

CONGLETON TOWN COUNCIL
COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Community & Environment		
MEETING DATE AND TIME	31st March 2022 7.00pm	LOCATION	Town Hall
REPORT FROM	J MacArthur - Communities and Marketing Manager and Deputy Chief Officer		
AGENDA ITEM	15		
REPORT TITLE	Green Marketing Plan and Communications		
Background	<p>As part of the Congleton Green Working Group, a sub-group has been developing a Green Marketing Plan. This group has been looking at key messages and how we can move towards Congleton being recognised as a Green Town and Congleton Town Council as a credible Green Leader – ‘walking the talk’ on environmental issues.</p> <p>This paper provides members with a quick insight into the thinking, aims, partners, key messages and key campaigns which are planned for the rest of the year. If any members would like a more in-depth presentation on the green marketing this can be arranged, as all Councillors are an important part of the success of the Green Marketing Campaign!</p>		
Target Audiences	<ol style="list-style-type: none"> 1. Local Green Leaders and activists 2. Businesses and Shops 3. Residents -particularly families 4. Councillors and Staff 5. Schools and teachers 6. Farmers 		
Key Messages	<p>These will need to be themed to each group – but the main messages are around:</p> <ol style="list-style-type: none"> 1. This is an emergency! 2. Congleton Town Council is taking strides to reduce its environmental impact. and must show leadership in this area. 3. We must all play our part – Congleton Town Council, residents, businesses... 4. By taking a few simple steps you can make a real difference. 5. Everyone is adopting sustainable behaviours, why not you? 6. Congleton Town Council has lots of resources to help you. 		
Objectives	<ol style="list-style-type: none"> 1. Local green leaders and activists know our action plan and targets and offer their support to achieve them. 2. It is easier for local businesses, especially SMEs, to adopt a green action plan. 3. Residents prioritise green issues, change to green behaviours, are proud of the changes they and their family are making, and expect the same from others around them. 4. Council colleagues are educated, enthusiastic and giving top priority to green issues and the environmental cost of everything we do, on an equal footing with the financial cost. 		

	<p>5. We understand headteachers' and schools' own objectives and make it easy for them to implement green projects.</p> <p>6. Local farmers are aware of Congleton Town Council's green agenda, as well as what opportunities there are for them to drive sustainability and reduce carbon footprint.</p>
Monthly Campaigns	<p>March - focus on recycling (global recycling day 18th March) April - focus on stopping food waste (National No Food Waste April 27th) May – focus on Gardening and No Mow May – national gardening week 1-8 May. Also walk to school week from the 20 – 27th May June – focus on walking and cycling – National Bike Week 6-12 June. National Clean Air Day 17th June. National Spring Clean fortnight 28 May – 10th June July focus on Plastic Free – Plastic Free July. Also Love Parks week August – Keep it Local – local produce, less mileage September Green Fayre – wide remit of Green initiatives – also a Recycle Week October – focus on energy efficiency in the home November/ December - Tips for a Green Festive Season. Green pledges for 2023</p>
Tools to be Used	<ul style="list-style-type: none"> • Print and social media campaigns. • Encourage short videos on each topic of the month. • Driving people to the E-learning course on our website. • Creating a Green Hub of resources on our website and in the Information Centre. • Creating a clear dashboard showing Congleton Town Council's steps to reduce its Carbon footprint. • Organise talks on key subjects during the month. • Work with partner organisations for greatest impact. • News releases on proactive actions taken by Congleton Town Council to reduce its Carbon Footprint. • Monthly meetings to check on track with campaigns.
Environmental	This paper is all about showing leadership on the green agenda and raising the profile of green actions and activities
Equality	Improving the environment benefits all sectors of the community.
Financial	Funding has been made available through a Green Budget in the 2022/23 Town Council budget.
Decision and Action Requested	To note this report and help disseminate the messages. To complete the Congleton Town Council ‘Sustainable Living in Congleton’ eLearning course if not done already.