

Communications Plan: Climate Change

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BACKGROUND

Tamworth Borough Council (TBC) are committed to creating a sustainable future for the next generation, by mitigating the impact of climate change, building resilience and protecting nature and biodiversity. This will require deep reductions in carbon emissions across the authority’s operations, as set out in the Climate action and adaptation plans.

In 2019, TBC declared a Climate Emergency recognising that urgent action is required to reduce carbon emissions resulting from the Council’s activities, as rapidly as possible with the goal of becoming net zero by 2050, should the Council be financially able to do so.

Additionally, TBC’s Nature Recovery declaration (2023) recognises that ecosystems are vital for our planet and biodiversity decline is reducing nature’s ability to adapt and flourish, which is posing a challenge for our economies and negatively impacting wellbeing. Urgent action is required to prevent and reverse the long-term decline of nature. TBC will take decisions to protect and regenerate biodiversity across our local area.

Building climate resilience will strengthen the Borough’s ability to cope with environmental crises and adapt to changes in climate. Taking a preventative approach and planning for extreme weather events is key. Resilient places prepare for risks, encouraging residents to play an active role in their local community to make changes and take measures to reduce climate vulnerability. TBC is aiming to provide a sustainable future for all in a way that manages finite resources and recovers value, creating a healthy and thriving planet for future generations to meet their own needs.

A significant strand of the climate action plan is the communication plan which focuses on delivering specific climate change campaigns to engage staff, members, residents and local businesses with climate change issues. We will aim to signpost, provide resources and share

initiatives for people to get involved with to enable positive change. Climate Change will be embedded into the culture of the Borough Council to ensure that officers collectively deliver against climate actions and adaptations as set out in the plans prepared.

The plan will include climate change communications and events specific to Tamworth along with Staffordshire wide campaigns. As part of the Staffordshire Sustainability Board, Tamworth Borough Council have committed to a 3 year county-wide communications plan, which will share information, guidance and events with the local community via social media and other appropriate communication channels. The Tamworth specific plan will be reviewed annually.

COMMUNICATIONS PLAN SCOPE

This plan seeks to engage with and inform staff and members at Tamworth Borough Council, local people and businesses about the issues surrounding climate change and the changes they can make to help tackle the climate crisis. It will provide signposting and resources to enable people to act now through implementing new processes and changing behaviours, and the communications will be a way to celebrate the success of Tamworth Borough on our journey to Net Zero. This plan will sit within our climate action plan and will include relevant, up to date information relating to climate change that the target audiences will find inspiring and easy to digest.

KEY TOPICS

This plan will focus on key themes associated with climate change, that also relate to the bigger picture for protecting our planet, for example:

- Protecting nature and biodiversity
- Carbon reduction – e.g. energy efficiency at home
- Active travel
- Promoting a circular economy
- Climate change adaptation
- Food waste reduction

KEY LOCAL PARTNERSHIPS FOR COMMUNICATIONS

- Staffordshire County Council
- Support Staffordshire
- Green Solutions
- Environment Agency

- Local Schools and Colleges in Tamworth
- Local Flood Authority
- Staffordshire Wildlife Trust
- Local no-profit organisations e.g. Heart of Tamworth, Belgrave Community Allotment
- Voluntary organisations in Tamworth

ASSUMPTIONS

- Those involved in the Climate Action Working Group are supporting the communications plan and engaging teams and other partners with climate change issues
- When a climate focused project or initiative is finished, there will be celebratory moments
- There is local political support and advocacy for climate action
- Any joint Staffordshire wide communications will be re-shared by Tamworth

COMMUNICATIONS OBJECTIVES

- Encourage behaviour change and inform and engage staff, members, and the community with climate change issues and carbon reduction
- Share timely and effective communication that is transparent about the Council's aims and decision making around climate action
- Celebrate our successes and progress towards net zero emissions
- Communicate the aim of each campaign and awareness day in a way that is easy to digest and provides signposting
- Create optimism for the future our planet
- Provide a clear ask and benefit for the audience which will support behaviour change and positively impact attitudes towards climate change and its impact e.g. protecting nature can improve mental health and wellbeing

COMMUNICATIONS RISKS

- Negative publicity around a lack of climate action
- Communications not engaging enough and language too technical
- Misinformation being shared
- Lack of awareness which is difficult to build
- Criticism from a vocal minority who are not supportive of the programme influencing the views of others

MITIGATION

Mitigating actions include:

- Clear, timely and consistent communications, using a variety of mechanisms
- Repetition; sharing the same messages to the same audiences across a variety of channels
- Frequent and regular communications
- Rebuttal (where possible), when misinformation is being shared
- Calendar of environmental awareness events tied in with initiatives the Council are working on
- Ensure the wording and terminology used is easy to digest and sits alongside more visual communications

AUDIENCES AND COMMUNICATION CHANNELS

All communications to each audience must be coordinated with the relationship owner. There are two separate audiences, internal (staff members) and external (residents, local businesses, schools, community groups). Additionally, there are two separate strands of the communication plan, climate actions and climate adaptations. Climate actions relate to specific actions that can be taken now to reduce carbon emissions to mitigate the impacts of climate changes, whereas climate adaptation focuses on taking actions to protect against the future impacts of climate change and build resilience to cope with events such as extreme weather.

IMPLEMENTATION

This is currently an outline plan which can be refined and developed going forwards and refreshed annually. The communications will be targeted with clear, concise asks that resonate and inspire the audience to act on climate change. The campaigns will link in with sustainability related awareness days throughout the year and align with the 3-year Staffordshire wide communications plan.

Climate Action External Communications					
Audience	Relationship Owner	Channels	Example communication	Key partners	Outcome
Tamworth Residents	Communications Climate Change	<ul style="list-style-type: none"> • Social media • TBC website • Visit Staffordshire microsite • Press activity • QR codes in town centre • Quarterly update • Climate change focused events in Tamworth 	Promoting a circular economy: <ul style="list-style-type: none"> • Share tips and advice on reducing, reusing and recycling • Signpost to donate and shop at charity shops or zero waste shops • Set up a pop up 'swap shop' (as part of the 3-year SCC comms. plan) • Place QR codes in town to direct people to a landing page with more information 	Staffordshire County Council Comms. team Local Charity Shops Local Visitor Economy Partnership	<ul style="list-style-type: none"> • Increased engagement with being part of a circular economy • Behaviour change encouraged • Residents feel informed and empowered to make more sustainable choices • Increased sense of community • Growth of circular economy
Town centre businesses	Economic Development Climate Change	<ul style="list-style-type: none"> • Ad hoc written communications & town centre user channels • Social media 	Carbon emissions reduction for businesses: <ul style="list-style-type: none"> • Host a Climate Skills Project Workshop (provided by 	Green Solutions Support Staffordshire	<ul style="list-style-type: none"> • Businesses feel supported and empowered to make energy efficient changes

		<ul style="list-style-type: none"> • Tamworth Business hub • Quarterly update • Emails • Climate Change focused events/workshops specific to businesses 	<p>Support Staffordshire)</p> <ul style="list-style-type: none"> • Signpost to climate change funding opportunities, workshops and organisations that can provide further support 	Staffordshire County Council comms. team	<ul style="list-style-type: none"> • Businesses informed of the opportunities for funding and support and more aware of how to deliver • Greener businesses lead by example and encourage others
Young adults/youth groups	<p>Community and partnerships</p> <p>Climate Change</p>	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • QR codes in town centre • Climate change focused events/talks at schools and colleges in Tamworth • Direct emails to youth groups and colleges 	<p>Protecting nature and biodiversity:</p> <ul style="list-style-type: none"> • Develop and share a pack for engaging students with biodiversity e.g. interactive activities and digital resources • 'Plant a tree in your garden' campaign providing guidance on planting a tree at home 	<p>Staffordshire County Council Comms. team</p> <p>Local Secondary Schools and Colleges</p>	<ul style="list-style-type: none"> • Young people feel a sense of pride in protecting and regenerating their surroundings • Increased understanding of the importance of nature and biodiversity • The impact will extend to friends and family and create a community wide commitment to nature protection

					<ul style="list-style-type: none"> • Creating environmental stewards for the future
Primary school children	Community and partnerships Climate Change	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • Climate change focused events/talks at schools and in Tamworth • Direct emails to schools 	Protecting nature and biodiversity: <ul style="list-style-type: none"> • Develop and share a pack for engaging students with biodiversity e.g. interactive activities and digital resources • 'Plant a tree in your garden' campaign providing guidance on planting a tree at home 	Staffordshire County Council Comms. team Local primary schools	<ul style="list-style-type: none"> • Young children feel a sense of pride in protecting and regenerating their surroundings • Increased understanding of the importance of nature and biodiversity • The impact will extend to friends and family and create a community wide commitment to nature protection • Creating environmental stewards for the future
Not for profit organisations/the volunteer sector	Community and partnerships Climate Change	<ul style="list-style-type: none"> • Social media • TBC website 	Carbon emissions reduction for non-profits:	Support Staffordshire Green Solutions	<ul style="list-style-type: none"> • Strengthened partnership between TBC the voluntary

		<ul style="list-style-type: none"> • Tamworth Business hub • Press activity • Face to face meetings • Emails • Climate change focused events/talks for local organisations 	<ul style="list-style-type: none"> • Host a Climate Skills Project Workshop (provided by Support Staffordshire) • Signpost to climate change funding opportunities, workshops and organisations that can provide further support 		<p>sectors and local non-profits to deliver climate change projects and initiatives</p> <ul style="list-style-type: none"> • Voluntary sectors feel supported and able to make changes with the tools and opportunities provided
Partner organisations/supply chain	Differing service areas Procurement Climate Change	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • Email • Face to face meetings • Climate change focused events/talks 	Carbon emissions reduction tools: <ul style="list-style-type: none"> • Host a Climate Skills Project Workshop (provided by Support Staffordshire) • Signpost to climate change funding opportunities, workshops and organisations that can provide further support 	Support Staffordshire Green Solutions	<ul style="list-style-type: none"> • Partners feel supported and empowered to make energy efficient changes • Partners informed of the opportunities for funding and support and more aware of how to deliver • Greener businesses lead by example and encourage others

					<ul style="list-style-type: none"> Reduce TBC's supply chain emissions as part of our roadmap to net zero
Internal Communications					
TBC staff	<p>Communications</p> <p>Climate Change Working Group</p>	<ul style="list-style-type: none"> Staff monthly newsletter Email InfoZone Teams channel Online Climate Change Training module Strava 	<p>Active travel:</p> <ul style="list-style-type: none"> Encourage lift sharing, cycling and walking to work, or taking public transport Launch Staffordshire Walking Challenge to get to the goal of 1 million miles of active travel over the year 	Staffordshire County Council Comms. team	<ul style="list-style-type: none"> Staff feel supported and empowered to travel more actively Staff feel a sense of community and will have improved health and wellbeing Staff at TBC lead by example

					<p>and encourage others</p> <ul style="list-style-type: none"> • Reduce TBC's staff travel emissions as part of our roadmap to net zero
Members	<p>Climate Change</p> <p>Democratic Services</p>	<ul style="list-style-type: none"> • Email • Formal meetings • Climate Change Workshops • Quarterly update • Member zone • Online Climate Change training module • Strava 	<p>Active travel:</p> <ul style="list-style-type: none"> • Encourage lift sharing, cycling or walking to work, or taking public transport • Launch Staffordshire Walking Challenge to get to the goal of 1 million miles of active travel over the year 	Staffordshire County Council Comms. team	<ul style="list-style-type: none"> • Members feel supported and empowered to travel more actively • Members feel a sense of community and will have improved health and wellbeing • Members lead by example and encourage others • Contribute to a reduction in transport emissions across the Borough

Climate Adaptation External Communications					
Audience	Relationship Owner	Channels	Example communication	Key partners	Outcome
Tamworth Residents	Communications Climate Change	<ul style="list-style-type: none"> Social media TBC website QR codes in town centre Quarterly update Climate change focused events in Tamworth SCC website <p>Provide links to:</p> <ul style="list-style-type: none"> EA website – alerts and updates UKHSA webpage NHS advice Age UK advice and support 	<ul style="list-style-type: none"> Launch year-long ‘Staffordshire Strong: Adapting together’ campaign to educate people on supporting their families and adapting to extreme weather Share tips and advice on wildlife friendly management practices to enhance biodiversity 	<p>Staffordshire County Council Comms. team</p> <p>Staffordshire Wildlife Trust</p> <p>Environment Agency – flooding and drought updates and advice</p> <p>Flood Authority</p> <p>Severn Trent Water</p> <p>UK Health Security Agency (UKHSA)</p> <p>Public Health Staffordshire County Council</p> <p>NHS</p> <p>Age UK</p>	<ul style="list-style-type: none"> Residents feel supported and better prepared to adapt and deal with climate change events Communities will become more resilient to climate change events Residents more aware of the benefits of nature and biodiversity in climate change adaptation

<p>Town centre businesses</p>	<p>Economic Development</p> <p>Climate Change</p>	<ul style="list-style-type: none"> • Ad hoc written communications & town centre user channels • Social media • Tamworth Business hub • Quarterly update • Emails • Climate Change focused events/workshops specific to businesses 	<ul style="list-style-type: none"> • Signpost to climate adaptation funding opportunities, workshops and organisations that can provide further support • Host a climate change adaptation workshop 	<p>Green Solutions</p> <p>Support Staffordshire</p>	<ul style="list-style-type: none"> • Businesses feel supported and empowered to adapt and prepare for the impacts of climate change • Businesses informed of the opportunities for funding and support and are more aware of how to implement adaptations • Climate resilient businesses lead by example and encourage others
<p>Young adults/youth groups</p>	<p>Community and partnerships</p> <p>Climate Change</p>	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • QR codes in town centre • Climate change focused events/talks at schools and 	<ul style="list-style-type: none"> • Launch year-long 'Staffordshire Strong: Adapting together' campaign to educate people on supporting their families and adapting to extreme weather 	<p>Staffordshire County Council Comms. team</p> <p>Environment Agency – flooding and drought updates and advice</p> <p>Flood Authority</p>	<ul style="list-style-type: none"> • Young people feel supported and better prepared to adapt and deal with climate change events • Young people will become more resilient to

		<p>colleges in Tamworth</p> <ul style="list-style-type: none"> • SCC website • EA website – alerts and updates • UKHSA webpage • NHS advice 		<p>Severn Trent Water</p> <p>UK Health Security Agency (UKHSA)</p> <p>Public Health Staffordshire County Council</p> <p>NHS</p>	<p>climate change events</p>
Schools	<p>Community and partnerships</p> <p>Climate Change</p>	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • Climate change focused events/talks at schools and in Tamworth • Emails • EA website – alerts and updates • UKHSA webpage • NHS advice 	<ul style="list-style-type: none"> • Launch year-long ‘Staffordshire Strong: Adapting together’ campaign to educate people on supporting their families and adapting to extreme weather 	<p>Staffordshire County Council Comms. team</p> <p>Environment Agency – flooding and drought updates and advice</p> <p>Flood Authority</p> <p>Severn Trent Water</p> <p>UK Health Security Agency (UKHSA)</p>	<ul style="list-style-type: none"> • Children feel supported and better prepared to adapt and deal with climate change events • Children will become more resilient to climate change events • Children will engage their families with the issue of climate adaptation and become environmental stewards in future

				Public Health Staffordshire County Council NHS	
Elderly	Community and Partnerships	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • Leaflets in public places, e.g. libraries Provide links to: <ul style="list-style-type: none"> • EA website – alerts and updates • UKHSA webpage • NHS advice • Age UK 	<ul style="list-style-type: none"> • Launch year-long ‘Staffordshire Strong: Adapting together’ campaign to educate people on supporting their families and adapting to extreme weather 	Staffordshire County Council Comms. team Flood Authority Environment Agency – flooding and drought updates and advice Severn Trent Water UK Health Security Agency (UKHSA) Public Health Staffordshire County Council NHS Age UK	<ul style="list-style-type: none"> • Elderly people feel supported and better prepared to adapt and deal with climate change events • Elderly people will become more resilient to climate change events

<p>Not for profit organisations and voluntary sector</p>	<p>Community and partnerships Climate Change</p>	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • Face to face meetings • Emails • Climate change focused events/talks for local organisations 	<ul style="list-style-type: none"> • Signpost to climate adaptation funding opportunities, workshops and organisations that can provide further support • Host a climate change adaptation workshop 	<p>Green Solutions Support Staffordshire</p>	<ul style="list-style-type: none"> • Voluntary sectors feel supported and empowered to adapt and prepare for the impacts of climate change • Voluntary sector informed of the opportunities for funding and support and are more aware of how to implement adaptations • Strengthened relationship between TBC and the voluntary sector
<p>Partner organisations/supply chain</p>	<p>Service area specific Procurement Climate Change</p>	<ul style="list-style-type: none"> • Social media • TBC website • Press activity • Email • Face to face meetings • Climate change focused events/talks 	<ul style="list-style-type: none"> • Signpost to climate adaptation funding opportunities, workshops and organisations that can provide further support • Host a climate change adaptation workshop 	<p>Green Solutions Support Staffordshire</p>	<ul style="list-style-type: none"> • Partners feel supported and empowered to adapt and prepare for the impacts of climate change • Partners informed of the opportunities for funding and

					<p>support and are more aware of how to implement adaptations</p> <ul style="list-style-type: none"> • Strengthened relationship between TBC and suppliers • Reduction in TBC supply chain emissions as part of our road map to next zero
Internal Communications					
TBC staff	<p>Communications</p> <p>Climate Change Working Group</p>	<ul style="list-style-type: none"> • Staff monthly newsletter • Email • InfoZone • Teams channel • Online Climate Change Training module <p>Provide links to:</p> <ul style="list-style-type: none"> • EA website – alerts and updates • UKHSA webpage • NHS advice 	<ul style="list-style-type: none"> • Launch year-long ‘Staffordshire Strong: Adapting together’ campaign to educate people on supporting their families and adapting to extreme weather 	<p>Staffordshire County Council Comms. team</p> <p>Flood Authority</p> <p>Environment Agency – flooding and drought updates and advice</p> <p>Severn Trent Water</p>	<ul style="list-style-type: none"> • Staff feel supported and better prepared to adapt and deal with climate change events • Staff will become more resilient to climate change events • Staff will be more engaged with the issues of climate change and make a

				<p>UK Health Security Agency (UKHSA)</p> <p>Public Health Staffordshire County Council</p> <p>NHS</p>	<p>collective effort to tackle the climate crisis</p>
Members	<p>Climate Change</p> <p>Democratic Services</p>	<ul style="list-style-type: none"> Email Formal meetings Climate Change Workshops Quarterly update Member zone Online Climate Change training module <p>Provide links to:</p> <ul style="list-style-type: none"> EA website – alerts and updates UKHSA webpage NHS advice 	<ul style="list-style-type: none"> Launch year-long ‘Staffordshire Strong: Adapting together’ campaign to educate people on supporting their families and adapting to extreme weather 	<p>Staffordshire County Council Comms. team</p> <p>Flood Authority</p> <p>Environment Agency – flooding and drought updates and advice</p> <p>Severn Trent Water</p> <p>UK Health Security Agency (UKHSA)</p> <p>Public Health Staffordshire County Council</p>	<ul style="list-style-type: none"> Members feel supported and better prepared to adapt and deal with climate change events Members will become more resilient to climate change events and lead by example Members will be more engaged with the issues of climate change and make a collective effort to tackle the climate crisis, encouraging residents to act

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