

GM GREEN CITY REGION PARTNERSHIP

Date: **Friday 12th March 2021**

Subject: **COMMUNICATIONS CAMPAIGN DASHBOARD**

Report of: **Michelle Whitfield, Head of Communications & Behavioural Change, GMCA**

PURPOSE OF REPORT:

To update members of the partnership on progress made against the Communications and Engagement Strategy supporting the Greater Manchester 5 Year Environment plan. Specifically, to share progress from each of the live green city region communication campaigns.

RECOMMENDATIONS:

The Partnership is recommended to:

1. Note the progress of the communication campaigns and the Dashboard (Annex)

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1.0 INTRODUCTION/BACKGROUND

- 1.1 Since the launch of the Green City Region 5-year environment plan, work has been ongoing to support the messaging, behaviour change and communication outcomes for each of the thematic areas of the plan.
- 1.2 This report provides an update of progress of the specific communications and engagement campaigns that underpin delivery of the plan. The time period this paper covers is 1-28 February and reference is made to all live current work.
- 1.3 The campaigns are part of a wider Communications and Engagement Strategy developed in support of the 5 Year Environment Plan and are developed and delivered by the GMCA Communications and Engagement Team with strong support from the wider Greater Manchester Green City Region partnership.

2.0 CAMPAIGN UPDATES

The following campaigns are live and in progress.

2.1 Green Homes Grant Fund

- 2.1.1 *Project objective:* To install energy efficiency measures in 300 homes by 31st March 2021. The funding allows homeowners who earn less than £30,000 to apply for up to £10,000 towards energy efficiency measures for their homes.
- 2.1.2 *Campaign objective:* To exceed the number of successful applications to guarantee full delivery of the 300 target.
- 2.1.3 *Outcomes delivered so far:* There are 2031 leads in the system, 885 are pre-qualified and 35 technical surveys have been completed. Installations are due to start during the first week in March. Each week EON is reporting between 50-100 new leads.
- 2.1.4 *Activity summary:* Communications in February has focused on promoting the scheme on social media and on disseminating via the partner organisations in the challenge groups and 10 councils. Social media toolkits have been provided so that partners can share the assets on their own channels. Funding has been secured to continue the campaign, paid advertising has been booked to start in April. This includes targeted Facebook advertising, radio adverts and adverts placed in local newspapers.

2.2 North West Net Zero live event

- 2.2.1 *Project objective:* To set out a call to action for businesses and organisations to work together on a regional level towards our target of net zero by at least 2040.
- 2.2.2 *Campaign objective:* To promote the event to North West businesses, organisations and media
- 2.2.3 *Activity summary:* On Monday 22nd February, GMCA and Marketing Manchester hosted a live Q&A event to set out a collective roadmap to net zero in the North West. This is a unique partnership, bringing together political leaders, local enterprise

partnerships, local energy infrastructure providers, and industry. Speakers included, Andy Burnham, Mayor of Greater Manchester, Metro Mayor of Liverpool, Steve Rotherham and Louise Gittens, Leader of Cheshire West and Chester Council.

2.2.4 Outputs and outcomes delivered so far: 665 people watched the live event with nearly 1,000 registered. Media coverage included North West tonight, Government Business, North West Insider and Public Sector Executive.

2.3 Big Clean Switch

2.3.1 **Project objective:** The Big Clean Switch campaign encourages residents to switch their gas and electricity supply to pre-approved green tariffs and save £35.

2.3.2 **Campaign objective:** To raise awareness of the scheme and encourage residents to switch by communicating the benefits to them financially, environmentally and supporting ease of switch.

2.3.3 **Activity summary:** The campaign is being promoted on GMCA social media channels, GMCA newsletter and InsideGMCA; the internal newsletter. A toolkit has been provided to the 10 local councils and partner organisations.

2.3.4 **Outputs and outcomes delivered:**

2.4 The Local Nature Recovery Strategy

2.4.1 Project Objective: The Local Nature Recovery Strategy is a 6 month pilot funded by DEFRA that aims to map existing habitats for nature in order to allocate funding where its most needed and to identify ways of better managing the land. The pilots will enable local authorities to set out their local priorities for restoring and linking up habitats. The project objective is to gather feedback from residents, partner organisations on green spaces and wildlife habitat to inform the strategy.

2.4.2 Campaign Objective: Run an online survey to gather resident feedback on local green spaces and run a series of webinars to engage with businesses and organisations.

2.4.1 Activity Summary: A survey is being run on GMConsult.org to collate resident feedback on identifying areas of nature, the survey closes on 7th March. GMCA and CIEEM hosted a biodiversity net gain webinar on 10th February to discuss how Biodiversity Net Gain can be implemented across the city region. The webinar and the survey were promoted during February across the GMCA social channels.

2.4.3 Outputs and Outcomes: 788 responses have been received from the online survey.

2.5 Internal Communications

2.5.1 **Project Objective:** To raise awareness of the climate emergency and inform employees of how they can reduce their own carbon footprint.

2.5.2 **Campaign Objectives:** To set up an internal communications campaign to communicate to GMCA and GMFRS employees to encourage a change in behaviour.

2.5.3 **Activity Summary:** An internal communications campaign began in January 2021 and is running throughout the year to raise awareness of what it means to announce a climate emergency and to provide information on how all GMCA and GMFSR employees can take action to reduce their own climate impact. A dedicate campaign page has been set up on the Intranet and February focussed on energy saving week and the road to COP26. Regular articles are featured in the internal newsletter and Leaders video.

2.5.4 **Outputs and outcomes:** The dashboard provides details on intranet page views across the different pages of the Go Green internal communications campaign.

3.0 COP26

GMCA communications and engagement team are working with Marketing Manchester on submitting an expression of interest for observer status to attend COP26; the UN Climate Change Conference being held in Glasgow in November. They are also working together to coordinate a Greater Manchester communications campaign on the lead up to COP26 which will bring together the GM Green City Partnership and is ensuring key messages and activities are aligned with our North West partners.

4.0 LOOK AHEAD

While all of the campaigns above will continue to run into March, below is a summary of additional activity coming onstream during March 2021.

4.1 Communication Campaigns and Projects in March

- In March, GMCA are supporting the national Food Waste Action Week 1-7 March which aims to raise awareness of how food waste is the biggest contributor to climate change.
- Communication will begin on the Recycle for Greater Manchester Community fund. £220,000 is available for community groups, charities, schools and third sector organisations to support projects which prevent, reuse, or recycle household waste.
- Also launching is the Keep Britain Tidy 'Ted Says' campaign which is targeted to those residents who wrongly believe that disposable nappies can be recycled and are contaminating their paper and card bin causing the councils thousands of pounds in additional disposal costs.
- GMCA has been awarded funds to run a public sector decarbonization programme which will require media support and stakeholder updates.

5.0 MONITORING AND EVALUATION

Monthly dashboards are now being produced to monitor key performance indicators on the social media channels and website. This helps the team to understand what type of content produces good levels of engagement so that the content can be reviewed and improved. Whilst the first dashboard (Annex) provides a summary update of social media activity in January and February, future dashboards will be updated monthly. Please note this provides a snapshot of social media activity but doesn't include media coverage or take into account the social media activity on partners channels.