

# GM GREEN CITY REGION PARTNERSHIP

Date: 18<sup>th</sup> October 2019

Subject: Challenge Group Progress – Communications and Behaviour Change

Report of: Louise Blythe, supported by Tina Bugliosi

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## PUPOSE OF REPORT

The purpose of this report is to outline the progress made in establishing a Communications and Behaviour Change Challenge Group as agreed at the last meeting of the GM Green City Region Partnership meeting.

## RECOMMENDATIONS

The Partnership is asked to:

- Note the progress in developing the Communications and Behaviour Change Challenge Group priorities
- Discuss the issues arising from the last meeting of the Group and next steps (Section 2 & 3)
- Comment on and agree the proposed ToR for the Communications and Behaviour Change Challenge Group (Annex 01)

## CONTACT OFFICERS

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## **1.0 BACKGROUND**

The first meeting of the Communications and Behaviour Change Challenge Group was held on Friday 11th October 2019.

## **2.0 MAIN ISSUES ARISING FROM LAST MEETING OF THE CHALLENGE GROUP**

The Challenge Group covered the three key priorities:

- Priority 1: Establishing a framework for communication, branding, marketing: Greater Manchester to loudly champion the long term vision for the environment and ambitious targets for the city region, regularly promoting the many steps organisations and individuals can take and the big impact collective action can make.
- Priority 2: Working urgently and collaboratively with businesses and communities towards a ambitious environment transition through incentives, Mayoral 'calls to action', campaigns and through greater transparency of data.
- Priority 3: Provide support to the Five Year Environment Plan Challenge Groups to effectively communicate their priorities to the city region.

The main issues arising from the Challenge Group were:

- Need to put sustainability at the heart of the agenda
- Need to understand what we need to do (inter-generational)
- How to engage the concerned but inactive
- Understand the variety of responsibility (sense of control)
- How to encourage participation and action
- Positive range of triggers

## **3.0 NEXT STEPS**

The next steps are to:

- Set the dates for future Challenge Group meetings with the Chair for the next 12 months – next meeting 17<sup>th</sup> Dec pm
- Organise Carbon Literacy training for the Comms Group
- Rebrand GM Low Carbon Hub as Green City Region Partnership on digital media
- Provide feedback to 'In the Boardroom' by 1<sup>st</sup> November and confirm the high level key messages with Mayor & 10 LA Leaders

#### **4.0 PROPOSED TERMS OF REFERENCE**

A proposed Terms of Reference for the Challenge Group is provided at Annex 01 for discussion and agreement.

#### **5.0 RECOMMENDATIONS**

The Partnership is asked to:

- Note the progress in developing the Communications and Behaviour Change Challenge Group priorities
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- Comment on and agree the proposed ToR for the Communications and Behaviour Change Challenge Group (Annex 01)

# **GREATER MANCHESTER COMMUNICATIONS AND BEHAVIOUR CHANGE CHALLENGE GROUP**

## **TERMS OF REFERENCE**

**SEPTEMBER 2019**

### **1. INTRODUCTION**

The Greater Manchester Communications & Behaviour Change Challenge Group aims to support delivery of communication and behaviour change actions as set out in the GM 5 year Environment Plan. Greater Manchester aims to become an exemplar for communications and adoption of positive behaviour change, to support the implementation and delivery of the GM 5 year Environment Plan.

### **2. PURPOSE**

Our purpose is to ensure that communications and behaviour changes are adopted to accelerate and enhance the delivery of:

1. The long term vision for the environment and;
2. Value to communities across Greater Manchester.

The Communications & Behaviour Change Challenge Group will aim to achieve the long-term vision for the environment and provide value to communities by supporting a whole system approach across a spectrum of activities. These may include but are not restricted to:

- Develop an annual Communications/business plan and seek to deliver it
- Assess barriers and opportunities and put forward measures to overcome them
- Assign individual tasks to Task and Finish Groups and monitor progress on the tasks
- Produce reports, publications and policy recommendations as required;
- Develop project and research proposals
- Raise funding, engage contractors and commission work on the ground to accelerate delivery.
- Take full account of existing work and seek to join up where possible and desirable.

Communications and Behaviour Change Challenge Group Members will, through their commitment and participation, act as conduits to their wider organisations/business units.

### **3. LONG TERM VISION FOR THE ENVIRONMENT**

We want Greater Manchester to be a clean, carbon neutral, climate resilient city-region with a thriving natural environment and circular, zero-waste economy where:

Our infrastructure will be smart and fit for the future: we will have an integrated, clean and affordable public transport system, resource efficient buildings, greater local community renewable energy, cleaner air, water and greenspace for all.

All citizens will have access to green space in every community, more trees including in urban areas, active travel networks, environmental education and healthy and locally-produced food.

Citizens and businesses will adopt sustainable living and businesses practices, focusing on local solutions to deliver a prosperous economy.

#### **4. PRIORITIES**

By 2024 we aim to:

**Priority 1:** Establishing a framework for communication, branding, marketing: Greater Manchester to loudly champion the long term vision for the environment and ambitious targets for the city region, regularly promoting the many steps organisations and individuals can take and the big impact collective action can make.

**Priority 2:** Working urgently and collaboratively with businesses and communities towards a ambitious environment transition through incentives, Mayoral 'calls to action', campaigns and through greater transparency of data.

**Priority 3:** Provide support to the Five Year Environment Plan Challenge Groups to effectively communicate their priorities to the city region.

#### **5. DELIVERY**

The Communications and Behaviour Change Challenge Group will define a Business/Communications Plan each year and agree this with the Chair of the Green City Region Partnership. Key actions and activities will be informed by the Greater Manchester 5 Year Environment Plan <https://www.greatermanchester-ca.gov.uk/what-we-do/environment/>

The Communications and Behaviour Change Challenge Group will make decisions within the scope of the agreed Business/Communications Plan. Decisions outside of the scope of the business plan and recommendations to the Combined Authority will be referred to the Green City Region (GCR) Partnership.

The Communications and Behaviour Change Challenge Group is charged with obtaining additional resources and funds to carry out the activities identified in the Business Plan.

The Group will create space for multiple voices to be heard and will utilise robust evidence and facts to transparently communicate issues and progress.

The Communications and Behaviour Change Challenge Group does not have a legal identity, any works commissioned by member/s will be commissioned in the name of the said member/s, using their bank account/s and requiring the member/s to take on legal liability.

## **6. MEMBERSHIP**

The Communications and Behaviour Change Challenge Group will comprise a Chair and Vice Chair plus appropriate members from the public/private/voluntary sectors of GM. The number of members will be deemed as appropriate by the Chair and Vice Chair.

Group members may be asked, at the discretion of the Chair, to assume responsibility for certain portfolios or tasks covering specific aspects of the energy sector, geographical locations, projects or initiatives, or oversight of Partnership resources.

The Chair will be appointed by the Chair of the GCR Partnership on behalf of the Combined Authority.

Chair: Louise Blythe, Executive Producer, BBC Academy [louise.blythe@bbc.co.uk](mailto:louise.blythe@bbc.co.uk)

Vice Chair: Phil Korbelt, Director, The Carbon Literacy Project  
[phil.korbelt@coolerprojects.com](mailto:phil.korbelt@coolerprojects.com)

Members: See Appendix A. Group membership will include representation from the Green City Region Partnership.

## **7. OPERATING PRINCIPLES**

### **7.1 Governance**

No business will be transacted unless four Communications and Behaviour Change Challenge Group members are present. Decisions will largely be reached by consensus, by 2/3 majority vote or where appropriate under Chair's authority.

### **7.2 Meeting frequency**

The Group will meet quarterly for 2-3 hours, with meeting dates arranged for a full financial year to align with the Green City Region Partnership meeting dates.

Wherever practical, papers will be issued five working days before meetings, and the meeting note will be issued within two weeks of the meeting date.

At the discretion of the Group, more frequent Task and Finish meetings may be held if required.

### **7.3 Support arrangements**

The Group will be assigned a lead officer from the Greater Manchester Environment Team to provide co-ordination and facilitation for the meetings.

## **7.4 Roles and responsibilities**

### **Chair/Vice Chair**

- Agree agenda and papers and Chair meetings
- Report back to the Green City Region (GCR) Board and represent the views of the Group at Green City Region Board meetings
- Ensure all participants are able to contribute equally and are respectful to each other
- Champion the role and views of the Group to external audience

### **Members**

- Regularly attend and contribute to meetings
- Thoroughly review and inform the work of the Group
- Individually lead specific responsibilities/tasks and work programme activities and, where appropriate, identify suitable participants to support delivery of defined tasks
- Report progress against priorities they are responsible for

### **GM Environment Team**

- Arrange secretariat support to the meetings
- Co-ordinate and facilitate the development and implementation of the work programme
- Review and contribute to proposed papers
- Provide the operational interface between the other GCR themes
- Work with the Group members to support the implementation of actions

## **8. COMPETITION LAW COMPLIANCE**

Members will work together in a manner that is not anti-competitive and all members will not share information that could be seen to provide a competitive advantage to any party or inhibit the working of competitive markets.

## **9. RELATIONSHIP WITH OTHER GROUPS**

The Energy Innovation Group is a sub-group of the GCR Partnership. The Group will establish relationships and a working protocol with other topic groups on the following principles:

- The Chair of the Energy Innovation Group is a Green City Region Board member and the Vice Chair will deputise in their absence.
- The Energy Innovation Group will set out how it expects the relationship to work with each task and finish group, to be clear about how it thinks it can achieve its aims and objectives. It is expected this will evolve over time.

## **Appendix A: Communications and Behaviour Change Challenge Group Membership (Initial)**

Louise Blythe (BBC Academy)

Phil Korbel (Cooler Projects)

Shelley Tattersall/Angela Rogers (Environment-agency)

Ollie Wilson (bigcleanswitch)

Stephanie.Wyatt (Groundwork)

Ben Cawley/Becky Marr (Tfgm)

Sarah Nurton (City of trees)

Chris Matthews (UU plc)

Darryl Quantz/Louise Hayes (HSCP)

Nick Brooks-Sykes/Louise Latham (Marketing Manchester)

### **Officers**

James, Hayley <Hayley.James@greatermanchester-ca.gov.uk>;

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