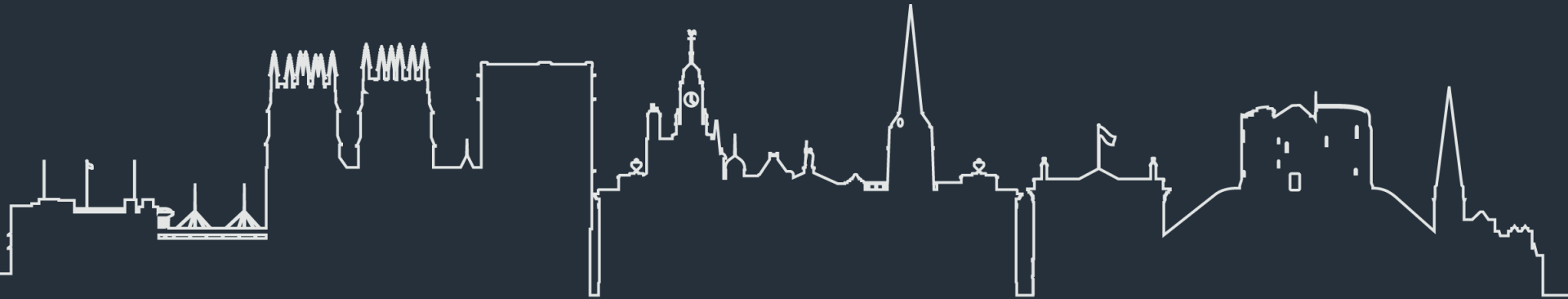


# Strategic alignment

Climate change scrutiny



Together with partners and residents,  
we are establishing the conditions  
to deliver a 10 year plan  
that improves the lives and livelihoods of all  
York residents



Working together to improve and make a difference

# The regional context is changing ...

- Over the next decade the below regional infrastructures are proposed that will open up longer-term opportunity.
- Whilst we are awaiting clarity about timings ...
- We need to know how York could best benefit from these **now** to influence the development and benefit later

Emerging regional infrastructure brings devolved powers and greater collaboration

Strategic partnership  
with North Yorkshire

Mayoral Combined  
Authority

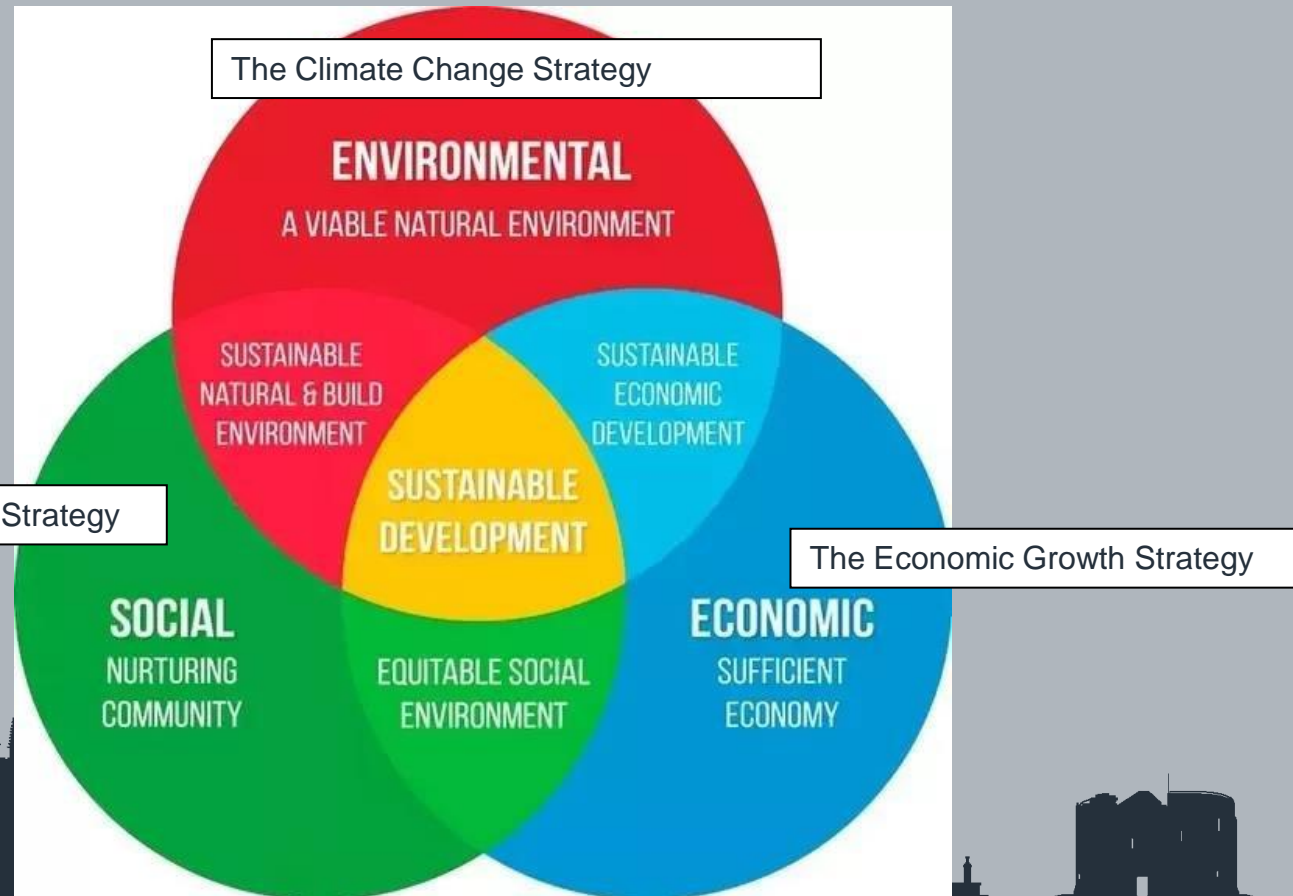
Integrated Health and  
Care System

**Working together** to improve and make a difference

# Development of the strategies

- By articulating our ambition in health, environment and the economy, we will be better prepared to influence the emerging regional infrastructures.
- We have been developing strategies that align to council plan priorities and will inform the 10 year plan
- The strategies are shaped by resident feedback (Our Big Conversation stage 1), stakeholder discussions and will be refined iteratively through consultation over the next few months.
- The strategies are rooted in the UN Sustainable Goals framework

The strategies align with the UN Sustainable Development Goals and cover health and wellbeing, economic growth and climate change ([Social Development for Sustainable Development | DISD \(un.org\)](https://www.un.org/sustainabledevelopment/)).



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# Alignment process

- The strategies are now being iteratively aligned through internal workshops, by checking the strategic ambition, objectives, tone and pace are consistent with each other and that there are no unintended consequences or missed opportunities.
- Strategies are refined with resident, community groups and scrutiny consultation and engagement (this includes the next phase of Our Big Conversation)
- Strategies will be presented to show their interdependencies and links to other strategies. They will share design and style components such as using case studies to share real examples and executive summaries to present the opportunity.
- Each strategy, by it's nature, is interdependent, city wide and provides a focal point for partners and stakeholders to work together on behalf of the city.



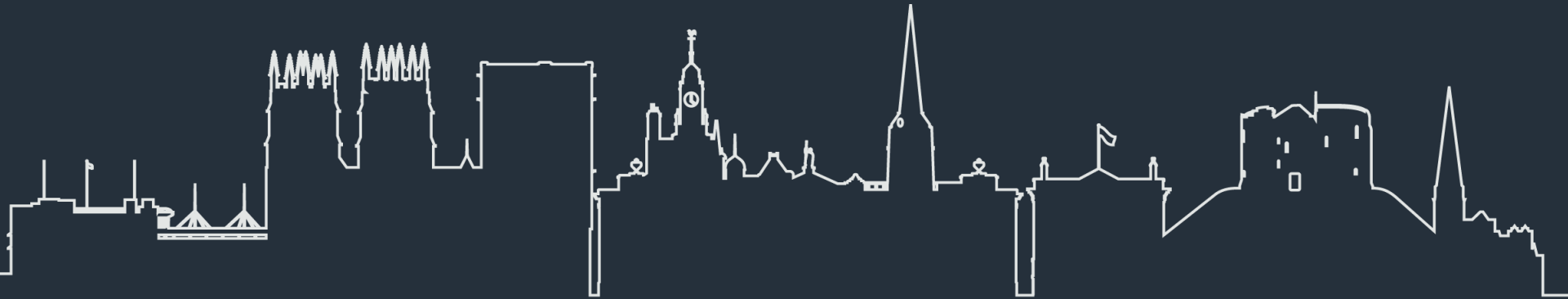
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# York Climate Change Strategy

Shaun Gibbons

Head of Carbon Reduction

[Shaun.gibbons@York.gov.uk](mailto:Shaun.gibbons@York.gov.uk)



# Response to the Climate Emergency



1. Declare a 'Climate Emergency'
2. Commit to a target of making York carbon neutral by 2030
3. Request a report within six months setting out the immediate actions the Council will take to address this emergency and a plan to measure annual citywide progress towards meeting the 2030 target.
4. Work with partners across the city and across the region to deliver this new goal through all relevant strategies and plans and drawing on local and global best practice.
5. Actively lobby the Government to provide the additional powers and resources needed to meet the 2030 target.

## Timeline of York's climate response



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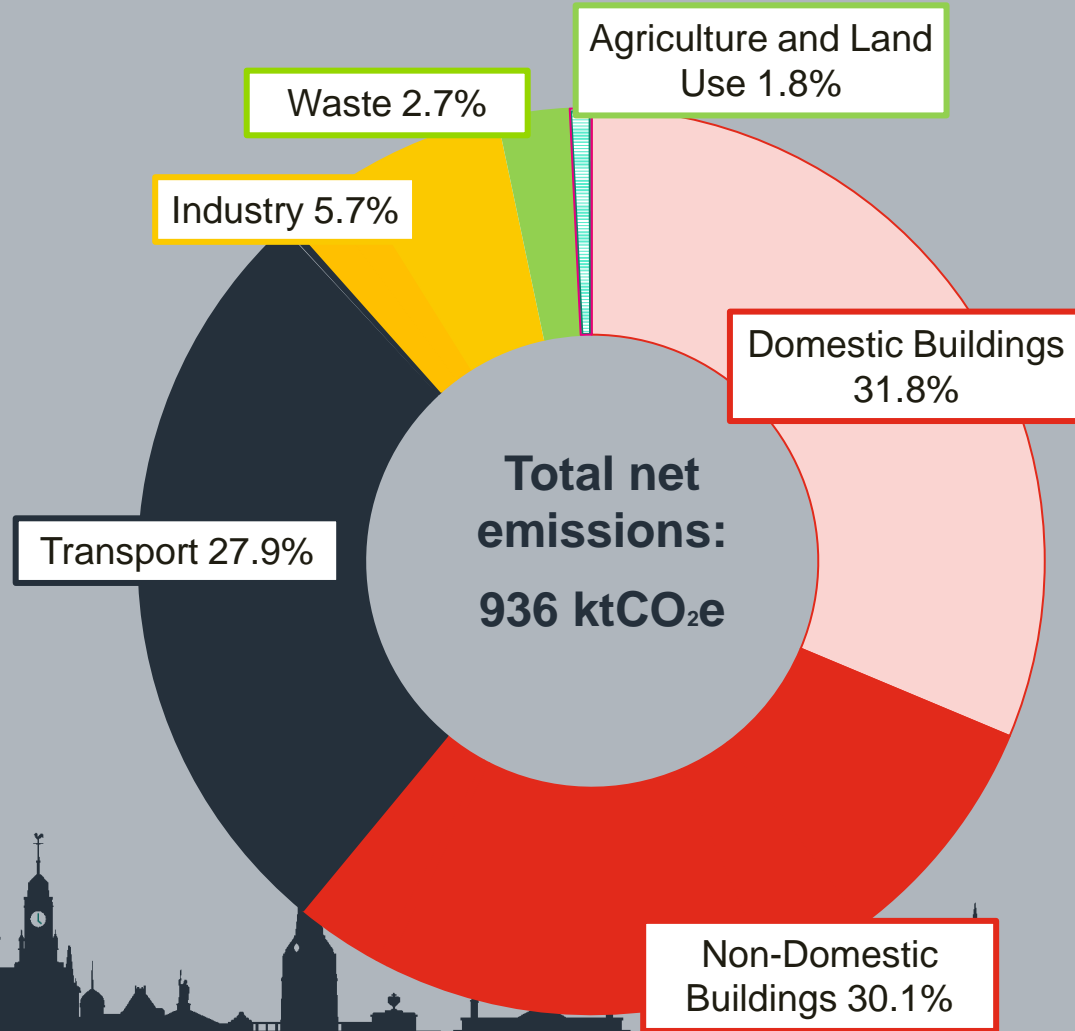
# Current Activity



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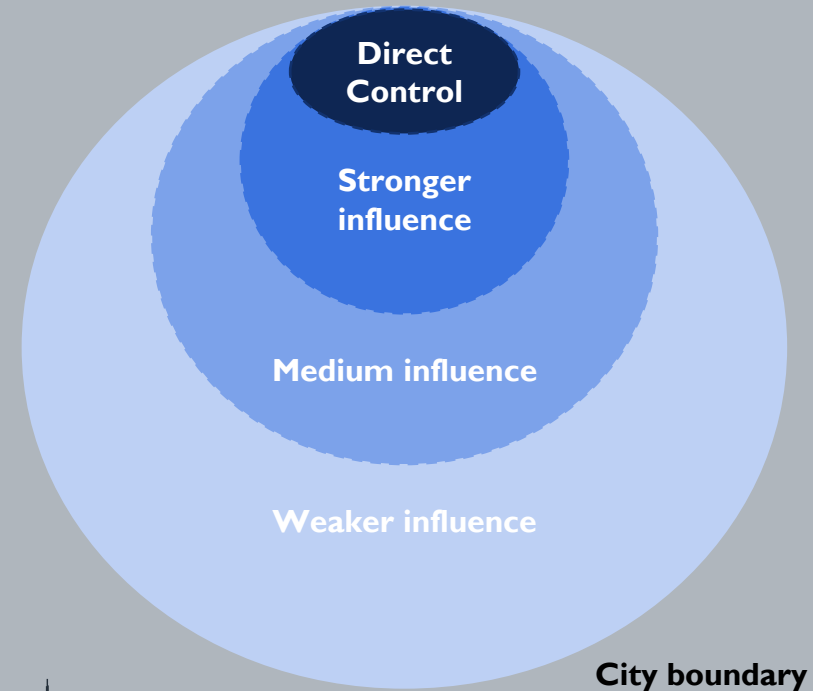
# Climate Change Strategy Content

- i. Evidence Base
- ii. Adaptation
- iii. Mitigation
- iv. Collaboration & Engagement
- v. Monitoring & Evaluation



# Council Influence & Scope

Influence	Description
<b>Direct Control</b>	Emissions sources directly owned or operationally controlled by the Council.
<b>Stronger</b>	Operators of emissions sources are clearly defined but not directly operated by the Council (e.g. procurement).
<b>Medium</b>	Emissions sources do not relate to council owned assets, procurement or council led activities, however some convening power may exist.
<b>Weaker</b>	Operators of emissions sources are not clearly defined, influence limited to lobbying central government.



# Case Studies

The City of York are planning to build Britain's biggest [Zero-Carbon Housing Project](#), which will consist of 600 new homes built to the highest environmental standards and following [Passivhaus](#) principles.

[York Park & Ride](#) is the largest zero emission bus service of its kind in the country, with 33 all electric buses.

The University of York [YORCUP](#) scheme combines the convenience of a disposable cup with the environmental benefits of a reusable one. It can be kept and refilled to save paying the latte levy on campus, or returned to be cleaned and reused. So far, over 7,000 people joined YORCUP scheme with over £45,000 raised in Latte Levy. [Users saved over £25,000.](#)

[Derwenthorpe](#) is a sustainable community of 481 homes developed by [Joseph Rowntree Housing Trust](#). Homes are designed to low energy standards and connected to a biomass & gas district heating system. Some homes also feature domestic battery storage and solar PV. Wider environmental issues are addressed using a Sustainable Urban Drainage scheme (SUDs), whilst sustainable transport solutions including [car clubs, cycle paths and a bus service](#) reduce the reliance on the use of private cars.

York has extended a 12-month trial to offer residents, commuters and visitors [E-Scooters and E-Bikes](#). This trial encourages more sustainable micro-mobility.

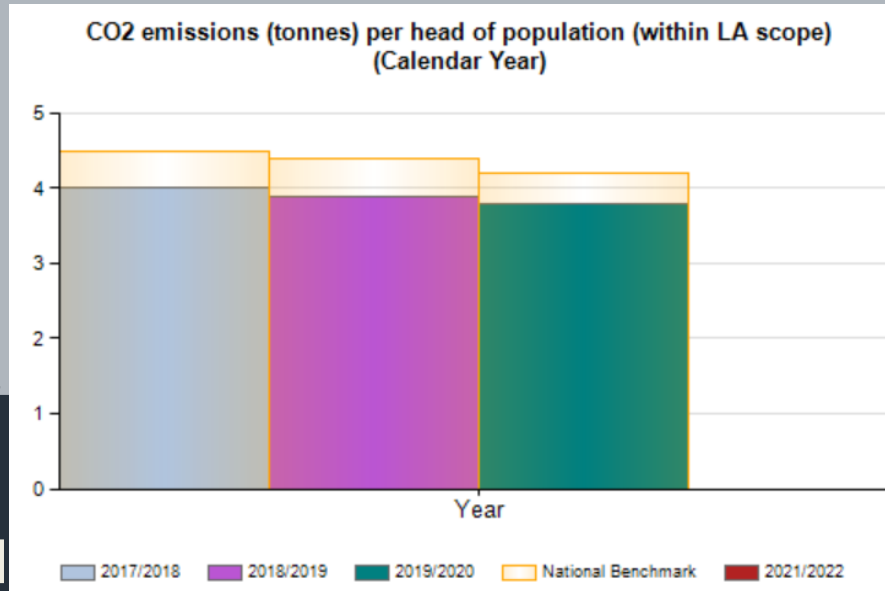
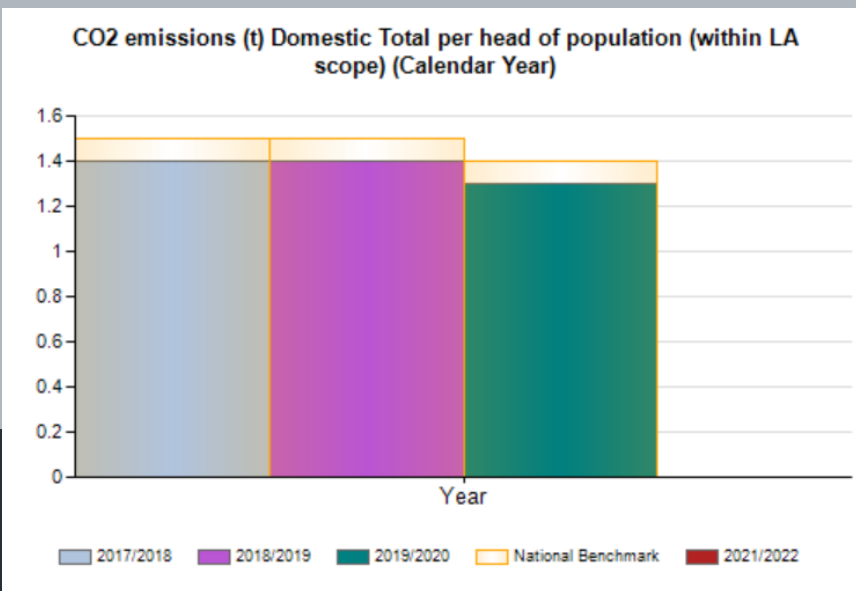
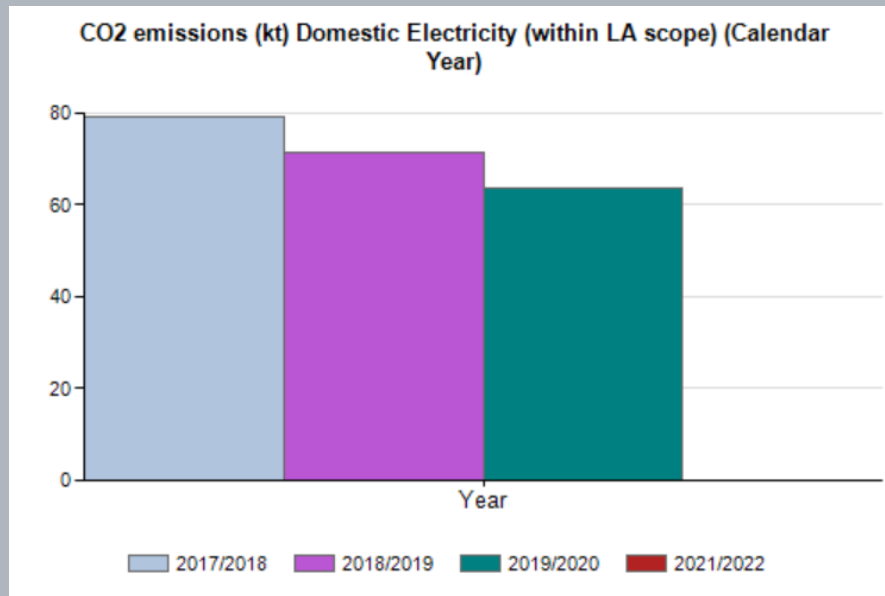
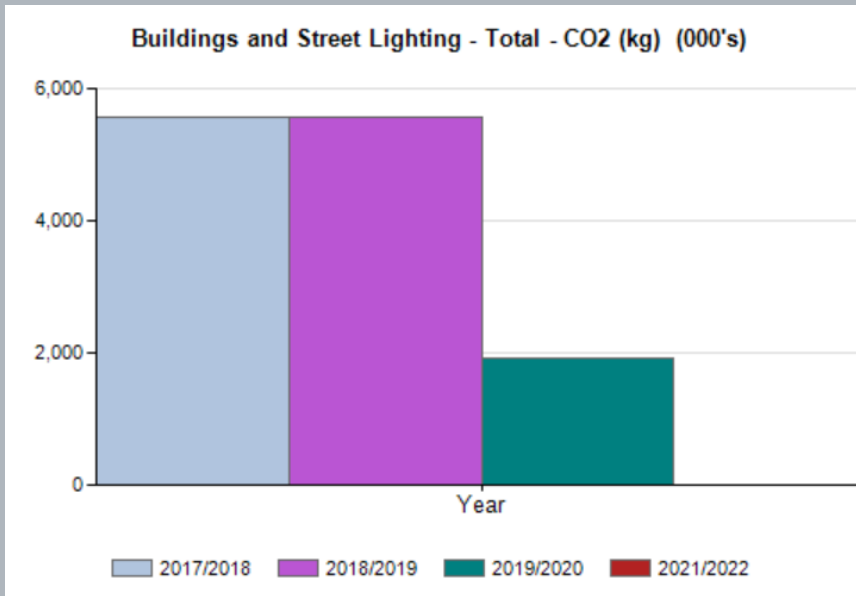
The construction of two high quality, high speed electric vehicle [HyperHubs](#) in the City of York will help the region support the next generation of EV chargers. Each Hyperhub site will consist of [solar PV canopies](#) which will generate green electricity (100kWp), battery energy storage (348kW/507kWh), 4 Rapid and 4 Ultra Rapid EV chargers.

[Allerton Waste and Recovery Park](#) provides a solution for treating waste from York and North Yorkshire councils, and turns it into a resource through mechanical treatment, anaerobic digestion and from the steam produced from burning waste. The plant is expected to [save 30,000t/year of harmful emissions](#)

Most recycling plants won't accept [laboratory plastics](#). Rather than send this waste for landfill or incineration, University of York worked with their waste contractor to implement a formal process for sorting and decontamination. The scheme has already [diverted 2 tonnes of plastic](#) to recycling.

The City of York council switched to [purchasing 100% renewable electricity](#) in 2020, which will save 2,900tCO<sub>2</sub> a year.

# Monitoring & Reporting

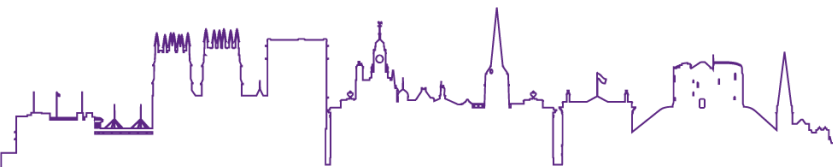




# OBC Phase 2 Engagement Plan

Version 2.0 |

1. [Scope](#)
2. [Engagement by stage](#)
3. [Objectives](#)
4. [Audiences](#)
5. [Inclusivity](#)
6. [What we already know](#)
7. [Evidence gather](#)
8. [Evaluation and learning framework](#)
9. [Timetable](#)

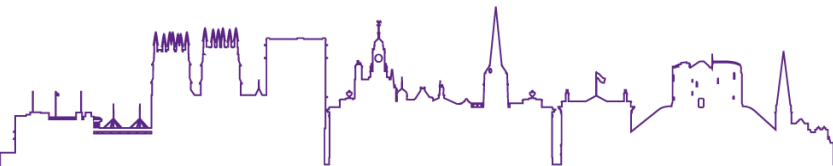


# I. Scope

This resident engagement plan addresses the **second phase of the engagement for the Economic and Climate Change strategy**. The approach within this plan will later be applied to phase two engagement for Transport to support the implementation of the Local Transport Plan in 2022.

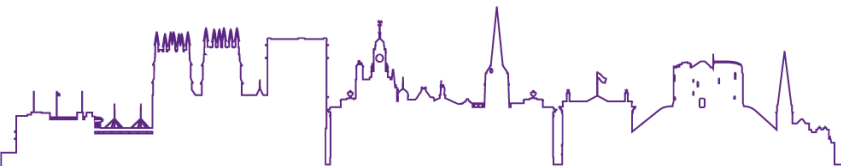
This plan identifies the audiences and insight required to develop the right approach **to inform and support the implementation of the Economic and Climate Change Strategies**, following on from the attitudinal survey carried out in phase one of Our Big Conversation which informed the initial development of those strategies. This more targeted phase of engagement will allow us to test the acceptability of priorities within the strategies; deepen insight into the approach needed to implement these successfully; and understand the aspirations and attitudes of ‘missing audiences’ in phase one engagement.

The resident engagement plan follows the principles of the council’s resident engagement strategy. The engagement approach will make sure key audiences understand other perspectives and explore responses together.



## 2. Engagement activities by stage

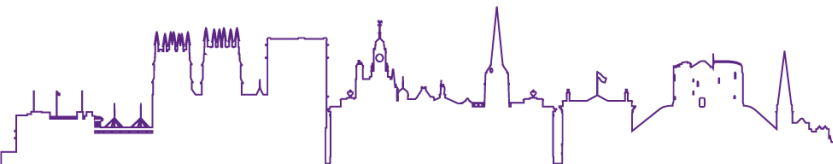
Stage	Process	Engagement activities
Stage 1 Summer 2021	<ul style="list-style-type: none"> <li>• Consult</li> <li>• Explore the broad scope</li> <li>• Inform strategy development</li> </ul>	<ul style="list-style-type: none"> <li>• Online Core Strategies Survey</li> <li>• Postcard polls via partners</li> <li>• Social media conversations (analysed)</li> <li>• Facebook Lives discussing key themes</li> <li>• Thematic Masterclasses – the art of the possible</li> </ul>
Stage 2 Winter 2021/22	<ul style="list-style-type: none"> <li>• <b>Inform and involve</b></li> <li>• <b>Test draft strategies</b></li> <li>• <b>Explore behavior change tactics</b></li> <li>• <b>Inform implementation</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Commission target focus groups (with underrepresented audiences)</b> <ul style="list-style-type: none"> <li>• <b>LGBTQ+ Café</b></li> <li>• <b>Student Union/Alumni focus group</b></li> <li>• <b>Asian / Black / South American / Traveller / Gurka communities in York</b></li> <li>• <b>NEATs 16-24</b></li> <li>• <b>Hospitality and Retail</b></li> <li>• <b>Construction, Transport and Manufacturing</b></li> </ul> </li> <li>• <b>Community groups and ward committees</b></li> <li>• <b>Deeper analysis into barriers/motivations in Climate behavior change</b></li> <li>• <b>Further insight into responses on Economic opportunity and demographic discrepancies.</b></li> <li>• <b>Stakeholder roundtables (already completed for Climate strategy)</b></li> </ul>





# 3. Engagement Objectives

- 1. Raise awareness of strategies and opportunities to engage** through corporate and partner channels, signposting the engagement activities. Create some broadcast opportunities to feedback on strategies and action plans, through online conversations and content. *(Note: For phase two, broadcast communication is limited, due to the nature of audiences we want to reach – those who typically may not engage with this.)*
- 2. Facilitate targeted opportunities** to engage, ensuring that specific residents whose views were heard the least in phase one are reflected. Join up engagement activities across strategies, to demonstrate coordination. Capture demographic data where possible to ensure monitoring of inclusivity and deliver engagement activities that reflect current restrictions (to allow the collation of data whilst providing easy and accessible bite-sized engagement activities)
- 3. Support successful strategy implementation** by testing action plans and strategy aims with residents and providing useful insight to officers and Executive members.
- 4. Draw on partners and networks** such as the LGBTQ+ Forum, Universities and community groups to demonstrate partnership working and ensure the views of communities heard the least in phase one are reflected in phase two engagement.
- 5. Publish the decision making schedule** relating to the strategy development allowing participants to influence through open democracy. Make points of influence clear – explaining that at this stage strategies are written, but action plans are in development.



## 3. Engagement Objectives

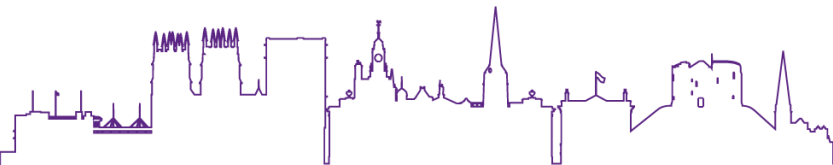
# For strategy areas:

### Economic Strategy

1. Test the acceptance of the current **four key strategy headlines** and subsequent priorities – gaining understanding on the required actions/policies/interventions needed to support residents and businesses.
2. Understand the **barriers** to businesses adopting carbon reduction policies.
  - a) Cost/funding
  - b) support/training/workshops
  - c) networks/collaboration
3. Ideal **business space** – location, size, neighbours, cost, flexibility.
4. Further understand the **financial impact** of the pandemic amongst those who identify as “worse off”.
5. Understanding **barriers to employment and prosperity** (aspirations) **for under 30s** in York (interventions).
6. Understand how York’s **transport connections** impact businesses.

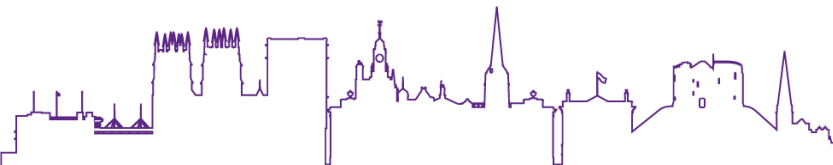
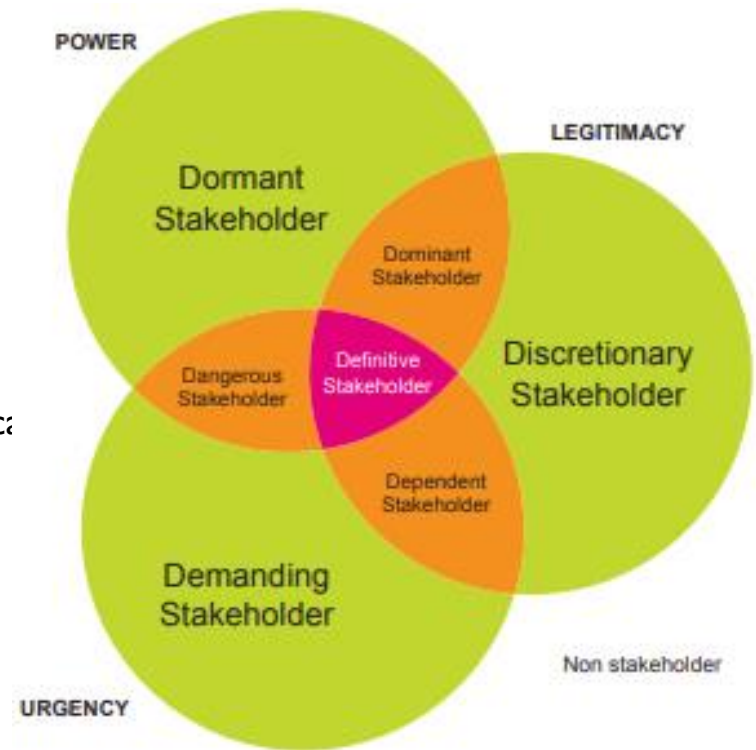
### Climate Change Strategy

1. Understand the key **motivators** and **barriers** to individual behaviour change for reducing carbon emissions in the home/workplace.
  - a) Cost saving? Is cost a barrier?
  - b) Energy saving? Values?
  - c) Lack of information/training?
  - d) What would motivate landlords to implement changes?
2. Understand the **demographic discrepancies** in phase one insight.
3. Understand **preferences on proposed actions** for the city’s action plan e.g. type of offsetting, recycling.
4. What are the **biggest changes individuals are prepared to make** to reduce their carbon footprint? E.g. heating, EVs, insulation, transport, renewable energy, waste etc.
5. 43% plan to switch to **EVs/Hybrid vehicles** – When? Why? What would help?



# 4. Audiences

- **Targeted (Focus Groups) :**
  - Residents aged 16-24
    - NEATS
    - Universities student unions
    - University alumni
    - Door 84 Youth
  - Non-English Residents, especially Asian / Black / South America: Gurka communities.
  - Traveller community
  - Local Disability Forum
  - LGBTQ+ Cafes
  - Hospitality representatives
  - Retail representatives
  - 'Blue Collar' industries e.g mechanics, construction, transport
- **Broadcast (PR, Social, Website) :** low level broadcast communications is required for this more targeted second stage of engagement. Content produced can help us reach 16-24 year olds and sectors underrepresented in the first stage of engagement, including mechanics/trade/hospitality/retail. To achieve this specific channels/groups on Instagram and LinkedIn can be prioritised and content created to target key messages at these audiences.



## OBC Wider Audience Map – Phase 1 and 2

Stakeholder	Network/Partners	Tool	Comms Channels
Residents – cross section of York population and representation of all communities of identity/interest	Ward members Res associations Citizens Transport Forum (Civic Trust) Engagement map under development – partners and networks for all	Online Survey Curate social conversations Webinars/Mastclasses by theme	Live Q&As PR Social Partner network cascade Resident Email Newsletter
Commuters – from and into York.	Quality Bus Network Bus forum, York Bike Belles, York Cycle Campaign Local employers	Existing partner data Online survey Curate social conversations	Live Q&As PR Social Partner network cascade Resident Email Newsletter
Disabled groups and Blue Badge Holders	Footstreets channel map YDRF	Online survey	Advocacy organisations cascade PR Social campaign, tagging network reps
Young Residents (age 16-30 years old)	York Youth Council Schools Show me I matter	Online survey Workshop Commission additional research	Zoom Social media Partner network cascade
Special Interest Groups	Including Citizens Transport Forum (Civic Trust); Bike Belles; York Bus Forum; Walk York etc.	Online survey Workshop inc. Citizens' Forum Academic event	Zoom Social media Advocacy organisations cascade
Ward members		Regular Member briefings	Internal
Businesses	BID, Indie York, Make it York, York Retail Forum Location-specific traders associations (x-ref with econ development)	Online Survey Curate social conversations	Business Bulletin, Partner network cascade BID Rangers PR Social
Taxis	Lesley Cooke	PR Taxi Times	PR Social Rep bodies
Delivery drivers	TBC - Professional/rep bodies; Sustainable delivery companies	Stakeholder interviews (will be covered in strategic city centre access and parking review)	York BID, Partner cascade

# Carbon Reduction Audience Map from Phase 1

Audiences	Channels + corporate rhythm of resident, member and partner updates ...
Parents	<ul style="list-style-type: none"> <li>- York Mumbler</li> <li>- Schools/headteachers newsletter</li> <li>- Healthy child service</li> <li>- Internal comms</li> </ul>
Residents (as walkers/cyclists, families commuters and leisure users)	<p>Corporate comms and engagement channels including social ads and in Our City Local media, plus key national media to frame York as positive/national leader – #AskThe Leaders Q&amp;A featuring partners and advocates -</p>
Businesses/organisations	<ul style="list-style-type: none"> <li>- Leaders Group; Sectoral round tables</li> <li>- Local Ward Committees</li> <li>- Economic development team networks and databases (using Business Friendly Council membership)– Apprenticeships</li> <li>- Yorkshire and Humber Regional Climate Change Commission</li> <li>- York Climate Change Commission</li> <li>- University of York</li> <li>- Nestle</li> <li>- Rollits</li> <li>- First Group</li> <li>- Joseph Rowntree Foundation.</li> <li>- Environmental groups</li> <li>- York environment Forum</li> <li>- St Nicks</li> <li>- Edible York</li> <li>- Knapton Allotment association</li> <li>- York Tree Wardens</li> <li>- RSPB</li> <li>- Cycling groups:               <ul style="list-style-type: none"> <li>- Sustrans</li> <li>- York Bike Belles,</li> </ul> </li> </ul>
Community groups	<p>- Community Facebook groups - York Civic Trust - Ward councillors and parish councillors - York CVS - Communities teams - York Cares - Talkabout panel - York Bus forum - CAB- Residents Associations – Friends of groups</p>
Young people	<p>-Schools and colleges -Show me that I matter -York Youth Council -Universities - Skills team – Sports clubs – Scouts/Guides etc – FE Colleges including: Askham Bryan and York College Universities and Research Institutes – Stockholm Institute, York St John, York Uni, Sheffield Uni</p>
Disabled people / people with accessibility issues	<p>- Liaison group established – but never convened – for My City Centre including representative groups</p>
Older people	<p>- YOPA - Age UK - OCAY -Libraries -Falls Prevention team - YBPS -Wilberforce Trust -Care home providers?</p>
Our Big Conversation	<p>Running in parrallel with this engagement programme (see separate communications/engagement plan)</p>

# 5. Engagement will be inclusive to address:



## Lack of internet access

Users who struggle with literacy are unlikely to use the internet alone and would not use the internet as their main source of coronavirus information



## Trusted & respected local figures

Respected figures and organisations that people listen to can help build trust in the service and dispel existing myths and alternative narratives



## Information is confusing and does not land with the community

Official information is confusing and inconsistent and does not resonate with the user group. Thus, people get alternative narratives from social media and WhatsApp



## Familiar settings and staff

Engagement activities in familiar places could reduce feelings of fear or exclusion and may increase uptake



## Visual methods of passing information are beneficial

Pictures, videos, icons and physical signage are beneficial to users as they are visual and easier to quickly understand and engage with



## Reliance on family and friends

Users who tend to rely on family and friends to support them with tasks that require reading, but not all users have access to that support

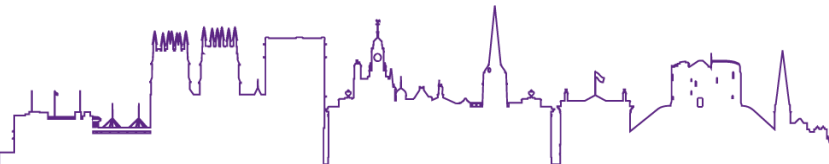
# 6. What we already know

## Pre-Existing commitments

- Well-paid jobs and an inclusive economy, and better start for children and young people (Council Plan Priorities)
- Climate Emergency and aim for Carbon Neutrality in 2030
- Greener, cleaner city and supporting residents to get around sustainably (Council Plan Priorities)
- Council motion Dec 2019 removing non-essential journeys from city centre

## Highlights from Phase One OBC: Core Strategies

- 80% of residents (78% of businesses) agree with net zero carbon ambition
- Residents support CC strategy objectives in transport, health and inclusivity
- 56% agree with principle of carbon offsetting
- Residents prioritise increasing recycling, reducing waste and promoting public transport.
- Cost is primary barrier to personal carbon emissions reductions
- 64% residents shop online more
- 76% WFH at least part-time during the pandemic
- 59% expect WFH to continue
- Under 40s more likely to feel 'worse off than 12 months ago'
- 1 in 5 workers feel worse off than they were 12 months ago.
- 18% interested in starting own business. Barriers: finance, time and confidence.
- 62% have had some work-related training within last year.
- Flexibility and employer requirement are most important factors doing work-based training course
- 1 in 5 continue at usual workplace throughout pandemic
- main reason residents work part-time is to improve work/life balance (40%), just over 1 in 3 are making time for caring responsibilities
- 3 in 5 businesses do not have a carbon reduction strategy or official target for carbon emission reduction



# 7. Evidence gather

At the heart phase two for Our Big Conversation engagement is a series of targeted focus groups to gather evidence and insight.

Wider/broadcast engagement activities such as social media, will signpost ongoing focus groups to provide multiple access points for the demographics we want to reach.

The purpose is:

- To target demographics underrepresented in phase one
- Demonstrate the council listens and wants to hear from everyone (phase two is filling the gaps from phase one).
- partners and networks involvement.



## Targeted Focus Groups

Commissioned focus groups and report written analysing discussions.

## Broadcast engagement

- Toolkit for partners to enable them to support us in reaching these demographics
- Update webpage to demonstrate council listening in phase two.
- Press release to share that we are carrying out phase two, as previously committed

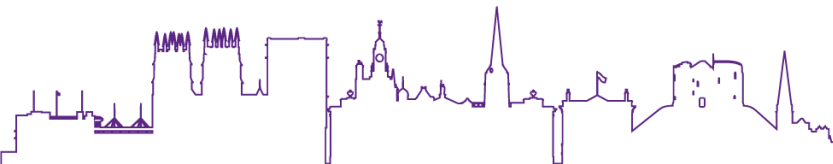
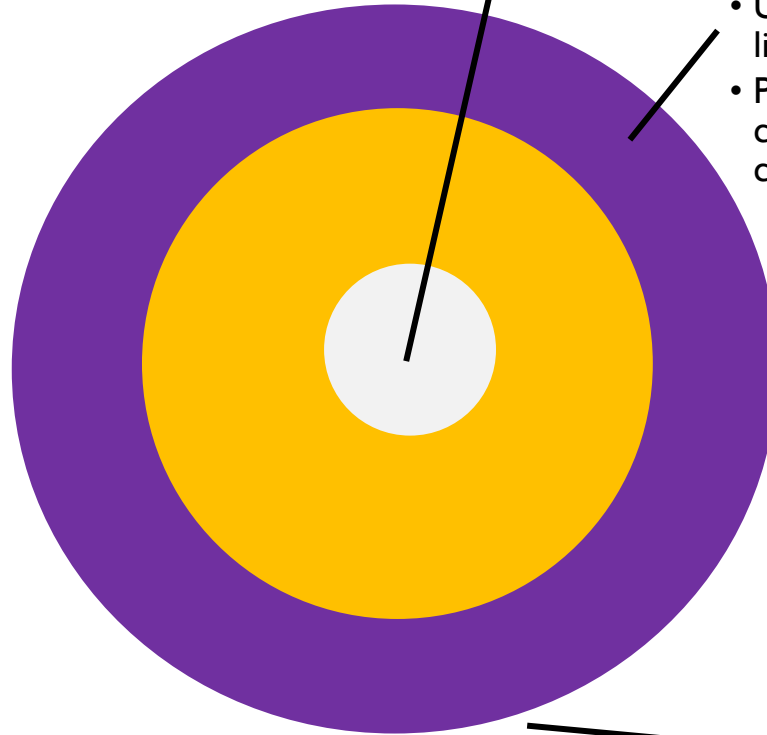
## Targeted engagement

Facebook live for 16-24s

Monitored social media conversations

Paid for advertising targeting 16-24 year olds, Asian / Black residents, construction/ transport/ trade/ hospitality/ retail workers in York

LinkedIn and Instagram promotions.







Provide balanced and objective info: <ul style="list-style-type: none"> <li>- Existing insight</li> <li>- Constraints</li> <li>- Points of influence</li> </ul>	Gain feedback and analysis on alternatives, deepen understanding of need from some groups	Sharing perspectives and understanding competing demands for ltd space	Gain feedback on draft strategies	<b>Executive decision</b>	Measure impact and support implementation of recommendations
<b>Engagement activities</b>					
Social media key Qs CYC landing page Areas of influence and future constraints Web pages including Video content Member briefings	Updated web pages Online Survey (living in the city) Postcard polls distributed through community/public spaces Social media conversations (analysed) Thematic webinars Targeted community workshops Targeted partner workshops Thematic masterclasses – the art of the possible	Updated OBC web pages Focus groups - deeper analysis and review – Facebook live – amplifying views of younger people, minorities and business sectors that are underrepresented to provoke engagement. Commission targeted focus groups Targeted social media (analysed)	Updated web pages Social media - present feedback and emerging ideas, curate conversations Partner interviews and stakeholder roundtables		Attend established fora of partner groups for feedback
<b>Broadcast</b>					
Signpost to web landing pages and mailing lists/resident eng lists Our City Partner/rep orgs cascade Media activity	PR Social campaign Targeted Social media ads Social communities Partner/rep orgs cascade Media activity Recruit diverse population to engagement, incl Transport Forum	PR Targeted Social media ads Social communities Partner/rep orgs cascade	PR Social campaign Social communities Partner/rep orgs cascade Media activity		

# 8. Evaluation and learning framework

Objective	Indicator	Tools to measure	Learning questions
Increase participation	Diversity by survey demographic data Engagement map - % engaged across communities (geographical and interest/identity)	Demographic data on surveys Partners / networks reached on engagement map	Which communities engage with which
Build confidence in engagement opportunities	Levels of participation – and trust - from under-represented communities Social media sentiment	Feedback surveys Focus groups (testing recognition, attitudes, repeat engagement, progress along framework, perception of levels of influence)	Was it easy to share your views? Do you feel listened to? Do you feel this has had influence? Would you engage again?
Surface tensions and increase understanding/ cooperation	Diversity of attendance at multi-community workshops/conversations (by target audience per theme) Produce and publish community briefs for each engagement theme # interactions (comments, shares) with each brief	Demographic data Sentiment of views exchanged Analytics of web page / platform if purchased Content of public speakers/press sentiment after decision published	Do audiences understand each other's aspirations? Do audiences want to compromise their aspirations to accommodate others?
Support better decisions	# new perspectives added Stakeholder response to process and recommendations	Feedback / wash-up session with project leads and exec Stakeholder endorsement and advocacy	How has engagement informed our approach? Has engagement led to a more informed decision?