

# Climate Change Communications Plan

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Version: 0.2

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## Document History

### Document Location

H drive/Communications/Campaigns

### Revision History

All changes and amends to be logged here:

Version	Revision Date	Summary of Changes	Lead
0.1	07/11/2015	Original draft	AB
0.2	12/11/2015	Amended formatting Additions to Background & Objectives Completed SWOT analysis Added background and specific project objectives to Brighter Business and BLES projects Added Appendix 1: BLES comms plan	DH

### Approval

The communications plan requires the following approvals:

Title	Name	Email signature	Date of Issue	Date of Approval
Project Manager	Tara Butler		09/09/2015	09/09/2015
Project lead	Damian Hemmings		09/09/2015	15/09/2015
Communications	Abby Burford		09/09/2015	15/09/2015

### Distribution

This communications plan has been/will be distributed to:

Name	Date of Issue	Version number
Tara Butler	15/09/2015	0.2
Damian Hemmings	15/09/2015	0.2
Jon Buick	15/09/2015	0.2
Abby Burford	15/09/2015	0.2

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## 1. Background and Scope

The Climate Change Team provides support on a variety of environmental sustainability issues, including: sustainability planning policy and development control; renewable

The Council published its latest Climate Change Strategy in 2014. The Strategy and action plan contains 31 actions that outline the council's aspirations for addressing climate change in Merton over the period 2014–2017. The actions are spread across the following five themes:

- Energy
- Planning and Development
- Sustainable Resources
- Natural Environment & Greenspace
- Greening Business

The Sustainable Communities Scrutiny Panel established a task group in 2014 to consider the issue of climate change and further steps for how it might be addressed in the borough. The Task Groups final report included 11 recommendations for new approaches that will enable the council to:

- Mitigate the impact of climate change
- Ensure that Merton is an energy efficient borough
- Ensure that the delivery of our climate change strategy and associated initiatives are sustainable in the short and long term financially;
- Allow residents and the council to deliver solutions to meet energy demand in the borough at lower costs and with greater efficiency

This strategy provides an overview of the communication approaches to support the delivery of climate change activities within Merton and support the delivery of the recommendations of the Sustainable Communities Scrutiny Task Group. Furthermore, the strategy helps to fulfil Recommendation 10 of the Scrutiny Task Group final report:

***Recommendation 10:*** 'That the council develop a marketing and engagement strategy to ensure the widest promotion and awareness raising of energy efficiency measures and improvements that staff, residents and local businesses can access.'

The climate change team are running two key projects:

### Brighter Business

Merton Council's Brighter Business programme offers local businesses in Merton the chance to access expert energy efficiency advice and support to help reduce their running costs and environmental impact and increase business resilience.

The scheme will offer businesses meeting the eligibility criteria a fully funded energy efficiency assessment, good practice training; access to grant funding to support the installation of energy efficiency measures identified in the survey, and access to an installer appointed by us to install the improvement measures – or the option to use their own independent preferred installer. The Brighter Business programme is supported by the Mayor of London.

### The Big London Energy Switch

The Big London Energy Switch (BLES) is a collective switching scheme being run by a number of boroughs across London, including Merton. The scheme aims to help residents gain a better deal on their energy bills by switching their energy provider. The more people that register for The Big London Energy Switch, the greater the buying power and the lower the price that may be offered by energy companies to residents participating in the scheme.

The BLES scheme is open to all residents across London. The scheme operates three 'auctions' or periods throughout the year where residents can register to switch supplier. The scheme is free to take part in and registrants are not obligated to accept any offer they receive through the scheme.

The scheme has been running for two years and so far 1,106 Merton residents have registered to participate in the auctions with 243 (19%) opting to switch. Residents that have switched to date have collectively saved over £50k on their energy bills (approximately £200 per resident).

## 2. Overall business objectives *(the high level business SMART objectives of the project/service which should exist in the overall strategy document)*

The overall business objective is to tackle climate change in Merton.

## 3. Risks and issues *(SWOT analysis to help identify opportunities and threats particularly considering legal and political implications which need to be addressed in the strategy).*

<b>Strengths:</b>	<b>Weaknesses:</b>
<ul style="list-style-type: none"> <li>• Support on climate change projects via the outcome of the cross-party Climate Change Scrutiny Review</li> <li>• Defined projects (and associated funding) over the next 24 months.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of dedicated climate change capital or revenue budget</li> <li>• Some projects are reactive in response to external funding or opportunities making it challenging to plan communications activities accordingly</li> <li>• Lack of promotion of key successes to date</li> </ul>
<b>Opportunities:</b>	<b>Threats:</b>

<ul style="list-style-type: none"> <li>• Brighter Business engagement with businesses</li> <li>• Extension of BLES project</li> <li>• To promote projects and successes more widely</li> </ul>	<ul style="list-style-type: none"> <li>• Changing Government policy (e.g. National Planning Policy and Feed in Tariff review).</li> <li>• Removal of schemes to deliver efficiency savings to residents (e.g. Green Deal)</li> </ul>
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**4. Communications Objectives** ( A clear detailed statement of the objectives in communicating, the principles underpinning this strategy aligned with the objectives of the project/service)

This communication strategy has been developed in order to help ensure the widest promotion of sustainability messages, measures and opportunities in Merton and increase the awareness of the various stakeholders and stakeholder groups across the borough, in accordance with the recommendations of the Climate Change Scrutiny Review of 2014.

The main communication objectives are to:

- Influence behaviour and increase awareness about how residents and businesses can contribute to reducing energy use and CO2 emissions through providing information and support
- Increase the uptake of renewable / low carbon energy technologies in the borough
- Improve homes, businesses and community buildings to reduce their emissions and make them more comfortable places in which to live and work
- Enhance the green economy by creating training and job opportunities for residents
- Promote the progress and successes of the Climate Change Strategy

**Annual Residents Survey (ARS)**

- Decrease residents concerned about pollution to 9% (-2%)
- Increase to 86% (+2%) young people who think it's important that the council look after the environment through its policies
- Decrease to 15% (-2%) young people mentioning concern about pollution of the environment

**Project specific objectives:**

**Brighter Business**

- To promote and encourage businesses to take part in the Brighter Business survey through media and marketing campaigns
- To engage 1000 businesses across the borough via marketing/engagement over the course of the project
- To help ensure uptake of fully funded energy surveys by 100 businesses in the borough
- To promote the availability of energy efficiency improvement grants to small businesses through the Brighter Business programme
- To secure at least one piece of coverage in each edition of My Merton
- To secure at least 92.5% positive or neutral press coverage
- To create suitable branding and a logo that can be used throughout the duration of the campaign.
- To include social media as an integral part of all marketing and PR activity.

- Work with business stakeholders, including the Chamber of Commerce.

### **Big London Energy Switch**

- To promote and encourage the sign-up of Merton residents in collective switching schemes
- To sign-up a minimum of 250 Merton residents to Big London Energy Switch in 2015/2016
- To maintain a conversion rate of approx. 20% for residents opting to switch
- To deliver annual savings in excess of £10,000 for 2015/16
- To deliver average savings in excess of £200 per switching resident in 2015/16

**5. Key messages** (what messages are you communicating – a detailed description which underline the communications objectives and how these vary according to different stakeholders)

Key stakeholder	Key message
Business	Merton Council wants its residents, schools and businesses to reduce the amount of energy they use and think about where the energy they do use comes from.
	Reducing energy makes environmental and economic sense
	Taking part in the Brighter Business survey could save your business money
	Many small actions/simple lifestyle changes make a huge difference
	The council is committed to reducing the pressure on the national grid and helping businesses cut costs.

## 6. Implementation timetable

Timing	Activity	Target stakeholder	Channel	Key message	Officer
Oct	Big London Energy Switch	Residents	Website Digital (6 weeks prior to autumn auction)	Reducing energy could save you money Many small actions/simple lifestyle changes make a huge difference	AB
Nov	Launch Brighter Business	Business Partners	Media Face to face Website – homepage feature and webpages Social Media Digital Marketing (see <i>tactics table</i> )	Reducing energy makes environmental and economic sense Taking part in the Brighter Business survey could save your business money Many small actions/simple lifestyle changes make a huge difference	AB/DH
Dec	General climate change Christmas messages	Residents	Media Website Social media (see <i>social media channel below</i> )	Many small actions/simple lifestyle changes make a huge difference Reducing energy could save you money	AB/DH
Jan	Big London Energy Switch	Residents	Website Digital (6 weeks prior to winter auction)	Reducing energy could save you money Many small actions/simple lifestyle changes make a huge difference	AB
Feb	General climate change Christmas messages	Residents	Media Website Social media	Love where you live Many small actions/simple lifestyle changes make a huge difference	AB/DH
Mar	Climate Change Week	Residents Businesses	Press Website Social Media		
	Mayor's Air Quality Action Fund – Willow Lane project article	Residents	Press		



**7. Evaluating Success** (How will you know if you have succeeded and met the communication objectives? How will you evaluate success, what performance indicators and measures will you use?)

Comms objective/outcome	Evaluation Measure	Target
1. Take up and tone of news stories	Vuelio	
2. Social media take up and sentiment	Vuelio	
3. Brighter Business: How many businesses receive an energy efficiency survey	Brighter Business Registration forms	100 businesses
4. How many surveys completed	Survey reports and invoices	100 businesses
5. Number / investment (£) in energy efficiency measures	Funding requests	Fully allocate grant funding

**8. Communications Resource**

Capacity Names of individuals/suppliers responsible for the delivery of the communications plan and estimated capacity required.			
Title	Name	Role / Responsibility	Capacity (hrs per month)
Senior Communications Officer (media relations)			
Senior Communications Officer (marketing)			
Graphic Design supplier assigned			
Print room			
Head of Communications			

Budget and Creatives List all creatives to be produced and associated costs				
Name of creative	Distribution	Timing	Responsible delivery officer	Approx Cost
<i>Brighter Business</i> A4 double sided leaflet		November	DH	
<i>Brighter Business</i> Facebook advertising	Merton	November – March	Abby Burford	£200
<i>Brighter Business</i> Google advertising display	Merton	November – March	Abby Burford	£150
<i>Brighter Business</i> Goggle advertising cookie tracker	Merton	November – March	Abby Burford	£150
<b>TOTAL</b>				<b>£700</b>

## Brighter Business Campaign Tactics:

Timing	Channel	Key messages	Officer
November	Media	A story will be drafted to let businesses and residents know about the campaign. This will include information about how companies can receive an energy efficiency survey and get involved	
November Dates TBC:	Social media: Facebook, Twitter	Sign up to Merton's Brighter Business and save energy and money  Are you a business owner? Sign up to Merton's Brighter Business and you could save money  Are you a business owner? Simple environmental changes could make a huge difference  The Brighter Business campaign could save you energy and money	
November	Digital Marketing: Facebook, Google display ads and cookie tracker		
	Website: Feature and BB pages		
	Direct mail: Leaflet drop to all business	Case studies and sign-up information	
5 December	Event: Small business Saturday		
	Schedule JCD for 2016		
March	Direct mail: Business rates letter		
	Advertising: My Merton Spring edition		

## The Big London Energy Switch Campaign Tactics:

Timing	Channel	Key messages	Officer
Eight weeks prior to auction	Promotional material finalised	-	DH/AB
Six weeks prior to auction	Promotional leaflets and display boards – Libraries	Financial savings available through energy switching Process for switching and signposting to further guidance	DH
Four weeks prior to auction	Website Mail out to residents / benefit claimants JC Decaux Boards	Financial savings available through energy switching Process for switching and signposting to further guidance	DH RD AB
Two weeks prior to auction	Promotional leaflets and display boards – Civic Centre	Financial savings available through energy switching Process for switching and signposting to further guidance	DH

See BLES project communication plan – Appendix 1

## Appendix 1: BLES Communications Plan

What	Action	Contact	When
<b>Pre-auction</b>			
My Merton Promotions	Full page advertisement of scheme – release quarterly	Felix Ampofo (Communications)	Booked for 2014/15. To renew next FY - subject to funding
Design materials	Check designs and amend as appropriate	Abby Burford (Communications) Damian Hemmings (FM)	Eight weeks prior to auction
Print materials	Contact print room to arrange printing of leaflets and posters, where needed	Keith Bartlett (Print Room)	Six weeks prior to auction
Information to Libraries	Print and distribute x2 A3 posters to Donald Hope, Merton, Mitcham, Pollards Hill, West Barnes and Wimbledon libraries. Pull up stand to Morden, Wimbledon & Mitcham only.	Ieschia Santiago (Libraries Admin) Tracey Wilson (Libraries Admin)	Arrange six weeks prior Distribute four weeks prior to auction
Contact partner organisations	Contact Sustainable Merton and Green Coffee to include BLES information in their email updates	Tom Walsh / Kevin Godding (Sustainable Merton) Joyce Pountain (Green Coffee)	Five weeks prior to auction
Internal promotions	Intranet and internal information screens	Felix Ampofo (Communications)	Contact one month prior Release two weeks prior to auction
External press release	Liaise re: draft and release	Felix Ampofo (Communications)	Contact one month prior Release two weeks prior to auction
Merton webpage	Info on homepage and/or hot topics	Daniel Poulter (Web Team)	Contact one month in advance Release two weeks prior to auction
Mail-out to registered offline registrants	Mail merge using templates and send to post room for print and mail-out <a href="#">S:\Shared Energy and Climate Change Folder\Collective Energy Switching\Auctions</a>	Damian Hemmings (FM) Keith Bartlett (Print Room)	Four weeks prior to auction date
Mail-out to benefits claimants	Approval for BLES leaflets to be included in benefits letters / correspondence	Rebecca Dodd (Customer Service Support & Development)	Four weeks prior to auction date
	Inclusion of BLES leaflets in benefits letters	Keith Bartlett (Print Room)	Arrange four weeks prior Distribution from three weeks to two days prior to auction date
Merton Link	Display posters in Civic Centre lobby	Sean Cunniffe (Merton Link)	Three weeks prior to auction

Contact Centre	Notify and outline protocol for registration	Sean Cunniffe (Merton Link)	Three weeks prior to auction
Future Merton admin	Notify and outline protocol for registration	Abigail Okuley (FM) Caroline Raisey (FM)	Three weeks prior to auction
Registration letters and info	Send confirmation letters and registration form to residents registered offline	N/A	Immediately after online registration
<b>Post auction</b>			
Recall pull-up stands from libraries	Liaise with Libraries Admin	Ileschia Santiago (Libraries Admin) Tracey Wilson (Libraries Admin)	Day following the auction
Arrange for return of spare leaflets from print room	Contact print room	Keith Bartlett (Print Room)	Day following the auction
Post auction press release	Liaise with comms over drafting – provide auction data when available	Felix Ampofo (Communications)	Four weeks after auction

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