

ZC Communications & Engagement Highlight Report

1 – 30 November 2022



MANCHESTER
CITY COUNCIL

Communications

Plan

There will be a four-pronged approach to zero carbon communications:

- **Ongoing communications activity**, both internal and external, to continue to raise the profile of the Council's zero carbon journey by highlighting key projects, achievements and milestones as outline in the Council's Climate Change Action Plan. (Ongoing)
- **A behavioural change campaign** targeted in local district centres, parks, libraries etc... supported by local neighbourhood engagement teams (August 2022)
- **Communications linked to the Climate Change Framework Refresh** - launch (September 2022).
- **An integrated citywide communications campaign** to be developed and delivered in partnership with Manchester Climate Change Agency Partnership (Autumn/Winter).

Progress against the plan

Ongoing communications activity – 1-30 November

External

- Post for World Vegan Day encouraging people to eat less meat.



Communications

Ongoing communications activity - 1 – 30 November External cont'd...

- Posts encouraging residents to share their views on Manchester's Active Travel Network.
- Post for Carbon Literacy Action Day celebrating staff pledges to decarbonise following Carbon Literacy Training.
- Resharing posts from MCC Work and Skills for Green Careers Week.
- Post encouraging people to find out more about green jobs.
- Post to mark the start of Road Safety Week.
- Post about our low-carbon social rent housing development in Newton Heath.



4 13 12



Our low-carbon social rent housing development in Newton Heath will deliver 69 new homes for Manchester people - with 16 of the homes available to people over the age of 55.

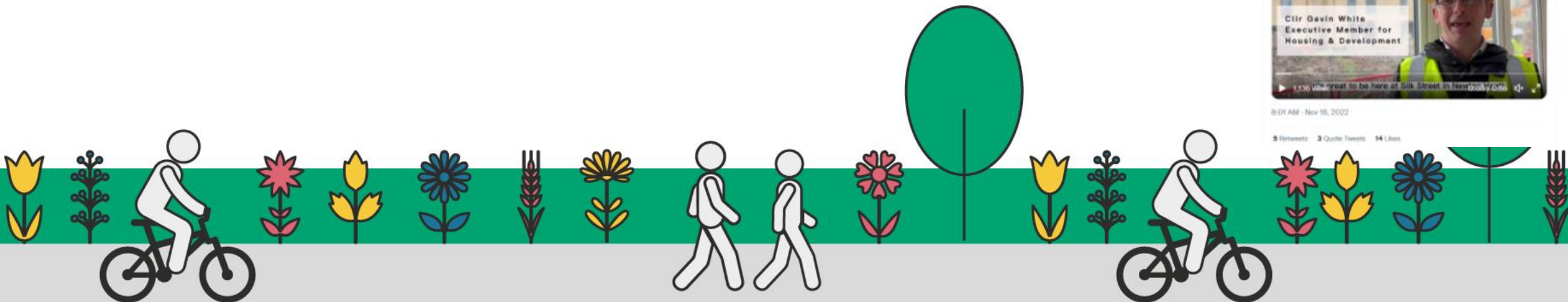
The first properties will be ready by spring next year.

Find out more:
orlo.uk/yTUR4



8:01 AM · Nov 16, 2022

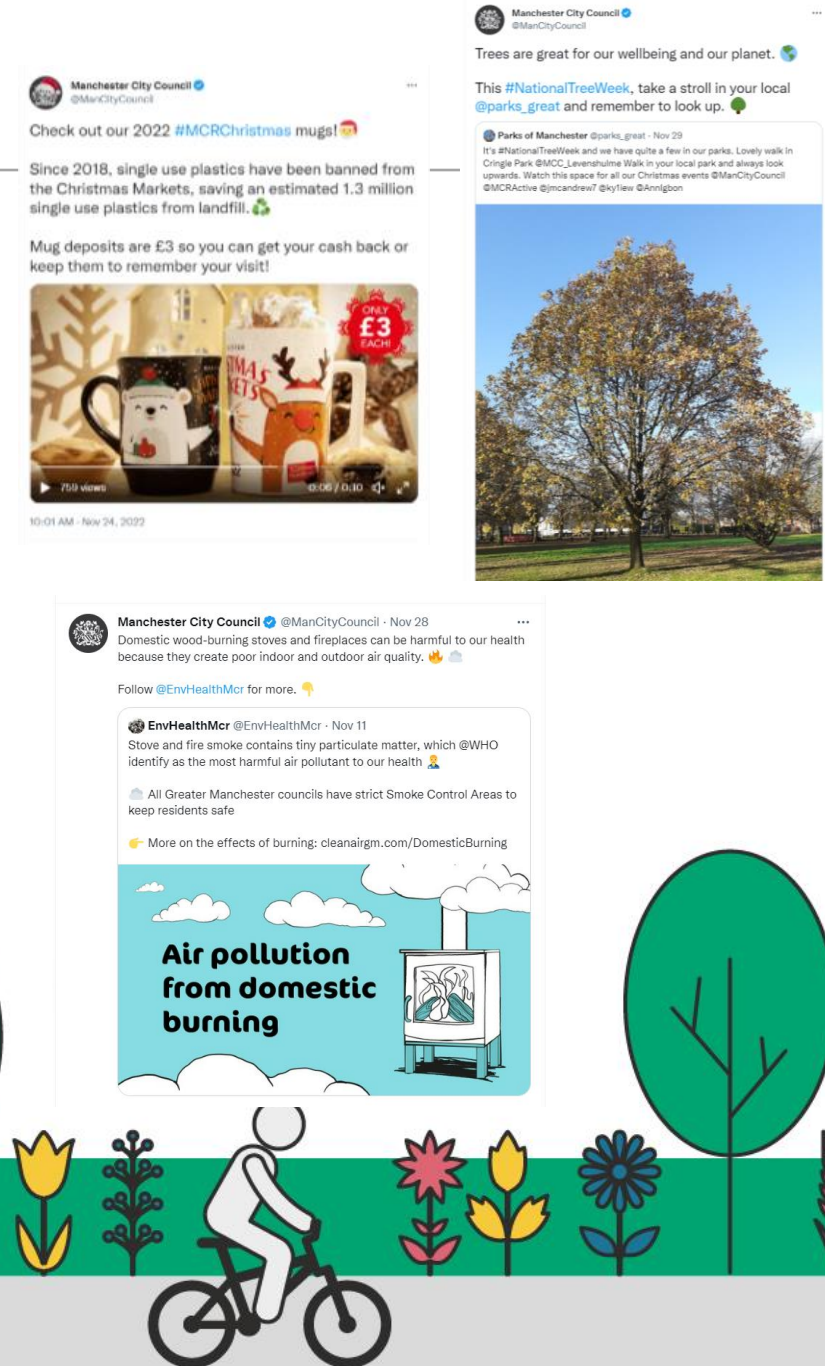
5 Retweets · 3 Quote Tweets · 14 Likes



Communications

Ongoing communications activity - 1 – 30 November External cont'd...

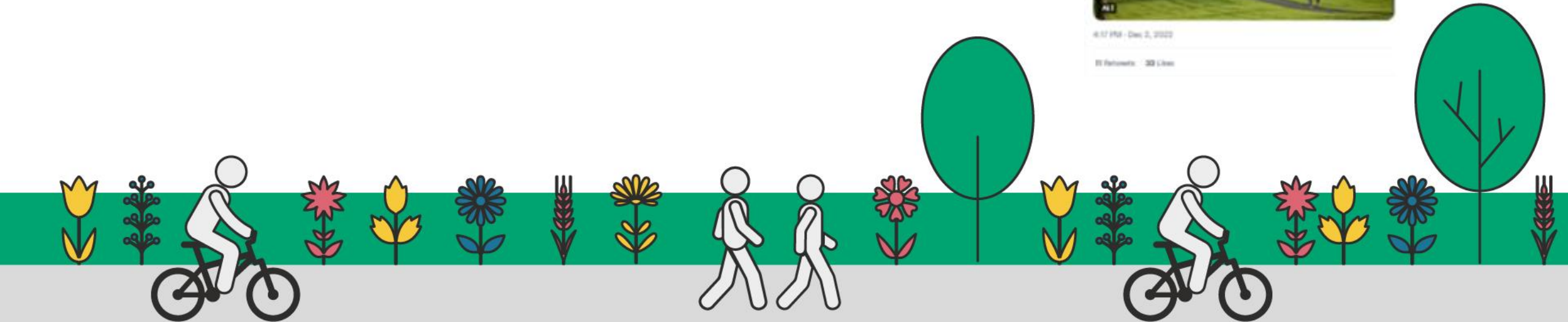
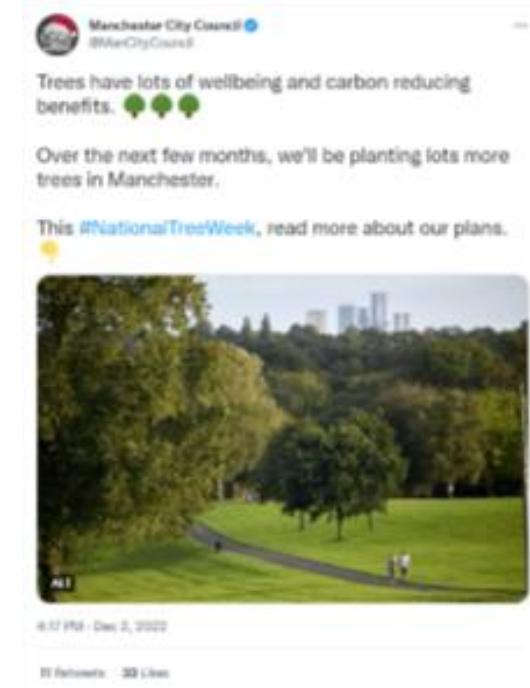
- Resharing post from TfGM's Get On Board campaign, encouraging people to use public transport to travel to the Christmas Markets.
- Post about our reusable Christmas mugs saving SUPs from landfill.
- Reshared post from @EnvHealthMCR on the impact of wood-burning stoves and fireplaces on air quality.
- Reshared post from @Parks_Great for National Tree Week.
- Reshared post from Heaton Park and Hall for National Tree Week.



Communications

Ongoing communications activity – December

- Posts for National Tree Week outlining our plans for tree planting in Manchester over the next few months.
- Upcoming posts on sustainability and the Christmas markets.
- Zero Carbon explainer animations to be produced e.g. What's a carbon budget? What does a tonne of CO2 look like? How can we measure our carbon footprint?



Communications

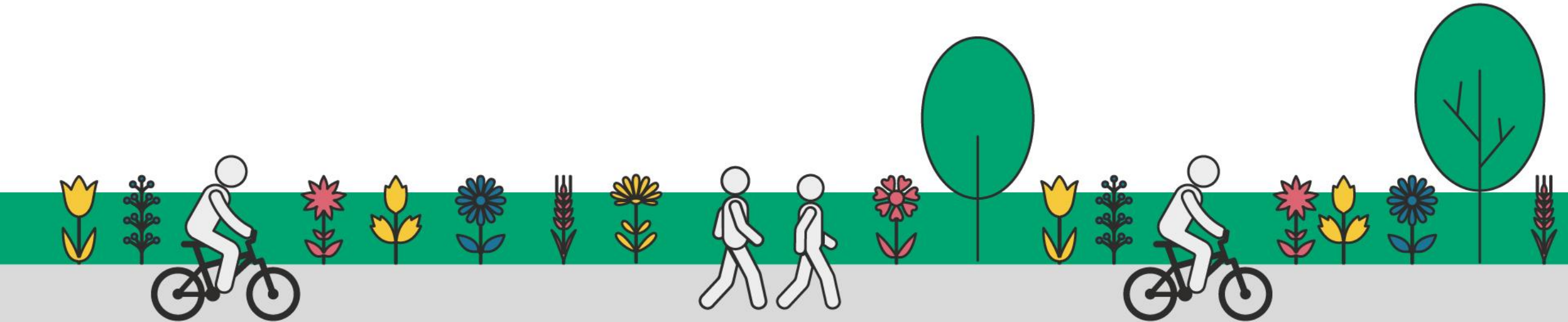
Behavioural change campaign Activity update - 1 - 30 November

The campaign continues across all our social media accounts.

The outdoor advertising period has now ended. Some elements will remain up on billboards and lampposts until the space is sold again commercially.

The lamppost banners are likely to be in place for a few more weeks.

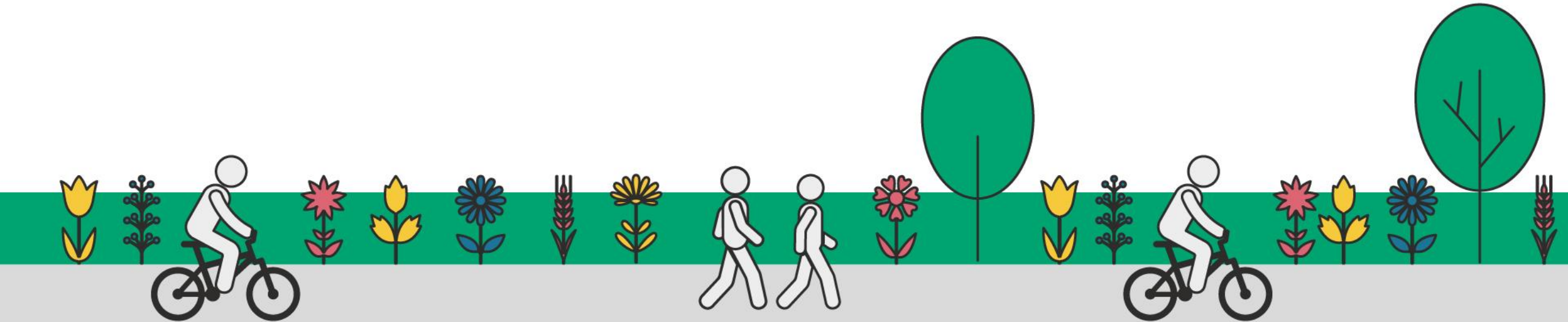
Ocean billboard by Alexandra Park



Communications

Communications linked to the Climate Change Framework Refresh Activity update – 1 – 30 November

No activity for November.



Communications

Internal communications – 1 – 30 November

Staff broadcasts – corporate reach 6k staff

Forum & intranet content alongside it

[Zero-Carbon broadcast special – 6,823 staff reach](#)

- Promoted:
 - Our ZC ambition
 - Carbon Literacy Action Day - 159 colleagues completed their Carbon Literacy training this month
 - Carbon Literacy in action – [personal and workplace case studies](#)
 - Sustainable travel - 61 visitors
 - Bee Green Education Summit case study
 - [Printer project](#) - 29 visitors
 - Green Careers Week - 70 signed up to the Green Careers bulletin
 - November Veg Pledge
 - [Vegan recipe on the intranet](#) – 83 visitors



Communications

Internal communications – 1 – 30 November

Staff broadcasts – corporate reach 6k staff

[Forum 24 November](#)

Fun quiz to help save energy in our buildings. 48% open rate, highest ever.

Saving energy in our buildings

As we head into the colder months, we've taken steps to help save energy and reduce our carbon emissions, for example in the Town Hall Extension. Turning the thermostat down by just one degree will help prevent over 300kg of carbon emissions a year! There are four other ways you can help care for our shared workspaces; can you figure out what they are? Scroll to the bottom of the broadcast for the answers.



Media

Media update - 1- 30 November

8 November: Council calls for government support to tackle climate emergency as COP 27 gets underway (release)

Covered by About Manchester and on MCC social media

9 November: First phase of Project 500 housing initiative will deliver 378 new low carbon affordable homes (release)

Coverage including MEN, Place North West, Manchester World, Business Insider

17 November: First Silk Street low carbon affordable homes near completion (release)

Coverage: About Manchester and on MCC social media



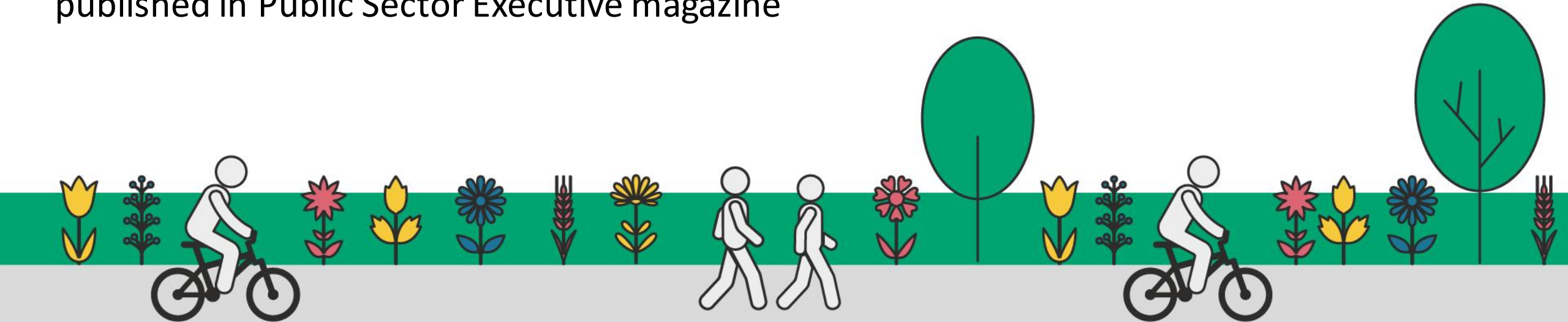
Media – Next two weeks

Activity to come 1 – 15 December

7 December: Kenworthy Woods to be declared a Local Nature Reserve

8 December: Green Christmas – release detailing the sustainable credentials of Manchester's festive programme

Exact date tbc: Column about Manchester's housing retrofitting ambitions to be published in Public Sector Executive magazine



Community engagement

Activity 1 – 30 November

North

- Planning and support in drafting of GM Greenspaces funding bid led by Miles Platting Climate Action Group
- Road Safety week (14th – 25th November) activities across multiple wards including Higher Blackley, Ancoats and Beswick
- Establishment of new walking school bus pilot in Bowker Vale Primary School, Higher Blackley. In partnership with Headteacher, WalkRide Blackley community group, Heaton Park MCC Team.
- Launch of "Climate Chronicles" project with 4 primary school in Moston (NIF funded)



Community engagement

Activity 1 – 30 November

Central

- Continued working with Ardwick Climate Action group by meeting with them in November to support the delivery of their successful £19k GM Green Spaces funding and to help them prepare a bid for In Our Nature.
- Meeting with Patrick Smikle - Levenshulme alleyway greener for more than 10 years. The meeting was an opportunity to learn from Patrick, a successful alleyway greener for over ten years. Lessons and tips can be translated/replicated elsewhere.



Community engagement

Activity 1- 30 November

South

- Climate related event – Islam and the Environment held at Muslim Heritage Centre. Organised by Afzal Khan MPs office. Attended by all three CCNOs.
- Climate Change Café arranged by Afzal Khan MP held at Jnr8 Centre, Whalley Range. MCC CCNO in attendance with banner, zc materials.
- RSW - St Margarets PS and Acacias PS School Streets (part of a wider Programme of activity at St Margarets).
- Whalley Range cost of living event with climate change materials to support energy efficiency and other household savings

City wide

- 4th November – In person briefing for all Neighbourhood Officers and management. Updates to ward climate action plans, scrutiny reporting and SMART targets. Supported by Deputy Exec Member for Environment, Highways and Planning.
- 17th November – CCNOs attended Islam and the Environment hosted by Afzal Khan MP.





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