

Enclosed in this document are:

- Appendix 1 – Internal and external engagement and communications activities since March 2022.

- Appendix 2 – Proposed near and mid-term engagement and communications activities

***Please note activities proposed in Appendix 2 are subject to change**

Key

- **Yellow** = broad engagement activities covering multiple topics, or activities where the exact focus is to be determined.

- **Blue** = supporting Merton's Climate Strategy and Action Plan green economy theme

- **Orange** = supporting Merton's Climate Strategy and Action Plan buildings and energy theme

- **Green** - supporting Merton's Climate Strategy and Action Plan greening Merton theme

- **Purple** - supporting Merton's Climate Strategy and Action Plan the transport theme

Events & Comms Forward Plan & Record

Engagement/ Event/Comms			March	April	May	June	July	August	September	October	November	December	Activity	Impact
Projects & Engagement Activities			Main Target Audience		Other Audience									
Meetings of the Sustainable Communities Transport Partnership, Environment and (Local partners													Two meetings held - Greening Merton (July 2022) -Green Economy (September 2022)	See meeting minutes
Canons Summer Fair	Residents	Individual residents and families											Summer Fair with sustainability themes threaded throughout. Event promotions included a press release, 2 social media posts in run up to CSF, promotion in Merton E-News, Climate Action Newsletter, Council events page, 350 posters distributed to libraries and community organisations around Canons House	500 residents attended Accessed energy efficiency advice, cost of living support, free Dr Bike maintenance, live music, games for children and much more
Merton Garden Streets	Residents	Residents and Neighbourhoods											Supporting project delivery of 2022 spring/summer planting days with delivery partners Sustainable Merton	See Merton Garden Streets 2022 Report
The Wheel (launch and promotion of events)	Residents	Individual residents and families											Supporting project delivery of November 2022 launch with delivery partners Sustainable Merton	See The Wheel Update Report
Energy Matters Workshops and Pilot	Residents and Schools, Colleges and Universities	School Children and Primary Schools											Supporting project delivery of module role out across 4 pilot schools, with delivery partner Centre for Sustainable Energy	See September 2022 Pilot Evaluation Report
Cost of Living Events	Residents	Individual residents and families											Attendance at autumn cost of living events to highlight the climate action work that the Council are doing, including Energy Matters and to signpost residents to energy efficiency support schemes like the Warmer Homes	N/A
School Conference	Schools, Colleges and Universities	Primary and Secondary Schools											Closed Schools Climate Conference held on Tuesday 8th November. Communications with schools via the schools newsletter sent a	Representatives (Governors, Business Managers and Teachers), representing 12 schools in Merton (both primary and
World War Free Day Town Centre Events and Cycle Cinema (22nd September)	Residents	Individual residents and families											Town Centre Events in Morden and Wimbledon and a Cycle Cinema at Canons House and Grounds. Minimal social media promotions, due to Queen's funeral. Cabinet Member video for social media and youtube	100 residents attended 45 free Dr Bike checks given at town centre events and cycle cinema 60 residents participated in the cycle cinema SM 16th September SM 22nd September
Communications														
Warmer Homes Promotions	Residents	Individual residents and families											2 x direct mail outs Social media promotions Climate Action Newsletter and E-Newsletter promotions Promotion through direct engagement with residents at community forums, WCFD events	TBC - determined by applications and successful installations. Data will be provided by GLA once fund has closed (March 2023).
CSE Solar Planning Tool	Residents	Individual residents											Post asking for beta testers for CSEs solar planning tool	N/A
Cyclical Engagement Activities														
Community Forums Climate Update	Residents	Individual residents											Attendance at all five community forums from September to November	Updated approximately 120 people on the Council's Climate Action Work.
Youth Parliament	Residents	Young residents											Attendance at October YP	YP considering projects for new eco-committee
Meetings of the Joint Consultative Committee with Ethnic Minority Organisations	Residents	Residents; Voluntary & Community Sector; Industry & Private Sector											Attendance at JCC to improve engagement on CC with minority ethnic organisations	One resident follow up
Cyclical Communications & Events														
Climate Action Newsletter	Residents												Monthly releases, except august and december 2022	9314 subscribers

London Climate Action Week	Residents												Social media promotions including: Cabinet member for Local Environment Greenspaces and Climate video on SM (25th June) How Council are addressing SM (26th June) Celebrating Canons Summer Fair SM (28th July) Cabinet Member Card promoting Energy Matters SM (29th July) Promoting Sustainable Infrastructure Story Map SM (30th July) First 'How to' video SM (1st July) Climate Survey SM (2nd July) Second 'How to Video' SM (3rd July) Third 'How to video' (4th July)	Contact comms team for detailed social media breakdown
COP 27	Residents												Net Zero Innovation Programme Bid Success News Release Post Event social media promotion of Schools Climate Conference Social media promotion of startup school for	Contact comms team for detailed social media breakdown
Merton Garden Streets Promotions	Residents												MGS Post for planting days. Supported by social media promotions and articles in Merton E-news and the Climate Action Newsletter	See Merton Garden Streets 2022 Report
Green Careers Week	Residents	Young Residents and Residents out of work. Residents looking for career change. Schools, Colleges and Universities Neighbouring Local Authorities											Green Careers News Release and social media post (Mon 7th Nov) Promotion of Climate Cafes via social media and opportunity shared with council Youth Participation Team, Schools Improvement Team and Towards Employment Team (Tues 8th Nov) Social media promotion of South Thames Colleges Group Solar Skills Bootcamp and via Merton e-newsletter. (Wed 8th Nov) Green Careers Week News Release shared via Merton E Newsletter on Wed 8th Nov Social media promotion of Startup school for seniors (Thurs 9th Nov) Development of Council Towards Employment Case Study on Green Skills and Social media promotion (Fri 10th Nov)	Contact comms team for detailed social media breakdown
Clean Air Day (16th June)	Residents	Residents												N/A

Projects, Engagement & Comms Forward Plan - Potential Projects

*NB - engagement activities and projects may change, or be added to over the course of the year

Engagement and Comms			January	February	March	April	May	June	July	August	September	October	November	December	Activity	Impact
Climate Delivery Plan Potential Activities Workstream	Main Target Audience	Other Audience														
8	Engagement Strategy Consultation	Everyone														
8	Write and design digestible delivery plan	Everyone														
8	Development of Climate Branding & Guidance	Everyone														
1 & 8	Schools Art Competition	Schools, Colleges and Universities														
8	Climate Hub Concept Development	Everyone														
8	Meetings of the Sustainable Communities Transport Partnership, Environment and Climate Subgroup	Multiple Local Partners														
8	Green Schools Network/Charter	Schools, Colleges and Universities														
8	Energy Matters Workshops, Comms Development and Roll Out	Schools, Colleges and Universities														
1 & 2	Business R&R Masterclass	Businesses and the Private Sector														
2	Development of Retrofit Roadmap	Residents														
8	Net Zero Enablers Programme for VSCOs, charities and faith Groups	Voluntary and Community Sector Organisations														
8	Canons Summer Fair	Everyone														
1 & 2	NZIP Circular High Streets, with The Wheel and University College London	Businesses and the Private Sector														
1	Green Skills Event	Residents														
Potential Campaigns																
1	Green Skills and Careers/ Sustainable Futures	Residents														
1 & 2	Energy efficiency and retrofit / Futureproof Merton/	Residents														
Cyclical Engagement Activities																
8	Community Forums	Residents														
8	Youth Parliament	Residents														
8	Meetings of the Joint Consultative Committee with Ethnic Minority Organisations	Residents														
8	Meetings of the Faith and Belief Forum	Residents														
Cyclical Communications & Events																
8	Climate Action Newsletter															
8	London Climate Action Week															
8	COP 28															
5	Merton Garden Streets															
8	Interfaith Week															
1	Green Careers Week															

Businesses and the Private Sector
Voluntary and Community Sector
Organisations
Other public sector organisations
Schools, Colleges and Universities
Residents
Neighbouring Local Authorities, the
Greater London Authority and
Government
Everyone
Multiple Local Partners

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