



Raising awareness about  
**climate  
change**  
in Staffordshire

Introducing the work of the Staffordshire Strategic Partnership

Briefing Pack for Elected Members and Senior Officers

December 2007



Staffordshire Strategic Partnership

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# 1. Introduction

This briefing pack has been produced to introduce the climate change communications programme for Staffordshire. This programme will be delivered through the Staffordshire Local Area Agreement (LAA) to significantly raise the profile of climate change and its potential impacts on the county.

This project is being led by a partnership of LAA members (see Appendix I for a full list of partners) and is a Flagship Priority project. Flagship Priorities are high impact activities which will be delivered through the LAA to improve the quality of life for Staffordshire's communities.

This briefing pack describes the main elements of work that will be implemented over the next six months to deliver a comprehensive communications package which will raise the profile of climate change and the issues associated with it. This package will be initially defined by the development of a single visual identity that will be used to communicate climate change across the county. The development of this identity will be driven by the LAA partners but a central aim of this work will be to include members of the public in the creative design process.

Once this 'brand' has been developed it will be initially used to create an engaging and informative online portal. This portal will provide everyone in Staffordshire with a single electronic resource that they can access to find out about the local impacts of climate change and how they can adapt to different climate challenges. This public information hub will be designed to be engaging, encouraging people to contribute to the site to create a comprehensive community resource. Looking to the future it is anticipated that this county-wide initiative and the launch of this public information hub will become a foundation from which other awareness raising activities can be launched.

# 2. Background

## Building a Sustainable Partnership

### A. Responding to the Challenge

Climate change is possibly the greatest threat facing the world today. Staffordshire residents, businesses and public bodies can all help to reduce environmental damage by cutting CO<sub>2</sub> emissions.

The publication of the Stern Review on the costs of climate change helped to propel the issue to the top of the international political agenda and the UK Government has been the first in the world to sign up to binding targets for the reduction of carbon dioxide emissions by 60% by 2050. Equally important, the publication of the Stern report has been followed by the tabling of the UK Climate Change Bill and the presentation of the latest report by the Intergovernmental Panel on Climate Change (IPCC). Each of these documents has reinforced the need to respond to the climate change challenge.

### B. Delivering on our Promise

Many of Staffordshire's local councils have already signed up to The Staffordshire Declaration; committing them to work together to tackle climate change, spread awareness of the issues and encourage action in all spheres of the Staffordshire community. Everyone in the community has a role to play in achieving these reductions, as everyone will pay the price of inaction.

This Local Area Agreement Flagship Priority project aims to promote awareness and climate change action in Staffordshire. It will contribute to the commitments set out in The Staffordshire Declaration.

### C. Working Together

Every member of the LAA has nominated representatives to play an active role in the steering of this public information and awareness raising programme. This diverse membership brings together expertise and experience from across the county. The group's role in steering this work will ensure that the proposed activities will complement ongoing activities already taking place in the county. Equally important, the steering group will provide a forum within which the LAA partners can share best practice and work together to achieve common aims.

# 3. A Solid Foundation - Building on Existing Programmes

The LAA representatives involved in the steering of this public information programme recognise the imperative of building on past successes and ongoing activities.

The first stage in delivering this programme has involved sharing information about activities already taking place across the county, to inform key stakeholders and the general public about climate change and how to respond to some of its inherent challenges. A survey of these ongoing programmes has highlighted activities that involve:

- Internal programmes where the LAA partners have identified opportunities for delivering institutional and organisational working practices in a more sustainable manner.
- External programmes being delivered in the public domain to raise awareness about climate change and promote activities that will help communities adapt to and respond to various challenges.

Examples of these internal and external work programmes include:

## A. Internal

- Baseline surveys of members' energy consumption and carbon emissions to determine how these might be reduced.
- Programmes that reduce energy consumption in facilities and buildings owned and managed by the LAA partners.
- Changed working practices by increasing recycling, reducing paper consumption and related energy consumption.
- Travel planning to promote a clear hierarchy of sustainable travel choices for staff and members and reduce mileage.
- Procurement policies that provide guidance on the purchasing of recycled paper stocks and other sustainable products.

## B. External

- Encouraging developers through Supplementary Planning Guidance and the Building Regulations to incorporate sustainable forms of structures in new development to reduce CO<sub>2</sub> emissions.
- Educating communities on climate change and assisting communities to plan and implement their own carbon reduction projects.
- Targeting groups of households, community organisations and small businesses to provide help to property owners to identify energy and CO<sub>2</sub> saving measures in buildings.
- Working in communities to promote and support good environmental practice. Examples include promoting walking and cycling and providing local schools with a forum to reduce resource and materials consumption and raise awareness of issues such as climate change.

# 4. Responding to Climate Change - A Single Identity for Staffordshire

The LAA partners have recognised the need to develop a single identity that can be used to brand county activities aimed at raising awareness about climate change for the long term.

The core of this public information programme will be the creation and presentation of this identity.

The LAA partners have determined that this identity must:

- be instantly recognisable and bright,
- be positive in its focus on action to tackle climate change,
- be simple and applicable in a range of media,
- help get across the concept of links to action, partnership and community,
- contain a Staffordshire identity,
- be simple, modern, clean and unfussy, and;
- help people get the information they need to take action.

The creation of this identity is a once in a lifetime opportunity to guide the way people think about one of the world's most pressing issues. Equally important, the partnership recognises that the world's most successful brands have developed over time and have been influenced by a range of economic, social, political and cultural issues.

## A. The Identity - For the People by the People

Consistent with the understanding that this identity cannot be created in a vacuum, the partnership has devised and begun to implement a process whereby the creation of Staffordshire's climate change identity is delivered through a county-wide debate that:

- immediately connects with people,
- actively involves partners, stakeholders and communities in the design of the identity, and;
- is a practical example of the partnership consulting the public during the implementation of the LAA.

## B. The Practicalities - Key Deliverables

The partnership recognises the unique challenge posed in providing Staffordshire's large population with the opportunity to be involved in the creation of a single identity that will encapsulate the county's response to climate change. This ambitious challenge will be met through the delivery of a practical work programme.

### **i. Stage I - Shaping**

In late 2007 the members of the LAA will work together through a proven procedure to begin the process of creating the identity. This process will culminate with the members creating 3-4 outline ideas for the identity. This will provide practical evidence of the LAA taking the lead in the debate about climate change.

## ii. Stage 2 - Engaging

In early 2008, members of the public will be encouraged to participate in the development of the Staffordshire climate change identity. This process will be called “Our Climate, Our County, Our Choice (OC3)”. The process will involve asking members of the public to consider:

- what climate change means to them,
- what climate change means to their community (e.g. family/business/school) and,
- what they think climate change means to Staffordshire.

Members of the public will be able to contribute to this process via

**The Process** - Discussion Groups will be convened around the county to provide forums where members of the public can come together to be involved in the creation of this identity. Group meetings will take place in each district and will be advertised widely via a comprehensive PR campaign.

Initial group meetings will be two hours long and hold a maximum of thirty people and take place between 6pm and 8pm in:

**Stafford**, at Stafford Gatehouse Theatre, on 14th January 2008

**Tamworth**, at Tamworth and Lichfield College, on 21st January 2008

**South Staffordshire**, at Rodbaston College, on 23rd January 2008

**East Staffordshire**, at Heath House Training and Conference Centre, on 29th January 2008

**Cannock**, at Chase Leisure Centre on 31st January 2008  
This event will start at 6.30 and continue till 8.30

**Lichfield**, at the Guildhall on 4th February 2008

**Newcastle-under-Lyme**, at Newcastle-under-Lyme College on 7th February 2008

**Staffordshire Moorlands**, at South Moorlands Leisure Centre on 11th February 2008

Details regarding rooms will be provided closer to the time.

As well as the above groups, each individual member (of the LAA) will set up as many groups as possible within their own district. These group meetings may take less time than the above ones, lasting either 30 minutes or an hour.

They will be supported by the production of a Starter Pack that will provide instructions on how different stakeholders and community networks can convene their own groups.

**The Portal** - A website will be created that will provide an online equivalent of the protocol that will be used during the Discussion Groups.

This will allow involvement of community members who may not be able to access the discussion groups.

### **iii. Stage 3 - Reviewing**

The input received during Stage 2 will be summarised, analysed and reviewed by the LAA partners. This process will end with the partners determining the structure and format of the final identity. This identity, whatever its format, will be defined by the fact that communities across Staffordshire have been involved in its creation.

### **iv. Stage 4 - Validating**

The identity confirmed by the partners will be presented to those individuals and groups involved in the creative process. This process will not be implemented to acquire these groups' sign-off but rather to give them a preview of the final identity and to acknowledge their input.

# 5. The Staffordshire Climate Action Portal (SCAP)

The SCAP will be an online information resource that will provide relevant information and engaging facilities specifically designed for visitors of all ages and backgrounds.

## A. Information

The SCAP will provide everyone with a one stop shop for information and advice related to climate change. Appendix 2 shows how different sections of the site will provide visitors with a clear hierarchy of information resources.

## B. Navigation

The SCAP will be designed to ensure that most information can be reached in a couple of clicks, enabling visitors to access targeted information quickly.

## C. Interaction

The SCAP will be defined by an interface which is clear and easy to navigate. The site will also be provided with technology which will enable visitors to acquire a unique username and password, thus allowing them to acquire information specific to them. This registration system will also provide the site managers with the facility to circulate email updates and electronic newsletters.

## D. Collaboration

To encourage repeat visits the SCAP will integrate the following features, all of which are based on the idea that the content of the site is ever changing and thus worthy of repeated viewing:

- Forums (moderated).
- Message boards.
- Blogs written by appointed representatives from the LAA Partnership but also from members of the public who have registered to participate.
- Podcasts - These audio recordings particularly engage those young people who regularly download materials to their MP3 players, people with sight problems or ethnic groupings who use English as a second language.
- Video Podcasts - integrated with YouTube.

The SCAP will also use state-of-the-art technology that would allow visitors to contribute their own content to the site. This technology, called 'Wiki', is increasingly used to construct some of the world's most successful and most visited information portals.

'Wiki' technology works on the basis that registered users are able to update and edit content themselves. Their submissions are monitored by website managers to ensure they are appropriate, but users essentially have scope to work together to build the site and contribute their own information and expertise. This approach will be in keeping with the ideal that the site becomes part of everyday life in Staffordshire; it would also encourage people to return to the site on a regular basis and be actively involved in the development of the information resource.

## E. Integration

The SCAP will link to a large variety of external resources. These links would represent the full breadth of existing online resources that provide information and advice about climate change. Links would be categorised to facilitate easy browsing. This directory of links could be added to over time by the content managers, but also by visitors using the 'Wiki' technology.

The SCAP will also integrate the site with two hugely successful online community networks:

- **MySpace** - defined by users who are likely to be in their late teens and still in full time education.
- **Facebook** - defined by users at University or employed in professional positions and aged between 19-40.

## F. Management

The SCAP will be designed, populated and maintained by the partners. Members of this collaborative team would also be responsible for monitoring the "Wiki" element.

## G. Monitoring

The ongoing management of the site would be monitored by a definitive package of web statistics. These web statistics would record every aspect of who was using the site, when and how they accessed the site and how they navigated around it. Monthly tracking reports of the data collected by this package would be produced during the lifetime of the programme.

# 6. Raising Awareness of the Portal

It is recognised by the LAA that a high-profile launch programme, incorporating events and traditional PR, will play an important role in ensuring that the general public know about the SCAP quickly, and are thus inclined to use it as a central resource to find out about climate change in Staffordshire.

The SCAP will be launched on Monday 31 March 2008.

Prior to, and following this official launch a comprehensive awareness programme is planned. The extent of the programme delivered will be dependant on the amount of aligned funding available. The intended programme will be defined by a range of innovative and engaging events and media activities including:

## A. Climate Kiosks

Video kiosks will be placed in key public buildings, particularly in the university buildings. These kiosks will be used to record people's perspectives on climate change. The aim of the kiosks will be to produce short films about the "human perspective" on climate change. Equally important, the team responsible for the launch of this portal believe it is important to introduce an international perspective for this work. With this in mind, international students enrolled at Keele University and Staffordshire University will be invited to talk about how they think climate change has affected their home country.

Kiosks will be manned to ensure that these state-of-the-art facilities are not mistreated and that the public receive instruction on how they should be used.

These films and recordings will be shown, with permission, on the newly launched online portal.

## B. The Staffordshire Pledge

The Staffordshire Declaration on Climate Change (see Appendix 3) is an important commitment from the county about the need to consider and respond to the challenges of climate change.

The launch of the SCAP provides an opportunity for businesses, organisations and individuals to pledge their commitment to fulfilling the terms of the declaration.

With this aim in mind, during the launch of the SCAP, local people and organisations will be invited to present their individual or institutional pledge.

Two mechanisms will be made available to people wishing to pledge their commitment.

1. An Online Form where people can register their details and information about their pledge.
2. A Pledge Book in key local buildings.

A 'pledge' system will be put in place with the basic format of - 'I will do something, but only if other people pledge to do the same thing'. For example, one person may pledge to switch off their electrical appliances from standby, but only if 'x' amount of other people also pledge to do so. This process will allow individuals to design their own pledges and in many cases, focus on the elements of climate change they most strongly believe in, e.g. recycling, carbon offsetting or sustainable travel. This also allows them to support other people's pledges.

In return for pledging to do their bit to help combat climate change, businesses and organisations could receive a certificate which they can then proudly show on their premises.

For all completed pledges received via the online portal, a printable certificate would be emailed to individuals congratulating them on their achievements, and acknowledging their contribution to fulfilling The Staffordshire Declaration.

## C. Public Art Installations

Staffordshire's climate change identity needs to be visible in public buildings across the county. This will ensure that large numbers of people see the branding, which will prompt them to visit the SCAP and think about climate change.

To mark the launch of the SCAP, some large, engaging visual displays will be installed in public buildings across Staffordshire.

These installations will be presented in a variety of formats, and may present:

- A phrase used during the discussion groups (see page 9).
- A picture drawn by somebody during the discussion groups to embody their views about climate change.

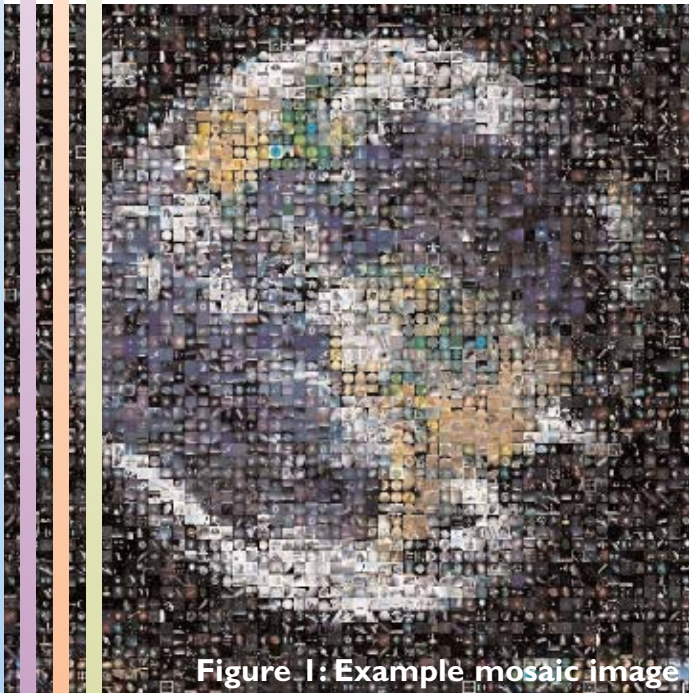


Figure 1: Example mosaic image

Ultimately, the most engaging public art installations will be large-format images showing the final Staffordshire Climate Change brand. From a distance these images would be like mosaics as they would be constructed using very small pictures of the phrases and ideas presented by the public during the discussion groups. The purpose of these large format images will be to show that the final Staffordshire climate change brand has been created through the contribution of hundreds of ideas from members of the public.

An example of an equivalent mosaic image is shown as Figure 1.

Details about the proposed locations of these public art installations will be made available in early 2008.

## D. Supporting Measures

These activities will be supported by more traditional PR activities including:

- Press releases issued across the county.
- Media interviews with print and broadcast media outlets.
- Radio adverts across commercial radio stations.
- If appropriate, advertorials in local newspapers.

# 7. Raising Awareness - Looking to the Future

Over the coming months the LAA partners will continue to steer the creation of the single climate change identity and the development of the SCAP. In addition to delivering these core components of the public information campaign, the partners will also begin developing a series of activities that will underpin the launch of the identity and the SCAP.

These activities will:

- be designed to complement activities already being delivered and planned by partners, and;
- involve both short-term public awareness raising events and longer-term more sustainable activities.

The ideas will be introduced to the partnership in early 2008 and developed over the coming months. Introduction will follow rigorous feasibility studies ensuring that what is proposed is deliverable, whether in terms of raising awareness or engaging the county's population in changes of behaviour or attitude.

These supporting activities will be designed to be delivered between the launch of the identity and the SCAP and throughout the lifetime of the LAA.

# 8. Milestones - Knowing What Progress is Being Made

The following are the key dates that are central to the creation of Staffordshire climate change identity and the launch of the Staffordshire Climate Action Portal.

Confirmation of outline identities	End November 2007
Technical development of SCAP	End December 2007
Launch of public engagement process	Mid January 2008
End of public engagement process	Mid February 2008
Confirmation of climate change identity	Mid March 2008
Launch of SCAP	End March 2008

# 9. Further Information and Feedback

The team responsible for the delivery of this public information programme welcome feedback about their ongoing work programme. If you would like to comment or request further information about this public information programme, the creation of the single identity and the SCAP, please contact:

**[climate.change@staffordshire.gov.uk](mailto:climate.change@staffordshire.gov.uk)**

# Appendix I -

## List of LAA Members

Staffordshire County Council

Stafford Borough Council

East Staffordshire Borough Council

Lichfield District Council

South Staffordshire Council

Tamworth Borough Council

Cannock Chase Council

Newcastle-Under-Lyme Borough Council

Staffordshire Moorlands District Council

Staffordshire Fire and Rescue Service

Staffordshire Police

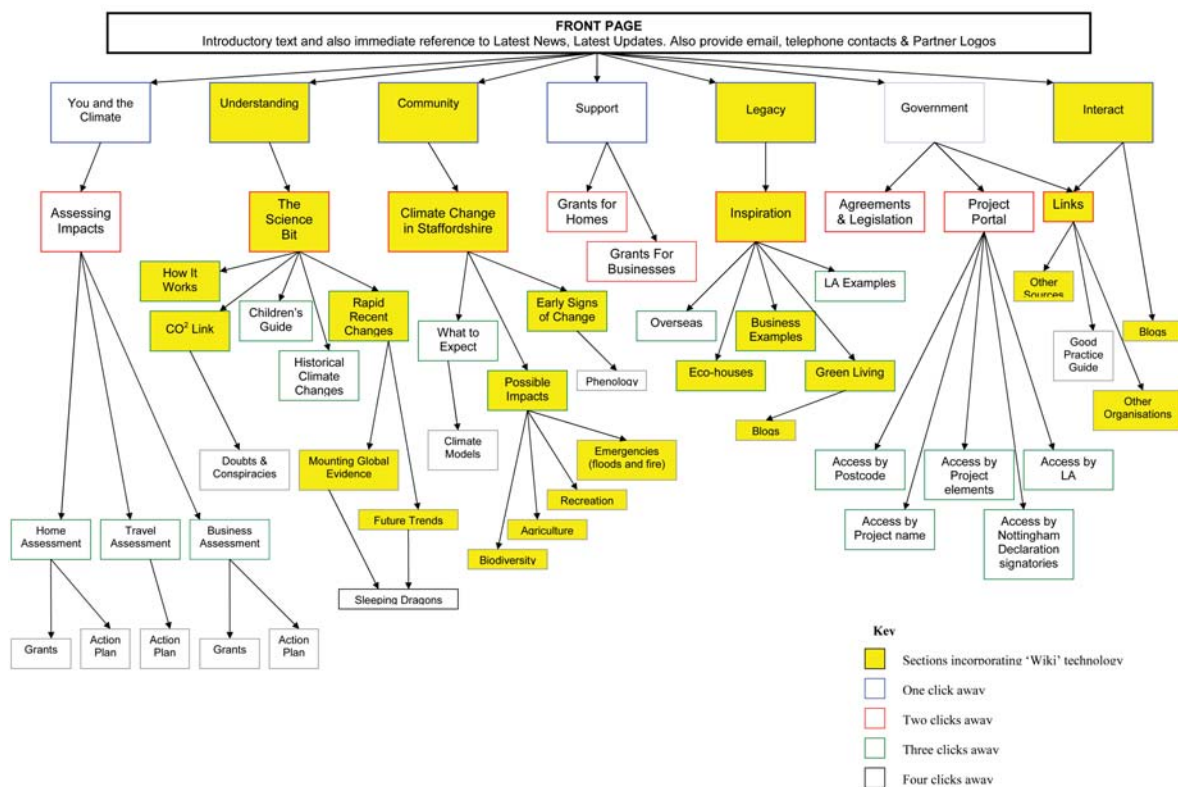
Staffordshire Wildlife Trust

Staffordshire University

University of Keele

# Appendix 2-

## Structure of the Staffordshire Climate Action Portal



# Appendix 3-

## The Staffordshire Declaration on Climate Change

### The Staffordshire Declaration on Climate Change

#### **We acknowledge that**

- Evidence shows that climate change is occurring.
- Climate change will continue to have far reaching effects on the UK's people and places, economy, society and environment.

#### **We welcome the**

- Social, economic and environmental benefits which come from combating climate change.
- Emissions targets agreed by central government and the programme for delivering change, as set out in the UK Climate Change Programme.
- Opportunity to lead the response at a local level, encouraging and helping local residents, local businesses and other organisations to reduce their energy costs, to reduce congestion, to adapt to the impacts of climate change, to improve the local environment and to deal with fuel poverty in our communities.
- Endorsement of this declaration by central government.

**We commit our organisation from this date ..... to**

- Work with central government to contribute, at a local level, to the delivery of the UK Climate Change Programme, the Kyoto Protocol and the target for carbon dioxide reduction by 2010.
- Participate in local and regional networks for support.
- Within the next two years, develop plans with our partners and local communities to progressively address the causes and the impacts of climate change, according to our local priorities, securing maximum benefit for our communities.
- Publicly declare, within appropriate plans and strategies, the commitment to achieve a significant reduction of greenhouse gas emissions from our own operations, especially energy sourcing and use, travel and transport, waste production and disposal and the purchasing of goods and services.
- Assess the risk associated with climate change and the implications for our services and our communities of climate change impacts and adapt accordingly.
- Encourage all sectors in our local community to take the opportunity to adopt to the impacts of climate change, to reduce their own greenhouse gas emissions, and to make public their commitment to action.
- Help local communities to develop their own renewable energy projects, or to obtain community benefits from such projects in their area.
- Monitor the progress of our plans against the actions needed and publish the result.

..... **Organisation**

**acknowledges the increasing impact that climate change will have on our community during the 21st century and commits to tackling the causes and effects of a changing climate on our County.**

