

Thanet District Council



Climate Change communications

Climate Change CAG

9 October 2023

Overview

We want our communications to:

- Demonstrate action since the climate emergency was declared
- Show the council is taking a leading role
- Promote the cross-party Cabinet Advisory Group
- Demonstrate the council is acting on the things that matter
- Effect behaviour change more widely

Action to date

- Climate Change Communications Strategy developed
- Annual plan created
- National and regional campaigns promoted
- Internal campaigns, activity and engagement promoted
- Dedicated editorial and social media published
- Small events promoted and celebrated

Objective

Inform

- To outline our objectives
- To demonstrate progress
- To break activity down into tangible, understandable elements

Involve

- To test views
- To help shape policy and prioritise activity
- To demonstrate we are a listening council

Objective

Influence

- To lobby Government around key issues
- To encourage businesses/stakeholders to adopt new ways of working
- To encourage services to work in new ways

Inspire

- To effect behaviour change with our residents
- To demonstrate how the council is leading this agenda
- To generate more pride in our district

Our goals

- To provide a constant drip feed of information
- To share and promote climate-focused campaigns
- To create opportunities for people to get involved
- To increase PR on climate change
- Ultimately to help us achieve our wider climate change goals

Our approach

To create an impact!

- New Corporate Priority - 'to protect our environment'
- Creation of climate change branding
- Creation of key climate change themes
- More innovative and creative engagement

Our approach

We will support this by developing:

- Detailed stakeholder mapping
- Annual programme of communications
- Mix of public-wide and more targeted activity
- Regular promotion of all council led climate change projects/activities
- Links to national campaigns
- Cabinet Advisory Group support
- Greater community influence

Audience

Internal

- Councillors and Officers
- Contractors/partners
- Youth Council

External

- Residents and council customers
- Businesses/business leaders
- Farmers/agricultural business
- Town/Parish Councillors
- Community interest groups and residents associations
- Schools/educational institutions
- Visitors and the wider public
- Media/press

Channels

- External newsletters - The Wave, Tourism Matters etc
- Internal newsletters
- Online - Your Voice Thanet, climate change pages
- Media - press releases/editorial
- Social media - Facebook, Instagram, LinkedIn
- Briefings - Councillors (District and Town/Parish), Youth Council
- Face to face - community events
- Surveys and polls

Our targets

Over 12 month period:

- 4-6 proactive positive news stories in the media
- 2 awareness campaigns
- 2 small events
- Ongoing opportunity to provide feedback - 2 dedicated feedback exercises - via poll/survey
- Briefing to Town and Parish Councils
- Promotion of 4-6 national campaigns
- Creation of a net zero community forum
- Reach of at least 10,000 on social media
- Evidence of broad audience reach

Monitoring success

- Regular updates to Climate Change CAG
- Social media reach
- Web analytics
- Attendance to events
- Media coverage - profile/sentiment
- Response rates to engagement
- Achieving targets per campaign

What's next?

- Climate Change branding
- Annual communications programme
- Stakeholder mapping

Any questions or comments?