West Horsley Parish Council

Appendix 13: Climate Change and Biodiversity Emergency

Communications Strategy for The Horsley's - DRAFT

Objective – it's all about winning hearts and minds!

Both West & East Parish Councils have come together with the shared objective to:

"Engage with our village community to raise awareness around the issues of climate breakdown and ecological destruction by sharing solutions that can help residents of all ages and our business to build a strong, resilient community that can cope with the challenges of a rapidly changing planet".

Our Communications Strategy will inform our residents of the following:

- There is something that we can all do to make a difference towards helping with our current climate emergency, and
- There are lots of small changes that we can make that will help us be healthier and save money whilst helping the environment.

What are we aiming to do?

Give lots of information in an appropriate way to communicate with all residents of different ages and background about:

- How to measure your carbon footprint - so you can start to make a difference
- Why everyone needs to make a change now, and how that can affect you positively – focusing on local messages and local impact
- Facts and figures to deliver the key messages
- Where to go for information – our website, the new Eco Hub to be set up in the library, local businesses who can help
- How you can contribute with ideas and suggestions.

How will we go about it?

To reach the widest breadth of audience, we need to use a range of communication methods, seeking additional support and sponsorship as needed.

- Survey - 1 for businesses, 1 for residents – Autumn 2022
- Events in person at our village hall – 4 delivered within 2022/early 2023*
- Drop-in sessions to help residents measure their carbon footprint
- Parish Newsletters with a Climate and Environment Focus – Autumn 2022
- Facebook - an opportunity for those who want to ask questions & get answers
- Instagram - aimed at a younger audience. 1 post per day/week, relaying facts, and examples of how to reduce your footprint. (The Youth Council could maybe do their own comms spins for social media (vetted of course) but taken from whatever projects/visuals the Task Group have generated.)

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- Nextdoor - to promote the talks and raise awareness of other methods of communication
- Posters/Leaflets to advertise all of the above
- U3A will promote what we do & are looking to set up a Climate Change group.

When?

NOW - this is a climate and biodiversity EMERGENCY - we want to get everyone making small changes so that these become habits/second nature, which encourage larger changes going forward.

We must also consider how we adapt and build resilience to the effects of Climate Change and loss of biodiversity.

Who do we need to involve?

We are currently working with the following groups:

- Mum's group Mother's CAN
- West Horsley WI
- West Horsley Place
- Grace and Flavor
- HCPS
- U3A
- The Churches

***Proposed Events Program**

Event 1: Monday 25th July 7pm East Horsley Village Hall – your Carbon Footprint

Event 2: Thursday 22nd September 7pm EHVH – Sustainability – what you can do

Event 3: TBC November 7pm WHVH – Adapting your home – Eco specialist

Event 4: TBC January 2023 7pm WHVH – It's all about clothes and stuff!

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