



# CLIMATE EMERGENCY SUPPORT PROGRAMME

Workshop: Parish and Town Action Day

Date: 7<sup>th</sup> October 2020

Online Platform: Hopin

Time: 9:30am (for 10am start) – 4:00pm

**Facilitator:** Centre for Sustainable Energy

**Hosts:** Forest of Dean District Council

**Attendees:** Twenty one local council clerks and Councillors from across Forest of Dean

## *Introduction*

On 7<sup>th</sup> October a one-day conference was held online via Hopin, hosted by Forest of Dean District Council and facilitated by staff from the Centre for Sustainable Energy. Twenty one delegates attended from across Forest of Dean.

## *Background*

Since November 2018, hundreds of local authorities, parish and town councils have passed declarations of a Climate Emergency, and in July 2019 the UK's target to achieve net zero carbon emissions by 2050 was enshrined in law. The Climate Emergency has received unprecedented levels of media and public attention in the past year, and awareness and a desire for change remains high.

Both the national target and the Committee on Climate Change models that underpin it, require a step change in pace and scale of change. Central to any net-zero trajectory, whether at the national, local or parish scale, is the recognition that more than a third of carbon emissions come from buildings, with a similar proportion from both transport and individual consumption. Personal choices, local policy, infrastructure investment, and their effect on the environment, are once again in the limelight.

All levels of government will need to be involved in supporting the rapid transition to a zero-carbon economy. Town and parish councils have a unique position through which they can stimulate grassroots action, set a leadership example and provide a local, accountable focal point for practical action on the climate emergency. But parish councillors are volunteers, most parish clerks are part time, and there is a very limited level of technical understanding of climate issues and carbon action. There is therefore a need for targeted support that will help them make sense of the scale of the issue, and take action in the way that is most appropriate to their area and spheres of influence.

In light of this background, CSE has designed a one day workshop which we ran online with a group of local councils from Forest of Dean to go into the details of climate action planning. The day consisted of the following core elements:

- An introduction to the climate science, the national and international policy background, and the scale and pace of changes needed.
- Facilitated workshops to develop key features of a communications plan and build a list of ideas that can be instantly implemented at the parish level.
- A practical action presentation covering the topic of community engagement.
- An action planning session, supporting attendees to develop a high level climate action plan for their parish or town which includes practical actions towards delivery of their future low carbon, resilient community. We will also provide advice on how to secure follow-up support and guidance from CSE's Climate Emergency Support Programme.

The workshop was open to both local councils which already declared a climate emergency, and ones which plan to.

### *Aims*

The aim of the workshop was to provide a group of local councils with:

- A good grounding on the context, drivers, facts and figures in this space from global to local levels.
- An understanding of the role of local councils and what levers of influence they have.
- The beginning of a practical action plan for their parish or town and be better equipped to address the climate emergency.
- Access to CSE resources and continued support.

## Outputs

- A full day workshop via the Hopin interactive conference platform.
- Delegate packs on topics such as 'Climate Emergency Context' and 'Fundraising for the Climate Emergency'.
- A report based upon the day's findings.

Feedback was collected from all delegates and is summarised below.

## Outputs

### Discussion – Climate Change and the Future of Economy Video

*After an introductory video on the predicted impacts of climate change locally and globally (<https://www.youtube.com/watch?v=eUh-TXKldiE&t=156s>), participants were asked to spend just one minute thinking about the one or two pieces of information from the video that most shocked them, or that concerns them most. Thoughts were then discussed within different colour groups.*

A combined list of delegate's thoughts on what shocked or concerned them most from the video is detailed below:

- Rate and scale of change over such a short time frame
- The economic impacts
- Most impacts from the last 25 years – within our lifetime! We have the power to act, but will we do enough
- Enormity of the issue
- In the last 25 years, more CO<sub>2</sub> has been emitted than since start of industrial revolution
- How rapid the increase in emissions has been in the most recent years
- It is up to us to act!
- Shocking how little the everyday person is aware of and prepared to do
- Growth of global conflicts a horrendous proposition

This list provides a collection of useful messages for communicating with your wider community. If you and your fellow clerks and councillors didn't know it, it stands to reason lots of other people within your community won't know it either.

## *Discussion – key concerns about local impacts*

*Participants were then asked to work in their colour groups to discuss the following questions:*

- *What are your key concerns about the local impacts of the climate emergency?*
- *When, where and by whom do you expect these impacts to be felt? (e.g. flooding, anytime now, people in the new estate by the river)*

Key concerns about the local impacts of the climate emergency fell into two broad categories: environmental and socio-economic. From an environmental perspective, there were particular anxieties around intensifying cycles of flooding and pollution. From a socio-economic perspective, most concerns focussed on unequal access to increasingly scarce and expensive resources like housing and food. The key groups that were deemed to suffer most from these changes (both now and increasingly in the future), were young people, farming communities, and vulnerable groups like the elderly or economically disadvantaged.

A combined list of discussion outputs from the 4 colour groups is given below:

WHO?	WHEN?	HOW?
Grandchildren	When they are older and have grown up.	<p>Impacted by food shortages due to the impacts of climate change on crop productions both nationally and worldwide.</p> <p>Potential for energy shortages as countries try to reduce their carbon footprints.</p>
Elderly or pensioners	Now – immediately.	<p>Pensioners and the elderly are not able to adapt to the rapid climate changes that are going on at the moment within the district (e.g. heatwaves).</p> <p>The elderly also are left behind with regards to education about the impacts of climate change on groups of people. This lack of education means that they are more vulnerable to the effects of climate change as they are less able to adapt to future conditions.</p>
Young individuals	Long term impacts.	Climate change will impact almost all aspects of young individuals lifestyles in later life. The impacts are very widespread and multi-faceted.
People of working age	Likely to take place immediately (catalysed by the impacts of Covid-19 response and the ‘new normal’ becoming home working).	Modal changes in home working will significantly change the way of life for working individuals. Not travelling into work and socialising will affect a larger and larger group of people as everyone is encouraged to work from home to reduce staff-to-work travel.
Those who need to travel within a (rural) district on a regular basis.	Starting immediately but will intensify within the next 10 years.	Potential for isolation of large groups of people if personal travel is discouraged and sustainable travel options are not available once carbon intensive modes of transport are banned.
All members of the District.	Immediate effects which will intensify long term.	Potential for crop failures across the globe, this will have local impacts with regards to food shortages. Changes in weather patterns (e.g. Rosby waves in N. Hemisphere jet stream) will directly affect food

		production within the UK.
Coastal populations (next to river Severn)	10-15 years	<p>Flooding (extreme weather events + sea level rise) - evacuation</p> <p>Already experiencing flooding (Duck Town). Large areas prone to flooding, infrastructure cannot cope with volume of water.</p> <p>Lidney Parish Church - not long before under water.</p>
Everyone and everything	Already happening	<p>Heatwaves and drought - burning of trees impacts on people and wildlife</p> <p>Hottest temperature already recorded in FoD - already impacting the forest.</p>
Everyone	Longer term	Changes we need to go through to mitigate the impacts - in terms of transport, work and jobs.
Poorer communities	Now-long term	<p>Impacted by all of it - fuel poverty, Polarised community</p> <p>We need to make it fair, include everyone in actions. Having to decide between Heat and Food</p>
Food producers, farmers	Now	<p>Loss of soil due to intensive land use, and flooding. No flood management approaches being considered in upper catchments. Chemical pollution.</p> <p>Impact on farming activities, seasonally impacted, reduced yields, soil degradation</p>
People in areas which flood, bottom of the village by the Wye and through the Village and in urban settings - Coleford	Now, seasonally, impacted first	Flooding
Lower income and households	Now	Flooding, extreme weather events, indirect impacts from reduced Gov expenditure
Everyone (and those least able to pay)	Now in places, short-medium term	Food shortages, increased food prices
Everyone	Short – medium term	Disease (mosquitoes) and tree diseases i.e. ash dieback

## Workshop – Audience, channels and messages

A communications plan for the climate emergency will need to reach all sections of your community, and so, you need to think about who those **audiences** are, what '**channels**' they tend to use to get their information from, and what kinds of **messages** will resonate with them. This session aimed to introduce you to an approach that you could take to build your plan in more depth.

A good communications plan tells stories, rather than just attempting to communicate facts, and is about dialogue, not monologue. As a parish council, you can't be expected to carry this for your whole community, so you need to empower them to have the right conversations, and tell their own stories. This session investigated the different audiences that exist in a community, the channels they use, and the messages that they are most likely to want to spread and most likely to want to receive.

After watching an introductory video around informing and supporting your community (<https://www.youtube.com/watch?v=klKnqv2FVpg&feature=youtu.be>), each delegate was first asked to identify different audience types in their community. Each colour group was then assigned 2-3 audiences each and within these groups delegates discussed the 'channels' that type of audience might use e.g. Traditional or social media? Specific platforms? Peer networks etc. and the messages that would potentially resonate with them.

A full list of all suggested audiences is given below:

- Young families with children (often only one parent working)
- Pub goers
- Close neighbours
- Young adults
- Young families
- Retired people
- Farmers
- Single elderly residents
- Homeowners
- Small business owners
- Business owners
- Social housing tenants
- Private tenants
- Young people with learning differences
- Happy go lucky – don't burst my bubble
- Unemployed
- Proud Foresters
- Already eco-aware
- Hospitality industry

A combined list of discussion outputs from the 4 colour groups is given below:

Audience name	Channel 1	Channel 2	Channel 3	Channel 4	Channel 5	Channel 6	Channel 7
Social housing tenants	Social media – local Facebook groups, twitter	Whatsapp groups, council newsletter, Local paper	Local radio	Housing association newsletter	Housing association officers – face to face communication	Posters in food banks and community halls etc.	
Private tenants	Social media, local Facebook groups, twitter	Neighbourhood watch groups	Local radio	Resident action groups	Community groups and forum	Banking letters and communications, landlord	
Young people with learning differences	Key workers and carers	Community groups and care centres	Existing activity groups	Social media – Facebook, twitter, Instagram	Colleges via courses and training programmes		
Young families	Schools – messages delivered through classrooms and assemblies.	Youth organisations	Social media	Online conversations/conferences	Energy related discussions/meetings		
Retired people	One-to-one basis delivered by Parish Councillors.	University of the third age.	Churches (social media/newsletters)	Online conversations/conferences	Energy related discussions/meetings		
Farmers	Presentations delivered to wider groups of farmers	NFU and other organisations/young farmers organisation	Online conversations/conferences delivered by other farmers.	One-to-one conversations with the farmers who are from the most remote areas in the parish.			
Single elderly	Direct contact - leaflets	Newsletter + local newspaper +local radio	Friends, family, neighbours	Women's Institute	Carers and health professionals (community nurses)	Local community clubs and church	U3A (University of Third Age)



Business owners	Social media (all platforms)	Newsletters and local newsletter	LinkedIn	Chamber of commerce and Forest economic partnership	Local business associations	Lions club	Leisure clubs
Homeowners	Social media (all platforms)	Newsletters	Leaflet through the door				
Young families	Local school	PTFA	Social media groups (Facebook/ whats app)	Scouts/ sports clubs			
Pub goers	Pub quiz team about this info and tour the forest	Beer mats	Green drinks	Sympathetic pubs to host events	Small breweries		
Close neighbours	Word of mouth/ local connectors	Lamp post notice/ community notice boards	Local Parish newsletters	Solar streets (bulk buying)- plaque in front of the house	Parish meetings	Local signage	
Young adults	School clubs	Chat groups	Protest movements- school strikes etc				

Audience name	Message & messenger(s)	Message & messenger(s)	Message & messenger(s)	Message & messenger(s)
Social housing tenants	Speak with your housing provider to improve your homes energy efficiency to lower your fuel bills – tenants panels, Warm and Well Severn Wye Energy, parish council	We need your help, community all in it together. Info. on reducing waste (e.g. food waste). Understand the problem, ways to help them reduce it, tips on recycling, repairing – Parish	Simple changes they can make i.e. simple draught-proofing tips – leaflet or on social media from council, tap into existing leaflets and share. Promote community kitchens,	Provide them with knowledge (i.e. thermal imaging camera) to show the heat loss of their property and arm them with information to approach their housing provider for information

		councils (this needs to be dealt sensitively and not focused on one type of tenant).	learning to cook and share food together, sharing tips, how to deal with food waste etc. – parish councils	– parish council (find out if you have one in your community and find out if they are happy for it to be shared amongst the community).
Private rent/ tenants	Speak with their landlord to improve their homes energy efficiency, look at your EPC certificate and ask your landlord for one if you don't have it – Severn Wye, parish council	Encourage them to switch to a true green electricity and heat supplier and what a true green electricity/heat supplier is – Parish council	How to reduce their food waste – parish councils, maybe other local enviro groups?	Top tips on green transport e.g. electric bikes, where you can recharge
Young people with learning differences	Your opinion matters, you have a stake in this too – key workers, social support groups, college courses, peers	Promote community kitchens, learning to cook and share food together – parish councils	Promote the gleaners and encourage them to get involved – parish council, key workers and community groups	
Young families	Fun lively and active messages which are engaging for the very young members of the community. Work with schools and clubs/associations to organise these events.	Messages which are focussed on the future that needs to be done to tackle the climate emergency. Work with social groups and clubs to share messages. Idea gaining.	Letting young families know the urgency of the situation without frightening them with scare tactics. Local role models will be good to deliver these messages.	Punchy slogans that are easy to remember. Delivered via social media or posters in the community. (test –based).
Retired people	Using knowledge and experience of retired people to encourage ideas sharing and innovation (e.g. repair shops). Working with U3A/local papers/local radio to deliver these messages.	General climate related science and initiatives as the elderly often have less of an in-depth understanding. Messengers should be grandchildren to pass messages onto retired individuals that they have learnt online or in school.	Education pieces and sharing perceptions of climate change in school run events. School children could share views through school events on climate change and present possibilities for future changes we can make to reduce atm. carbon.	
Farmers	Sharing practices on bio-dynamic farming practices. Presentations presented by other farmers (NFU) as this will have a more meaningful impact.	Present the financial benefits of changing farming practices (look at the bigger picture of eco-farming practices).	Messengers will need to reach the remote farms (maybe down to the Parish Council to reach these areas). Larger farms may not participate due their size. Engage within the community.	Encourage farmers not to sell off land (the green-belt) to developers. This needs to be communicated through partnership working events and direct communications.

<p>Single elderly</p> <p>Messenger they can trust - traditional one! Parish councillors in a good place for this.</p>	<p>Saving money - shopping differently, saving money on energy.</p> <p>Static income, can't afford to go over budget.</p>	<p>Messages around health - warmer environment and warmer home.</p> <p>Message from local health care providers.</p>	<p>In house all the time, more of a need for retrofitting and keeping warm. Make it the right environment.</p>	<p>Importance of community if they are isolated - changes to help them and wider community.</p> <p>Messenger: community groups</p>
<p>Business owners</p> <p>Other businesses, those who know the market.</p>	<p>Businesses struggling with COVID and trying to survive. Message needs to be nuanced to help them survive the next few months.</p> <p>Challenge around broadband and connectivity.</p>	<p>Move from where they are now, get through COVID and grow.</p> <p>How can they support local economy and local people.</p> <p>Small construction and installers - get training now to be ready for after COVID.</p>	<p>How to promote your work, showcase what you are doing!</p> <p>Opportunities for using renewable resources to make a profit and look after environment (e.g - using biofuels to make alternative to plastics).</p>	<p>Anything in relation to cost saving - how to save money as a business.</p> <p>Community office space - shared. This can allow local businesses to socialise in a business environment.</p>
<p>Homeowners</p>	<p>How to improve house - add value as well as make living more comfortable (+ carbon savings)</p>	<p>Adding value for your children by making your home future proofed.</p>	<p>Make properties wildlife friendly - make it fashionable! Return in health and well-being. Good if you have a large garden (get the kids involved!)</p>	
<p>Young families</p>	<p>Outdoor education/ ecological literacy</p> <p>Lack of it...exposure is not great. Scouts etc.</p> <p>Currently it is there but you have to want to access it</p>	<p>Connecting with local community/ area</p> <p>How to give young people a voice. School communities.</p>	<p>War on waste/ resourcefulness</p> <p>Community education process/ debate.</p>	<p>"Stuff" conversation</p> <p>Community education process/ debate.</p>
<p>Pub goers</p>	<p>Pub quiz- promote and celebrate local &amp; general environmental knowledge</p> <p>Pitch at right level</p>	<p>Build bridges/ networks within communities, particular between more established locals and new comers.</p>		

Close neighbours	Bulk buying solar panels Local solar suppliers	Celebrating local success	Promoting cycling/ walking/ composting	
Young adults	What do they want from the world of their futures?			

This exercise was a useful starting point for your communications campaign and gave a high-level overview of how you would build your communications plan. You want to build a full list of audiences in your community so you can be sure that you've got a programme of communications that's running all year round, and that you're not missing big segments of your community, either because you didn't think enough about different audiences, or because you didn't realise that your channels might not be their channels, and so on. The below template is a useful tool to develop a coherent communications campaign.

	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓	CHANNEL ↓
AUDIENCE	Facebook	Twitter	Parish newsletter	School newsletter	Local paper	Social housing newsletter
Parents with young children	[INSERT MESSAGE and SEASON] or N/A if not appropriate channel					
Retired, high income						
Retired, low income						
Home-owners						

Build these messages and channels into a comms plan and comms calendar, so that you have regular touchpoints across all audiences, across the year.

## *Workshop – Easy wins or 15%*

*This session focused on looking at the things we don't even need permission to do, the things we could just get on with, but haven't even done them yet! We call these our 15% ideas. They get us some way to the solution, but are often overlooked because we are casting about for some sort of 100% idea – something huge and radical that will get us all the way.*

*Some 15% ideas are just the start of something bigger. They are the first step in opening a conversation, but we'll never have that conversation in full if we don't start with this simple action. Others are physical changes we can make, changes we can make to something we buy or do, or something we've never before said in public that we want to now announce.*

*Each delegate was asked to consider:*

- 1) What do you think the council could do right now that they don't need help, any external funding, or permission for?*
- 2) Is this specific to your council or could any council do it?*

*Each colour group then discussed why these 'easy wins' had not already been done by the council, any barriers and how to potentially overcome these barriers. Delegates within each colour group then discussed whether the suggested actions were something they could 'pledge to do immediately' or whether it was an action which was 'fairly simply but had some barrier.'*

A combined list of discussion outputs from the 4 colour groups is given below:

<b>15% idea....</b>	<b>Barriers?</b>	<b>Local councils can pledge?</b>	<b>Barriers that need addressing.</b>
Sharing information Eg. today			COVID Haven't had a Parish council meeting since
Survey on local residents		Yes on Parish level	May have limited contact details Older people not internet savvy, and surveys are easier to do online
Newsletter communication - We should swap newsletters...should send newsletters to the clerks of neighbouring/ district parishes		Yes - Email newsletters around the Parish already in existence	
Engaging with younger people- local school and Newent high school			Dependant on finding the right people within the school, you need an enabler within the school - Possibly engaged parents
Linking in with existing organisations with their structures/ members and communications Eg. Food hub, established and with weekly contact with members. Recycling systems- community agency...using a green service to each household- this is an opportunity.	Yes		These organisations have their own agendas which may or may not align with climate emergency.  May not be worth your energy to try to align.
Working with other neighbouring districts or examples from around the country			
Talking to people directly			Covid-19
Talk about adaptation and resilience (Eg. Village Veg- encourage people to grow their own)		Already happening in West Dean- will resume post Covid	
Find 10 people in your parish link up e mail/zoom link to another parish i e Oxenhall and West Dean try a community news programme/podcast all contribute item and views...thursday eve for 4 weeks - give young people their own slot we do			

not have a media that serves the Forest..			
Sign up for communication trial (CSE)		Yes	
CE and Biodiversity newsletter just before Christmas - look through information learnt today to input those in.		Yes	Time!
Share initiatives with other parish councils (can be done soon to not lose momentum!)		Yes	Find the right people to connect to immediately
Billboards - putting bigboards up to announce initiatives.		Yes	Biggest barrier to find land to put it on, permissions needed from district council, forestry commission
Looking into schemes that people can go to for support for housing retrofit, and communicate this!		Yes	Time!
Form alliance with councillors - support each other, to present ideas back to other councillors.		Yes	
Fund the making of a video which collected the small climate actions that individuals are doing in the parish.		Yes	First thing is to broach the topic with councillors. To see what other people are doing.  Pledge to bringing up funding short video
Run an event (harvest festival, spring event)- collect local apples and juice them and give back bottles for people to enjoy. Provides opportunity for greater discussion on food miles, local produce, food.	Yes		Should have taken place but COVID caused it to be cancelled.
Change supplier to 100% green energy (Council)		Yes when premises are owned.	
Encourage surplus produce sharing on e.g. social media (community)		Yes, already happening in some places.	
Inform the residents that the Town council is concerned about climate change and are open to ideas		Yes	
Share the RSA video with the village on line.		Yes	
Run a workshop on the Green Home Grants and what it might mean for the village		Yes	Speak with Severn Wye Energy and clarify the details of the grants.



Run workshop for the village on green transport			
Run food workshop on line for the village			
Advise other town councillors how to consider climate emergency issues		Yes – something to do first!	
Keep up and develop online newsletter	Yes		Labour intension. Capacity issues? Need the staff or volunteers to maintain it.
Find community advocate	Yes		Divisive (in small village), maybe more suitable for the towns. Need time to find the right person.
Measure our personal carbon footprint (every councillor could use an online tool and share it)		Yes – start with the 'champion' councillor sharing theirs	Hard to convince all Cllrs to share this.
<p>Ban SUPs (single use plastics) - One-on-one contact with businesses, which would be most effective if it was directed from local customers as they have arguably the largest amount of bargaining power. Also companies could promote themselves as being SUP free as a marketing ploy.</p> <p>The Parish could promote to local businesses (and events etc.) that if an investment is made and they switch to being SUP free, in the long run it is likely to save the company money (e.g. if people bring their own cups etc. to meetings then they will not have to purchase plastic mugs).</p>		No – do not have any direct control so cannot pledge to make the changes.	<p>Often used heavily by takeaway food restaurants within the local area. Therefore banning SUPs will mean that the parish have to change the current practices and attitudes of companies that they have no direct control over.</p> <p>Using SUP alternatives is often more time consuming/inconvenience. Therefore for events etc. there will need to be some more thinking about how SUP products can be replaced with alternatives.</p>
Repeat any climate/environmental messages on websites/social media/newsletters (at least 10 times) to have a more meaningful impact on the target audiences.		Yes – pledge can be made by Parish Council to ensure that time is taken to consider the potential to make messages persistent.	<p>Devising a message which is persistent is hard. You need to ensure that the message can be made continuously without changing or becoming outdated.</p> <p>Needs design expertise in the first place to ensure it is carefully thought out before it is sent out. This may take time or have an associated cost.</p> <p>There will also be a need to protect</p>

			<p>messages to ensure that they do not come up against any forms of criticism (including more secure computer networks to protect sites that messages are sent out from).</p> <p>Ensure that messages are persistent and can last for a long period to reach target audiences by completing a detailed thinking exercise beforehand.</p> <p>Make sure time is taken to design messages carefully as part of this process and research the target audiences.</p>
Offer healthier (and low carbon) options of food at events		Yes – actions can be taken immediately to look at the foods consumed during district council events.	<p>Healthier and low-carbon food options at Parish events are not so readily available. These products are also likely to have a shorter life-span (as they do not retain freshness) so may not be able to be reused.</p> <p>Ensure that food sources are both healthy and also have a long shelf-life. Look to switch out current food types for those which have a much lower environmental footprint (consider homemaking etc.)</p>
Cycle stands in the town/parish	Yes		<p>If cycle stands are not installed within the correct place, it may mean that they are under-used and may even be vulnerable to theft.</p> <p>Visibility of cycle stands to prevent theft, and ensure they are in areas where people will travel short distances to (e.g. outside of the local shop). Ensure that stands are also placed in prime locations where other forms of sustainable transport are available (e.g. next to bus stops).</p>

			<p>In some areas permissions may need to be sought by the County Council or the Local Authority.</p> <p>Cycle stands are not free and in some cases can have a considerable cost associated with them. Seek sponsorship for the cycle stands (maybe in partnership with a large organisation) to minimise any costs incurred town/parish council. They may also be endorsed by the County Council and paid for.</p>
Educate residents into doing things which are greener (broad sense) and adopt a green lifestyle.			<p>Need to be specific in order to deliver the message with meaningful impacts.</p> <p>Don't try and re-invent the wheel and look at best practices from other areas/organisations to ensure these messages are clear and effective. These can then be disseminated across the community to have the largest impact.</p>
Cut down on paper use in Council offices, by sending more data through a secure computer network.		Yes – Actions/pledge can be taken immediately to ensure that paper consumption is reduced.	<p>Sometimes paper copies are needed to view certain documents (e.g. long documents, or documents that need annotating).</p> <p>To take them time to identify what needs to be printed and what doesn't. May be able to implement a system where permissions need to be sought from Council members in order to print paper documents.</p>

An accumulated list of other 15% ideas given at previous action days is below:

- Encourage more walking/cycling. Government appear to be offering grants for buying bikes, not electric as that's exercise!
- Initiate regular public participation litter picks
- More promotion of local businesses, charity shops for example, local green grocers
- Publish where the parish buys its ink and paper from and why
- Form allotment discussion group to publicise how green they are
- Review all procurement to embrace climate/sustainability criteria
- Discourage food waste by starting a Facebook page, sharing recipes for leftovers
- Standing agenda item at meetings, write to the various village organisations about council priorities
- Declare a climate emergency
- Reminders for supporting local traders and litter picking/taking dog waste home
- Setting up Facebook group to gather community ideas
- Run bike repair workshops to train people
- Engage with school staff on climate change issues
- Public meetings to share ideas and council actions (also with focus on young people)
- Set up school competition with primary schools (artwork etc)
- Set up a lift-sharing scheme
- Change to ethical bank account
- Retrofit village hall
- Bring youth champion onto parish council
- Collection for waste not recycled by council
- Put climate impacts on parish council risk register
- Share information about what exists in terms of local environmental initiatives and support
- Regular communications on climate change
- Convening and creating local groups of people to drive community action on climate change
- Building on Covid impacts and ways to build back locally and sustainably
- Manage lawn and hedge mowing and roadside verges for benefits of habitats
- Provision of advice around ecology and improvements people can make to their homes in terms of energy efficiency
- Stall at farmer's market to answer people's questions and signpost people
- Install EV charging point as a demonstration
- Using community radio to communicate climate change
- Working with schools for transport to school plan
- Change energy supplier of town hall to renewable energy

- Plant trees
- Pledge system aimed at individuals, families, businesses to sign up, target and reduce their own consumption
- A small area of land that could be used as a small solar farm
- Publicising the new Green Homes Grant and retrofit initiatives
- Establish a community champion on retrofit
- Put a plan together for a key community centre to understand what measures they need for retrofit
- Replace general bins with bins and recycling bins within community buildings
- Put out a call for local expertise/volunteers who want to work with council on climate emergency
- Create a display in the village hall and a section of the website all about the climate emergency
- Do an audit of EV owners in the parish (for peer-to-peer learning)
- Working out where EV charging points should go on street
- Put out a call for actions that have already taken place and publicise on website
- Liaise with immediate neighbour parishes to understand what they are doing on the climate emergency and how we could work together.
- Discuss with each community group how Covid-19 restrictions have changed their activities and may these continue with regard to climate change
- Carbon neutral to be on the agenda of every Council meeting
- Lift share
- Competition for children to make posters to slow down traffic
- Refill / zero waste / plastic free shop
- organise our next residents assembly on CE
- Replace street lighting with solar powered alternative
- Encourage young people to join council - e.g. special position for someone under 19
- Encourage community to use community shop rather than pop into town for a loaf of bread
- Promote local produce and businesses
- Poster village and Facebook to make one change per household; switch off, turn down.
- talk to district council about how to improve the new developments without the planning guidelines
- have an annual residents meeting on sustainable living
- update environment policy – e.g. add repair first policy
- Allotment open day with recipes cooking BBQ
- recipe ideas to reduce waste and use leftover veg

- Notice on PC noticeboards and Parish website reminding people to save energy of all types. Reminding them there is an climate emergency
- Protect existing mature trees
- use website to promote access to information and funds
- organise electric bikes to be on loan for a trial period to encourage purchase
- Investigate which energy company we use to heat Village Hall and switch to Green Supplier
- Roll out tree planting scheme
- Put a link on parish Facebook to direct to Climate Emergency info.
- Draw in Church leaders and community leaders (Landlords/headmasters/doctors etc.)
- Collect self-seeded trees and transplant to where they will not be ploughed away
- Stall at village fete with energy saving ideas etc.
- promote green tips online/in social media/newsletter
- Lobby district councils to put more carbon reduction conditions on planning approvals.
- community survey asking for ideas on transport
- plant more trees and invite landowners to plant and get volunteers involved
- Go interactive - film meetings and invite Q&As so people can participate without having to go out
- Replace face-to-face meetings with zoom meetings
- Use Terracycle to take waste that cannot go in the normal green bins
- Set up swap shop
- Speak to local builders to see if anyone has fitted green solutions to lead to Open Home
- plant a community orchard of fruit trees on rough council owned land
- Draw attention (by email) to Martin Lewis's Energy Change site that allows for changing suppliers in 5 mins, including eco companies.
- Poster campaign
- Campaign to inform/persuade people of the carbon/financial benefits of switching to renewables energy suppliers
- promote electricity car chargers - all Parishes
- Move to online banking
- Write to School Head - a. Ask parents to walk children to school. b. If parked for child at school turn off engine

## *Workshop – action planning*

*During the late morning session, delegates worked for around 1 1/2 hrs on an action planning template exercise. The aim of this workshop was to introduce participants to the need to consider all 'Levers of Influence' open to local councils, and the range of 'Change Targets' that we must achieve as a society to reach a zero-carbon economy between 2030 and 2050, which is needed if we are to avoid the worst impacts of climate change.*

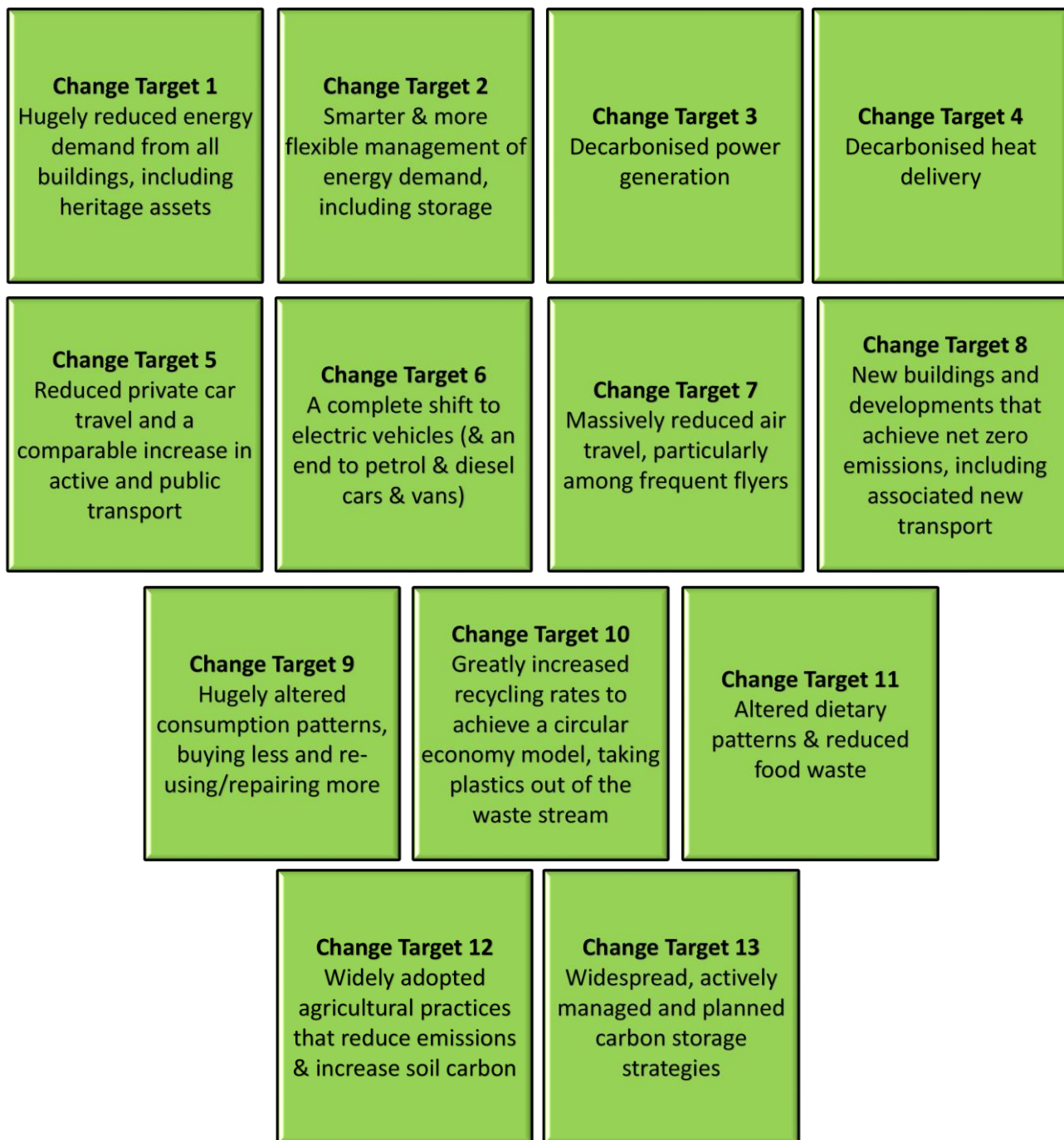
*The exercise was introduced with a brief video (<https://www.youtube.com/watch?v=hDirNCl9uew>), looking at the Change Targets and Levers of Influence (see diagrams below).*

*Again working in colour groups, each group started with one (or two) 'Levers of Influence', against which they spent around 20 minutes thinking about how they could use this lever of influence to address all of the change targets. Delegates were asked to think about the timeframes for those actions, the co-benefits that might arise (e.g. cleaner air, more active lifestyles) and the next steps to getting that action going.*

*Facilitators (along with their assigned levers of influence) then moved to the next colour group to consider a second lever of influence and add to the work of the previous group. Circulation proceeded in this way until every colour group had annotated each lever of influence.*

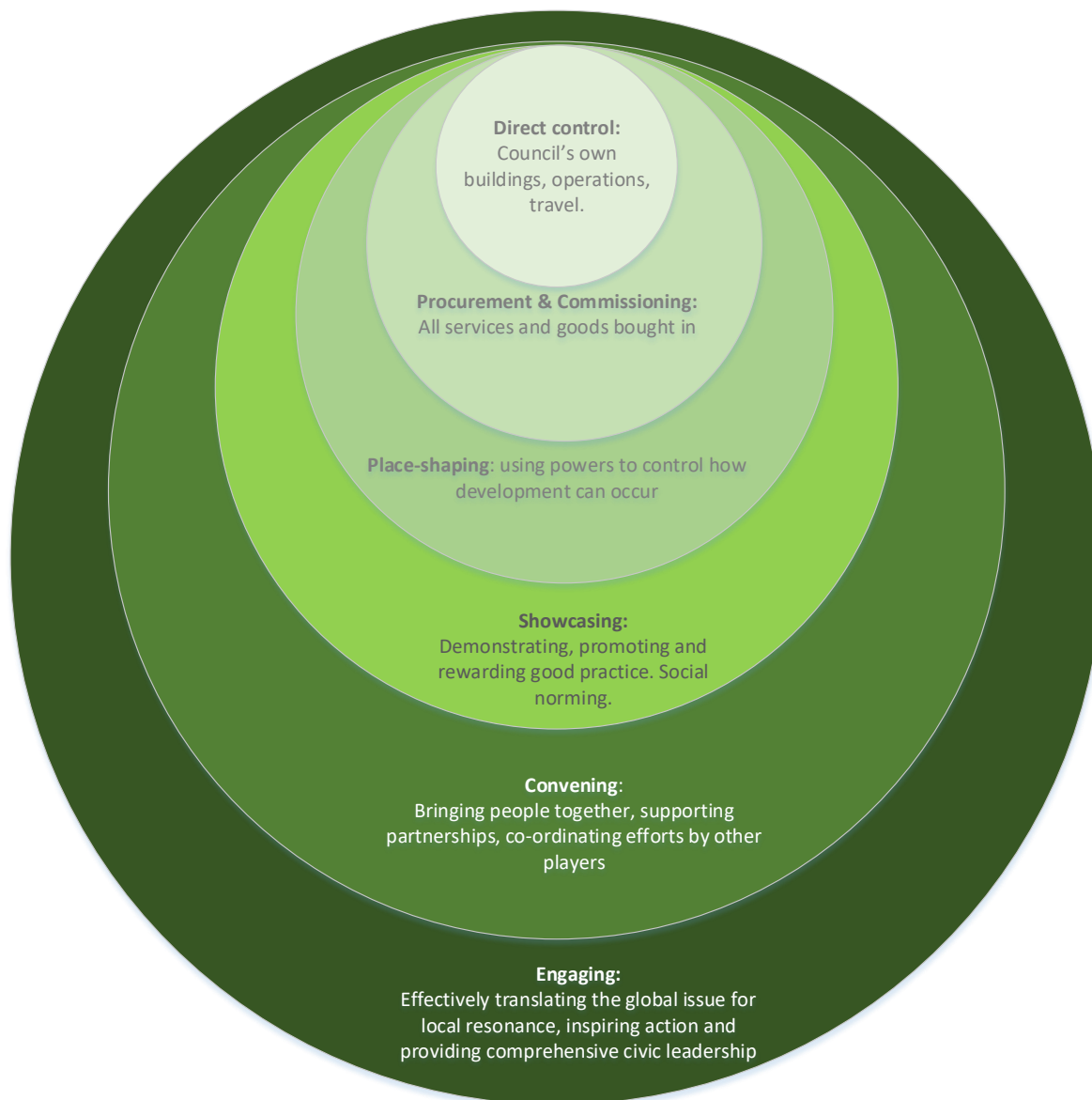
*This exercise resulted in the beginnings of a combined action plan for the participating councils. We recommend that each parish council runs a similar process locally, devoting 2-3 hours to a workshop and action planning process with local residents.*

*Change Targets for a zero-carbon society*





## Levers of Influence for local councils



See 'action planning' spreadsheet for outputs from the day, and blank templates for use in communities (NOTE: print A0 if using in a public meeting, to allow for note taking by a large group). Within the outputs for the day you will see that we have added additional examples and thoughts in grey italics. These additions are either taken from the parish action days we've previously delivered in other areas or from previous experience and knowledge.

It is important to note that this is simply a starting point to your action plan and it is wise to not feel disheartened by the gaps in the sheets worked on during the day. It is also worth noting that some levers of influence, such as Procurement and Commissioning, are less relevant to a parish council's level of Government, though there will still be some actions you can take.

We recommend that each parish council runs a similar process locally, devoting 2-3 hours to a workshop, adding to this combined action plan. Equally you may choose to replicate this exercise but start from scratch, ensuring your action plan is tailored specifically to your local community.

Detailed instructions on how to use the action planning documents can be found within the spreadsheet. Actions can be filtered by timescale or by co-benefit. For example, if you were sharing your action plan with local business owners you could filter the climate actions by co-benefit, showing the actions which will retain money in the local economy.

### *Discussion – working with district and county councils*

*The final discussion session of the day focused on what local councils need from their higher-tier authorities, and what they can do to help their higher tier authorities. Delegates considered the following questions in an open discussion session:*

*What are your key asks for district and county councils?*

*In which keys areas can parish councils support the higher tier councils?*

A full list of discussion outputs can be seen below:

What do local councils **need from** district and county councils?

- Share information on what they are already doing and intend to do and how you will be engaging other local councils
- Planning process needs checklist
- Can the parish councils promote the CE partnership? YES
- Share the parish and town councils success stories
- Lead by example
- Communicating the emergency on the website with regular updates
- Set up framework contracts for green energy supply that all PC/TC can join and is available to parishioners. Framework contracts can also be extended to heat energy supplies and to sustainable energy suppliers
- To be supportive of initiatives that are popular amongst parishioners through Climate Action surveys.
- More direct contact with sustainability officers at higher tier authorities - Personal contact, face to face or virtual with Sustainability Officers and Portfolio holders with town and parish councils.
- Lobbying government to let them know that they should have more eco requirements for new building planning permissions.

- Put together with the NFU best practice guidance on new agricultural buildings that reduce carbon footprint.
- Source council purchases for products and services locally
- Town/Parish councils involved in early discussions re developments
- Ensuring Councils future proof infrastructure to ensure they are fit for a changing climate. This particularly applies to drainage.
- Set up innovative finance initiatives that will allow PC/TCs to offer support for residents to put in place changes that will reduce energy, heat and transport costs. In other words use their scale to work with innovative green banks, building societies and other co-operative institutions.

What can local councils do to support county and district councils?

- Give the District Council local success stories to share.
- Engage with and support the Climate Emergency Partnership set up by FoDDC (next meeting happening end of Nov – keep an eye on emails).
- Getting our communities on board will support Parish and District councils – communicating the issues with them.
- Support any crowdfunding.
- Engage with all relevant consultations such as the GCC Transport review to make sure your area is not neglected.
- Lobby Government – our district council have had resources stripped.
- Linking opportunity, potential and accountability from the bottom up.
- Working to get local radio TV and papers talking about the good news stories from PC/TCs.
- A special local Climate Action lottery?
- Local Green investment bonds to support green ideas in the FoDDC.

### Next Steps

Following the Parish Action Day, as a first step, we would recommend convening your community and fellow councillors together and engaging them in what you have learnt.

Immediate next steps we recommend are as follows:

- **Tell your community that you attended the action day** - overarching all your climate emergency activities, is the need to communicate clearly with your community **what** you are doing, **how** you are doing it and most importantly, **why** you are doing it. One way of doing this is by keeping your website and social media pages active and up to date – let your parish know that you attended this day. You could also share an article in your newsletter about the action day; why you attended, what you learnt and what this means next for your parish.

- **Share knowledge gained with councillors and parish team** - great communications are established when everybody, including the leadership team is united in their belief in the purpose of what you're trying to achieve, and have the ability to embody and articulate that mission. If you don't think this is the case for your councillors, the work needs to start internally to make sure you are all clear on why you are pursuing your climate emergency strategy. This could mean: *(1) providing training for your councillors and parish team, (2) sharing the resources from this action day or (3) organising an action planning day (see below)*. It's critical to get internal buy in as this means everyone is able to communicate your core messages in a genuine way. You want to mobilise every part of your organisation to work together and sing from the same hymn sheet.
- **Hold a climate action planning workshop, climate forum or future visioning workshop [online]** - as a first step in informing and supporting your community, we would recommend bringing what you've learnt during the action day to your community and getting them involved in your action planning process. You could replicate the action planning session or simply hold a climate forum to inform and engage with your parish. We would recommend a minimum 6 week lead in time for any event to allow for planning and promotion. You may also want to consider making it a series of workshops. We can provide facilitation notes and recommended online platforms for these upon request, please email [climateemergency@cse.org.uk](mailto:climateemergency@cse.org.uk). We can also provide a quote to help you deliver an online workshop day for your parish.
- **Consider your key asks for district and county councillors** - look at the key asks listed for district and county councillors, contact your ward councillors and get in touch with fellow local parish and town councils to see if you can join up in any asks of higher tier councils or team up in your climate action projects.

There is a lot of support and additional resources available. Please read on below.

- **National energy advice agencies (e.g. Energy Saving Trust, National Energy Action)** can provide information on a number of topics including insulation and home energy efficiency improvements, and where to find funding for works.
- **The Rural Community Energy Fund (RCEF)** provides grants to cover feasibility studies and development costs for community renewable energy projects in rural areas. To apply, you must be planning the installation of a renewable or low carbon energy facility. Grants of up to £40,000 are available at the feasibility stage. Further development funding of

£100,000 is on offer for projects with a high chance of success. Town and Parish Councils in rural areas are eligible to apply. Email Phillip Morris from the South West Energy Hub for more information - [Phillip.Morris@westofengland-ca.gov.uk](mailto:Phillip.Morris@westofengland-ca.gov.uk)

- **Local energy advice agencies and community energy groups** can provide local energy advice to people in your area. For example:

[Severn Wye Energy](#)

[Warm and Well](#)

[Resilient Energy](#)

- **Support from environmental organisations and local groups** such as Friends of the Earth and local Transition Groups can offer advice and support on wider environmental issues and actions to tackle the climate emergency. For example:

[Transition Network](#)

[Friends of the Earth](#)

[Extinction Rebellion](#)

[The Woodland Trust](#)

[City to Sea](#)

[Centre for Thriving Places](#)

- **Green Open Homes** is a national network for low-carbon homes which aims to support low-carbon open homes events across the country through free resources and advice. The resources available [onsite](#) are free to use, and event organisers can use the micro site to promote their events.

Support from CSE:

- **Resource packs** – We have created a series of resource packs specifically tailored to support local councils on their journey to net-zero. The resource packs cover topics such as the Climate Emergency Context and Tree Planting and Land Management. Digital copies of our resource packs have been sent to your local county coordinator, and should be circulated to you along with this report.
- **Zero carbon neighbourhood plans** - CSE already runs a Neighbourhood Development Planning support programme, funded by the Esmée Fairbairn Foundation. If you have a neighbourhood planning group, or want to start one, CSE has a team which can support you through bespoke advice and workshops to ensure your NDP has a strong climate change focus. We also have some free resources online available at <https://www.cse.org.uk/local-energy/neighbourhood-plans>. Get in touch with us via

[neighbourhoodplanning@cse.org.uk](mailto:neighbourhoodplanning@cse.org.uk) or on 0117 934 1400 if you would like to access any of this support.

- **Carbon Foot-printing Tool** – Over the next few months, and in partnership with [Midlands Energy Hub](#), CSE is producing an online tool that will enable parish councils and local communities to estimate baseline carbon emissions for their area, and to understand the impact of changes they can make. The tool draws on data sets on household energy use, transport, and consumption, as well as socio-economic data on income levels and attitudes that can help to target communications. When the test version of the tool is ready, we'll be looking for parishes who want to use it and give us feedback, before we launch it publically. If you'd like to take part then please send an email to [catherine.sage@cse.org.uk](mailto:catherine.sage@cse.org.uk) to register your interest.
- **Communications support for parish councils – pilot project:** CSE will be running a pilot project to support parish councils with communications campaigns in their local communities. This will launch in November 2020 and will run for approximately four months, during which time we will create content for parish councils to use across a range of platforms (including social media, web content, press). Content will cover transport and travel, buildings and energy, personal consumption, recycling and waste, and food, always with a link to the climate crisis and carbon emissions.

The materials will be unbranded so that they can be easily adapted for local use by adding a small amount of locally relevant text, and parish council logos. CSE will also produce an over-arching 'campaign calendar' to help councils know how and when to use the different materials for maximum impact.

If you would like to take part in the trial, get in touch with us at [climateemergency@cse.org.uk](mailto:climateemergency@cse.org.uk)

- **Energy Advice Leaflets** – CSE has created over 50 advice leaflets that are freely available to view, download and print from our website. Feel free to distribute these amongst your community and / or copy text from the leaflets for use in your own communications: <https://www.cse.org.uk/resources/category:advice-leaflets>

- **Online resources** – Finally, we have a large range of great support resources on our Local Energy website on local energy projects, renewables, community engagement etc. → <https://www.cse.org.uk/local-energy/resources>.

If you have any questions or would like to access further support, please do email us at [climateemergency@cse.org.uk](mailto:climateemergency@cse.org.uk).