

Norfolk Climate Change Partnership: COP26 Comms Workshop

Date: 16.09.2021

Venue: Microsoft Teams

Present:

Henry Saunders – Borough Council of King's Lynn and West Norfolk

Dave Robson - Borough Council of King's Lynn and West Norfolk

Sharon Clifton - Borough Council of King's Lynn and West Norfolk

Holly Attlesey – Breckland Council

Jessica Ransome – Broadland

Jonathan Pyle – South Norfolk District Council

Kirsty Burns- Broadland District Council

Stephanie Lewis – Breckland Council

Apologies:

Hayley Mace – New Anglia Local Enterprise Partnership

Matthew Barnard – Breckland Council

Ged Greaves - Borough Council of King's Lynn and West Norfolk

Claire Dyble – Great Yarmouth Borough Council

Laura Middleton – Broads Authority

1. Welcome & Overview

HS. Provided and overview of the reason for this meeting, highlighting that the NCCP wanted to have a discussion over COP26 messaging and where there was any alignment across Norfolk.

2. Current Firm LA COP26 Comms Plans

SC. provided an overview of COP26 and climate change related comms work going forwards. The following promotional activities are taking place:

- Great big green week
- Zero emissions day, using messaging from the COP26 Toolkit.
- World car free day, which is a challenge in Norfolk, but is to encourage walking, public transport.
- Green Net-Zero festival for businesses, with talks happening with the Norfolk Chambers of Commerce.
- Tree planting week, with Norfolk County Council offering tree packs.

SL. highlighted the following activities taking place:

- Green grants
- Sustainable Swaffham programme
- Refill water bottle scheme
- Electric car points
- Early tree planting project

Kirsty highlighted that there is to be a comms plan for the next year, and the council is looking to link current project with COP26

SC. also highlighted recycle week, with a competition running to get more people involved in food waste.

3. Discussion on Joint / Aligned COP26 Comms.

The group discussed options for joint / aligned comms, with the following points being raised:

- Develop a joint comms plan post COP26 for the NCCP.
- Christmas recycling messaging links in with COP26 and could be a further avenue to explore.
- A strapline or hashtag would be a simple thing to use initially to social media promotions.
- The COP26 toolkit provides useful content that councils could try and use, in doing so this aligns councils when promoting COP26.

4. Future Actions

HS. To raise joint messaging further at the NCCP.

ALL. To look at the COP26 toolkit

HS. To produce an NCCP website, which in future could be used for joint messaging.