

# **Climate Change Communications Plan**

## Worcestershire Partnership

2011



## **Introduction**

This communications plan has been written for the Worcestershire Partnership and will be used with the aim of changing people's perceptions and actions relating to sustainability issues and climate change in Worcestershire.

The communications group will also use this plan to raise the profile of the Worcestershire Climate Change Pledge which enables public sector organisations, private sector businesses and community groups to demonstrate their commitment to tackling climate change.

In particular the plan aims to convince the general public and specific influencers that individuals can make a difference to the global environment, whilst improving their health and finances.

## **Background**

The Worcestershire Partnership works together in order to tackle issues that affect Worcestershire residents' quality of life - such as crime, health, jobs, education and transport. We believe that we can address them better by working together, sharing ideas and pooling our resources.

The Worcestershire Partnership brings together local government, public services such as health, learning providers, police and probation, voluntary and community organisations and local businesses within Worcestershire. The Worcestershire Partnership board is made up of 40 board members representing 32 organisations, however there are many more organisations represented through the theme groups.

One of the areas that the Partnership is addressing is climate change. The Worcestershire Partnership has made a commitment in the Worcestershire Community Strategy "to tackle the causes and effects of climate Change" and has agreed to:

- Raise awareness of the issue of climate change
- Reduce Worcestershire's climate change emissions
- Plan and adapt to the impacts of climate change

Since 2008 the Worcestershire Partnership had worked towards meeting a number of targets that contribute towards tackling climate change as part of a Local Area Agreement. These were;

NI 186 – Reduction in per capita CO2 emissions in the LA area

NI 188 – Adapting to climate change

NI 175 – Increasing access to services and facilities by public transport, walking and cycling

NI 187 - Tackling fuel poverty

NI 193 – Reducing the amount of municipal (i.e. domestic) waste sent to landfill

Local Target – Reducing the risk of flooding

From December 2010 there will be no requirement to continue to report to Central Government on progress towards meeting these targets. Data for NI193 will continue to be

collected for internal performance monitoring purposes. The Department for Energy and Climate Change will continue to produce reduction in CO<sub>2</sub> per capita emissions data (NI186).

In the July 09 Citizens Panel respondents were asked how concerned they were about climate change. The majority are moderately concerned about climate change (35.4%). 19.2% are extremely concerned, 27.8% are very concerned, 9.2% are slightly concerned and 7.4% are not concerned at all.

When asked about how the County is combating climate change, most respondents stated they agree that businesses and partners of the Council are doing their best to fight climate change. Respondents also agreed that they too can play a part and are doing their best.

When invited to write a comment describing the actions they are taking to reduce climate change respondents generally commented on using less fuel, walking when possible and recycling at home.

We want to ensure that people in Worcestershire are aware of the key issues and that they are given the information that they need to take action. In order to do this a Climate Change communications group has been established to develop this communications plan.

### **Objectives**

The following objectives have been identified by the Worcestershire Partnership Climate Change Communications Group:

- **Awareness**
  - Raise the profile of the Worcestershire Partnership and the climate change work that partnership members are involved with among key audiences. This will require well-planned campaigns, consistent use of logo and branding, and positive media. Word-of-mouth communications will be an important part of this process – people should be interested in our messages. We will establish the success of this objective by submitting questions to the citizen's panel, through the Federation of Small Businesses and the Chamber of Commerce e.g. are you aware of the work that the Worcestershire Partnership are doing towards tackling climate change?
  - Produce positive core messages that can be used over a long period of time. Worcestershire Partnership organisations will focus on the same messages at same time and link up themes, existing campaigns and projects. These core messages should be highlighted in case studies which identify local success stories. We aim to publish a collection of case studies available by 2011.
  
- **Behaviour Change**
  - Successful behaviour change programmes depend upon accurate assessment of individuals' motivators for change and identifying any barriers to making changes. Campaigns then focus on these motivators and overcoming barriers.
  - We will ensure that all behaviour change campaigns are targeted, with messages that focus on positive benefits and respond directly to the audience's motivators. We will look at coverage and frequency of messages and extend messages over a long period of time to minimise expenditure.

- There will be a specific focus on promoting the Climate Change pledge to businesses. We aim to increase sign-ups to the pledge in 2010 by 5 percent over 2009 sign-ups.
- Worcestershire County Council's 'Living for Tomorrow' campaign will enable us to engage with residents. Once people take the first steps towards leading a more sustainable lifestyle you have their interest and they will be willing to do more.
- **Branding**
  - To produce high quality, consistently branded communications relating to partnership work. This will enable us to establish the partnership as a point of trust. The communications group will agree on the use and positioning of the Partnership logo on all forms of advertising and media. This needs to occur immediately to avoid mixed or confusing messages.
  - A 'Crib sheet' will be developed which can be used as a guide for appropriate language by partnership members.

### **Main Messages**

The Climate Change Communications Group agreed that campaigns will focus on the positive benefits of behaviour change and should include the following messages:

- Reducing energy use will save you money
- Small Change, Big Difference – an individual's actions can make a difference
- Health Messages – leave the car at home and cycle/walk=improved health and cost savings
- Include climate change messages – make the public aware that our organisations are working together to tackle climate change
- Establish the Partnership and local authorities as a central point of trust
- Encouraging people to take personal responsibility to reduce their emissions. This can be achieved through Worcestershire County Council's 'Living for Tomorrow' campaign.
- Preventing waste- reduce the amount being thrown away
- Encouraging people to take responsibility for adapting to climate change, e.g. businesses need to consider business continuity.

### **Strategy**

The Worcestershire Partnership will use shared themes that relate to certain times of year. We will also ensure that we link to existing national and international campaigns (see Appendix 1).

These themes must include personal motivators, information about the work we are doing, and a climate change message.

See 'Marketing Mix' for the specific breakdown by activity.

## **Audiences**

- General public – initially we will focus marketing communications primarily at groups that are more open to these messages and willing to make behaviour changes: eg. DEFRA segmentation groups:
  - Positive Greens
  - Waste Watchers
  - Concerned consumers
  - Sideline Supporters
  - Cautious Participants

The DEFRA document can be found at:

<http://www.defra.gov.uk/evidence/social/behaviour/documents/behaviours-jan08-report.pdf>

- Local Businesses
- Local Transition Groups/Friends of the Earth/Greenpeace
- Councillors
- Members of the Worcestershire Partnership
- Employees of partnership organisations

## **Marketing Mix**

Below is a list of possible communication tactics for each audience. All internal and external communications should be part of a considered and planned campaign.

### **General Public**

- Targeted campaigns
- Media releases to local papers/radio
- Events and exhibitions
- Green Directory Website
- Other organisation's websites
- WoW (Word on Worcestershire)
- Partners' newsletters
- Displays (in libraries, customer services)
- Schools
- Front-facing staff
- Awards

### **Local Businesses**

- Chamber of Commerce website/newsletter/e-shots
- Worcestershire Environmental Business Group meetings
- Targeted campaigns
- Media releases to local papers/radio and trade publications
- Events and exhibitions
- Green Directory Website
- Climate Change Pledge

### **Local Transition Groups/Friends of the Earth/Greenpeace**

- Attending group meetings
- Giving talks to groups about the work that we are doing
- Green Directory Website

#### Councillors

- Councillor 'Infonet' bulletins

#### Members of the Worcestershire Partnership

- Attending group meetings
- 'Partnership Matters' Newsletter
- Partnership Website
- Climate Change Newsletter
- Worcestershire Assembly
- District LSP newsletters
- Climate Change pledge

#### Partnership employees

- Staff e-magazines
- Intranet
- Internal email
- Induction/training
- Clause in job descriptions relating to sustainability

The decision of what tactics to use for each audience will be analysed by the Climate Change Communications Group. The group will need to use market research and industry best practices to determine how each audience is most likely to be informed and persuaded.

## Action Plan

2011	Partnership Member	Campaigns	Key Themes/Messages	Target Audience	Lead Officer
January					
	WCC	~Xmas card recycling	~Recycle Xmas cards and help the Woodland Trust and charity Lupus. ~Every card recycled raises money to plant trees!	~Council Staff	Heather Lammas
		~Car sharing to work	~Promote the benefits of car sharing ~Reduce number of cars on roads	~Residents ~Council Staff ~Businesses	Debbie Hildick-Smith
		~New Year's Resolutions using 'living for tomorrow'	~Promoting a more sustainable lifestyle	~Residents	Liz Alston/Heather Lammas
	Wyre Forest DC	~Healthy new year- including staff health fair	~Get staff to think about their health	~Staff	Jenny Moreton
		~Energy Surgeries		~Residents	Jenny Moreton
	Redditch & Bromsgrove	~Waste Minimisation – Redditch switches to Envirosort System (01 Jan)	~Promotion of switch to Envirosort System	~Residents	Ceridwen John
	H&W Chamber of Commerce	~Efficiency event	Supporting strategic companies across H&W. Focussing on operating efficiency and waste water.	~Businesses	Felicity Copp
	University of Worcester	~Lunchtime lecture on Microgeneration	Part of the University of Worcester lecture series on Sustainability topics	~Students, Staff, interested parties	Katy Boom

	Worcester City Council	Updating of climate change / sustainability pages on the internet	How to live sustainably in Worcester, how the council is becoming more sustainable and how local businesses can tackle the same issues	~ Staff ~ Residents ~ Local businesses	Ruth Johnson
	Worcester City Council	Launch the start of the new Sustainability Policy drafting process	What the council is doing to make council operations more sustainable	~ Staff ~ Residents	Ruth Johnson
<b>February</b>					
	WCC	Love Food Hate Waste	~ Reducing food waste	~ St Johns area of Worcester ~Residents ~ Students	Viktoria Salisbury
		~Fairtrade Fortnight (28 Feb-13 March)	~Stall & Fairtrade promotional events at County Hall: Traid Nepal stall, Fairtrade product tasting	~County Hall & Wildwood staff	Heather Lammas
	Wyre Forest DC	~National heart month	~Look after your heart – make exercise easy and leave the car at home. ~Healthy eating promotion		Jenny Moreton
		~Fairtrade Fortnight	~Promotion of Fairtrade products		Jenny Moreton
		~Energy Surgeries		~Residents	Jenny Moreton
		~Energy Community Champions Scheme		~Residents	Jenny Moreton
	University of Worcs	~Launch of staff OWL monitor loan scheme	~Staff borrow an electricity monitor so they can measure their home energy use	~Staff	Jenny Moreton
		~Annual Environmental Lecture	~Local 'big name' environmentalists guest lecture	~Students	Katy Boom
		~Go Green Week celebrations ~Fairtrade Fortnight celebrations	~events tbc. ~promotion of fairtrade products, other events tbc	~Staff, students ~Staff, students	

	Transition Worcester	~ Permablitz weekend	Permablitz in Worcester	~Residents	Ruth Johnson
	Worcester City Council [general]	Fairtrade Fortnight (28 Feb – 13 March) – emails to inform staff and encourage them to buy fair-trade, messages on the council website. Possible event with Transition?	Encouragement to buy fair trade, message that Worcester is a fair trade city.	~ Staff	Ruth Johnson
	Worcester City Council [Recycling team]	Promoting home composting/garden waste collections (continued through until August)		~ Residents	Wendy Bennett
	Worcester City Council [Recycling team]	Love Food Hate Waste campaign with university students and Worcestershire County Council (continued through until April)	Encourage people to reduce the amount of food waste they produce	~ Residents	Wendy Bennett
	Transition Worcester	Fairtrade Fortnight (28 Feb – 13 March) – event / general awareness raising via Facebook/Twitter	Buy fair-trade goods	~Residents	
<b>March</b>					
	WCC	Love Food Hate Waste	~ Reducing food waste	~St Johns area of Worcester ~Residents ~ Students	Viktoria Salisbury
		Love Food Hate Waste West Midlands advertising campaign	~Reducing food waste	~Residents	Viktoria Salisbury
		Business Continuity week (21-27 March)	~Business continuity planning in relation to severe weather events	~staff ~businesses	Will Fotheringham Heather Lammas
		~Climate week (21-27 March 2011)	~highlight positive steps already taken by WCC- carbon management plan ~motivate further action	~staff ~residents ~businesses	Liz Alston

	Transition Worcester	Women Reaching Women day including seed swap	~ Raise awareness about climate change, inequalities and poverty, especially the impact this has on women.	~ Residents	Ruth Johnson
	H&W Chamber of Commerce	~Energy generation event	~Focusing on 'green' methods, onsite generation and export metering.	~Businesses	Felicity Copp
	Worcester City Council	Climate Week (21 – 27 March): Various small activities/messages to staff Joint events with the University and with Sanctuary		~ Staff ~ Residents	Ruth Johnson
	Transition Worcester	Climate Week (21 – 27 March): Series of activities and press releases	Promoting transition and climate action	~Residents	
	Worcester City Council	Following completion of the Climate Change Adaptation risk assessment, publication on the website	Promotion of what the council is doing to adapt to climate change, encourage other businesses to look at the issues	~ Staff ~ Residents ~ Businesses	Ruth Johnson
	Worcester City Council	Business Continuity Week (21-25 <sup>th</sup> March) – link to climate change risk	Need to adapt to the impacts of climate change to become sustainable.	~ Businesses	
<b>April</b>					
	WCC	~ Carbon Management Programme launch	~Partnering with Carbon Trust, redeveloping the carbon management plan	~Staff	Katie Morrow
		~Walk to work week (Apr/May)	~Encourage local people to walk to work	~Residents ~Staff	Debbie Hildick-Smith
		~Composting offers	~ Offer available for home compost bins	~Residents	Christopher Atkinson

		Love Food Hate Waste West Midlands advertising campaign	~Reducing food waste	~Residents	Viktoria Salisbury
		Love Food Hate Waste	~ Reducing food waste	~ St Johns area of Worcester ~Residents ~ Students	Viktoria Salisbury
	Wyre Forest DC	~Walk to work week (Apr/May)	~Encourage local people to walk to work	~Residents ~Staff	Jenny Moreton
	Redditch & Bromsgrove	~Waste Minimisation – Bromsgrove switches to Envirosort System (01 Apr)	~Promotion of switch to Envirosort System	~Residents	Ceridwen John
	Warmer Worcestershire Network	~Warm Front funding available ~small actions can make savings	Warm Front grant funding available for home energy efficiency improvements Change in eligibility criteria	~Residents	Rachel Jones
	Worcester City Council / Transition Worcester	Holiday planning advice	Low carbon holiday encouragement	~ Residents (through Transition Worcester and the website)	
	Worcester City Council	Update on progress on the Sustainability Strategy / Policy	Update on what the council is achieving through it's sustainability work		Ruth Johnson
<b>May</b>					
	WCC	~Love Food Hate Waste West Midlands advertising campaign	~Reducing food waste	~Residents	Viktoria Salisbury
	WCC	~Compost awareness week 1 <sup>st</sup> -7 <sup>th</sup> May 2011	Composting road shows with master composters	~residents	Christopher Atkinson
	Transition Worcester	~Energy Event	~ Reducing energy consumption and using renewable energy	~Worcester residents	Ruth Johnson
	University of Worcester	~Storytelling festival	?	~University, local schools	Katy Boom

	Wyre Forest District Council	~Real nappy week	~ Promotion of use of real nappies	~ Residents	Jo Duffield
	Worcester City Council	Walk to Work week (9-13 May) – encourage staff to walk to work with posters, emails and breakfast provided?	Reduce number of people who use the car for relatively short distances, encourage people to walk to work, save carbon and money.	~ Staff	
	Warmer Worcestershire Network	~Boiler service and chimney sweeping (link with Fire Service on chimney fires)	Encourage maintenance after the Winter to ensure safe working the following Winter	~Residents	Rachel Jones
<b>June</b>					
	WCC	~World Environment Day (05 Jun)		~Residents ~Businesses	Heather Lammas
		Love Food Hate Waste West Midlands advertising campaign	~Reducing food waste	~Residents	Viktoria Salisbury
		Recycling campaign	~ Encourage more and better recycling	~Residents	Viktoria Salisbury/Chris Atkinson
		~Bike Week (12-20) (Also Transition Worcester)	Encourage use of cycling for utility journeys, e.g. to work or shops	~Staff ~Residents	Debbie Hildick-Smith
	Wyre Forest DC	~Bike Week (12-20)		~Residents	Jenny Moreton
		~World Environment Day (05 Jun)		~Residents ~Businesses	Jenny Moreton
	Redditch & Bromsgrove	~Recycle Now Week (21-27)		~Residents ~Businesses	Ceridwen John
		~World Environment Day (05 Jun)		~Residents ~Businesses	Ceridwen John
	University of Worcs	~Green Awards ceremony.	Institutional award for both students and staff to encourage green initiatives	~Students ~Staff	Katy Boom

	Worcester City Council / Transition Worcester	World Environment Day (5 June)	Promote healthy use of the environment and tie in with national messages	~ Staff ~ Residents (through Transition Worcester and the website)	Ruth Johnson
	Worcester City Council	Bike Week (18-26 June) - encourage staff to bike to work with posters, emails and breakfast provided?	Encourage staff to commute to work on their bikes on a more regular basis by seeing the benefits for themselves	~ Staff ~ Residents	Ruth Johnson
	Worcester City Council / Transition Worcester	Run a second Family Fun Bike event	Encourage people to use their bikes, opportunity to 'try out cycling' in a group	~ Residents ~ Staff	
	Worcester City Council [recycling team]	National Recycling Week (June 20th-26 <sup>th</sup> )	Promotion of the Worcester trial to recycle street litter, project in conjunction with Keep Britain Tidy Group and Lets Recycle	~ Residents	Wendy Bennett
	Warmer Worcestershire Network	~Link with falls prevention week	Keeping warm and well. Healthy home, healthy you.	~Residents	Rachel Jones
<b>July</b>					
	WCC	10:10 closure and communication of CO <sub>2</sub> emissions data	~ WCC performance towards meeting target.	~ Residents ~Staff	Katie Morrow
	WCC	Love Food Hate Waste West Midlands advertising campaign	~Reducing food waste	~Residents	Viktoria Salisbury
	Worcester City Council / Transition Worcester	Local events promotion during the holidays	Promote taking the kids to local environmental themed events	~ Staff ~ Residents (through Transition Worcester and the website)	Ruth Johnson
	Warmer Worcestershire Network	Preparing for high temperatures	~Benefits of insulation during hot weather ~ Keeping healthy during hot weather- preventing illness/hospital admission	~residents	Rachel Jones/Public Health
<b>August</b>					

	WCC	Love Food Hate Waste West Midlands advertising campaign	~Reducing food waste	~Residents	Viktorija Salisbury
	Warmer Worcestershire Network	Getting your home ready for winter	~ Check heating is working and get boiler serviced ~ Get chimney swept- link to trader register	~Residents	Rachel Jones
	Worcester City Council / Transition Worcester	Local events promotion during the holidays	Promote taking the kids to local environmental themed events	~ Staff ~ Residents (through Transition Worcester and the website)	
<b>September</b>					
	Warmer Worcestershire Network	~ Healthy home, healthy you	~ link to heating your home with flu jab mailing	~Residents	Rachel Jones
	Worcester City Council / Transition Worcester	Organic Fortnight	Promote buying organic (and preferably local) goods	~ Staff ~ Residents (through Transition Worcester and the website)	Ruth Johnson
<b>October</b>					
	WCC	~Switch It Off	~ Reducing electricity consumption and saving money	~Residents ~Businesses ~Schools	Heather Lammas
	Warmer Worcestershire Network	Winter Warmth check	~ checking on elderly relative and neighbours during colder weather	~ Residents	Rachel Jones
	Worcester City Council / Transition Worcester	Energy Saving Week	Promote better energy use at home and in the office	~ Staff ~ Residents (through Transition Worcester and the website)	Ruth Johnson
<b>November</b>	Transition Worcester	With other Transition groups in Worcestershire, Energy event at the Guildhall	Renewable energy installations in homes and businesses, renewable energy schemes in the community.	~Residents	Matt Jenkins

	WCC	~Switch It Off		~Residents ~Businesses ~Schools	Heather Lammas
		~ Fruit tree planting	~ Fruit trees are available	~residents	
	Warmer Worcestershire Network	~ Useful Christmas presents for elderly relative	~ Range of Christmas presents that would be useful e.g. suitable slippers, boiler service	~ Residents	Rachel Jones
	Worcester City Council	Switch it Off Campaign (date tbc)	Save energy in the office, stop wasting carbon and money	~Staff	TBC
<b>December</b>					
	WCC	~'Greener Christmas' Advice		~Residents	Heather Lammas
	Warmer Worcestershire Network	~Winter Fuel payments	~ Spending the fuel payment on fuel bills	~Residents	Rachel Jones
	Worcester City Council / Transition Worcester	Greener Christmas advice	Reduce your environmental impact by having a greener Christmas	~ Staff ~ Residents (through Transition Worcester and the website)	TBC
<b>Ongoing Campaigns</b>					
	WCC	~Worcestershire Climate Change Pledge	~ Pledge sign up and reporting	~Businesses ~Residents ~Community Groups	Heather Lammas
		~Warmer Worcestershire	~Home energy efficiency ~ Fuel poverty and health	~Residents ~Businesses	Heather Lammas
		~Green Directory	~ Aspects of sustainable living	~Residents ~Businesses	Heather Lammas
		~Climate Change Newsletter		~Partnership organisations	Heather Lammas

		~'Living for Tomorrow'	~To motivate and support residents to change their behaviours in areas such as energy, water, waste, travel and local food	~Residents	Liz Alston Heather Lammas
		~10:10 campaign	~National campaign to encourage everyone to reduce emissions by 10% by 2010	~Staff (~Residents & Businesses)	Katie Morrow
		~Sustainability Policy and Action Plan (to be completed by June)	~Update of policy and new action plan implemented	~Staff	Katie Morrow
		~Sustainability Champions scheme	~Internal scheme for WCC	~Staff	Katie Morrow
		Carbon Trust Local Authority Carbon Management Programme	Refresh of WCC Carbon Management Plan		Katie Morrow
		Energy Savings Trust One-to-One programme	Review and update for WCC Sustainability Action Plan		Liz Alton
		International year of Forests 2011	Awareness of sustainable management, conservation and sustainable development of World Forests.	Staff	Heather Lammas
	Wyre Forest DC	~Warmer Worcestershire & energy saving grants		~Residents	Jenny Moreton
		~Change 4 Life health campaign		~Residents	Jenny Moreton
		~10:10 campaign	~Encouraging residents to sign up to 10:10 and pledge to reduce their CO <sub>2</sub> emissions by 10% in 2010	~Residents	Jenny Moreton
	Redditch & Bromsgrove	~10:10 campaign			Ceridwen John
	H&W Chamber of Commerce	~SMART metering	~Lobbying to encourage simplification of policy, cost implications and implementation of initiative. ~Raising awareness of initiatives to the membership network.	~Businesses	Felicity Copp

		~Carbon Reduction commitment	~Lobbying to encourage simplification of policy, cost implications and implementation of initiative. ~Raising awareness of initiatives to the membership network.	~Businesses	Felicity Copp
		~Worcestershire Climate Change Pledge		~Businesses	Felicity Copp
	University of Worcs	~Gaining Third Party endorsements to support work			Katy Boom
		~Partnerships e.g. Eco-Driving course, Public Transport			Katy Boom
	Worcester City Council	Promote our car share scheme	~Promote the benefits of car sharing	~ Staff	
	Worcester City Council	Encourage good environmental practice in the office – implementation of the environmental statement of intent / sustainable office policy		~ Staff	
	Worcester City Council / Transition Worcester	Promote use of the OWL monitors through the libraries around the County (staff and residents)		~ Staff ~ Residents	
	Worcester City Council	Worcestershire Climate Change Pledge – encouragement for businesses to sign up		~ Businesses	
	Worcester City Council	Worcestershire Environment Business Group – encouragement for businesses to sign up, support for seminars where required and possible		~ Businesses	

## Evaluation

### SMART Targets

#### Target 1: Specific

- To change people's perceptions and actions relating to sustainability issues and climate change in Worcestershire
- Raise the profile of the Worcestershire Climate Change Pledge
- To convince the general public and specific influencers that individuals can make a difference to the global environment, whilst improving their health and finances.

#### Target 2: Measurable

In order to measure the success of our campaigns we will conduct post-testing (evaluation of the campaigns once they have been released). To achieve this we can monitor:

- Message awareness – improvement year on year?
- Direct responses stimulated by each campaign by using questionnaires such as the citizens panel survey
- Traffic on the website – demonstrable increase to relevant pages following marketing communications
- Requests for further literature/information
- Positive media coverage – should aim for min 75% positive
- Equivalent Advertising Value of media coverage – difficult to set a target so could just monitor as supplementary information.

#### Target 3: Achievable

- Raise the profile of the Worcestershire Partnership and the climate change work that partnership members are involved with among key audiences. In order to achieve and monitor this we will need gain baseline information through questionnaires etc
- Core messages should be highlighted in case studies which identify local success stories. We aim to publish a collection of case studies available by 2011
- A specific focus on promoting the Climate Change pledge. We aim to increase business sign-ups to the pledge in 2010 by 5 percent over 2009 sign-ups
- Encourage residents to sign up to the 10:10 campaign. The partnership will be unable to measure/monitor the number of people who sign up.

#### Target 4: Resourced

- Budgetary requirements will be met by the individual partnership organisation
- Staff time will be provided by and at the discretion of the individual partnership organisation.

#### Target 5: Timed

- This plan is ongoing. In order to ensure that we achieve our goals it will be updated regularly and the Climate Change communication group will meet quarterly to review the marketing strategy.

#### **Risks**

- Loss of public support if message is wrong or contradictory e.g. we must highlight that we are encouraging businesses to sign up to Climate Change pledge, individuals to the 10:10 campaign
- Loss of public satisfaction with partnership and services
- Loss of member support from County and District Council members
- Overload of information – people may become 'numb' to messages
- Losing staff through budget restrictions
- Potential loss of staff time and resources

In order to reduce risks to this plan we have completed an Equality Impact Assessment. This ensures that it meets Worcestershire County Council's Equality and Diversity Policy.

