



Report to:	Climate, Energy and Environment Committee
Date:	13 February 2024
Subject:	Mayor's Big Climate Chat Update
Director:	Sarah Eaton, Director of Strategy, Communications and Intelligence
Author:	Clare Davies, Communities, Consultation and Engagement Manager and Victoria Turton, Lead Communications and Marketing Officer

Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this report

- 1.1 To provide an update regarding the Mayor's Big Climate Chat and the planned engagement activities.
- 1.2. To also explain the approach to engaging with children and young people as this is a key target audience for the Climate, Energy and Environment Committee.

2. Information

- 2.1 What is the Mayor's Big Climate Chat?
- 2.2 The Mayor's Big Climate Chat launched on 16 October 2023 and is due to run until at least mid-February 2024. The end date is currently flexible, as the analysis of results is not time critical, but we will aim to complete all the face-to-face events prior to the start of the pre-election period in late March. All information is hosted on Your Voice, the Combined Authority's digital engagement website: www.yourvoice.westyorks-ca.gov.uk/climate

- 2.3 The Mayor's Big Climate Chat title is short to make it easier to promote but conversations will be wider than climate, with the environment and sustainability also part.
- 2.4 As the Committee is aware, the Combined Authority and its partners are working towards creating a net zero carbon region by 2038 at the latest, with significant progress by 2030. Achieving this ambition will require everyone to make fundamental changes to the way we work, live and travel. Households are responsible for around two-thirds of all harmful emissions, and therefore helping people to make positive changes will be crucial to achieving our net zero target.
- 2.5 Currently, we only have access to national data on attitudes and perceptions on climate and related issues. The Mayor's Big Climate Chat will help to provide West Yorkshire data and cost considerably less than other research options that have been explored. A survey has been developed by an internal multi-disciplinary task and finish group. The survey includes questions on a variety of themes including transport, housing, skills etc. The feedback will enable the Combined Authority to create an evidence-based behaviour change campaign as well as informing updates to the Climate and Environment Plan and other projects such as Local Electric Vehicle Infrastructure (LEVI).
- 2.6 As the engagement is ongoing, this report does not provide statistics or key emerging themes. At the time of writing this report (15 January 2024) we have had 579 responses to the survey. Other data collection methods (e.g. workshops and meetings) will also be used to collect qualitative feedback during early 2024.

3. Marketing / Promotion

- 3.1 The Mayor's Big Climate Chat was **promoted organically** up until end of December – this means utilising the CA and Mayoral owned channels. A press release was issued on November 16th, supported by a social media campaign. A toolkit was also produced for partners to enable them to promote it through their own channels (example – it was featured in Bradford Council's climate e-news). Colleagues may have also seen it on the reception screens in Wellington House.
- 3.2 We have also utilised events the Mayor has attended to promote the Chat including the **COP28 Outcome Summit** with Chris Skidmore.
- 3.3 From January 2nd onwards **paid promotion** started across Meta (Facebook and Instagram), LinkedIn, and TikTok.

Statistics available up until Jan 14th:

Meta:

- Reach: 14,451
- Impressions: 86,305
- Link clicks: 2,480
- Click through rate: 12.6

(Stats currently unavailable for LinkedIn and TikTok due to technical issues.)

- 3.4 Ads will be displayed across West Yorkshire at rail and bus stations, on town/city centre digital advertising boards (estimated to impact more than 3.2million people) and across local/regional radio (Greatest Hits Wakefield/ Leeds/ Bradford and Fever Fm. Combined listener reach of 254,000).
- 3.5 We'll also explore **media opportunities** for our work with young people and the in-person engagement events with the Mayor, Cllr Scullion, the Inclusivity Champion (Fatima Khan-Shah) and Mandy Ridyard (the Mayor's Business Advisor).
- 3.6 The Chat will be promoted to everyone registered on Your Voice (the CA digital engagement platform) via a bespoke newsletter in mid-January 2024. And to target our business and skills audiences, an item on the Chat will feature in our next SME newsletter.

4. Activities

- 4.1 Individual elements of the Mayor's Big Climate Chat programme will include:
- A Public Attitudes and Perceptions **Survey** (live)
 - A series of informal **community conversations** will be held with the Mayor, or representatives including the Inclusivity Champion, Mayor's Business Advisor and the Chair of the Climate, Energy and Environment Committee, Cllr Scullion.
 - **Young people engagement**
 - Direct engagement with **climate groups** across West Yorkshire.
 - **Focus groups** – inviting people who have previously registered their interest through the Tackling Climate Emergency and Environment' page on Your Voice. We haven't yet utilised this group (over 80 people).
 - **Webinars** to reach people digitally and present our work, with the opportunity for people to ask questions and to feed in their ideas. We may also host a LEVI related webinar during this time.

5. Community Conversations

- 5.1 The following meetings have been / will be arranged in early 2024:

Who	When / where	Purpose
Led by the Mayor		
Meeting with Young People involved in the Youth Work Unit	14 February Leeds city centre	Love your planet themed discussion

Led by the Inclusivity Champion, Fatima Khan-Shah		
Invitation via VCSE groups	9 February Wellington House	Open invitation to groups and their service users to come along and have broad sharing discussions– with a focus on those supporting people experiencing poverty. Broad themes/group discussions could centre on; reducing energy consumption, encouraging local food growing, improve people’s homes and insulation, access to low cost public transport, green skills and training etc.
Invitation via VCSE groups	22 February Kala Sangam, Bradford	Second session.
Women and their allies	24 January Virtual meeting	Women of West Yorkshire event. This regular network event will this time consider the climate emergency and how women can influence the change the world and West Yorkshire needs to see. The session will focus on adaptations and innovation in both home, work and travel.
Councillor led meetings (Cllr Scullion or deputy)		
Open invitation to groups such as: Friends of the Earth, Stop The Flow	20 February* Bankfield Museum, Halifax	Round table with climate/sustainability focused groups
Open invitation to groups such as: Leeds Parks & Green Spaces Forum, Friends of Bradford Moor Park.	28 February* Meanwood Valley Urban Farm, Leeds	Round table with parks/green spaces and nature recovery groups
Business meetings		
SME’s	February/early March *dates to be agreed	Online breakfast session – Discussion points could include; green skills and jobs, flood alleviation, energy costs.

*please note that the Councillor led conversations may be subject to slight alterations depending on availability of Cllr Scullion / deputy

6. Young People engagement

- 6.1 We are working with the Youth Work Unit which is the strategic youth work sector development agency for the Yorkshire and Humber region that works with children and young people (mainly aged 11-18) to enable their voices and influence to be maximised locally, regionally, and nationally.
- 6.2 Many young people involved in Youth Work Unit are supported by the organisation to participate in the Regional Youth Climate Assembly, which gives them the opportunity to connect with like-minded young people passionate about climate and learn about climate interventions. We are planning to co-design activities with young people and work with them to engage with their peers. We would like young people to help us in three main areas:
- Design a survey aimed at young people as part of the Mayor's Big Climate Chat
 - Design a behaviour change campaign aimed for young people
 - Refresh of our Climate and Environment Plan (which we will be consulting on later in 2024)
- 6.3 A young people's survey will be produced by the Unit, using feedback from young people. This survey will be added to Your Voice alongside the main survey. The Youth Work Unit will also do some workshops to gain qualitative feedback. In addition, there is also an event on the 14 February involving the Mayor and the Youth Work Unit to involve young people in the climate discussions across West Yorkshire.
- 6.4 To promote the young people's survey, we are working with the young people involved to create a short video to be used on TikTok, encouraging teenagers from across West Yorkshire to complete the survey and have their voices heard.
- 6.5 The School liaison team has promoted the Mayor's Big Climate chat in the school newsletter and will share the Young People's survey with schools across West Yorkshire. There will be a window of around 1 month for schools to complete the survey (this allows time for the schools to organise their resources).
- 6.6 These interactions provide a foundation for further engagement and work with young people and schools focusing on climate and sustainability.
- 6.7 We have been asked to attend several Young People events over the coming months that we are currently working through the details.

These events include:

- Two events with links with the Youth Work Unit – a green workshop on 20 January and an Awards Ceremony with under-18 climate groups on 24 February.
- Leeds Secondary School Eco Summit 25 March 2024 - this is a school led event which potentially gives us scope to advertise the young people's climate survey (if still open). As this is during the pre-election period legal advice will need to be sought about whether officers can attend

7. Related Consultations

- 7.1 A climate and environment hub has been created on Your Voice: yourvoice.westyorks-ca.gov.uk/climatehub. This provides details of CA led consultations with a climate and environment element and also links to relevant district council pages.
- 7.2 The hub contains information about projects such as the Local Nature Recovery Strategy and we will shortly be adding information about LEVI.
- 7.3 Future activity can also be hosted on this hub. The Mayor's Big Climate Chat is just the start of our engagement with local residents, businesses and key stakeholders. One option may be to carry out shorter pulse surveys on key issues coming out of the Mayor's Big Climate Chat every six months over the next few years (e.g. housing, travel, young people, flooding etc).

8. Tackling the Climate Emergency Implications

- 8.1 The Mayor's Big Climate Chat aims to understand current issues regarding this topic and identify ways that the Combined Authority can help in the future. The feedback gathered will help to shape future policies and behaviour change campaigns so will be invaluable.

9. Inclusive Growth Implications

- 9.1 There are no inclusive growth implications directly arising from this report.

10. Equality and Diversity Implications

- 10.1 We know that the climate and environment emergency affects some communities more than others and efforts are being made to hear from a diverse range of people from across West Yorkshire. Particular focus will be given to young people (age is a protected characteristic). An Equality Impact Assessment has been produced.

11. Financial Implications

- 11.1 There is likely to be a small cost associated with organising face-to-face meetings in early 2024. This can be met from the Community Engagement Team budget.

12. Legal Implications

- 12.1 Advice will be sought from the legal team regarding the pre-election period and the close date of the Chat / last date officers can attend events regarding this topic. The Communities, Consultation and Engagement Team have been asked to attend several young people related meetings, one of them is scheduled for 25 March 2024 which is likely to be in the pre-election period.

13. Staffing Implications

- 13.1 There are no staffing implications directly arising from this report.

14. External Consultees

- 14.1 The purpose of the Mayor's Big Climate Chat is to hear from key stakeholders and the public. An extensive stakeholder list has been created.

15. Recommendations

- 15.1 That committee members note this report and provide their views about the approach being taken.
- 15.2 That committee members help to promote the Mayor's Big Climate Chat.
- 15.3 That committee members attend events if interested / appropriate. Contact yourvoice@westyorks-ca.gov.uk for more information / arrange a discussion with an officer.
- 15.4 That a report is brought to a future meeting once the Chat has finished, and all feedback has been fully analysed.
- 15.5 That there is a future conversation about ongoing engagement beyond the Mayor's Big Climate Chat.

16. Background Documents

All information regarding the Mayor's Big Climate Chat can be found here:
www.yourvoice.westyorks-ca.gov.uk/climate

17. Appendices

None.