

# Zero Carbon Manchester

Alun Ireland, Head of Strategic Communications, Manchester City Council





# Our mission

**Our mission is to make Manchester a healthy, green, socially just city where everyone can thrive. Our target is to become a zero carbon city by 2038 at the latest, 12 years ahead of the Government's target for the UK of 2050.**

We have also led by example by reducing the Council's direct carbon emissions by 54.7% between 2010 and 2020, exceeding the target of 41% that we set for ourselves.

- 2009 – first launched the city's first plan for collective climate action
- 2015 - Manchester Climate Change Agency and Partnership established
- 2018 - Manchester Climate Change Partnership established to make community outreach and the bigger picture more achievable.
- 2019 – council declared a climate emergency - the Council made a new commitment: to halve our carbon emissions again, but in the next five years, not 10.
- 2020 - Our Climate Change Action Plan 2020-25 sits alongside the citywide framework produced by Manchester Climate Change Partnership.
- Carbon Literacy training for all staff



# Like all good campaigns, start with the research...

- 36% scored their worries highly – 9% not worried at all. Biggest group here was 16 – 24 years old (More prominent in south and central areas of the city - female likely to score more highly than male). Generally older less worried.
- 73% would use renewable or green energy at home & 72% would retrofit boiler/insulation/windows. 73% avoiding use or using fewer carrier bags
- 34% avoiding or eating less red meat
- Manchester residents least likely to grow own food or drive an electric/hybrid car
- Focus groups demonstrated that behaviour is as much about money/poverty as climate change – discrepancies between homeowners and those who rent



# Key findings – not prepared to do/barriers

## **Not prepared to:**

- Almost half unwilling to grow food at home
- Campaign against climate change
- Avoid or eat less dairy/animal products
- Drive an electric car
- Minimise travel by aeroplane – annual holiday
- Avoid fast fashion – opt for more sustainable fashion

## **Barriers include:**

- Need more information
  - Already do enough
  - Expense, time, inconvenience
  - Belief it won't make a difference
-



# Key findings – what would incentivise behaviours

## **What should the council do (pick from a list):**

- Improve public transport (6% said PT is poor, 27% say if it was cheaper they could use, 47% said supporting better PT should be MCC priority)
  - Focus group linked this also to safety - improved public safety when walking/cycling/tram, cycle lanes etc
  - Clean air initiatives, increase green spaces
  - Increase awareness/provide information/advice and influence
  - Financial incentives important - 26% said money off council tax would change behaviour, but didn't want fines for poor behaviour. Others said better recycling, target businesses to be carbon neutral, reduce food waste (work with caterers)
-







# As a city - engaging and empowering residents and communities

**In our nature – Supporting and inspiring residents and communities in Manchester to take action on climate change**

Positive, practical projects:

- Community fridges – a place where everyone can share surplus food
- Community Calling - regifts spare smartphones to help digitally connect those in need
- Innovative urban greening projects
- Pop up shop in the city centre



# More positive impacts

- West Gorton sponge park – nature based solutions with community involvement at its core
- £1 million tree action Manchester – multi year plan to plant trees and hedgerows
- Ward plans – neighbourhoods teams co-produce local and hyperlocal plans in all 32 wards to support positive action including planting, walking routes, community solutions, share best practice and ideas. Just awarded a further £206k to develop further with MCCA, Hubbub and Tyndall Centre for Climate Change
- Young people's events and conference which led to their own climate charter and climate wheel
- Sparkus Trashford, Usain Volt and their friends



# As a city – sharing our aims, progress and future plans

## **Our Zero Carbon web pages have been a key communication priority**

- Residents can easily read, learn and understand about climate change
- All our content is accessible, easily digestible and includes quarterly and annual reports on our progress.
- But limiting/transactional structure of our website means more engaging content can be done with partners – Manchester Climate Change
- Sharing on networks, creating for networks



# COP26

## Press and Social Media

### Key projects:

- Large scale energy generation plans revealed
- Official 'opening' of the Civic Quarter Heat Network
- Update on Tree Action MCR and details of the next phase
- Our involvement in COP

### Also

- MCC signing the Edinburgh Declaration
- MCC signing the Glasgow Food and Climate Declaration
- Manchester's Local Area Energy Planning consultation





# Tower of Light

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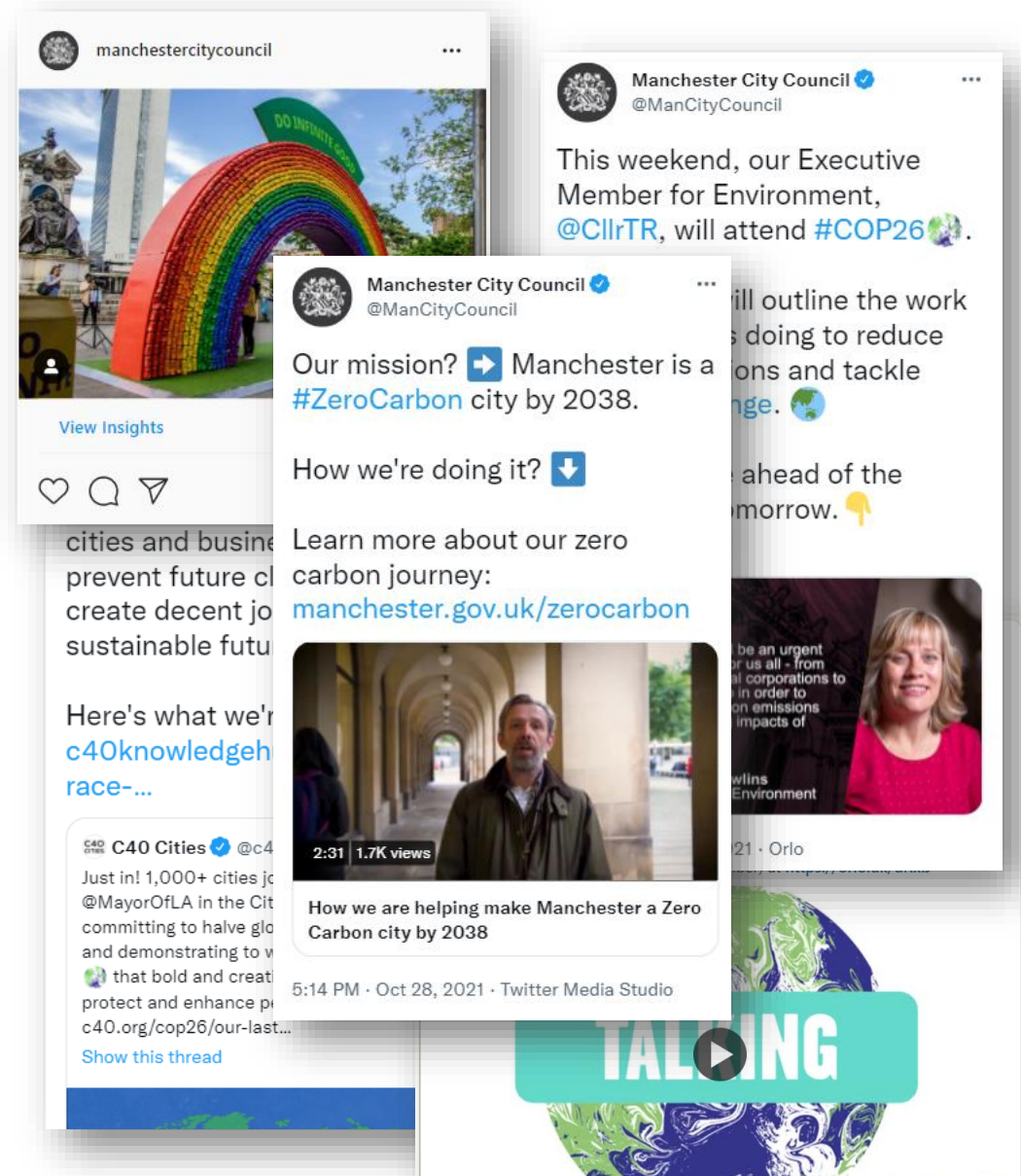
2/10/2022



# Leading the way

## Generating and leading conversations on social media

- Creating bespoke messaging per platform helps us to create higher-quality content which engages residents for maximum impact.
- In October, we published 33 posts directly addressing zero carbon on Twitter and Facebook. These posts were engaged with 771 times.

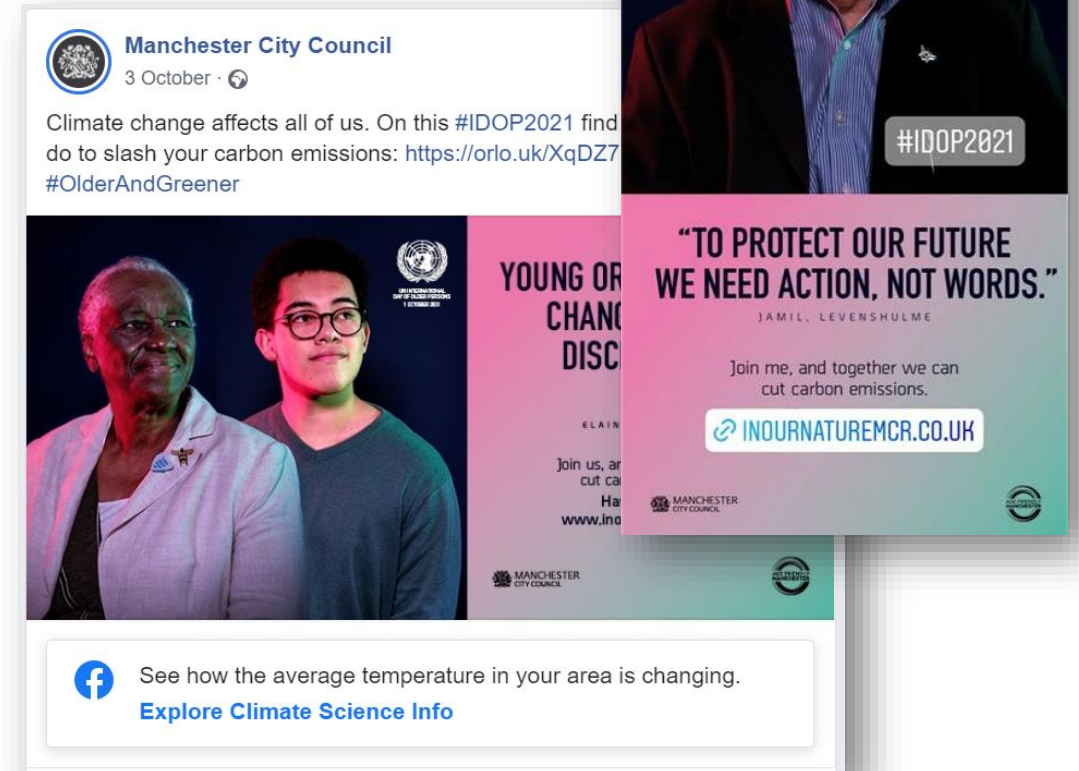




# Cross-campaign strategy

## Building zero carbon into our brand

- Low carbon messaging appears across all forms of content.
- For example, our UN Day of Older Persons content had a reach of **over 2.1 million in a three day campaign.**
- We created high quality video content which appealed to a wider online conversation and focused on zero carbon.



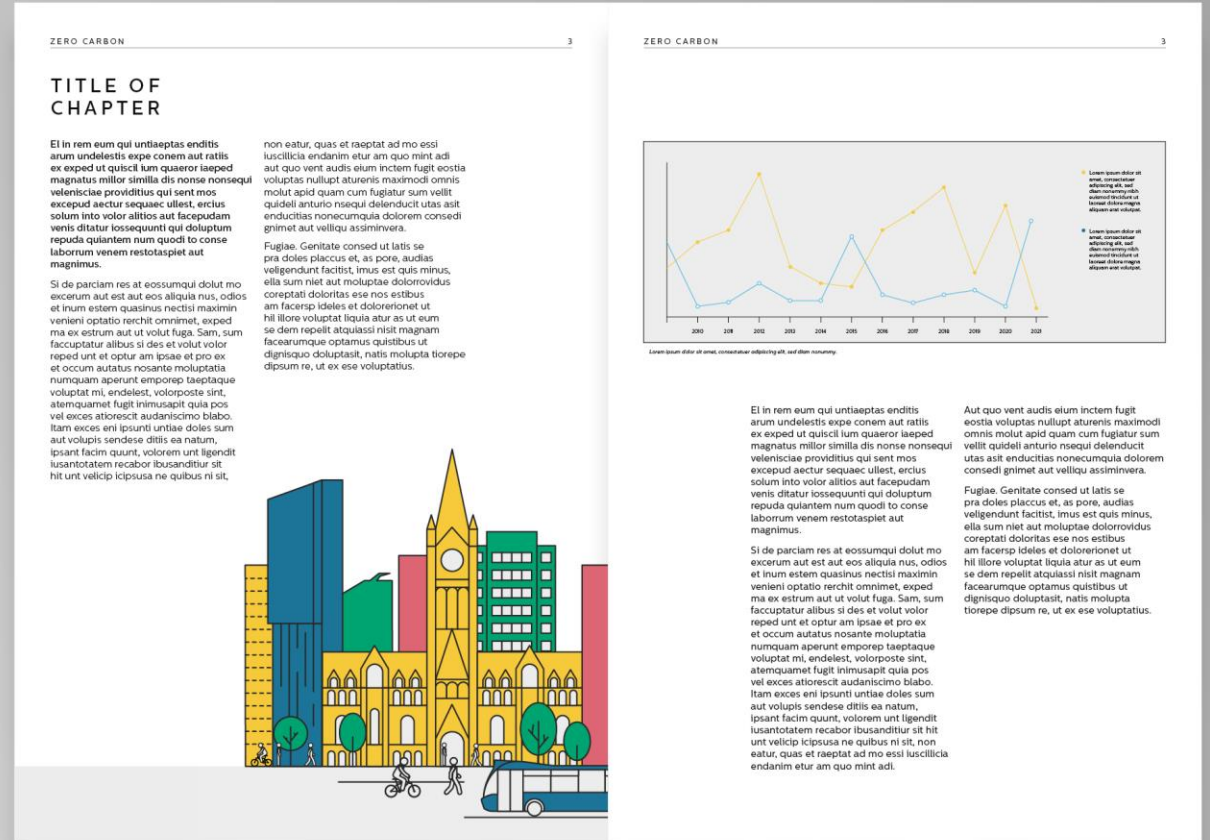
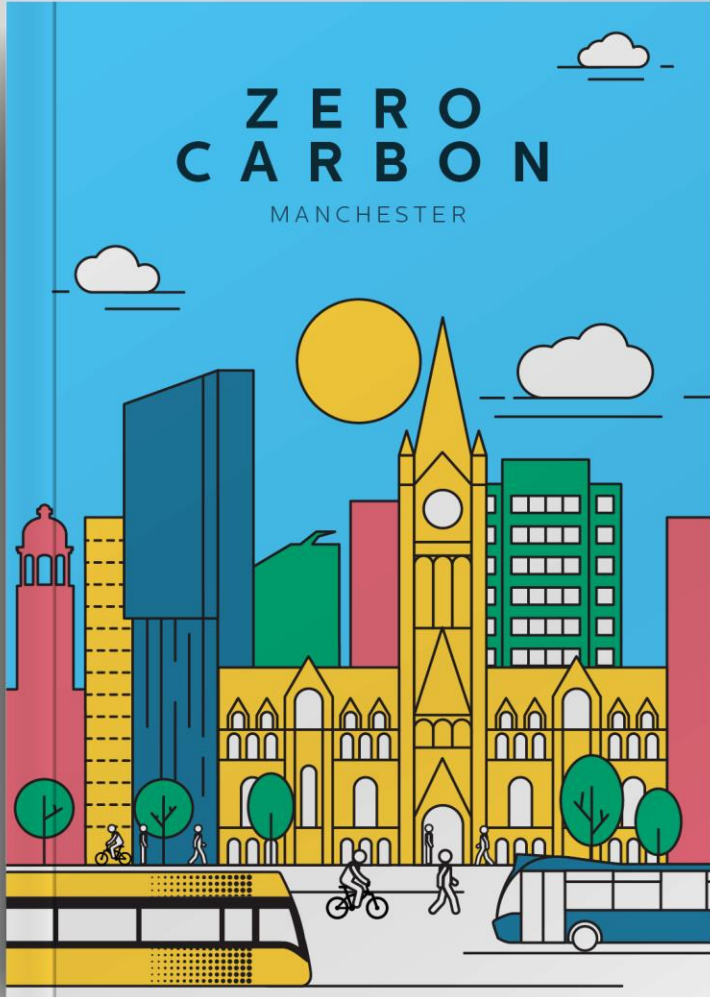


# ZERO CARBON

MANCHESTER













# It's not easy – dealing with scrutiny

Dilemma – councillors, public, partners want more:

- “do more comms”, “shout about it, “we need a video”

Pressure groups, some climate experts and campaigners feel we shout too much without good reason:

- FOI, Complaints/interpretation (second only to translation costs) for strategic comms
- Every other decision (planning, development, consultation) analysed in this context
- Partners – we don't always get our way, they don't have to manage the politics, compromise means sometimes nobody is completely happy! What's the council and what's the city?

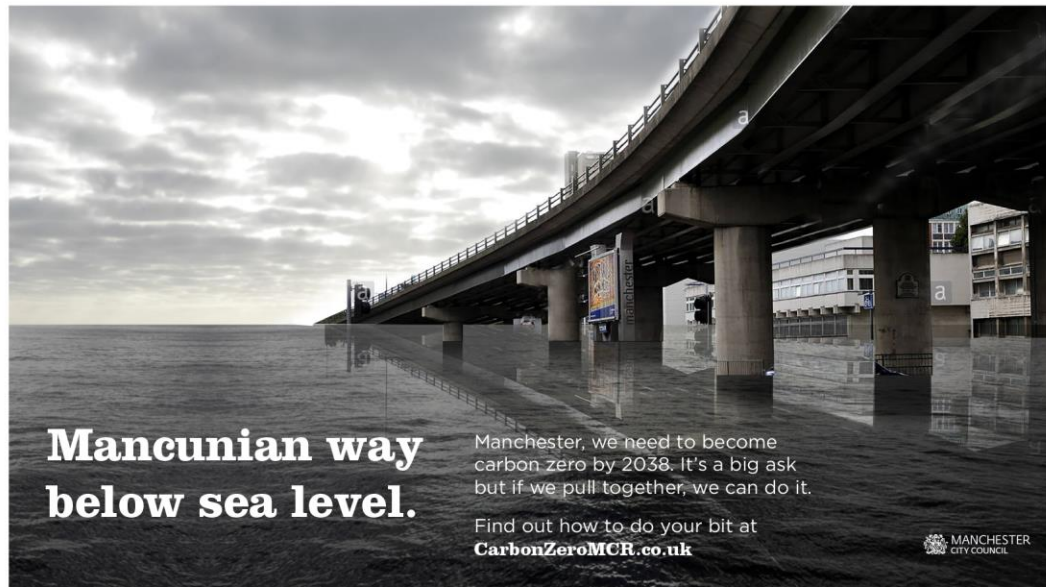




## You think it rains a lot now.

Manchester, we need to become carbon zero by 2038. It's a big ask but if we pull together, we can do it.

Find out how to do your bit at [CarbonZeroMCR.co.uk](https://CarbonZeroMCR.co.uk)



## Mancunian way below sea level.

Manchester, we need to become carbon zero by 2038. It's a big ask but if we pull together, we can do it.

Find out how to do your bit at [CarbonZeroMCR.co.uk](https://CarbonZeroMCR.co.uk)



## And we still won't have a beach.

Manchester, we need to become carbon zero by 2038. It's a big ask but if we pull together, we can do it.

Find out how to do your bit at [CarbonZeroMCR.co.uk](https://CarbonZeroMCR.co.uk)





**Thank you**

**Any questions?**



# 2030 Strategy

*Limiting, Responding,  
Recovering in a Changing  
Climate*

Rachel Brain

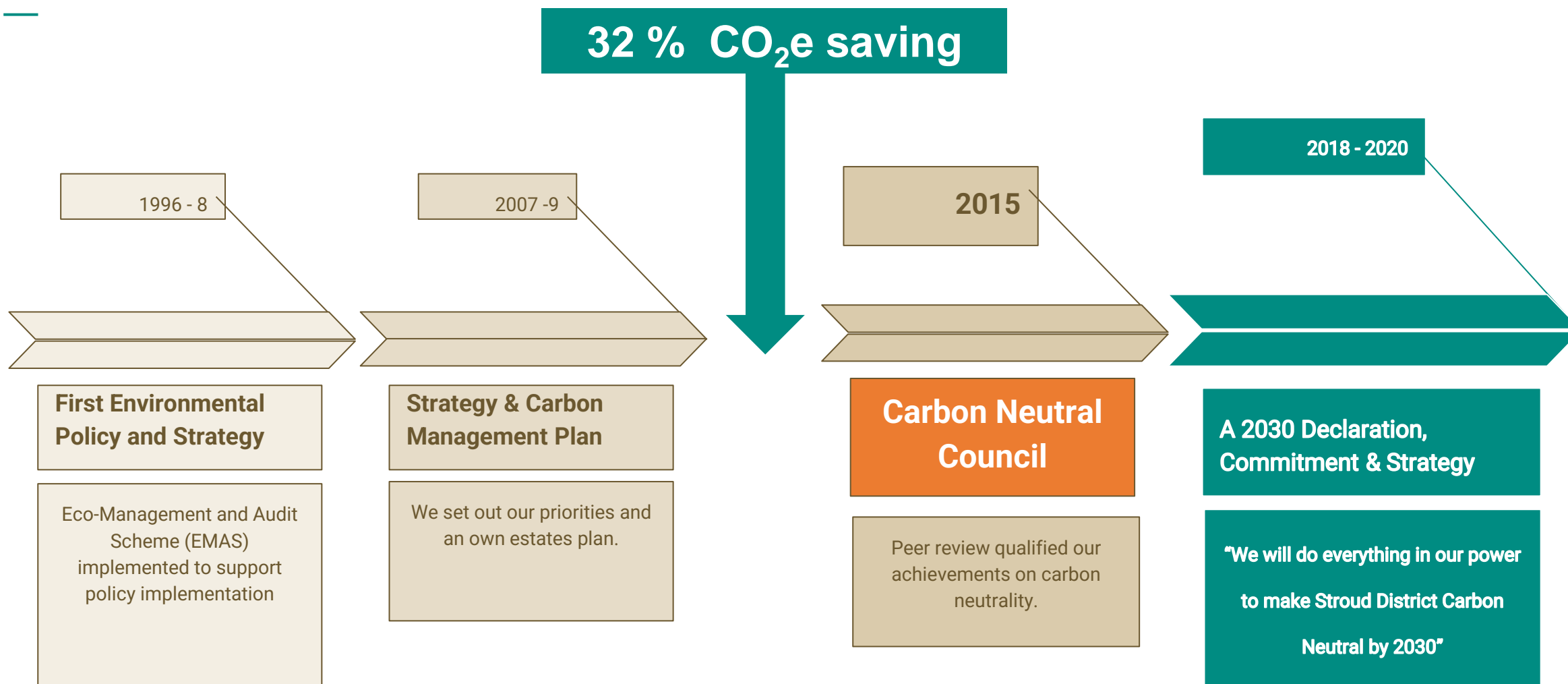
2030 Strategy Manager

[rachel.brain@stroud.gov.uk](mailto:rachel.brain@stroud.gov.uk)

@APSE Renewables and Energy  
Efficiency Advisory Group  
Feb 2022







**An Enduring Commitment to Environmental Welfare**





**Total SDC emissions  
equivalent to  
461 vehicles driven for 1 year**



# Our 2030 Mission: To always...

act as an **example**, be an **enabler** and **encourager** to demonstrate leadership, doing everything in our power to achieve **ecosystem regeneration** and a **just transition** to a **carbon neutral**, **resilient**, **inclusive** and **equality driven** district.









# STRATEGY

**13 Themes; 7 Key Priority Areas with 2030 Visions**

- **Energy**
- **Built Environment**
- **Natural Environment**
- **Mobility**
- **Economy**
- **Waste**
- **Community**
- Food & Agriculture
- Water
- Balancing Carbon
- Social Justice
- Funding and Investment
- Policy
- Leadership & Agency

# MASTER PLAN

**3 Phases**

**2020-23**  
Policy and pilots

**2023-27**  
Rollout schemes

**2027-30**  
Review

**75 Commitments Organised by 3 E's**

Demanding a cross council approach

Comprehensive

Ecology; Recovery; Social; Economic ...

**23 Stretch Goals to 2030**

**Structure, Vision, Progression and Goals**



**E.g. Tree Strategy  
Action Plan**

Planting and Salmon  
Springs Project

**E.g. Own buildings and  
Local Plan**

Brimscombe Port Mill  
Project

**E.g. Community and  
Leisure Strategy**

Community Hubs and  
Food Strategy

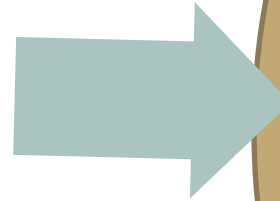
Biodiversity  
Net Gain  
Strategies  
and plans



CN2030  
Strategies  
and Plans



Community  
Strategies  
and Plans



COUNCIL PLAN

# 2030 Strategy

Limiting, Adapting,  
Recovering and  
Responding in a  
Changing Climate





Planning  
for our future



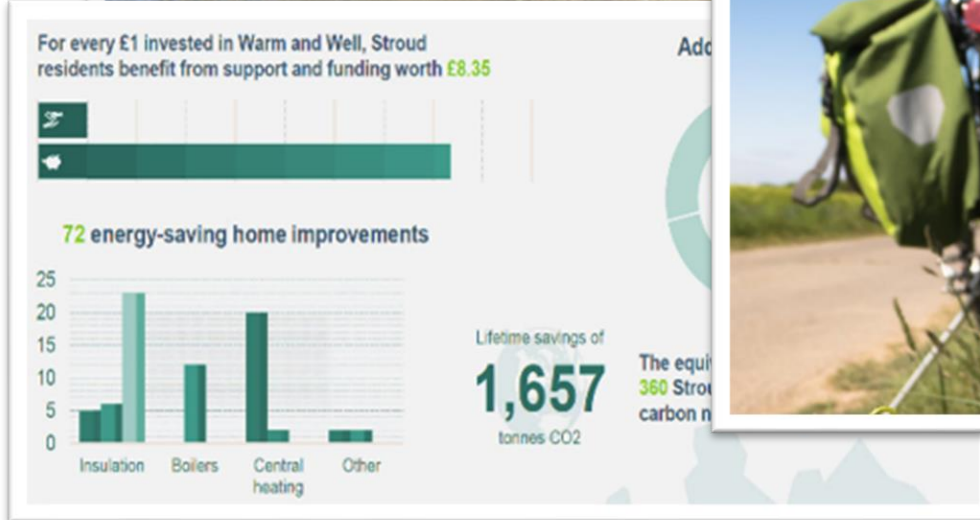
Pioneering Standards



Landowners in support of  
'leaky dams'

Non Profits in support of  
homes and businesses

Green Infrastructure and  
Nature corridors



Award winning partnerships are enabling...

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- Community EV- Car Club
- Localised PV Schemes

- Bisley Neighbourhood Compost
- Nailsworth Green Business Directory -  
<https://www.nailsworthcan.org/>

Climate Action Neighbourhood (CAN)

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Where the Council have least possibility to make change...

# Everyone's job

...lies the MOST IMPORTANT  
part of the District Mission

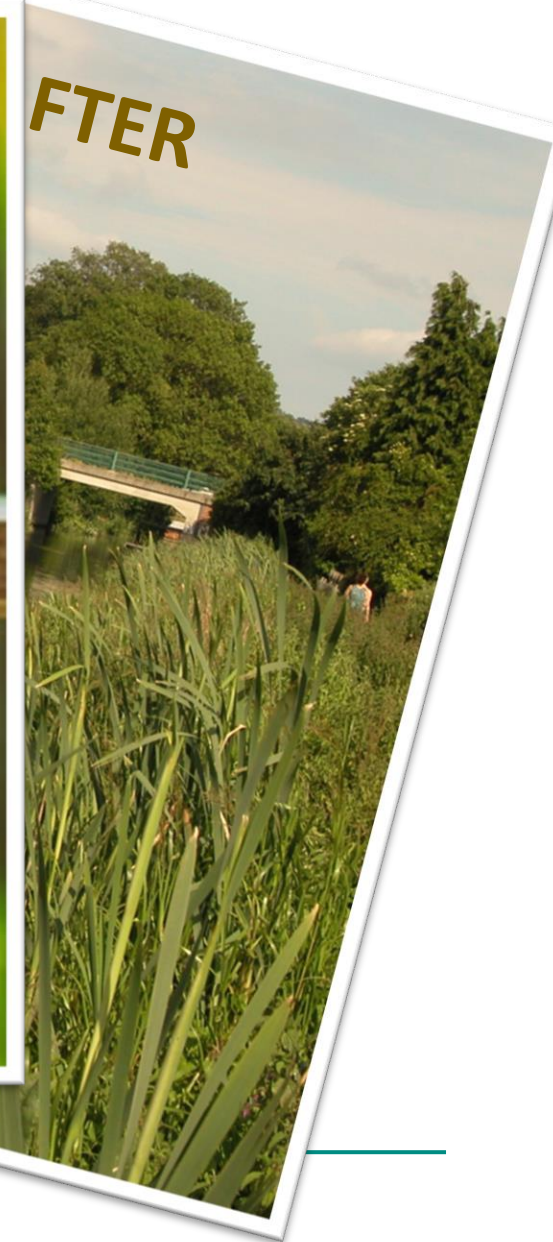
# 2030 Community Engagement Board





- 2030 Community Action Officer - presence
- Themed communication as a planned campaign
- Intra net
- Induction
- Members Bulletin
- Corporate Info Sessions (Proud of Stroud)
- Links to 'Community Hub' network
- Officer Coordination Group and Action Groups





Canal Regeneration



# Carbon neutral Cornwall 2030

My world. Our planet.

 [www.cornwall.gov.uk/climatechange](http://www.cornwall.gov.uk/climatechange)





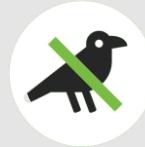
# Three challenges

## Climate Emergency



Cut emissions to keep global temperature rises below 1.5°C

## Ecological Emergency



Protect, enhance, create & restore habitats to reverse nature's decline

## Environmental Adaptation



Adapt to make us more resilient to a changing environment

### Climate Change Action Plan

Create conditions for change to reduce our emissions to net zero

**Target:** Net carbon neutral by 2030

### Environmental Growth Strategy & Nature Recovery Strategy

Grow nature to boost biodiversity and ecosystem services

**Target:** 30% of land and seas well-managed for nature by 2030

### Local Flood Risk Management Strategy

Create conditions for resilient communities to adapt to a changing climate

Natural Climate Solutions  
(Mitigation)

Natural Flood Management  
(Adaptation)

Cornwall and Isles of Scilly  
**Leadership Board**

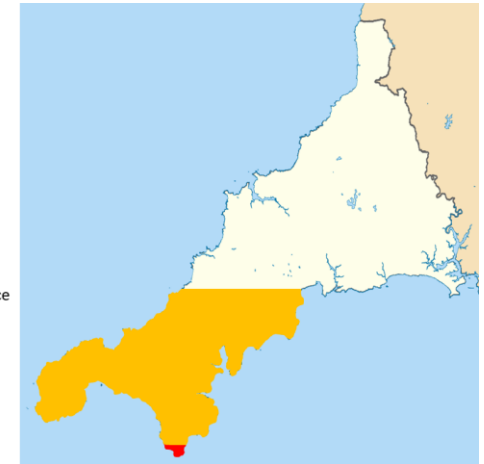
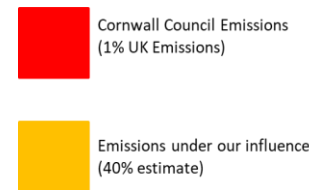
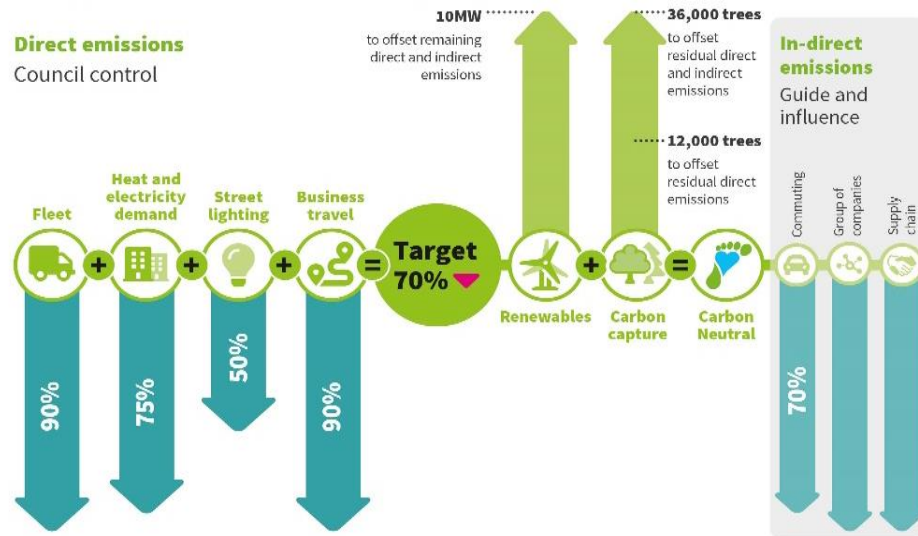
**CORNWALL &  
ISLES OF SCILLY**  
LOCAL NATURE PARTNERSHIP

**Strategic  
Resilience Board**

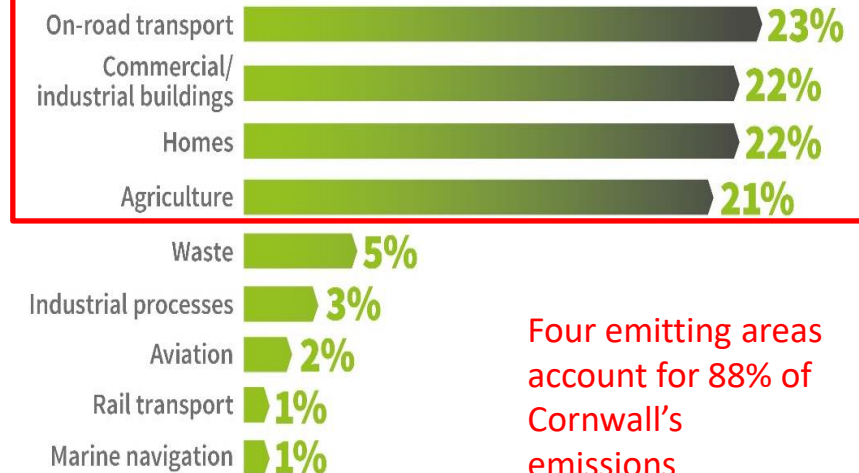
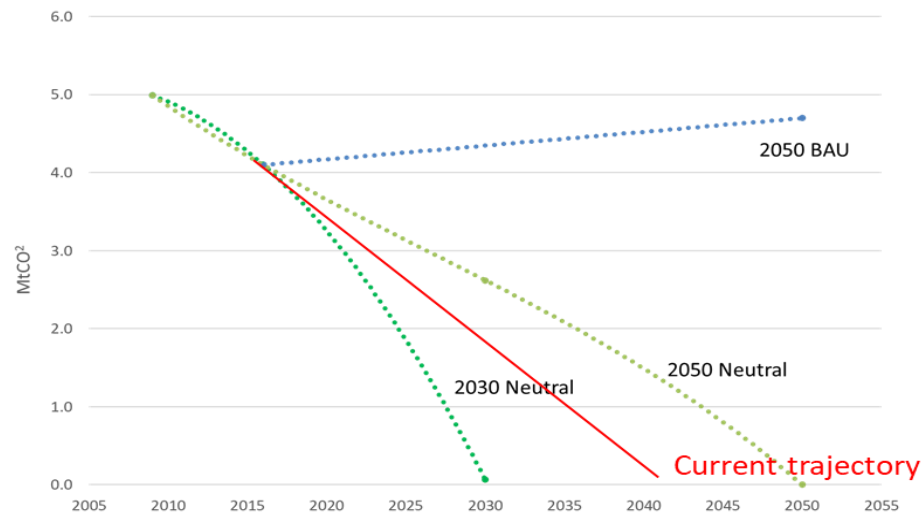


# Organisational and systems leadership

Leading by example to become a carbon neutral council and facilitating local system change....



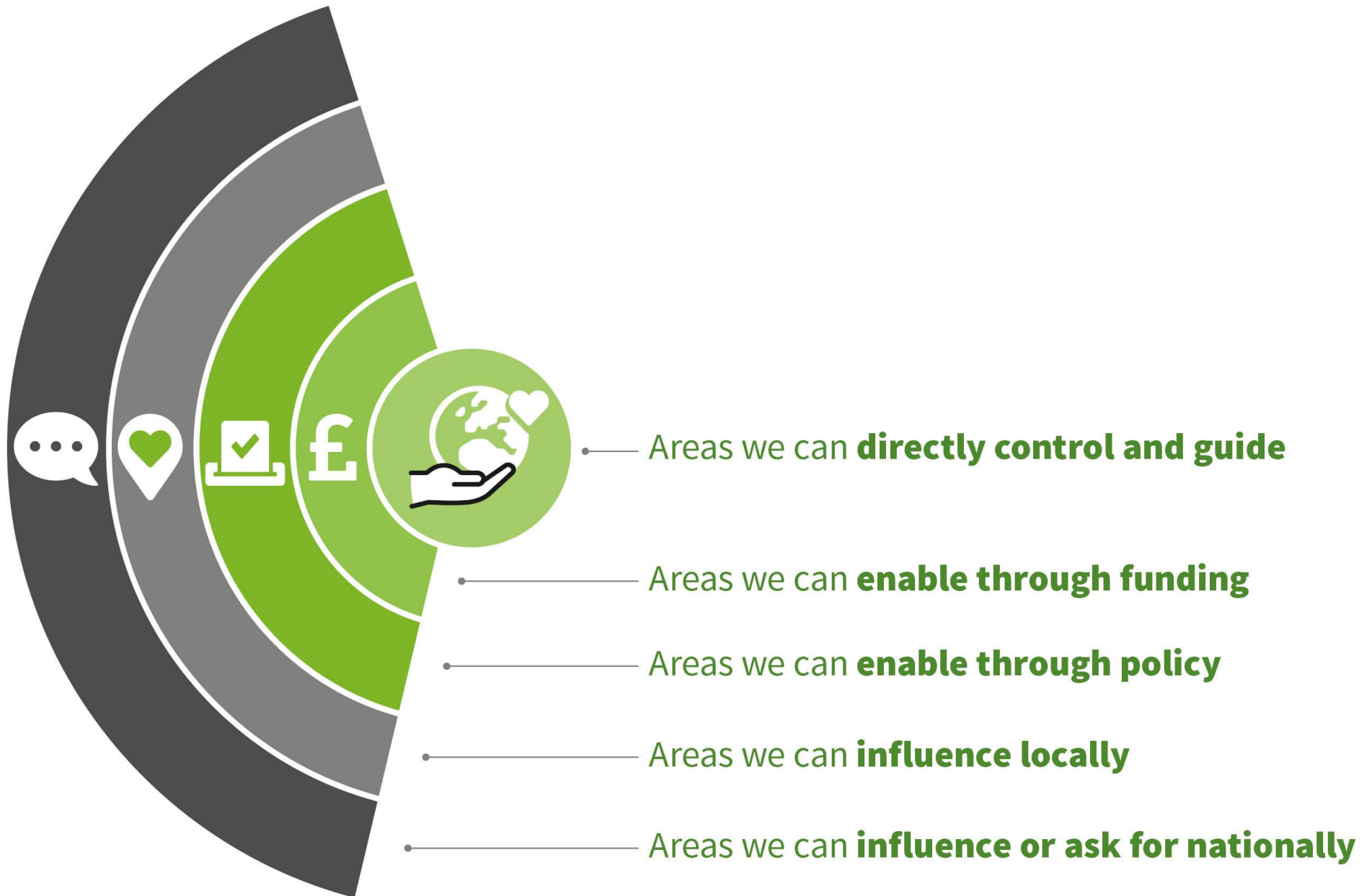
Working across boundaries to respond to Cornwall's wicked issues...



Four emitting areas account for 88% of Cornwall's emissions



# Our role in a Carbon Neutral Cornwall



My world. Our planet.



# Forest for Cornwall

## Koos rag Kernow

[cornwall.gov.uk/forestforcornwall](https://cornwall.gov.uk/forestforcornwall) [ForestforCornwall@cornwall.gov.uk](mailto:ForestforCornwall@cornwall.gov.uk)

**Forest for Cornwall** aims to support the people of Cornwall to take action to tackle the climate and ecological emergencies by helping to create a new treescape through the establishment of 8000 hectares of new trees and woodlands across Cornwall.

Register tree planting at: [customer.cornwall.gov.uk/forestforcornwall](https://customer.cornwall.gov.uk/forestforcornwall)

### Forest for Cornwall will:

- Provide natural climate solutions and help Cornwall adapt to our already changing climate.
- Aid local nature recovery, landscape restoration and regeneration through woodland creation.
- Increase access to nature to create a thriving sustainable Cornwall for people and wildlife.

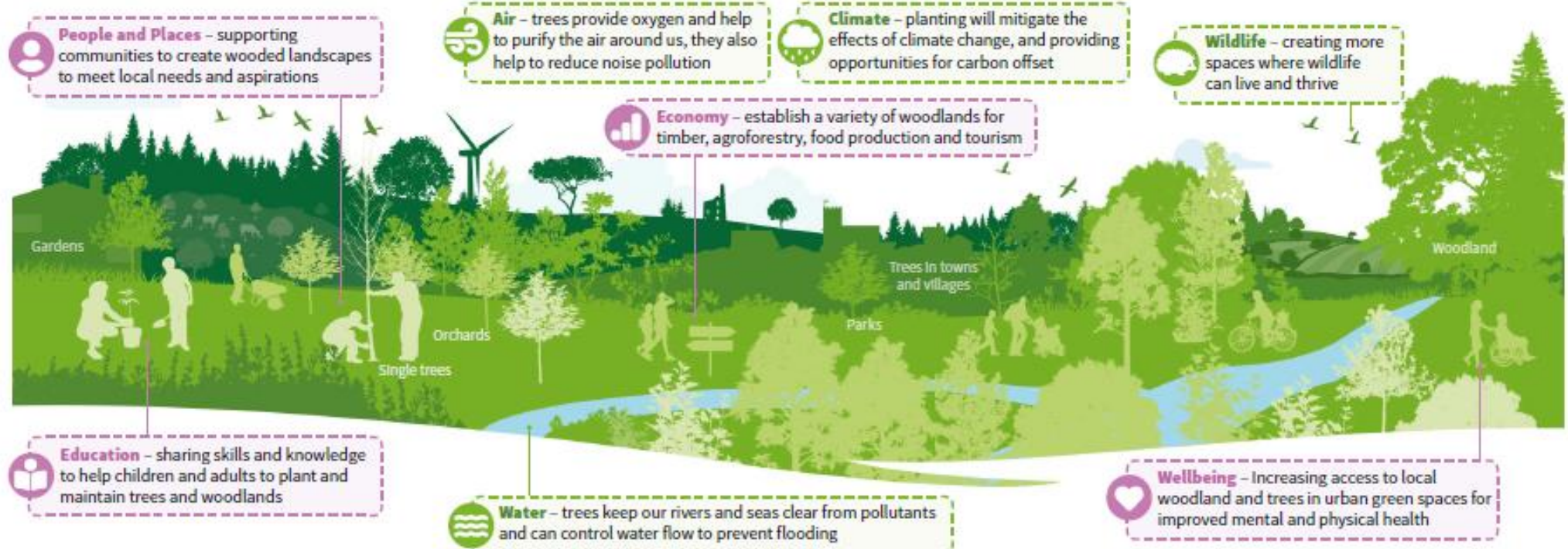
### Forest for Cornwall aims to:

- Advise, guide and enable the planting of the right tree, in the right place, for the right purpose. Supporting the creation of 8000 hectares of new canopy cover (2% of Cornwall's landmass) and capturing 1% of Cornwall's unavoidable carbon as part of our climate emergency response.
- Empower individuals and communities to plant trees in gardens, our street, orchards and parks, and take action to combat climate change, promote nature recovery and improve accessibility to trees and woodlands.
- Facilitate larger scale natural climate and flood management actions by farmers, landowners and organisations.

### Our team will:

- Provide advice to farmers and landowners on creating woodlands, agroforestry, restoring hedgerows
- Create planting and maintenance guidance and advice about where to source free trees
- Provide guidance to help develop community tree planting and maintenance programmes
- Provide advice on funding to support tree planting
- Facilitate partnership working between organisations, landowners, volunteers and communities
- Support suppliers, nurseries and contractors to ensure trees can be locally sourced
- Work in partnership with businesses and organisations to offset carbon through investment in tree planting
- Support enterprises, including farmers in understanding the business case for trees and woodlands

## A forest for...





# 2020-2021 - *achieved a lot and learnt a lot*

## Carbon Neutral Council

- ✓ New renewable energy contract for meeting the council's energy supply
- ✓ First 14 fleet vehicles transitioned to EV, and second wave of e-bikes introduced
- ✓ Ventonteague wind turbine operational & £30m Renewable Energy & Low Carbon Technology Fund approved
- ✓ Decision wheel embedded and merged with Comprehensive Impact Assessment
- ✓ Network of over 120 Green Champions
- ✓ Staff and Member climate literacy and manager training courses rolled out
- ✓ New social value policy agreed to drive sustainability through our supply chain and carbon hotspots identified

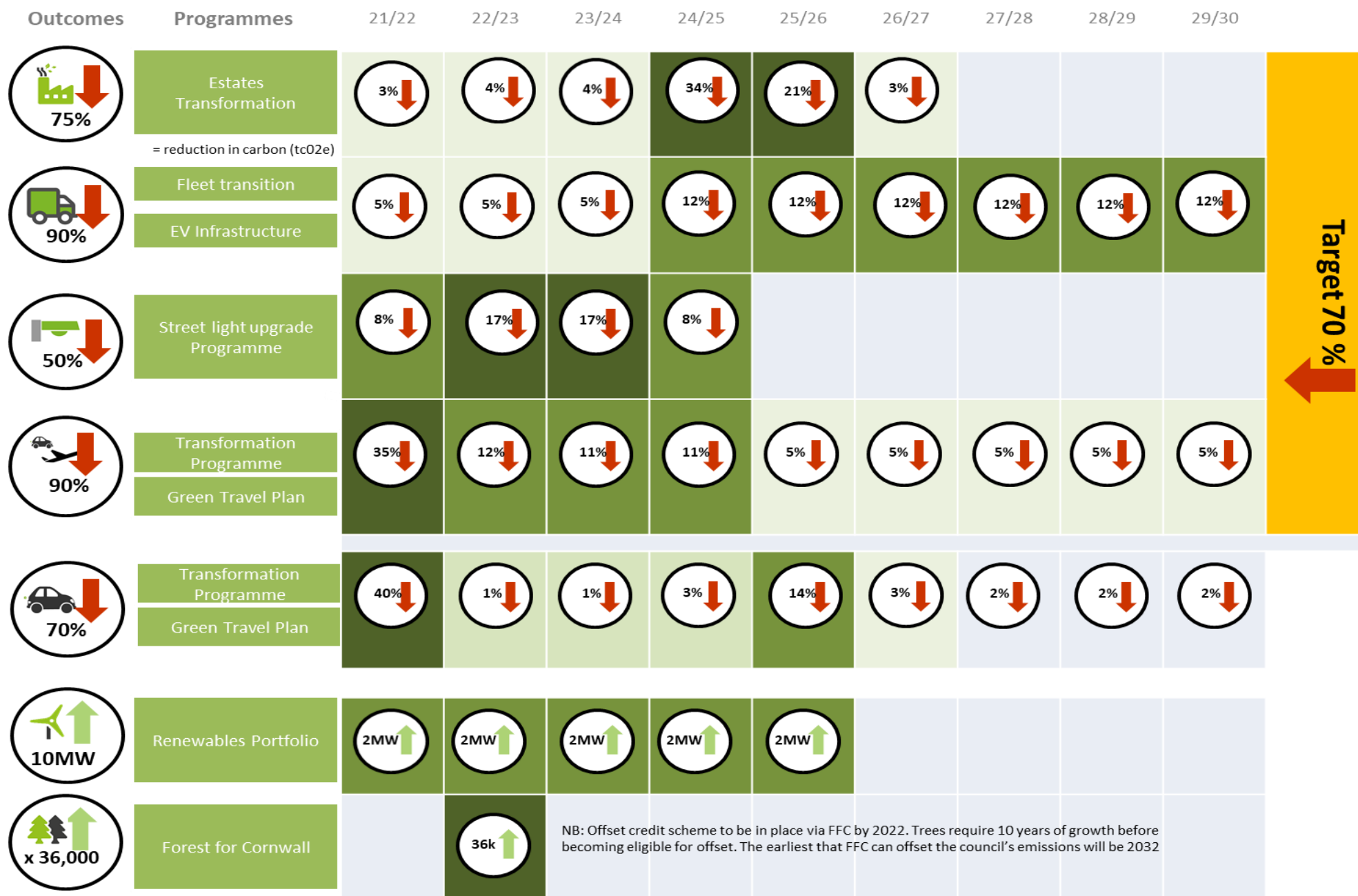


## Carbon Neutral Cornwall

- ✓ 215,000 trees planted to date with plans for a further 100 hectares this planting season
- ✓ Secured ERDF funding to add a further 150 charge points across Cornwall
- ✓ Developed a £12.9m housing retrofit programme benefitting 900 Cornwall homes
- ✓ Climate Emergency Development Planning Document approved for submission to Secretary of State
- ✓ Local Nature Recovery Strategy pilot region
- ✓ Facilitating community engagement & delivery of 30 community led projects through £700,000 of match funding
- ✓ Became the 100th member of the UK100, an influential network of leading local authorities



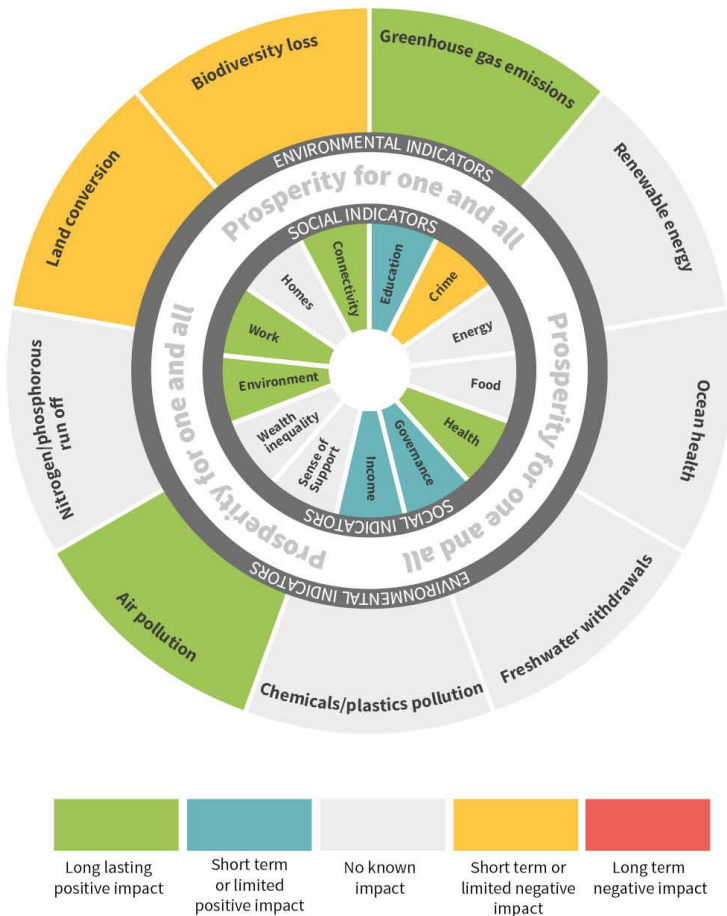
# Roadmap to a carbon neutral council





# Cornwall's Decision-making wheel

Placing people and planet at the centre of everything we do



The Saints Trail is designed with active travel in mind so has been given a score of 5 for the categories of air pollution and greenhouse gas emissions. Although land will be converted from green field in a few places, it is not all quality land and there is a full environmental impact assessment in place and mitigations planned to replace the biodiversity lost, in time.

Evidence from similar schemes shows substantial numbers of jobs created. There will also be educational signs along the trails to enable people to learn about the local historical features and environment. Although there is the possibility that opening up previously inaccessible areas of land to the public may make it possible to misuse the land, this is far outweighed by the huge health benefits and enjoyments of the local environment that will be gained by residents and visitors alike.

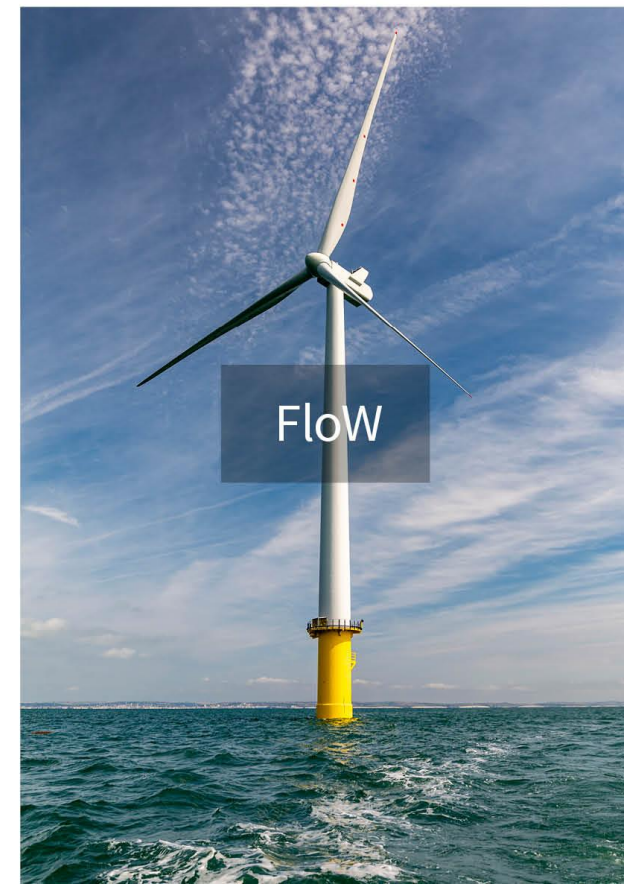
My world. Our planet.



# Innovating and leading the way



**We are supporting  
and working in  
partnership with  
some of Cornwall's  
innovative businesses**





# Supporting community climate action





Bee-inspired at the  
**Carbon neutral**  
Cornwall 2030  
HIVE.



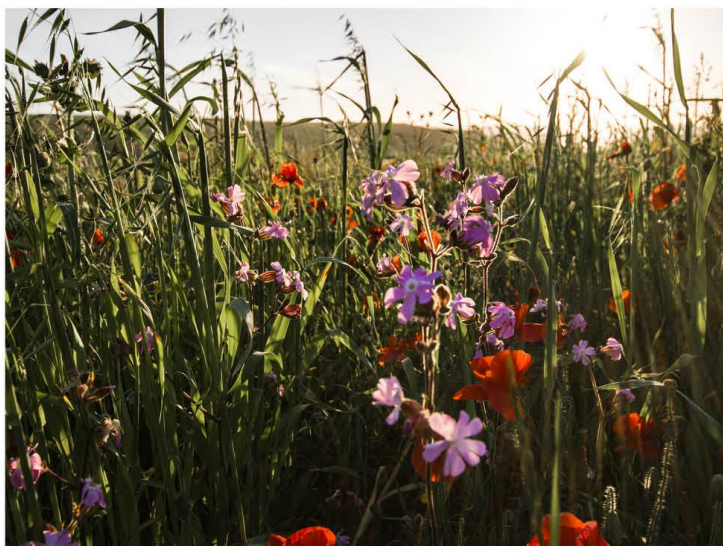
[www.crowdfunder.co.uk/programmes/crowdfund-cornwall](http://www.crowdfunder.co.uk/programmes/crowdfund-cornwall)

My world. Our planet.






**Funding community  
and business low  
carbon and carbon  
sequestration projects  
and initiatives**



WE NEED YOUR HELP TO FIGHT CLIMATE CHANGE [#BackTheFuture](#)

**LOVE**  
WHERE YOU ARE



HELP SUPPORT A GREENER CORNWALL  [Crowdfunder.co.uk/cornwall](#)





## Thank you / Muer ras

There is lots of information on our website:

**[www.cornwall.gov.uk/climatechange](http://www.cornwall.gov.uk/climatechange)**

and on the Carbon Neutral Cornwall Hive:

**[letstalk.cornwall.gov.uk/carbon-neutral-cornwall](http://letstalk.cornwall.gov.uk/carbon-neutral-cornwall)**

Contact the Carbon Neutral Cornwall team:

email: **[climatechange@cornwall.gov.uk](mailto:climatechange@cornwall.gov.uk)**