

**Report to** Sustainable development panel  
4 November 2015  
**Report of** Executive head of regeneration and development  
**Subject** Environmental strategy communications plan

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**Item**

**4**

### **Purpose**

This report is for information.

### **Recommendation**

That the contents of the report are noted.

### **Corporate and service priorities**

This report contributes to the corporate and service priorities a safe, clean and low carbon city, a prosperous and vibrant city and a healthy city with good housing.

### **Financial implications**

None.

**Ward/s:** All wards

**Cabinet members:** Councillor Bremner - Environment and sustainable development and Councillor Thomas (Va) – Fairness and equality

### **Contact officers**

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### **Background documents**

None

# Report

## Background

1. The purpose of the city council's environmental strategy is to set out our vision and priorities for the environment in Norwich. This will guide all the council's work across all its departments, projects and partnerships over the next four years. It reflects our ongoing recognition of the fact that climate change is happening and poses a long-term challenge to the prosperity and wellbeing of Norwich.
2. This is the council's third environmental strategy. Previous strategies have helped us go from strength to strength in terms of environmental achievements, winning several national and international environmental awards in recent years, and we wish to build upon this good work.
3. Communications and community engagement play an integral role in the plan as it seeks to effect real behaviour change and make sustainability meaningful to people in their everyday lives. The communications plan will work with and complement a partnering community engagement plan of activities.
4. The environmental strategy fits within the following two key priorities in the council's new Corporate Plan 2015-20: Safe, clean and low carbon city and a healthy city with good housing.
5. At its meeting on 23 September 2015, the panel deferred consideration of this item to the next available meeting.

## Key aims and objectives

6. To ensure audiences understand the environmental strategy's topline aim to oversee the sustainable development of Norwich, ensuring the city grows in keeping with both its historic heritage and its modern progressive character in order to support the needs of current residents, visitors and organisations without compromising the ability of future generations to meet their own needs.
7. To ensure audiences understand Norwich City Council's key role in environmental work as a community leader, a service provider, a purchaser of goods and services and an estate manager.
8. To publicise and promote key projects and milestones via a range of channels making our objectives and achievements meaningful, ensuring residents, visitors, organisations, academic institutions and businesses have the maximum opportunity/impetus to change their behaviour to achieve environmental aims.
9. To publicise and support in particular the top-line aspiration of Norwich becoming the UK's green capital. Application is due to be made for this in 2016 for 2019.

## Key messages

10. Our environmental vision is to create a sustainable city with a good local environment that people value and which maintains and improves the quality of life

for all of us. And our mission is to always strive for ways to achieve environmental excellence wherever possible and we have already made considerable achievements in this respect.

11. We are working proactively to achieve real behaviour change or 'habit discontinuity' among individuals and organisations to achieve our wider environmental aims.
12. Sustainability is not an abstract concept, it has a real impact and we need to illustrate this and wherever possible use real examples of how it is meaningful to people's everyday lives.
13. We believe that, by working in partnership with residents, business and other organisations, Norwich City Council can and should play a key role in tackling the environmental issues we jointly face.

## **Target audiences**

*Internal*, Staff (all) and Councillors (all)

*External*, Media, Key partners, Businesses, Voluntary and community groups, The third sector, General public, Residents, Academic institutions.

## **Communication channels**

### *Print*

- Leaflets
- Citizen magazine
- TLC magazine

### *Media*

- Local newspapers – EDP, Evening News and Norwich Advertiser
- Local radio – Future, Norwich 99.9FM, BBC Radio Norfolk, Heart
- Local television – BBC Look East, Anglia TV, Mustard
- Local magazines/leaflets – Just regional titles, Golden Triangle magazine.

### *Social media*

- Twitter – Norwich City Council account, tweets should use pictures, links to relevant web pages, and the relevant logos where possible/applicable.

### *Online*

- Norwich City Council website/other websites

*Internal*- e-councillor, e-bulletins, Citynet homepage

## **Communications milestones**

14. Please note, some of these milestones or projects have their own communications plans already, in some cases the details of the work have not yet been finalised so we cannot yet outline a communications strategy and in some cases I have created a table of ongoing and future work.

- Solar Together Norfolk campaign (see table below)
- UK Green Capital 2019 bid (work from 2016-19)
- One Planet Norwich sustainable living festival (see table below)
- Norwich Sustainable Consumer Guide and web pages (to be developed)
- Tenancy packs promoting energy efficiency and sustainable lifestyle changes (to be developed).
- Online reuse portal 'Give it for good' (to be developed)
- Open homes online network for energy efficiency best practice (ongoing)
- Eco Awards (see table below)
- Annual review of climate commitments (to be developed)
- Home Energy Conservation Act report (to be developed)
- Norwich's Big Switch and Save (ongoing – has its own comms plan)
- Threescore and Goldsmith developments looking at landscaping, drainage and local habitats (including Passivhaus housing)
- Push the Pedalways scheme (ongoing – has its own comms plan)
- Tree and open spaces strategies (to be developed)
- Promote key existing environmental campaigns and opportunities in Norwich including Earth Hour, Close the Door, Lift Share and the Norfolk Car Club (ongoing).
- Promote local food production through council's allotments service (to be developed).
- Promote waste prevention and recycling (see below).
- Green travel plan (currently being worked on)

### **Solar Together Norfolk 13-4-15 to 31-12-15**

15. This is a project in partnership with three other district councils and a specialist collective purchasing company called iChoosr. (Please see separate communications plan)

16. Activity was divided into three broad sections – pre-campaign, launch of the project and 'mop up'.

<b>Marketing</b>	<b>Activity</b>	<b>Owner and completion</b>
Adnozzles	Coloured advertisements placed on petrol pump nozzles at service stations throughout the county	iChoosr, positioned from mid April onwards <b>COMPLETED</b>
Outdoor poster boards	Positioned at tried and tested locations including shops and service stations across the county	iChoosr, positioned from mid April onwards <b>COMPLETED</b>
Radio advertising	Targeted advertisements on 99.9FM Radio Norwich	iChoosr and Norwich City Council <b>COMPLETED</b>

<b>Marketing</b>	<b>Activity</b>	<b>Owner and completion</b>
Google ad banners	Designed and placed using known brand	iChoosr COMPLETED
<b>Design work</b>	Logo and artwork for banners and posters	Commissioned by iChoosr in consultation with all councils COMPLETED
<b>Direct contact</b>		
Letters	Letters sent to all households which have previously indicated an interest in energy efficiency. Letters also sent to targeted households using database.	Two mail shots – one in mid April and one in mid July. iChoosr COMPLETED
Emails	Reminders sent to same groups as above both pre-campaign and reminders to those who have signed up and specific emails with personal offers.	April and July. COMPLETED
<b>Social media</b>		
Tweets and retweets	Regular tweets using brand to remind people of project, supported and retweeted by partners	Ongoing
<b>Press releases across all media</b>	Press releases to launch project to trade media, launch it to general media, remind people to register, announce success of the scheme.	Circulated to all media, interviews with BBC Radio Norfolk and BBC Look East achieved as well as two page leads and panels. Norwich City Council.  Ongoing
<b>Website presence</b>	Pages created with details of the project on all partner websites directing to an iChoosr sign-up page.	Norwich City Council and iChoosr April COMPLETED

<b>Marketing</b>	<b>Activity</b>	<b>Owner and completion</b>
<b>Internal</b>		
e-councillor	Message sent to all councillors so they could inform residents in their wards. Information event for all councillors	May Norwich City Council COMPLETED
e-bulletin	Message to all staff who may wish to sign up	May, all councils, COMPLETED
<b>Events</b>		
Publicising information events	Events to be held at venues throughout the county to offer information	Still being planned for the end of August/first week of September

### **One Planet Norwich Sustainable Living Festival March 2016**

<b>Press</b>			
Press releases	Press releases across all media and posted on city council website to raise awareness of the event	KF	Late February
Media relations	Contact and brief targeted journalists to generate interest and arrange meaningful coverage. Brief councillor for interview.	KF	February
BBC	Work to arrange a presence with the BBC's Garden Party show which broadcast live from the event last year	KF	Early February
<b>Social Media</b>			
Tweets and requested RTs using event logo	Regular tweets at high traffic times of the day using the recognised brand, request RTS from partners, ensure tweets have link to website page.	KF	February
<b>Website</b>			
Slider	Arrange for a 'slider' featuring the logo from the city council homepage	KF	February
Page	Arrange for dedicated webpage with all the information for the weekend – ensure cross referenced with Eco	KF	February

	issues pages		
<b>Internal</b>			
E-bulletin	Message to all council, NPS and LGSS staff	KF	March (the week before)
<b>Banners</b>			
Pull-up banner	Placed in main reception of City Hall to raise awareness.	KF	From February
<b>The Forum</b>			
Banners in the atrium	Negotiate pull-up banners in the atrium	KF	February
Website	Ensure event is advertised on The Forum website and via its events and activities page	KF	February

## Eco Awards March 2016

<b>Press</b>			
Press releases	Press releases across all media and posted on city council website to raise awareness of the event. One to announce we are open for entries. Plus series of reminders to drum up interest.	KF	January
Media relations	Contact and brief targeted journalists to generate interest and arrange meaningful coverage. Brief councillor for interview. Arrange specific pieces for schools, businesses, community groups.	KF	January
<b>Social Media</b>			
Tweets and requested RTs using event logo	Regular tweets at high traffic times of the day using the recognised brand, request RTS from targeted parties, ensure tweets have link to website page.	KF	January

<b>Website</b>			
Slider	Arrange for a 'slider' featuring the logo from the city council homepage	KF	January
<b>Internal</b>			
E-bulletin	Message to all council, NPS and LGSS staff	KF	February
<b>Banners</b>			
Pull-up banner	Placed in main reception of City Hall to raise awareness.	KF	From February
<b>Targeted messaging</b>			
Schools courier e-bulletin	Negotiate with county council to put a message on the schools circular email news.	KF	January
Norwich BID	Liaise with BID to see if they can help promote the awards with businesses	KF	January
Further ideas under development			

## **Waste and recycling**

17. Work is ongoing to promote the central waste hierarchy message of reduce, reuse and recycle.
18. We have a bank of recently designed leaflets for both individual households and flats using communal bin compounds.
19. These are well illustrated and set out how to make recycling a part of everyday life in an easy and meaningful way.
20. We have recycling officers making personal visits to homes we know are not recycling or recycling incorrectly to provide education and assistance.
21. Waste prevention messages have been included alongside recycling messages into all residents annual bin collection calendars.
22. We carry a double-page spread in our quarterly Citizen magazine each season.
23. We are currently working with Norfolk Waste Partnership councils on a new campaign to reduce contamination of recycling and generally promote the service.
24. We have recently run a Recycling Revolution and a Rinse and Recycle campaign to promote the service and reduce contamination of recycling.