



Broxtowe  
Borough  
COUNCIL

2024 - 2025

# CARBON MANAGEMENT ACTION PLAN





# THEME ONE: CLIMATE CHANGE STRATEGY

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
1.1	Measure, monitor and analyse the Council's carbon emission data. Information will then be used to ascertain the level of CO <sub>2</sub> e saved from actions undertaken through the Climate Change and Green Futures Carbon Management Plan (CMP).	Produce a comprehensive bi-annual carbon emissions report, covering both the Council's own operational emissions and the Borough's emissions.	Head of Environment	Own Operation		£
1.2	Establish a net zero target for the Council's own operations.	<p>Set science based targets by June 2024 for a net zero trajectory to 2040 (in line with 1.5°C reduction).</p> <p>By June 2024 set a commitment date for working towards net zero.</p> <p>Calculate and report on Scope 3 emissions for 2023/24 by June 2024.</p> <p>Implement the actions/ recommendations of the Carbon Trust Scope 3 emissions baseline report.</p>	Head of Environment	Own Operation		£
1.3	Identify external funding opportunities.	Identify external funding opportunities. Continue to add these to the budget tracker. Keep a record of possible funding avenues.	Head of Environment/ Relevant Programme theme leads	Influence/ Own Operation		£

Low £    Medium ££    High £££








Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
1.4	Formulate appropriate climate adaptation and climate resilience action plans	<p>Identify appropriate climate adaptation and climate resilience actions necessary to support both the Council's own operations and that of the Borough.</p> <p>To take a report to cabinet and create a Climate Change incident response budget.</p> <p>To work with Stakeholders including Severn Trent, Nottinghamshire County Council and Via to highlight problem drainage areas that are a cause of localised flooding.</p> <p>See it/do it/see it/say it – work with Environment Teams to encourage the reporting of blocked drains around the Borough.</p> <p>To review weed control requirements across the Borough and create a weed control team to work between April and September.</p>	Head of Environment	Influence/ Own Operation		£
1.5	Baseline all carbon scopes for Liberty Leisure and work with them to establish a baseline and targets.	Baseline all carbon scopes for Liberty Leisure by September 2024.	Head of Environment/ Managing Director of Liberty Leisure Ltd.	Influence		£






## THEME TWO:

# TRANSPORT AND TRAVEL

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
2.1	Develop a replacement programme for fossil fuelled small tools (for example hedge trimmers, blowers, and strimmers), where practical and economic, with electric powered units.	Identify any tools for replacement in 2024/25.	Transport and Stores Manager / Parks and Open Spaces Manager	Own Operation		££
2.2	Using available data, produce a report on vehicle types registered in the Borough along with scenarios indicating the behavioural change necessary to help achieve alignment with UK net zero by 2050.	Create a central monitoring system for tracking data with regards to ULEV purchases within the Borough.	Transport and Stores Manager	Influence		£
2.3	Promote the Cycle to Work Scheme.	Log employee journeys by bike (also consider capturing other active transport measures). Review and increase if feasible, mileage rate given to employees using their bike for business travel.	HR Manger / Communications, Cultural and Civic Services Manager / Climate Change Manager / Payroll	Influence		£
2.4	Promote the car lease scheme regularly within the 'Employee Briefing'.  Use agile working arrangements to reduce the impact that employees travelling to work has on the environment.	Ensure that employees are aware of the scheme and that this is tested in the 2025/26 employee survey.	HR Manger / Communications, Cultural and Civic Services Manager	Influence		£
2.5	Promote sustainable travel options to employees and residents.	Decrease the amount of business travel carbon emissions by 5% by March 2025.  Produce a comprehensive sustainable travel guide for residents in the Borough by September 2024.  Commence a review of public bike storage provisions across the Borough and ensure these are included in all new developments.	Head of Environment / HR Manager / Communications, Cultural and Civic Services Manager	Own Operation/ Influence		£





Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
2.6	Implement the actions within the new Electric Vehicle Infrastructure (EVI) Strategy for the Borough.	Commence implementation of the action plan and review progress made at least annually.	Head of Environment	Own Operation/ Influence		£££
2.7	Review current vehicle lifecycle against costs and present a business case for the Council to consider.	Comparison of maintenance, repair and running costs over the current 12 year lifecycle.	Transport and Stores Manager	Own Operation		£££
2.8	Using the current employee 'home to work' mileage as a baseline, repeat the survey annually to inform the approach moving forward and the overarching communications programme.	Data spreadsheet system implemented and communication and promotion of 2024/25 results.	HR Manager	Influence		£



Low  £    Medium  ££    High  £££







## THEME THREE: ENERGY AND WATER

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
3.1	Install water efficient taps in all Council owned buildings to reduce water consumption and cost.	Continue and expand on the replacement programme following advice from Severn Trent Water's Green Recovery Project.	Head of Asset Management/ Climate Change Manager	Own Operation		££
3.2	Explore the possibility of grey/ rain water harvesting	Undertake an initial grey/rain water harvesting feasibility study for two of the Council's assets.  Secure funding for these by March 2025.	Head of Asset Management	Own Operation		££
3.3	Develop a programme for all appliances in social spaces (for example, kitchens and laundry rooms) at Independent Living Schemes, for energy efficient ones.	Draft a five-year replacement programme and begin to action.	Head of Asset Management	Own Operation		££
3.4	Ensure all Council stock has a current Energy Performance Certificate (EPC).	All Housing Revenue Account (HRA) properties to have an EPC in place.  Highlight fuel poverty and easy practical solutions at five Council led events.  Provide five training sessions to residents and employee's at Independent Living Schemes.	Head of Asset Management	Own Operation		£
3.5	Action the smart meter installation programme.	Install smart meters across Council assets and create a monitoring system to track energy usage.	Head of Asset Management	Own Operation		££
3.6	Investigate options for land purchase for potential renewable sites.	Identify suitable land (that is already developed or of low value) that could be acquired for a possible renewable energy development.	Head of Asset Management	Own Operation		£££

Low £    Medium ££    High £££



Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
3.7	Investigate utilisation of Council Offices	Explore the feasibility of zoning Beeston Council Offices, prioritising areas of the building to be used first before 'opening' the next zone. (Response to hybrid-working). Explore the possibility of adjusting the heating dependant on building usage.	Head of Asset Management/ Head of Environment	Own Operation		£
3.8	Develop a decarbonisation plan and road map for Broxtowe Borough Council assets.	Undertake a baseline review of three of the Council's key commercial assets and produce a decarbonisation plan for each by May 2024.  Use the decarbonisation plans produced in 2024 for the Council's three key commercial assets for future funding applications and capital investment consideration.	Head of Asset Management/ Head of Environment	Own Operation		£££
3.9	Reduce energy and water consumption as well as waste from single use water bottle consumption in the Borough.	Explore the Refill Revolution Project to assist residents/businesses/visitors in reducing their single use plastic and promoting tap water.  Determine if any businesses within Broxtowe are signed up already to the project.  Promote the app via relevant communication channels.  Encourage local sign up.	Head of Environment	Influence		£
3.10	Assist residents and local businesses in their reduction of energy and water consumption.	Use signposting to highlight useful and reliable sources of information and advice e.g. Severn Trent/NEP/Energy Saving Trust etc.	Head of Environment	Influence		£

Low  £    Medium  ££    High  £££



## THEME FOUR: BUILT ENVIRONMENT

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
4.1	Formulate an appropriate response to the outcome of the stock condition survey.	Implement a comprehensive rolling stock condition survey to have all stock surveyed within three years and implement a rolling stock condition survey thereafter.	Capital Works Manager	Own Operation		£
4.2	Installation of external wall insulation to the remaining solid wall properties within estate.	Complete those properties not actioned during 2023/24.	Capital Works Manager	Own Operation		£££
4.3	Act on the recommendations raised on the Stock Condition Survey for housing stock and install external wall insulation to 53 steel-framed and solid wall properties.	Project to be implemented during 2024/25.	Capital Works Manager	Own Operation		£££
4.4	Consider retrofitting Council house properties with solar panels.	Undertake a baseline review to identify suitable premises.	Capital Works Manager	Own Operation		£££
4.5	Establish the current position on loft insulation for housing stock. Set target to improve loft insulation up until 2027.	Identify properties that require loft insulation by June 2024. Develop a programme of installation for those properties that require it.	Capital Works Manager	Own Operation		££
4.6	Research sustainable methods of construction for new build Council houses.	On-going and will be developed as new technologies and innovations are developed.	Head of Asset Management	Influence		£
4.7	Research alternatives to conventional heating systems e.g. heat pumps and report findings.	On-going and will be developed as new technologies and innovations are developed.	Capital Works Manager	Influence		£
4.8	Develop a programme that considers the replacement of gas boilers in Council house properties for renewable/ sustainable fuels.	On-going and will be developed as new technologies and innovations are developed	Capital Works Manager	Influence		£££

Low £    Medium ££    High £££





Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO2e Saving	Cost
4.9	Ensure that Borough residents are aware and signposted to appropriate retrofit funding for energy efficient measures for their homes.	<p>Establish retrofit targets for private households in the Borough.</p> <p>Establish a communications plan for retrofit funding available for residents throughout 2024/25.</p> <p>Gain an understanding of the conditions of the Council's housing stock and produce a roadmap for its decarbonisation via cost effective retrofit investment.</p>	Capital Works Manager / Head of Environment	Influence		£
4.10	Research solar 'co-operative' opportunities for local residents.	Understand what is available and inform residents of findings via communication routes such as the Environment Bulletin and the dedicated climate change webpages	Head of Environment	Influence		£



Low £    Medium ££    High £££



## THEME FIVE:




# CORE STRATEGY AND PLANNING

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
5.1	Complete the review of the Aligned Core Strategy (The Greater Nottingham Strategic Plan).	Undertake consultation on the Publication Version of the Strategic Plan and submit for examination.	Head of Planning and Economic Development	Influence		£
5.2	Influence behavioural change so that sustainable building design is considered during the planning process.	Produce an SPD focussing on carbon reduction in new developments and include carbon reduction policies in the Strategic Plan.	Head of Planning and Economic Development	Influence		£
5.3	Determine the number of households using renewable generation technology.	Establish a monitoring system that will track retrofit installations from funding opportunities.	Head of Asset Management / Head of Environment	Influence		£
5.4	Implement Biodiversity Net Gain requirements on all developments.	Planners to complete BNG training to understand how to apply the requirement. Refer complex applications to a specialist ecologist. Establish a monitoring system for BNG applications.	Head of Planning and Economic Development	Influence		£
5.5	Include proposals relating to energy efficiency and Climate Change as part of ongoing work on implementing Policy 17 of the Part 2 Local Plan, 'Place making, design and amenity'.	Establish a monitoring system that will track retrofit installations from funding opportunities.	Head of Planning and Economic Development	Influence		£

Low £    Medium ££    High £££





Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
5.6	Gather evidence, including viability evidence, to inform Aligned Core Strategy (ACS) policies that will enforce/ expand on National Planning Policy Framework (NPPF) requirements regarding energy efficiency and climate change.	Working as part of the greater Nottingham strategic plan, produce a specific climate change policy by March 2025. This policy will seek to include higher levels of sustainability than previous policy documents.	Head of Planning and Economic Development	Influence		£
5.7	Develop further strategic actions as part of the Core Strategy/Planning project strand delivery.	Incorporate climate change as a core thread through work on the strategic plan. This will include measures to encourage active travel, 20 minute neighbourhoods and low carbon thinking.	Head of Planning and Economic Development	Influence		£
5.8	Ensure that all Neighbourhood Plans include reference to policies regarding climate change adaptation and mitigation.	Continue to work with the relevant Neighbourhood Plan bodies and forums to encourage climate change policies where possible.	Head of Planning and Economic Development	Influence		£



## THEME SIX: RECYCLING AND RESOURCES

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
6.1	Review of missed bin policy and procedure.	Review the missed bin policy and take the findings to Cabinet for decision by March 2025	Head of Environment	Own Operation		£
6.2	Assess the impact of current housing growth on refuse collections and investigate possible efficiency solutions.	Ascertain housing growth levels in the Borough for the next five years and map the potential impact on current refuse rounds.	Head of Environment	Own Operation		£££
6.3	Develop further video and educational material for schools, businesses, households, and employees in order to encourage behavioural change with regards to recycling.	Produce two videos annually.	Head of Environment	Influence		£
6.4	Work in partnership with charities, for example on Clean and Green Bulky Waste days, to promote the reuse of items as an alternative to disposal.	Work with five reuse partners annually.	Head of Environment	Influence		££
6.5	Increase the quantity of recycling collected to 50+% by 2027.	Increase recycling rates by 2% annually from a 2022/23 baseline.	Head of Environment	Influence		£
6.6	Reduce recycling contamination to 5% by 2027.	Reduce contamination levels by 2.5% by March 2025.	Head of Environment	Influence		£
6.7	Promote a Circular Economy approach to waste management to Broxtowe residents and businesses in line with the Environment Act.	Develop a schools' educational programme and undertake in 10 schools across the Borough by March 2025.  Prepare a waste and recycling tool kit for local businesses and deliver to 10 Broxtowe Borough Council trade waste customers by March 2025.	Head of Environment	Influence		£
6.8	Increase the number of face-to-face engagement events with residents.	Increase the number of engagements by 5%, against the previous year.	Head of Environment	Influence		£

Low £    Medium ££    High £££



Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
6.9	Increased engagement and promotion with 'mend and make do' type partners to reduce the disposal of items.	Work with five reuse partners in 2024/2025. Have a presence at each Green Festival of at least one 'make and mend' type stall holder.	Head of Environment	Influence		£
6.10	Increase 'waste and recycling' carbon avoidance reporting on Green Rewards.	Broxtowe residents to have avoided emitting 350 tonnes of carbon since the launch of the platform in October 2021.  Increase registrations to 3,500, by March 2025.  Explore and implement if feasible, the promotion of the Veolia educational tours within the Green Rewards app.	Head of Environment	Influence		££
6.11	Investigate the use of carbon impact targets over weight based data for refuse and recycling.	Establish carbon impact targets for refuse and recycling. To report these alongside weight data.	Head of Environment	Influence		£
6.12	Create a resident behaviour change programme for high carbon waste items from disposal (Food, Textiles [Fast fashion], batteries and plastics)	Implement the communications plan by September 2024. Gather data on high carbon waste items.	Communications, Cultural and Civic Services Manager / Head of Environment	Influence		£







Low £    Medium ££    High £££





## THEME SEVEN: NATURAL ENVIRONMENT





Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
7.1	Identify opportunities to extend the 'no mow' sites located across the Borough.	Change the mowing regime on two areas within the Council ownership. Once implemented communicate these through the relevant communication channels and with local signage.	Parks and Open Spaces Manager	Own Operation		£
7.2	Implement the actions within the new Tree Strategy. Increase the number of tree planting schemes across the Borough.	Plant 3,000 trees in 2024/25, 10% of which will be drought tolerant.  Provide trees for the free tree scheme for 2024/25 and include species suitable for residents that do not have space for a tree in their outdoor space.  Secure landowner permissions to increase urban tree canopy to reduce urban heat islands and start to add to areas where permission is granted by March 2025.	Parks and Open Spaces Manager	Own Operation		£££
7.3	Calculate potential carbon sequestration value of the BBC owned land and establish an appropriate methodology for measurement to identify improvements and action them.	Establish the baseline and prepare a report (undertaken annually).  Increase species rich grassland by 1% per annum.	Parks and Open Spaces Manager	Own Operation		££
7.4	Develop the Borough's Blue/Green Infrastructure.	Establish and set up the best method of stakeholder engagement in order to deliver the revised Blue/Green Infrastructure Strategy.  Enhance wildlife corridors across the Borough as identified in the revised Blue / Green Infrastructure Strategy.	Parks and Open Spaces Manager	Influence Own Operation		££

Low  £    Medium  ££    High  £££



Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
7.5	Investigate the potential installation of either living walls (vertical gardens) or green roofs to Council assets, to absorb carbon emissions and improve biodiversity.	Undertake a feasibility study, including a cost benefit analysis and identification of potential green roof and vertical garden locations.	Head of Asset Management / Parks and Open Spaces Manager	Own Operation		£
7.6	Create allotment ambassadors to encourage and engage with to drive positive behavioural change.	Create four allotment ambassadors. Explore opportunities to engage with local schools to encourage having their own allotments/to visit our allotments.	Parks and Open Spaces Manager	Influence		£
7.7	Provide an annual air quality status report for the Borough which is fit for purpose.	Create an annual report.	Chief Environmental Health Officer	Influence		£
7.8	Monitor NO <sub>2</sub> levels at 49 locations in the Borough and continue to work with relevant partners in order to bring about improvements in local air quality.	Ongoing – air quality is monitored monthly and forms part of the annual status report on air quality	Chief Environmental Health Officer	Influence		£
7.9	Organise and promote an annual BioBlitz and species monitoring to encourage and inform local residents on the importance of biodiversity.	Identify one site for the annual BioBlitz. Seek opportunities to collaborate with Nottinghamshire Wildlife Trust and other organisations on species monitoring.	Parks and Open Spaces Manager	Influence		£
7.10	Look at possible natural solutions for areas at risk of flooding throughout the Borough.	Plant the most appropriate species of tree and re-wild the Erewash flood plain at Toton by March 2025.	Parks and Open Spaces Manager	Influence / Own Operation		££
7.11	Establish and deliver the woodland burial site identified at Chilwell, to enable eco burials within a woodland setting.	Once established, publicise and promote the new eco burial site.	Head of Environment	Influence / Own Operation		££



Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
7.12	Identify soil management practices that optimise soil carbon sequestration.	Ensure that any planting (wherever possible) for 2024/25 uses mulch.  Investigate the possibility of using fungus as a soil conditioner and to improve soil moisture levels.  Undertake one pilot study, which will help to adapt and mitigate extreme weather conditions.	Parks and Open Spaces Manager	Influence / Own Operation		££
7.13	Engage with local farmers on climate change.	Contact the National Farmer's Union (NFU) to initiate conversations with local farmers on Climate Change.	Head of Environment	Influence		£
7.14	Monitor and manage the Borough's blue infrastructure.	Audit Blue infrastructure assets annually and write to all riparian owners making them aware of their responsibilities.	Head of Environment	Influence		££
7.15	Erect appropriate signage and information boards across the Borough's parks, explaining how and why the Council manages the environment.	Erect signage at all relevant Council sites.	Parks and Green Spaces Manager	Influence		£

Low  £    Medium  ££    High  £££







## THEME EIGHT: COMMUNITIES

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
8.1	Reduce the carbon footprint and improve the sustainability of Broxtowe Borough Council events.	Audit the Council’s existing events programme to agree the baseline data and methodology for measuring carbon usage moving forward.  Develop a zero/low waste policy for Council events.  Work with suppliers to reduce supply chain emissions.	Communications, Cultural and Civic Services Manager / Head of Environment	Own Operation		£
8.2	Support Town and Parish Council’s to take climate action.	Ensure that the climate change agenda continues to be part of the annual Town and Parish forum.	Head of Environment	Influence		£
8.3	Support partners to enable them to take action on climate change and their carbon footprint.	Agenda items at Primary Care Network Community Engagement Group meetings and Broxtowe Partnership meetings.  Review and revise community and voluntary sector group contacts.  Host the first Climate Change Schools Conference for the Borough.	Chief Communities Officer	Influence		£
8.4	Food education to reduce food waste.	Raise awareness of healthy eating and promoting healthy weight management options through Your Health Notts. Advise on Best Before and Use by dates. How to know if food is safe to eat. How to store food safely?  Deliver a Food Waste Action Week and support key messages around avoiding food waste. Support Stapleford Community Group to allow them to redistribute surplus food. Explore the opportunity for Love Food Hate Waste to attend one of the Green Festivals during 2024/25.	Chief Communities Officer / Head of Environment	Influence		£
8.5	Develop a Green Social Prescribing model in relation to health and wellbeing for the Borough.	Produce final model by March 2025 for roll out.	Chief Communities Officer	Influence		£

Low £    Medium ££    High £££





## THEME NINE: BUSINESS AND SUPPLY

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
9.1	Produce the Council's Sustainable Procurement Strategy.	Confirm the Council's commitment for a sustainable approach to the delivery of goods, services and works. Create and include a sustainability weighting for the Council's tender evaluation process.  Establish a supplier engagement programme following recommendations of the Carbon Trust Scope 3 baseline report.	Head of Finance Services / Head of Environment	Own Operation		£
9.2	Identify and work with suppliers that have significant carbon emissions associated with the products that the Council purchase.	Reduce Scope 3 carbon emissions by 5% after the first year of establishing its baseline	Head of Finance Services / Head of Environment	Own Operation		£
9.3	Create a climate change forum which would allow key stakeholders including businesses/educational establishments to share best environmental practice.	Hold one event for the key stakeholder forum by March 2025.	Head of Planning and Economic Development / Head of Environment	Influence		£
9.4	Support green jobs and skills growth within the Borough.	Work with partners to create green jobs and skills growth across the Borough.	Head of Planning and Economic Development	Influence		£
9.5	Provide local providence/ low carbon hospitality for meetings/ events.	Establish a supplier list and a baseline criteria/set of standards to work from by March 2025.	Head of Finance Services/ Head of Environment	Influence		£
9.6	Investigate a climate accreditation system for businesses. (Similar to a food hygiene rating).	Report on possible solutions or systems.	Head of Environment	Influence		£
9.7	Review the Council's Service Level Agreements (SLA's) to include sustainability criteria.	Establish a working list of all SLA's to start work from by March 2024.	Heads of Service	Influence		£

Low £    Medium ££    High £££



## THEME TEN: COMMUNICATIONS

Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO <sub>2</sub> e Saving	Cost
10.1	Continue to enhance and develop the resident engagement platform (Green Rewards).	<p>Implement a programme of monthly communications and engagement activity to increase the number of Green Rewards users.</p> <p>Increase the number of people undertaking the 'switch off' action by 5% on Green Rewards.</p> <p>Increase the amount of carbon avoided to 350 tonnes (from platform launch in October 2021).</p> <p>Increase the number of people undertaking the 'active travel' action by 5% on Green Rewards.</p> <p>Develop and launch an incentivised challenge to create a sense of competition and shared goal for example, double your recycling.</p> <p>Review the number of active Green Rewards Members vs those signed up but not active and look to increase their activity.</p>	Communications, Cultural and Civic Services Manager / Head of Environment	Influence		££
10.2	Develop and deliver carbon literacy and sustainability training for all employees and Members.	<p>Become a carbon literate organisation (bronze level) and work towards silver level by March 2025.</p> <p>Develop an e-learning training package on climate change for employees.</p>	Head of Environment	Influence / Own Operation		£
10.3	Support successful delivery of other project strands through effective communications and engagement activity.	Improve the awareness of climate change by 5% (data will be gathered via the annual budget survey).	Communications, Cultural and Civic Services Manager / Head of Environment	Influence		££

Low £    Medium ££    High £££



Ref	Action	Target for 2024/25	Responsible Officer	Influence/ Own Operation	Est. CO2e Saving	Cost
10.4	Develop the Green Festival format so that the reach and engagement levels to local residents is increased.	Undertake Green Festivals in the Borough, reaching an audience of over 1,500 residents by March 2025.	Communications, Cultural and Civic Services Manager / Head of Environment	Influence		££
10.5	Continue to build on the 'Climate Change and Green Futures' brand to raise awareness of climate change.	5% increase in awareness on previous year as part of consultation work (e.g. corporate budget, employee survey or climate change specific surveys).	Communications, Cultural and Civic Services Manager / Head of Environment	Influence		££
10.6	Develop the Environment email bulletin and other methods of communication to ensure that we are reaching and engaging with as many people as possible.	1,000 new subscribers to the email me service. Ensure that messages are balanced between the urgency of climate change vs giving hope and positive outcomes of climate mitigation measures. Explore the use of communicating messages via community groups to disseminate information.	Communications, Cultural and Civic Services Manager / Head of Environment	Influence		£
10.7	Increase climate change engagement with residents and businesses.	Produce videos on: <ul style="list-style-type: none"> <li>The Council's own operation's carbon footprint.</li> <li>The Borough's carbon footprint.</li> </ul>	Communications, Cultural and Civic Services Manager / Head of Environment	Influence		£
10.8	Identify local influencers, for example, bloggers, community groups, Facebook groups, to engage with the Council on climate change	<ul style="list-style-type: none"> <li>To broaden the Council's reach - 500 engagements</li> </ul>	Communications, Cultural and Civic Services Manager	Influence		£