

Campaign to raise the Profile of Council action on Climate Change

Summary

At the November 2009 Board meeting, Members asked officers to explore whether a successor to “small change big difference” week this year could be linked to the 10:10 campaign. This is an update.

Recommendations

Members are asked to:

- Note the way the 10:10 campaign is building a focus on councils
- Agree that in a week in October, LGA and the 10:10 campaign should work together with member councils to raise the profile of their own work on climate change with their residents, partners and businesses, and promote council action at national level.

Actions

Officers to discuss further with the 10:10 campaign and clear more detailed proposals with Members.

Campaign to raise the Profile of Council action on Climate Change

Introduction

1. In November 2009, the Environment Board discussed a paper on how to take forward the “small change big difference” week campaign. A key steer from the Board was to explore whether this kind of activity in 2010 could be linked with the 10:10 campaign. LGA policy and communications officers have talked to 10:10 and the Government’s “Act on CO2” campaign.

Progress on 10:10

2. As of March 2010, 144 councils across the UK have signed up to the 10:10 campaign, pledging to cut the emissions in their estates by 10% in 2010. They will be asked to report on their progress by the end of the year. The campaign made it clear that any reductions of 2% or more will be celebrated, and that if councils do not meet their targets, there will be no publicity around this. Councils who meet their targets, or reduce emissions from their buildings by 2% or more will be included in 10:10 press materials and put on their website.
3. All major political parties are involved in the 10:10 campaign, and there is a mix of types of councils with different political majorities signed up to the campaign. Due to the strong leadership that councils have taken, they will contribute the biggest element of the target of the 10:10 campaign.
4. The campaign will be running a series of high-profile events in October to raise the profile of taking action on climate change and celebrating the actions of those who have pledged to reduce their carbon emissions.

Proposal for LGA campaign

5. The LGA Communications Team are setting out a campaign theme for each month. It is being proposed that October be the month for campaigning on climate change and energy. This provides the opportunity to hold a week in October for councils to raise the profile of their action on climate change, as they did for the ‘small change big difference’ campaign in 2009, with the LGA supporting them through a national campaign. The campaign can focus on the leadership that councils are taking in reducing carbon emissions in their own buildings, and through the support they are giving their residents, communities and local businesses. Supporting materials will be available for councils through the 10:10 campaign and the Government’s ‘Act on CO2’ campaign.

Next Steps

6. If Members agree with the broad approach, officers will develop it further with the 10:10 campaign. More detailed proposals will be cleared with Members in due course, including advice whether LGA itself should join the 10:10 campaign.

Implications for Wales

7. Councils in Wales are included in the 10:10 campaign and will be invited to participate in this campaign.

Financial Implications

8. Our further proposals will include clearance of any expenditure, though we would not expect significant cost beyond officer time. We believe the proposed approach will be more cost-effective in achieving the desired impact than continuing with a Small Change Big Difference week completely separate from 10:10.