

Annex 4:

Climate Change Framework and Climate Change Action Plan for York

DRAFT Outline communication plan

Background

Effective internal and external communication of the Without Walls Partnership, CYC and York's residents and businesses are essential in raising the awareness of the Climate Change Framework (CCF) and Climate Change Action Plan (CCAP) and associated public consultation.

Proposed activity

The following sets out proposed activity to communicate the CCF and CCAP and accompanying public consultation. It will also raise and increase knowledge of the practical actions we can all take to reduce our carbon footprint.

WoW Partnership

Target audience

- WoW partnerships (all 8)

Key Activities

To get the consultation messages across WoW the following will be used:

- Letters and consultation pack sent to all Chairs of WoW partnerships and emailed to support officers of each Board to circulate. (May 2010);
- Regular email updates will be circulated across the WoW after the consultation phase (ongoing from May 2010);
- Updates will also be posted on the WoW website (ongoing from May 2010) including best practice examples from across the WoW Partnership; and
- Regular attendance at partnership meetings and WoW Board meetings.

CYC (internal)

Target Audience

- Staff

Communication Channels

To get the climate change messages across to CYC staff the following communication channels will be used:

- News and Jobs
- CYC intranet
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- Colin

External Communication

Target audiences

- Residents, local organisations / businesses

The following sets out proposed activity planned to communicate the CCF and CCAP and consultation campaign to residents and other organisations across York.

Communication Channels

CYC website – online draft consultation survey

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

CYC website

- Refresh 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

- Refresh pages to reflect the new consultation, CCF and CCAP;
- Refresh pages on taking action & include the sustainable city leaflet – Tackling Climate Change together; and
- WoW quarterly e-zine will also be utilised to provide updates.

CYC Channels - other

Your City

- It is proposed that the consultation and then regular articles and advice will be publicised in this publication.

Focus groups

- Through the Talk Back panels a series of focus group meeting will be held (3)

Ward/ parish council

- It is proposed that the consultation with regular articles to follow this with advice/practical actions will be publicised in local ward level publications.

Press releases

- From 8th June 2010 regular updates on the consultation and then the implementation of CCF and CCAP will commence. Examples include an icebreaker on the imminent consultation (early June), launch (end of June), how to get involved (July), and ongoing themed advice (such as how to save energy in your home).

Launch event

- The public consultation will be launched with a publicity stunt. Examples may include a fake iceberg being moored on the city's rivers in prominent locations.
- Events will also be held throughout the summer e.g. Weekend promotion in Parliament Square.
- Other planned community events will be attend to promote the consultation and CCF and CCAP
- Promotion at ward council meetings, interested parties and organisations will also be arranged.

Other

- EPB to use its Partners to raise and promote the CCF and CCAP and consultation.
- Promotional banners to be located in main reception areas of CYC
- Once approved a concise, public facing leaf summarising CCF and CCAP will be available
- The Approved CCF and CCAP (full documents) will be housed on CYC and WoW websites.
- Local link will also be investigated as a possible channel to raise awareness of the consultation. CCF and CCAP. The new Sustainable City leaflet may be a future insert going to over 80,000 homes.

Timescales

Please see table 1 below.

Audience	Communication Channels	Timescales
Internal WOW		
Partnerships	WOW Board & Consultation pack	May 2010
	Global emails	May 2010 onwards
	Other networks via WOW Partners. (include. EPB)	May 2010 onwards
External		
Residents, and organisations/businesses	CYC website and online survey	June 2010 onwards (end of June for the Survey)
	WOW website	June 2010 onwards
	Your City	June 2010 onwards
	Focus groups	July 2010
	Press	June 2010 onwards
	Launch event	End of June 2010
	Promotional events	July 2010 onwards