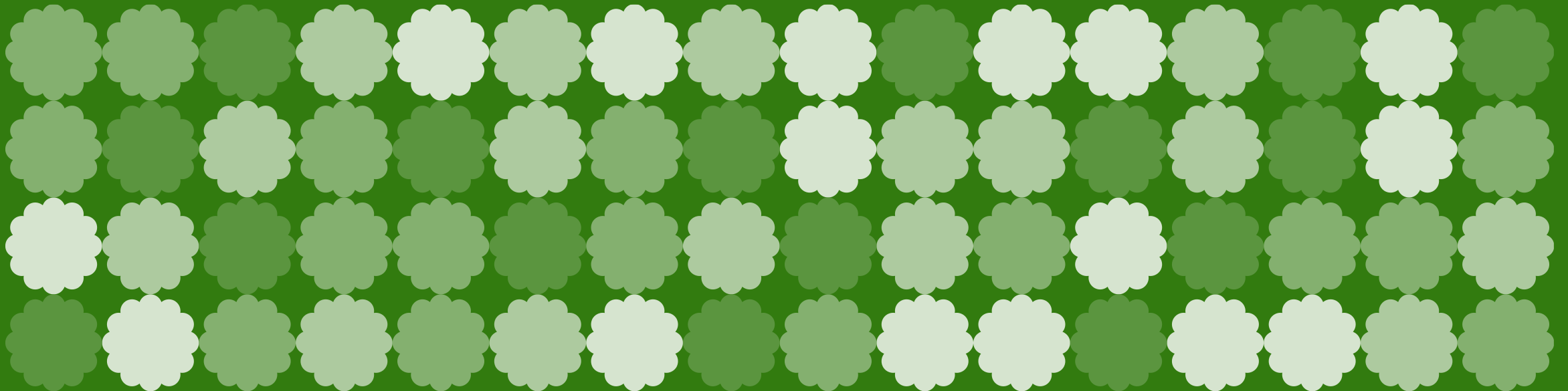


## ITEM 11

# Comms & Engagement Quarterly impact report Quarter 3 – 2022/23 (Oct, Nov, Dec) Environment



# Overview: Environment

This quarter began with the Green Summit, where the Mayor challenged Government to support regional net zero targets. It also saw the first Truly Affordable Net Zero Homes Task Force meeting and Green Spaces Fund awards.



**Fifth annual Greater Manchester Green Summit held**  
(17 October)



**Green Spaces Fund successful projects announced**  
(17 October)



**Mark Atherton leadership video live from Green Summit**  
(17 October)



**Launch of the Truly Affordable Net Zero Homes Task Force**  
(22 November)



**Promotion of the Public Sector Decarbonisation Scheme**  
(ongoing)



**Continuation of Your Home, Better advertising**  
(ongoing)

# Objectives: Environment



## Strategic Objectives

- To provide communications, engagement and media expertise to **support the delivery of the five year environment plan**
  - To **raise awareness of the climate emergency** and our target of becoming a **carbon neutral city region** by 2038
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## Q3 priorities

- To deliver a communications plan to **support the delivery of the Green Summit event and achieve over 1,000 tickets sold**
  - To communicate **the Green Space Fund** and continue to promote the fund, evaluate the impact and adjust the communications plan accordingly
  - To develop plans for the launch of a new **Green Communications Delivery Challenge Group**
  - To develop a **Communications Strategy** for the Green portfolio
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# Key activity: Environment



## Green Summit

Wide ranging communications and engagement support in the build up and on the day, including:

- **Launch media release** in build up announcing event, 2 on the day **releases**: GM at risk of missing 2038 net zero target without major Government direction change & Green Energy Task Force
- **Management of sponsor communications**: monthly meetings with five headline sponsors, fortnightly comms updates to all sponsors
- **Leadership video** – event round up from Mark A
- **Multi channel promo content schedule** including general Green Summit ticket sales social activity, Road To The Green Summit sponsor & speaker thought piece series (8 articles), post-event reflections piece, four keep warm newsletters, GMCA external and internal newsletter inclusion
- **Management of Eventbrite registration process**
- **On the day event support** including press office facility, live social coverage and content capture




## Public Sector Decarb

- **Press release** issued – carbon emissions across GM’s public buildings reduced by over 7,000 tonnes per year
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## Green Spaces Fund

- **Press release** issued – 21 successful community projects backed
  - Launch of applications round 2 announced
  - **24 social media posts**
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## TANZ Task Force

- Issued **2 press releases** covering announcement and first meeting of the Truly Affordable Net Zero Homes Task Force
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- Overall, issued **6 press releases**
- **75 GM Green City Twitter posts**
- **11 posts to GMCA LinkedIn**

# Impacts: Environment

## Green Summit

- **1,200 tickets sold** for the event, maximum for the venue (exc. exhibitors and speakers) and the largest number to date
- **Media coverage** including Sky News, Good Morning Britain, Oldham Times, Manchester Evening News, Global Radio and Hits Radio
- **Further 170+ items of media coverage** for Green Energy Task Force announcement
- **122 leadership video views**
- **808 individual mentions** of the #GMGreenSummit2022 hashtag on Twitter
- **4,527 interactions** with content on the platform (e.g. clicks through to the website)
- **Social media reach of over 570,000** on the day of the Green Summit itself, with **over 300 individual accounts** contributing to the conversation
- Total social reach of the campaign July – October **over 2m** across Twitter and LinkedIn
- **530% increase in Green City website traffic** to key content over the Green Summit lead up / post-event period (Sep - Oct) against average for the rest of the year (2490 users v 469)

## Green Spaces Fund

- **Six item of news coverage** secured
- **21 successful schemes funded** – mini case studies published for these
- **11,452 application page views**
- **Over 120k social reach**, with over **350 engagements** on Twitter

## Public Sector Decarb

- **Coverage secured** in the Manchester Evening News, linked to Local Area Energy Plans launch

## TANZ Task Force

**Coverage secured** in MEN (x2), Oldham Times & BBC Radio Manchester

## Green City social

- **1.2 million** social media reach, with 2771 interactions & 552 mentions of #GMGreenCity via Twitter
- **13k** impressions & 1112 interactions via LinkedIn

# Major forthcoming business: Environment

*NB – dates are tentative and subject to change*

## Quarter 4 2022/23 (January to March)

### **Green Communications Delivery Challenge Group** (20 January)

Launch and stewardship of refreshed, delivery-focused challenge group

### **GM Green Communications and Engagement Strategy** (Q4)

Development and finalisation of 2023/24 strategy, aligned with the above

### **Public Sector Decarbonisation Scheme funding announcement** (February)

### **SHDF funding announcement** (February)

### **Local Energy Market 3 funding announcement** (March)

### **Green Spaces Fund** (Q4 tbc)

Close of round 2 (27 Jan), award of round 2 funding and launch of round 3+ (specific rounds beyond 3 TBC)

### **Listening activity** (Q4 tbc)

Developing programme of listening activity to provide insight for the next iteration of the GM Five-Year Environment Plan

## Longer term

### **Local Nature Recovery Strategy roll out** (April onward)

Comms support – planning, ticket sales, audience engagement, on the day event support

### **Listening activity** (June - September)

### **Green Summit 2023** (2 October)

Comms support – planning, ticket sales, audience engagement, on the day event support