



## Report of the Director of Place

Climate Change & Nature Recovery Service Transformation Committee –  
11 December 2023

### Delivering on Nature Recovery and Climate Change - Updates on Net Zero 2050

<b>Purpose:</b>	<ol style="list-style-type: none"><li>1. For information, to update on progress and set out a delivery plan for net zero 2050.</li><li>2. To present Swansea Council activity on the 'Delivering on Nature Recovery and Climate Change' Engagement Plan</li></ol>
<b>Policy Framework:</b>	Corporate Plan – delivering on nature recovery and climate change wellbeing objective. To sit alongside the Climate Change and Nature Strategy 2022-2030.
<b>Consultation:</b>	Access to Services, Finance, Legal.
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<b>For Information</b>	

#### 1. Introduction

- 1.1 Swansea Council declared a climate emergency in June 2019 and a Nature Emergency in November 2021. In 2022 a Climate Change and Nature Strategy and Delivery Plan for 2022-2030 was approved by Cabinet to deliver 30 actions by 2030. This is the strategy and plan to deliver net zero for its own operations by 2030.
- 1.2 Swansea Council is also working in parallel, to the internal strategy and plan, by delivering a plan for net zero 2050, the county wide approach to net zero and decarbonisation. Swansea Council recognises that it cannot accomplish net zero for Swansea as a county on its own and that it

needs to work in partnership with others to enable the best possible outcomes.

- 1.3 It is anticipated that Swansea Council will be required by Welsh Government to report on the progress it is making towards NZ 2050 in future in a similar way to the reporting it does for NZ 2030. There are nine key headings under the current Carbon Budget 2 for 2050:
- Electricity and Heat Generation
  - Transport
  - Residential Buildings
  - Industry and Business
  - Agriculture
  - Waste and Circular Economy
  - Education and Engagement
  - Enriching our Natural Resources
  - Land Use, Land Use Change and Forestry (LULUCF)

It is the activity for the wider Swansea city and county net zero 2050 and creating the carbon literate workforce that will be required to enable delivery across all sectors of Swansea Council work, that's covered in this report.

- 1.4 The following plan recognises the need for a climate literate and engaged workforce to help deliver the 2030 and 2050 targets and sets out the partnerships and the projects that are anticipated to be the main vehicles by which the Net Zero 2050 (NZ 2050) agenda across Swansea will be delivered.

## **2. Swansea Council Activity for Net Zero 2050. Appendix A - Climate Change Delivery Plan Update 2022-23**

- 2.1 Swansea Council is already working collaboratively on the NZ 2050 agenda through regional and local projects on energy, including solar farms, the tidal lagoon project and the Local Area Energy Plan (LAEP).

Work on local food security for the future has also started with three Environmental Partner Framework (EPF) projects commissioned in 2022/23 to determine the state of play with agriculture within Swansea, look at the local food partnerships that exists and their particular focus, as well as research in the supply chains of some of the larger suppliers to Swansea such as Castell Howell and how they are preparing for some of the impacts of climate change. This work is on-going.

The council has also majority funded an Energy Awareness Hub to advise the people of Swansea on energy bill payments in light of the continued energy crisis and related fuel poverty experienced by many. It also provides advice on the reduction of energy consumption through behaviour change and invest to save opportunities for homeowners. Swansea Council has recently been successful in being awarded Shared prosperity funding to enable the continuation of this service until March

2025. Work is also continuing on improvements to social housing stock and corporate buildings to reduce energy consumption and decarbonise. This includes upgrading insulation and boilers, installation of renewable technologies and building new homes to The Swansea Standard as well as enabling Housing Assistance Payments (HAPS) for the neediest across the rented sector.

A project to assist Landlords regarding the new Energy Performance Certificate (EPC) regulations that were planned to be coming into force in 2025 has also been underway. This legislation has recently been put on hold by the present UK Government but the decision to continue with the project has been made and will now extend to tenants and homeowners. Officers working with Rent Smart Wales and Letting Agents are working with council officers designing an online tool to help landlords with advice on what they can do to improve their EPC rating on a property and what financial help they may be able to apply for. This will then be modified for tenants and homeowners.

- 2.2 Other regional and local projects on transport are also being undertaken with the development planning for a Swansea Metro system, the development of a Regional Transport Plan and more active travel routes across the county. Related to this is air pollution. Air Quality Monitoring is done continuously across 5 sites around Swansea. Air quality can be in part attributed to transport routes and it is hoped that with a metro, as well as park and ride and a reliable and affordable public transport system and active travel routes, the emissions from cars will be reduced. The new Corporate Sustainable Transport Strategy came before this Committee in October 2023. This is set to come back to this Committee in January 2024 and then on to Cabinet for approval.
- 2.3 Activity related to creating a vibrant circular economy in Swansea has continued with Swansea Council supporting the Green Recovery Conference for local businesses in 2022 and again sponsoring the regional Green Economy Conference in 2023. Businesses have also received training on how to decarbonise their activities through the UK Government Community Renewal Fund with the writing and delivery of workshops called Towards Carbon Zero. These courses continue to be delivered and advice and small grants given out through the Shared Prosperity Fund. A framework was also developed through the Environmental Partners to give structure and recognition to the efforts of businesses in Swansea in decarbonising and funding is being sought to enable this to be delivered and made available across the county.

It is recognised that to have a successful circular economy, the workforce has to have the skills to deliver. Officers have been working with partners, including Gower College Swansea to make training opportunities available to apprentices and tradespeople to be skilled in new technologies, such as the installation and maintenance of renewable technologies and assist local suppliers in being able to bid for work with the Council.

The Procurement Team have also introduced social values into the procurement process and work continues with local business through avenues such as the Swansea Food Partnership to create local markets for local produce.

The Waste Team continue to build on past successes with recycling rates and by starting “Tip Treasures” for household items that can be reused rather than recycled. The team also found funding for items to be made available on loan through a “Library of Things” and have passed the running of this on to a local B-Corp operating out of the city centre. Work has been carried out on making improvements to the receptacles households are supplied with for doorstep recycling. Improvements are planned with new bags and boxes for paper, card, tins and glass.

- 2.4 The Nature Recovery agenda is continuing with a recent report to Welsh Government on Biodiversity Section 6. The Local Nature Partnership, of which Swansea Council is a key member, have just drafted the Local Area Nature Recovery Action Plan.

A Green Infrastructure Strategy for Swansea city has been produced and another for the county is being drafted. Training opportunities have also been made available on how to install and maintain green walls and roofs. Some of the bus shelters around Swansea now have green roofs and it is considered to be an important tool in combatting the effects of climate change, enabling good heat regulation within buildings, and in increasing the biodiversity of areas in which they are installed.

The Local Development Plan is currently under review, and this will play an important part in shaping the wider Swansea community and the infrastructure requirements. This will feed into the planned Adaptation and Mitigation Strategy for Swansea, being commissioned by The Climate Change and Nature Action Signatories Group.

- 2.5 The key platforms Swansea Council will use to deliver on the NZ 2050 agenda across the wider Swansea community will be the Climate Change and Nature Action Signatories Group (Signatories Group), the Environmental Partner Framework (EPF) and The Local Nature Partnership (LNP).

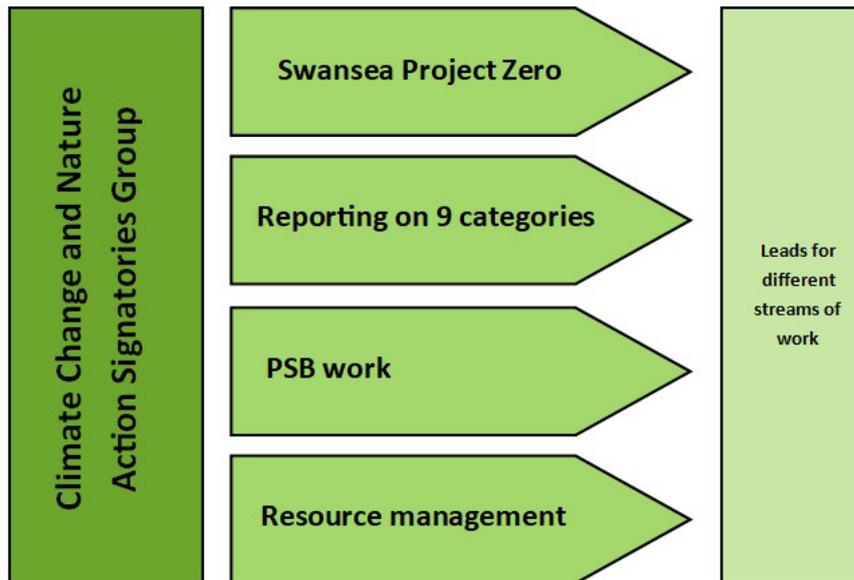


Fig.1. The Signatories Streams of Work at present.

- 2.6 The Signatories Group has recently taken on the work of the Public Services Board (PSB) Step 3 of the Swansea Well-being Plan *Working towards Swansea's net zero target and nature recovery, Climate Change and Nature Recovery*. There are two workstreams within the Well-being Plan for Climate Change and Nature Recovery. The first is to map the activity of different organisations (inc. the Signatories themselves) across Swansea so that a greater understanding of how and by what means each organisation is tackling climate and nature, be then able to identify gaps in provision and opportunities to learn and collaborate. The second is to produce a Climate Change Adaptation and Mitigation Strategy for Swansea.
- 2.6.1 The Signatories have started work on the above and have started compiling the information required for the mapping exercise and have recently won Shared Prosperity Funding to commission an independent Climate Change Adaptation and Mitigation Report for Swansea. A working group has been set up and is focusing on the scope for the project and getting this onto Sell 2 Wales by the end of November 2023. It is hoped that a contractor will be commissioned and ready to start by the end of January 2024 and a Strategy produced by December 2024 after workshops with stakeholders and fact-finding exercises have taken place.
- 2.7 A recent branding exercise undertaken with the University of Wales Trinity Saint David (UWTSD) students and the Signatories Group means that all work Swansea Council and its partners engage in on this agenda will be under the banner of **Swansea Project Zero**.
- 2.8 The Environmental Partners Framework (EPF) is designed to commission projects for delivery in the community by key partners with the experience and knowledge to do so. The framework allows Swansea

Council to enable direct delivery without having to procure for each individual project. In 2022-23 8 successful projects were commissioned and delivered by the Partners. The majority of the projects were information gathering so that future engagement is well informed and targeted, especially to help reach those that do not normally engage with the Council or on the subject of climate change and nature. 2023-24 has already seen a couple of projects and others are in the pipeline. After the first-year lessons have been learned and the types of projects and how they are commissioned has evolved to try and ensure innovation and ensure the projects have a legacy and can be shown to contribute to either a behaviour change, nature positive or emissions reduction initiative. Another key priority for the EPF is to deliver projects that will have a positive impact on hard-to-reach communities. One project in 2023/24 is to plan a series of events for September 2024 within such communities and ensure a lasting legacy for a more resilient community.

### **3. Internal Delivery Plan for 2030 and 2050**

- 3.1 To enable the best possible outcomes for Swansea Council in reaching NZ 2030 the communication across different service areas needs to improve to ensure sharing and celebration of progress, and an integration and rationalisation of resources. This is detailed in **Appendix B**, the Climate Change Communications Plan for 2023-27.
- 3.2 The use of the Climate Change and Nature Recovery Programme Board is essential for this. Different reporting methods have been tried as has different formats to meetings. Presently the use of “Highlight Reports” on a quarterly basis with meeting agendas concentrating on these at appropriate times is being instigated. There is a clear need for named officers to fill in these reports and to present at meetings to enable this avenue of communication to be successful.
- 3.3 Better communication and integration can also be achieved by the Communications Group with a clearer purpose and direction. This can be accomplished in the first instance by tasking the group with sharing and dissemination of information within the group and service areas as well as tasking them with assisting in the successful use of climate change related hashtags in social media posts and promotion of the e-learning for climate change and nature recovery.
- 3.4 Clearer webpages for the 2030 and 2050 agendas are being developed and this will continue. The need for relevant and up to date news items and offers could be integrated further with the use of the aforementioned hashtags as this will enable a more joined up approach. The Group has decided the work on a ‘Calendar of Actions and Inspiration’ for staff. This will either be a regular part of StaffNews or Martin’s Blog, but it is hoped that it will be part of a ‘pop up’ on screen when staff members login for work, very similar to the “Welsh word of the day” in previous years. This will use national and international events such as Earth Day to keep the

agenda in the minds of staff but will also give suggestions of actions to take to reduce carbon emissions and promote nature recovery. This will also be used to promote good news stories where staff have taken the initiative and made a difference.

- 3.5 In order to ensure the workforce is carbon literate and able to understand the way climate change and nature recovery affects Swansea as a place to live and work, now and in the future, two e-learning modules have been produced. It is planned that these will be the first in a suite of training that will enable staff to understand these issues and how they as council employees and citizens of Swansea can make a positive contribution to the net zero 2050 and nature recovery agendas. A KPI has been set to ensure as many staff as possible undertake the training. This will be monitored by the Strategic Climate Change Project Manager and reported on annually. By promoting the training through the Programme Board and Communications Group it is anticipated that there will be an increase in uptake. It has already been promoted through the Chief Executive's blog but a regular mention in StaffNet will also help, especially if this can be linked to incentives for staff. This will need further exploration to see if this can be achieved.
- 3.6 In addition to the training, a series of "Toolbox Talks" have been produced and others are planned. They can be accessed through the climate change pages on StaffNet and give practical advice on energy saving, wildlife gardening and water saving. Others are planned for the future to help continue the dialogue. These are produced in both English and Welsh and are designed to be short and to the point with practical steps that can make a difference.
- 3.7 Recently the Climate Change Project Manager and the Section 6 Biodiversity Officer have been running face-to-face sessions with different service areas. To date these have been delivered to the Local Area Coordinators and a section of Corporate Buildings Services. These sessions have received excellent feedback, and the intention is to continue to deliver these whenever requested.

#### **4. External Delivery Plan for NZ 2050**

- 4.1 The delivery of initiatives for NZ 2050 will mainly be through the Environmental Partner Framework (EPF) and the Climate Change and Nature Action Signatories Group as outlined in the Communications Plan 2023-27. The former is a 3-year framework that will come to an end in March 2025, when, a new framework is due to be procured and the latter will act as the strategic lead for Swansea in reaching net zero.
- 4.2 To deliver projects out in the community and to business the EPF was set up. During the first year of this new way of working 8 projects were delivered by the 3 partners. Much of the work was paving the way for delivery in the future and with the background intelligence gained from those 8 projects. In the second and third years of the framework the

emphasis will be on direct delivery to communities and businesses to help them become informed and resilient to the climate change already anticipated to happen, as well as decarbonise to help combat future climate change and help put nature into recovery. With the basic pot of money ring fenced by Swansea Council for the framework a minimum of 4 projects will be delivered in each of the remaining years of the agreement, with additional funding sought to enable others. Projects will be commissioned with a long-term view of sustainability or legacy passed to initial funding as with resources being tight and time to make the difference required for net zero, the move away from 'nice to do' is essential. This money and the way the framework has been set up is vital to enable projects to be delivered across Swansea and a new framework with ring fenced funding will be needed from March 2025 to assist Swansea in its journey to net zero and nature recovery.

- 4.3 An attractive and engaging website for external users is vital to be able to inform and update citizens and others as to what is happening within the council and around Swansea on climate change and nature recovery. Some changes have been made to the website with easy to follow 'tiles' to take a user on to find out more information. The work on the website is ongoing and further improvements need to be made to make it up to date and relevant. This can also be done by linking to other websites and the work being done by Welsh Government and the Signatories Group. The latter is to still commission a website, but this will be an important piece of work for the group to do.
- 4.4 The promotion of national and internal environment days will be a way of engaging different audiences. 4-6 principle days will be chosen from a yearly calendar to promote with any related local events promoted alongside or suggested actions to undertake to support the particular day principles e.g. if promoting Big Green Week a timetable of related local events could be posted or linked or if the promotion is for national beach clean day then there could be general encouragement to either engage with an organised event or go out and pick up litter as an individual or group and places to leave the bags for collection by council services.
- 4.5 The Climate Signatories Group will be the main vehicle for engagement on county wide climate change. As mentioned above, an engaging website will be essential to help get messages across. It would act as an online information hub, linking all activity relating to climate change and nature recovery in Swansea. This will also be a way of citizens and business engaging in a carbon monitoring tool. The statutory agencies that sit on the Signatories Group already have to report to Welsh Government and steps are being taken to link up what each member organisation is doing to decarbonise. The Welsh Government has recently launched Climate Action Wales, a website to inform citizens about climate change and actions they can take in their daily lives that can cut carbon. This does not currently have a carbon counter for community groups and SMEs to use, but this may develop over time. The Climate Action Wales website is linked from the Swansea Council

climate change web pages to highlight actions but if the Welsh Government does not plan to release a tool for communities and business to use, then this will be considered either through the Signatories Group or the framework as it would be an important piece of work, as being able to tangibly countdown to net zero with an eye-catching graphic will engage many more individuals, groups and businesses due to human innate competitiveness. Further conversations with Welsh Government about the Climate Action Wales will need to be had, to ascertain their future plans regarding this.

- 4.6 A project already undertaken with UWTSD to design the brand for the net zero campaign has resulted in the Swansea Project Zero brand and logo being designed. The launch of, and use of, the brand by the Signatories will help highlight the work being undertaken and create a critical mass of individuals, groups and businesses that are working towards net zero 2050, with a 'we are all working together' feel created by using the brand in specific ways. The promotion of the brand and how it will be used by the different members of the Signatories Group is still to be decided but all are in agreement that this will be the brand that will be used.



## **5. Delivery of NZ 2050 and Nature Recovery through PSB**

- 5.1 The need for a coordinated approach is evident across Swansea. There are many groups and organisations working to try and make a difference but without coordination there is a risk of duplication which, considering tasks ahead and restricted resources this is something that should be avoided. The Signatories recently agreed to take on the work of the PSB to deliver on climate change and nature recovery. This in itself avoids duplication, as the Signatories have in effect become the working group for Step 3 of the Well-being Plan. The delivery plan for step 3 being aligned with the plans of the Signatories to map activity across Swansea and commission an Adaptation and Mitigation report for Swansea that

would then inform future engagement and assist members with planning both within their own organisations and across wider Swansea.

- 5.2 The Signatories Group was set up to be a delivery group on climate change and nature recovery but will also report on progress to PSB as per the requirement under the Well-being of Future Generations (Wales) Act 2015. Further detail of this is contained within the Communications Plan (Appendix B).

## **6. Summary**

- 6.1 The delivery plan for engagement for NZ 2050 is based on 3 main areas of work. This will form the basis of some of the work to be carried out by the Strategic Climate Change Project Manager for the duration of the present Swansea Well-being Plan to ensure alignment with the reporting procedures of Swansea PSB.

- 6.2 The 3 areas of focus will be:

- Internal delivery to ensure a climate literate workforce and well-informed council members to enable positive change and reduced emissions;
- External delivery through the Environmental Partner Framework; and
- Delivery through the Climate Change and Nature Action Signatories and by the taking on of the delivery group role for step 3 of the Swansea Well-being Plan.

## **7. Integrated Assessment Implications**

- 7.1 The Council is subject to the Equality Act 2010 (Public Sector Equality Duty and the Socio-economic Duty), the Well-being of Future Generations (Wales) Act 2015 and the Welsh Language (Wales) Measure, 2011 and must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.
- Deliver better outcomes for those people who experience socio-economic disadvantage
- Consider opportunities for people to use the Welsh language
- Treat the Welsh language no less favourably than English.
- Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

- 7.1.1 The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in Wales must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the well-being goals.
- 7.1.2 Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also takes into account other key issues and priorities, such as poverty and social exclusion, community cohesion, carers, the United Nations Convention on the Rights of the Child (UNCRC) and Welsh language.
- 7.2 This report is for information only and therefore an IIA screening form is not required.
- 7.2.1 As individual projects come to fruition, individual IIA reports will be done.

**Background Papers:** None.

**Appendices:**

- Appendix A Climate Change Delivery Plan Update 2022-23  
Appendix B Communications Plan for Climate Change 23-27

## Appendix A: NZ2050 -Delivery Plan Update 2022-23 Swansea 2050

Electricity & Heat Generation	Transport	Residential Buildings
<ul style="list-style-type: none"> <li>Continue supporting Blue Eden - Energy Hub and Tidal Lagoon - battery farm, floating solar, oceanic &amp; climate change centre, floating homes.</li> <li>Develop Energy Parks e.g. Tir John Solar Farm</li> <li>Support delivery of Regional Energy Plan</li> <li>Support delivery of Local Area Energy Plan (LAEP)</li> </ul>	<ul style="list-style-type: none"> <li>An integrated and affordable public transport system</li> <li>Safe active travel networks across the county to recognise work and leisure hubs</li> <li>Work underway to develop a regional transport plan</li> </ul>	<ul style="list-style-type: none"> <li>More EV charging points</li> <li>Residents aware of and able to access advice and funding for home improvements to cut carbon emissions</li> <li>More Homes built to Swansea Standard</li> <li>Decarbonisation of Housing Stock</li> <li>Continue to finance the Energy Awareness Hub through SPF</li> <li>Aim for 30% of (non –residential) Council buildings with wildlife features</li> </ul>
Industry & Business	Agriculture	Waste & Circular Economy
<ul style="list-style-type: none"> <li>Towards Carbon Zero training developed and delivered to businesses to aid decarbonisation with partners.</li> <li>Grants for SMEs to aid decarb from SPF anchor project</li> <li>Complete in 2024: Kingsway 71/72 high tech, low carbon office space; regeneration of key heritage buildings. First UK Biophilic Living building incorporating community growing and green lab facilities.</li> <li>Swansea University partnership developing Natural Products BioHub.</li> <li>Sponsoring of Green Recovery Conference</li> </ul>	<ul style="list-style-type: none"> <li>More opportunity for healthy, local food production and sales</li> <li>3 projects undertaken through EPF to look at which community groups are involved in promoting the food agenda, what is the current state of play regarding farming and one looking at what plans the big suppliers to Swansea have in place to cope with CC.</li> <li>Officer support for Bwyd Abertawe</li> </ul>	<ul style="list-style-type: none"> <li>Achieve Welsh Government recycling targets</li> <li>Promote the waste hierarchy and prevent, reduce, or reuse materials wherever feasible</li> <li>Review the Waste Strategy to improve waste minimisation, reuse, recycling, and carbon footprint</li> <li>Continue to monitor technologies and engagement with partners to recycle a wider range of waste material types</li> <li>Support 3<sup>rd</sup> parties running Library of Things</li> <li>Compliance with the proposed Workplace recycling Regulations</li> </ul>
Education and Engagement	Enriching our Natural Resources	LULUCF
<ul style="list-style-type: none"> <li>Supporting green skills and job creation through networks</li> <li>School on Energy Sparks and moved to Sigma to monitor energy consumption. Decarb Plan written for practical behaviour change to cut usage and emissions.</li> <li>Staff training – eLearning modules created for CC&amp;NR with 122 staff completed module 1/2. Face to Face training delivered to 2 different service areas. Toolbox talks for staff and public on energy, helping wildlife and water written.</li> <li>Environmental Partner Framework (EPF) set up and delivering projects across Swansea in the community and with business.</li> <li>Engagement, Comms Plan developed</li> <li>Swansea Project Zero</li> <li>Continuing to support the Energy Awareness Hub</li> </ul>	<ul style="list-style-type: none"> <li>Green Infrastructure policy for city centre delivered and one for county being developed</li> <li>Training on installation and maintenance developed and delivered with partners</li> <li>Tree Policy developed and awaiting approval</li> <li>ENRAW Grant final Quarter complete.</li> <li>Canopy Cover survey work undertaken.</li> <li>LNRAP – final draft out for consultation to LNP members, CC&amp;NR steering group, Service Transformation Committee, including a workshop with members of STC committee</li> <li>Local Places for Nature (LPfN) grant - application submitted to WG (12th July)</li> <li>Section 6 Biodiversity Action Plan</li> <li>Swansea was part of the Global City Nature Challenge 2023</li> </ul>	<ul style="list-style-type: none"> <li>LDP in review</li> <li>Working on a mapping project with partners to map climate scenarios</li> </ul>



## Report of the Strategic Climate Change Project Manager

# Appendix B - Communications Plan for Climate Change 2023-27

<b>Purpose:</b>	For information only. To outline the work that is proposed to improve communication across Swansea Council in light of the recent Climate Emergency UK scoreboard result.
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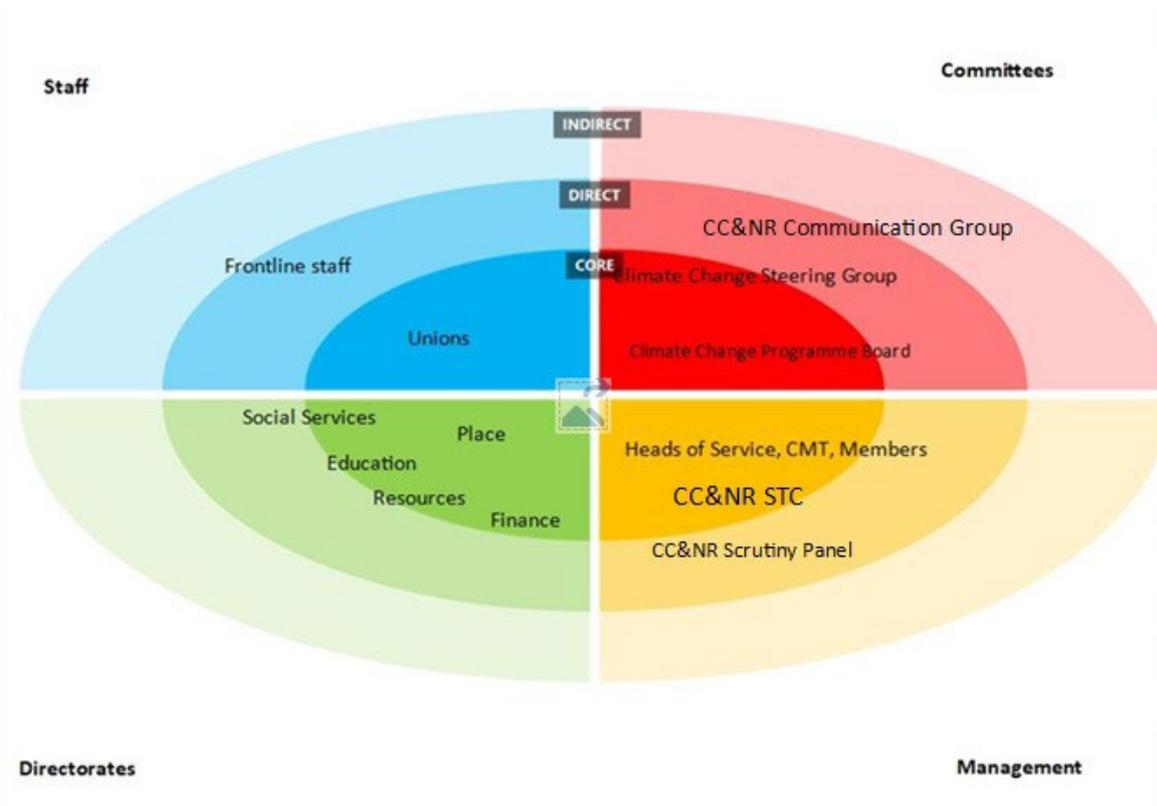
### 1. Introduction

- 1.1 In light of the recent opportunity to respond to the Climate Emergency UK (CEUK) scoreboard and the increasing number of FOI requests related to climate change it is evident that communications, both internally and externally could be better coordinated. This would not only potentially increase our scorecard for CEUK, but it would also increase the profile of the work being carried out by the Council for net zero 2030 and 2050.
- 1.2 There is plenty of good work being carried out by Swansea Council and its partners and this needs to be celebrated, as a way of recognising hard work that is being undertaken and to provide inspiration to others. Swansea Council's tag line for climate change is 'it's everyone's business' and it wants to lead by example in the county and across the region. To do this affectively, the work being carried out needs to be highlighted and brought to the attention of the wider Swansea community as well as to the wider staff community.
- 1.3 Communication has progressed since the writing of the Engagement Plan for Climate Change in May 2022. Internally, Swansea Council has now firmly established the Climate Change and Nature Recovery (CC&NR) Programme Board, with members from across the organisation regularly meeting and reporting on progress. The Governance structures are in place and annual emissions reporting to Welsh Government has gone through several cycles. Two modules for staff training have also been written and are live on the e-learning platform. Whilst this is not mandatory, all staff are encouraged to undertake it and it has been promoted through the CC&NR Programme Board, CC&NR Steering Group, CC&NR Communications Group and by the CEO in his weekly blog. This has also been shared with the other three authorities within the Southwest Wales Region. Three Toolbox Talks on Energy, Wildlife and Water have been created and have been shared on StaffNet for all staff to have access to, as well as shared on the Swansea Council webpages for Climate Change and Nature Recovery for the wider

community. There have also been several key updates to the webpages themselves with the easier to follow 'tiles' clearly dividing the information that will take you to related pages and linking to other internal and external webpages of relevance. The updating and improvements to the webpages is ongoing and the CEUK information will be very useful in enabling further development as the sorts of information looked for is now known.

- 1.4 In the Engagement Plan (2022) the external communication was to centre around The Climate Change and Nature Action Charter and Pledge and the branding of Swansea Project Zero. Since the writing of the plan the Charter Signatories Group has been set up and the branding project has been undertaken with UWTSD. A third-year student Agnes Olah won the competition, and the branding will be launched in autumn 2023. A new Engagement Plan has now been written to update on progress and inform of future work planned.
- 1.5 The use of the Environmental Partner Framework has enabled a number of projects to take place. In 2022-23 these were mainly fact-finding reports to inform future engagement. Schools have also had the benefit of membership to Energy Sparks to help them cut their energy bills and carbon. The Climate Change Project Manager has also undertaken a number of face-to-face training sessions with teachers and premises managers on the 'why' and 'how' to use the Energy Sparks system and has adapted an Energy Efficiency and Decarbonisation Plan (including how to carry out an energy audit). Work then began on the successor for Energy Sparks with the Energy Manager and his team developing the Sigma energy monitoring system. The move over from Energy Sparks to Sigma has begun and should be complete by the end of autumn term 2023. There is also an agreement to share educational resources from NPT who have been working with Cardiff University, as the English and Welsh versions of the adapted Energy Efficiency and Decarbonisation Plan have been shared with the team in NPT to use with their schools.
- 1.6 The Climate Change and Nature Action Signatories Group was set up to be a strategic group for Swansea, to ensure a coordinated approach and enable the delivery of county wide projects related to climate change and nature recovery. This group originated from Swansea Council declaring a climate emergency in 2019 and a nature emergency in 2021 and inviting key partners and organisations across Swansea to sign a Charter declaring a commitment to work collaboratively and to have a shared vision for the future. This group accepted the proposal from the Public Services Board to align more closely with them and become the delivery partner for Step 3 of the Swansea Well-being Plan - *Working towards Swansea's net zero target and nature recovery, Climate Change and Nature Recovery*.

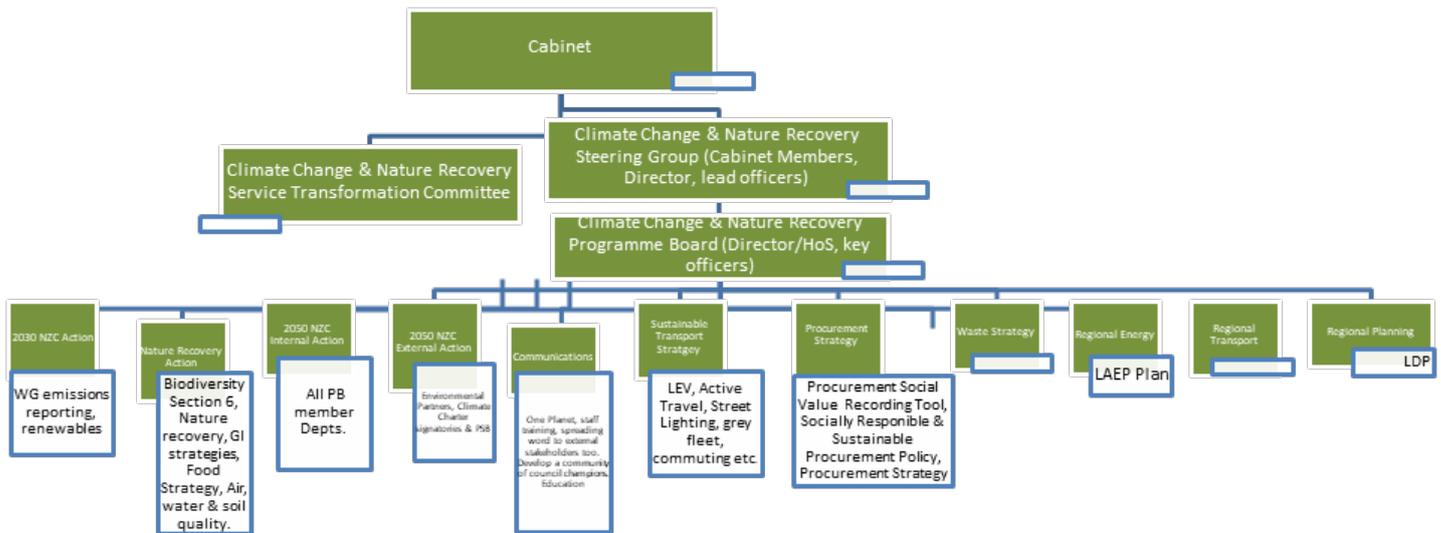
## 2. Further Development of Internal Communications.



2.1 Further improvements to internal communications for climate change are required to ensure the joined-up approach that will be required if staff are to embrace the work being undertaken by the Council itself to reach the net zero 2030 target and support the drive to net zero 2050. Much of the energy and waste reduction required is through behaviour change. In a recent report done by Sia Partners for Swansea Council, on the potential to decarbonise some of the buildings within the public estate, shows that behaviour change can contribute between 12 -15 % of the overall energy reduction. Better internal communications will ensure there are fewer or no missed opportunities evident in the past and highlighted whilst responding through the right to reply with CEUK as staff will be more aware of the links their work has to the climate change agenda. The Nature Conservation Team will be producing their own Nature Recovery Action Plan 2023-30 with the Local Nature partnership and their own Communications Plan.

2.2 The Programme Board and the Governance structure have evolved over the last 18 months. The recording of progress that different service areas was required to do was stopped in early 2022 as there was little engagement but due to feedback from some officers and the growing need to find information relating to climate change for internal reporting and for FOI requests, a new way of recording progress has been introduced in June 2023. These are highlight reports and will have assigned responsible officers from each section who will be required to fill these in every quarter. It is anticipated that these highlight reports will form part of the agenda of meetings so that progress can be shared. The Governance of programme Board has also recently changed.

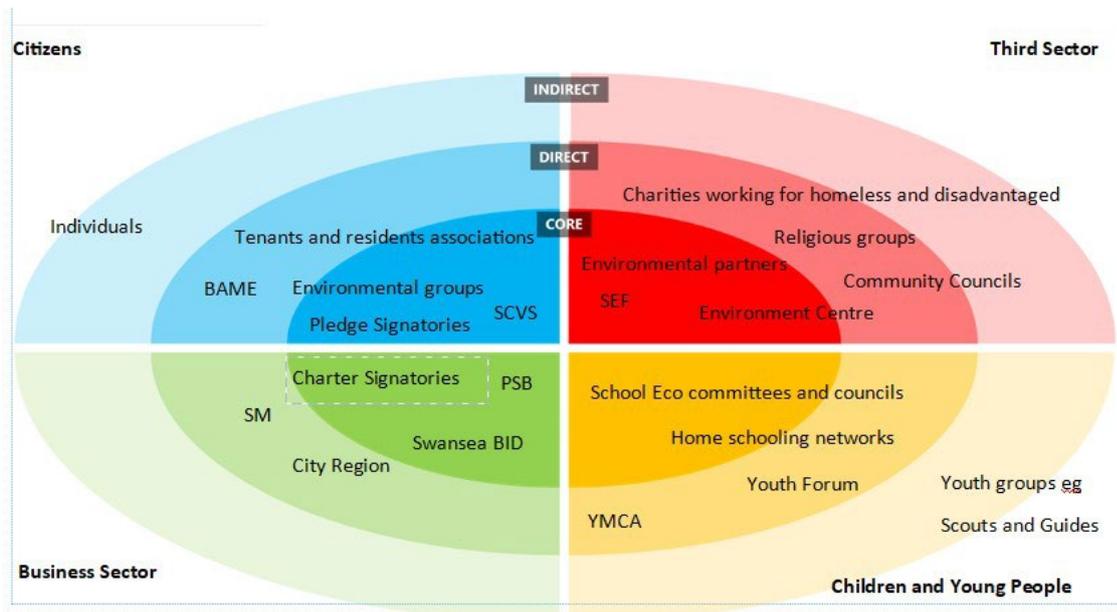
The Steering Group remains the same which gives consistency, but the Corporate Development Committee has been replaced with the new Service Transformation Committee. Clear Governance is essential and enables good communication with those that influence and form policy. The members of the Programme Board have been changing too. The membership now includes officer representation from Transport/Fleet and Human Resources. The latter has direct links to the Unions and workforce.



### Climate Change & Nature Recovery Governance Structure June 2023

- 2.3 An internal Climate Change and Nature Recovery Communications Group was set up with officers from across the council. In a meeting in July 2023 there was an ‘ask’ to officers to think about what initiatives they may be able to undertake in their particular service areas to raise the profile of climate change amongst staff and for officers to each take on the promotion of the staff training on the e-learning platform in their service areas, which will in turn help meet the corporate KPI targets.
- 2.4 More actively involving the officers who are part of the Communications Group will be essential for success. There needs to be coordination across the different service areas and a way of highlighting work being undertaken related to climate change and nature recovery. To this end the Strategic Climate Change Project Manager will coordinate a project with members of the Communications Group to highlight actions that staff can take for climate and nature and celebrate the good work already happening across the council. This could take the form of a regular piece in StaffNews or as a pop up on screen when staff log in, similar to the ‘Welsh Word of the Day’ done previously. It is also important to note that there is no intention to burden workloads so this will have to be a light touch approach, but this does not mean that it can’t be effective. The group has agreed to meet quarterly to maintain momentum.

### 3. Further Development of External Communication



3.1 At the beginning of 2022 a project with third year Graphic Design students, from UWTSD, to design a logo for Swansea Project Zero was launched. As per the Engagement Plan, the need to create a Swansea brand that would, over time become synonymous with the collective journey to net zero 2050. The brand will represent the partnership between the institutions, organisations, businesses and people of Swansea. It will become the logo for the Climate Change and Nature Action Charter Signatories Group (Signatories Group) and be used to launch projects across the county. The project was successful, and a winning design was chosen. The launch of the logo took place at the Green Economy Conference in November 2023. The delay in this happening has been due to a number of small changes that were required with the design and to coincide with the Signatories Group becoming the lead for the work of the Climate Change and Nature Recovery Step within the local Well-being Plan from the Public Service Board (PSB).



**PROJECT  
ZERO  
SWANSEA**  
**PROSIECT  
SERO  
ABERTAW**

**NET ZERO SWANSEA**

'Working together for a better future'

**ABERTAW DI-GARBN NET**

'Gweithio Gyda'n Gilydd ar gyfer Dyfodol Gwell'

- 3.2 Whilst undertaking the response for the right to reply for the CEUK scorecards it became evident that with a more joined up approach and higher profile will avoid the missed opportunities in social media posts in the future. The use of hashtags as well as the Swansea Project Zero branding would raise the profile of climate change and enable connections to news items, policies, plans and actions to be made. The list of proposed hashtags for climate change is in Appendix 2.
- 3.3 Swansea Council also needs to celebrate its achievements more as it was the first authority in Wales to obtain a Bronze Accreditation for the One Planet Standard in November 2022. It was able to do this by demonstrating the commitment of senior members of staff and Councillors as well as through the engagement and planning. This needs to be celebrated further than the original press release and the 'badge' used on the website. The accreditation itself last for two years and it is unlikely at this stage that Swansea Council will renew due to the cost but there is no reason why we can't promote this more than we are at present. A review of the website pages for climate change and nature recovery will be done and the press release incorporated into a 'tile' about the award.
- 3.4 A list of monthly national and international event days that highlight climate change has been drawn up and these have been shared with the Communications and Marketing Team and the Website Team. The full list is in

Appendix 2 with the highlighted days being recommended as days to promote across Swansea via social media. These will be shared in Programme Board, Steering Group and with the Communications and Marketing Team and well as Members. The intention will be to use the hashtags wherever possible in any social media postings and would demonstrate the connectivity of the council itself. One or two of the event days may be worth considering as annual events in Swansea with activities going on. These would need careful consideration as this could mean an ongoing financial and staff resource commitment.

- 3.4 The Environmental Partner Framework enables Swansea Council to deliver projects in the community. 2022-23 saw projects being undertaken by all Partners they were fact finding and will enable a more targeted and innovative approach to engagement with the people, communities and businesses of Swansea. Swansea Council also supports the Energy Awareness Hub in the city centre. This is enabled through Shared Prosperity Funding that the council manages, and the Environment Centre delivers. It is important when undertaking projects through the framework that the Swansea Council logo and the Swansea Project Zero logo is included in all promotional materials and verbally during presentations. If partners ensure they do this, then those they engage with will be aware of the sponsorship by Swansea Council and it will help raise the profile of Swansea Project Zero.
- 3.5 The Signatories Group has taken on CC&NR element of the well-being delivery plan of the Swansea PSB, as well as continuing with work already agreed. The formulation of a Strategic Plan will be a priority. This will enable the Signatories to deliver the plans they have as well as the PSB work and ensure a fully joined up approach. The full Strategic Plan is planned for 2024 as the Climate Change Adaptation and Mitigation Plan will form part of it and this is not due for completion until autumn 2024. All work carried out by the Signatories Group will include the Swansea Project Zero branding.
- 3.6 It is essential that good networking occurs to promote the work of Swansea Council on climate change and the work of the Signatories Group. Key events, such as the Green Economy Conference should be attended by staff and opportunities to promote the branding and work should be taken to raise the profile of everything that is happening across Swansea in relation to climate change and climate change resilience.
- 3.7 It is important that any printed or social media coverage planned for any event or social media is in line with Swansea Council Welsh Language Policy, so it will need to be translated into Welsh beforehand so that promotion can be done simultaneously, and timelines designed into projects and coverage.

## **4 Actions**

- 4.1 The following actions have been approved by CC&NR Programme Board and Steering Group:

## Internal:

- The Strategic Climate Change Project Manager to email all Programme Board members and ask for a named responsible officer to fill in the highlight reports for each of the areas of work identified.
- The Strategic Climate Change Project Manager to send emails with the call for agenda items before each Programme Board meeting to ensure the responsible officers fill in the highlight report prior to the meeting. Highlight reports would become a regular agenda item every quarter to discuss and celebrate progress and raise any issues.
- Hashtags to be accepted and highlighted to Programme Board and others to be used in social media posts to ensure a more joined up approach.
- Face to Face support training for staff on Toolbox Talks and Climate Change engagement.
- Targeted e-learning encouragement through liaising with service area leads and targeting existing inhouse training sessions across the council.
- The recognition of environmental days to be used to maintain momentum with social media posts in relation to climate change and to demonstrate a broad approach to the agenda.
- Continued development of the website to keep news and information up to date for both staff and the public.
- Undertake a second Citizen Survey in autumn 2023 to update the public on progress towards net zero and further the dialogue.
- Work with Sue Woodward and the Economic Regeneration Team on opportunities to help businesses decarbonise.
- To share successes and challenges against the corporate plan well-being objectives via annual reports to cabinet and scrutiny, comms with public, and reporting on new KPI's.
- Reporting on Lagoon progress as per our policy commitment
- Continuing to build strong regional communication pathways on all CC activities.
- Promotion of the One Planet Bronze Award to staff to demonstrate that Swansea Council is 'on the right track' with its work on climate change and nature recovery by ensuring the staff net pages have this represented.

## External

- Promotion of the Swansea Project Zero brand and or Swansea Council across social media, at events and through project work undertaken through the Environmental Partner Framework.
- Climate Signatories to develop a strategic plan for Swansea and the journey to net zero 2050 and undertake PSB work to contract an Adaptation and Mitigation Plan that will help inform the strategy.
- Seek additional funding opportunities to enable more projects to be delivered including the further development and delivery of a framework to aid businesses and the setting up of Climate Assemblies.
- Produce an online resource for landlords and private homeowners on why and how to best retrofit homes for a higher EPC rating and make available on Swansea Council website and Rent Smart Wales website.

- Use of hashtags and environmental events throughout the calendar to promote the issues around climate change and empower communities and businesses to take action.
- Promotion of the One Planet Bronze Award externally via the website to demonstrate that Swansea Council is 'on the right track' with its work on climate change and nature recovery.
- Utilise 3 databases of contacts to directly promote activity and for survey responses.
- Environmental Partner Framework for project delivery across Swansea
- Collaboration with Tackling Poverty Service Area and The Environment Centre to deliver the Energy Awareness Hub service.

## Appendix 1: The Climate Change Communications Delivery Plan June 2023

Number	Action	Date to be completed by	Who is responsible	Comments	Progress
<b>Internal Swansea Council 2030 and 2050</b>					
1.	Highlight Reports for Programme Board Members	End of May 2023	Jane Richmond	Creation of highlight report templates in Teams>Files for quarterly reporting. All Programme Board colleagues to assign responsible officer to fill them in quarterly.	Raised at May PB meeting. JR to send reminder email to all members.
2.	Hashtags to be used in social media posts	End of July 2023	Jane Richmond, Programme Board, Steering Group, Transformation Committee, Communication Team	<p>Combination of the below to be used on all related posts eg. Climate change, nature recovery, green infrastructure, renewable energy, active travel, public transport, alternative fuels energy efficiency in all corporate, social housing and school buildings, the work of the Climate Signatories Group</p> <p>#climatechange, #netzero, #netzero2030, #netzero2050, #itseveryonesbusiness #swanseaprojectzero #climateaction #energy #energyefficiency #renewables #sustainabletransport #activetravel</p>	Hashtags taken to Comms Group, sent to Comms team

				*Note any social media will need to be translated into Welsh before posts can be made in either Language and that time for translation needs to be factored in.	
3.	Communications Group	July 2023	Jane Richmond	Ask the group to consider actions related to combating climate change that they can take in their own service areas and draw up a plan of action.	
4.	Promotion of the e-learning modules and Toolbox talks	Ongoing	Jane Richmond	Promotion through Programme Board, Members, Unions, Martin's blog, StaffNet, Climate Change Comms Group.	
5.	Face to Face toolbox talks and how to engage others on climate change	Ongoing	Jane Richmond	Series of face-to-face sessions to highlight the toolbox talks and how they can engage and empower others on climate change and reaching net zero	
6.	Website development for internal and external users	Ongoing	Jane Richmond	Ensure the information for both staff and public is relevant and up to date. Promotion of the One Planet Standard.	Refresher training for some aspects of website work required
7.	Regional Comms	Ongoing		Maintain and enhance communications across the region and throughout Wales by taking an active part in Regional energy planning and training, identifying opportunities for further collaboration as they arise.	
8.	Annual Reporting		Jane Richmond		To share successes and challenges against the corporate plan well-

					being objectives via annual reports to cabinet and scrutiny, comms with public, and reporting on new KPI's. Reporting on Lagoon progress as per our policy commitment
<b>External – the wider Swansea Community and 2050</b>					
1.	The Promotion of the Swansea Project Zero branding across the county by Signatory members	Ongoing from July 2023	Jane Richmond	Promotion of the branding with a social media post about the launch with the Signatories. The logo to be used on all climate change related activity done by the Signatories as a group and by the individual members.	
2.	The signatories to take on the CC&NR Step for the PSB	Ongoing from 2023 -2028	Jane Richmond	This will include the Adaptation and mitigation Report for Climate Change and other works as set out in the PSB plan	
3.	Business decarbonisation	Ongoing	Jane Richmond Working with SW and Regen Team plus Afallan	Opportunities for a business framework are being explored again and sponsorship of GEC will enable workshop to fine tune a framework.	Green Economy Conference to be used as vehicle to explore framework further and to find out what else businesses need.

4.	Citizen Survey	November 2023	Jane Richmond	The production of a new citizen survey and loaded to website with help of Rhian Miller	Work on the first section to be completed – what you said and we’ve done from last survey. Q’s for second section started. Top and tail done.
5.	Promotion of environmental days to keep the climate change agenda in the public consciousness	ongoing	Jane Richmond	Social media promotion of events and potential EPF run events throughout the year	List of events to be agreed at SG and CG
6.	Deliver projects across Swansea through the EPF	ongoing	Jane Richmond		3 year framework
7.	Continued collaboration on Energy Awareness Hub	ongoing	Jane Richmond Lee Cambule Anthony Richards EC		SPF funding until March 2025

**Appendix 2. Environmental Event Days for promotion on social media and Website.**

Date	Event	Social Media or Event	Social Media or Event Responsibility
22 <sup>nd</sup> March	World Water Day	Social Media	JR and Comms Team
22 <sup>nd</sup> April	Earth Day	Social Media	JR and Comms Team
10-19 <sup>th</sup> June	Great Big Green Week	Event to be run by EP	JR and EP
July	Plastic free July	Event to be run by EP	JR, Waste and Comms Team
September	??	Event to be run by EP	JR and Comms Team

## Proposed Hashtags for use by Comms Team and Officers

#climatechange,  
#netzero,  
#netzero2030,  
#netzero2050,  
#itseveryonesbusiness  
#swanseaprojectzero  
#climateaction  
#energy  
#energyefficiency  
#renewables  
#sustainabletransport  
#activetravel