC (internal)**
3. **Residents, local organisations / businesses**

The following activities were carried out to communicate the consultation of the CCF and CCAP to residents and other organisations across York.

Communication Channels

CYC website – online draft consultation survey

- On-line survey to allow residents and local businesses to submit comments and feedback on the drafts CCF and CCAP.

CYC website

- Refreshed pages outlining the aims and vision of the consultation, CCF and CCAP & tackling climate change in the city; and
- Refresh pages on taking action & include the addition of a sustainable city leaflet – Tackling Climate Change together.

Without Walls Website

- Refreshed pages to reflect the new consultation, CCF and CCAP;
- Refreshed pages on taking action & include the sustainable city leaflet – Tackling Climate Change together; and

WoW quarterly e-zine

Your City

- Article and full back page

CYC Reception areas and Central Library (hard copies)

Focus groups

- Through the Talk Back panels a series of focus group meeting were held (3)
- Youth Council

Ward/ parish council

- Attend various meetings (8 ward committees attended)

Events

- Attend various outdoor community events including York Pride

Press releases

- Launch event at Bootham School
- Follow up /reminders articles

Launch event

- The public consultation was launched at Bootham School with young people acting and interrupting the 10 key areas of the CCFAP.

Promotional materials

- Various banners, cotton bags and Creating a Sustainable York leaflet were designed and issued through the above events and meetings.