

Brighton & Hove City Council

For general release.

Meeting: Sustainability Commission
Policy and Resources Committee

Date: 1 November 2006
30 November 2006

Report of: Director of the Environment

Subject: Climate Change Communications Programme Costs

Ward(s) affected: All

1. Purpose of the report

1.1 To seek members' views of cost, fee and potential sponsor proposals for a Climate Change Communications Programme.

2. Recommendations

2.1 That the Commission recommends to Policy & Resources Committee that it approve cost and fee proposals (in Part 2 papers) for a Climate Change Communications Programme, to be secured through sponsorship.

2.2 That the Commission recommends to Policy & Resources Committee that it approve the list of potential sponsors to be approached, at Appendix 3 (in Part 2 papers).

2.3 That the Commission recommends to Policy & Resources Committee that

- (a) Contract Standing Orders be waived to enable the Director of the Environment to appoint Jo Brooks PR Ltd as consultant, taking into account the information in paragraphs 3.3 to 3.7 of the report and
- (b) The appointment be on the basis that the Council will provide funding for the sponsorship pack (£1,500), but have no other fee or funding liabilities, whether the project proceeds successfully or not.

3. Background

- 3.1 Members asked the Head of Sustainability at the last Commission meeting of September 6, 2006 to report back with costing for this programme. These are now attached at Appendix 2 on the confidential agenda.
- 3.2 As reported to members at previous Commission meetings the City Council submitted a partnership bid with fellow Nottingham Declaration signatory local authorities in Sussex for funds from the government's £6 million "Climate Change Communications Fund". This bid was unsuccessful and the rejection letter from Defra is at Appendix 4. Subsequent requests for further clarification and feedback have not been fruitful.
- 3.3 The partnership had engaged Jo Brooks PR Ltd (JBPR) as the communications partner through a competitive process (on a "no win, no fee" basis). An external PR company was thought appropriate because the work was to be cross-county, authority and agency, so it was not felt appropriate to have any single participant do the work (and thus effectively be subsidising other participants).
- 3.4 JBPR now wishes to work alongside the council – and the University of Brighton – to progress the programme in 2007/8 in Brighton & Hove only, by seeking sponsorship.
- 3.5 It has asked that its fees set out in Appendix 2 remain confidential for commercial considerations and therefore the Commission & Policy & Resources Committee are asked to consider these under Part 2.
- 3.6 The Commission had agreed to set up a sub-group to consider sponsors for this programme, as and when they were proposed. JBPR has suggested instead that the Council consider a list of potential sponsors in advance of approaching them. For this reason, this should also be considered in Part 2. The list is at Appendix 3.
- 3.7 The selection of JBPR involved sending out to a number of PR/Communications companies an invitation to join the partnership, develop some climate change awareness raising project proposals, and submit them for funding. Four companies were shortlisted and interviewed by a partnership panel, including the City Council's Heads of Communication and Sustainability. JBPR were appointed, on the understanding that they would not receive a fee unless it was part of funds secured.
- 3.8 JBPR has demonstrated a strong commitment to this work through considerable time investment, with no financial reward to date. It has strong media campaign expertise and has also enlisted the services of eco-

designer and Brighton resident Oliver Heath (from TV's "Changing Rooms") as the public face of the programme.

4. The Proposed Projects

- 4.1 Climate Change Dossier and Expo – businesses in the city will be issued on request with a climate change dossier and will be invited to attend a climate change expo, which will demonstrate ways in which they can be more climate impact neutral.
- 4.2 Climate Change Achievement Awards Scheme and Ceremony – for businesses with ten or less employees.
- 4.3 Climate Change Ambassadors – The University of Brighton will instigate a scheme amongst local colleges to vote in a Climate Change Ambassador for each institution, targeting students who are key decision-makers within their year group.
- 4.4 Inter College Competition – Each college's Climate Change Ambassador will be invited to enter their institution into a competition to win a cash prize that will benefit their whole college. Local press and media partners will follow the competition, running a feature on what each entrant has accomplished.
- 4.5 'Everything Off' Campaign – will focus media attention on climate change using the target area's large student population as a receptive group. On one specific night, all students will be encouraged to switch off their lights and appliances and have an early night – read, sing songs, tell stories, etc. This campaign also applies to Community Groups and hard to reach audiences.
- 4.6 Beach "Greenhouses" – will be on display during the summer season on Brighton & Hove beaches, containing information about the greenhouse effect. The greenhouses (not made from glass) will demonstrate ways in which holiday-makers can enjoy their stay, be safe and healthy – and take care of the environment. During the summer months they will be run by climate change advisers who will act as information points for tourists, schools and community groups on how to cut greenhouse gases etc.
- 4.7 Targeted Press Campaign – JBPR will enlist the support of media partners to run a press campaign demonstrating the economic aspects of climate change awareness. Topics covered will include lower fuel bills, the availability of grants, the environmental benefits of public transport etc.

Oliver Heath would be the dedicated spokesperson throughout the campaign.

5. Financial Implications

- 5.1 JBPR requires an up front commitment of £1,500 to cover the costs of a well-designed sponsorship pack. This can be met from within the current Sustainability Team budget. All other costs would be met from sponsorship secured, including JBPR's fees. This would be made clear to sponsors.

6. Consultation

- 6.1 The city council's Head of Communications and Head of Tourism, in particular, have been consulted during the funding bid preparation stage. Finance and Legal services were consulted earlier about administering the Coastal partnership funds and programme. The seafront office has been consulted initially about the beach greenhouse project and raised no objections, though more work needs doing on the detail of how this would work.

7. Further Information

- 7.1 The South East Climate Change Partnership Annual Forum, on 30 November in Oxford will have the theme "Talk the walk: communicating the climate challenge, inspiring change".
- 7.2 The Governments Climate Change Communications website through the Department for Environment, Farming and Rural Affairs (Defra):
www.climatechallenge.gov.uk/fund.html

COMMITTEE REPORT APPENDIX



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Wards affected	<i>All</i>

Financial implications

Costs for the exploration of sponsorship are expected to be £1,500 which will develop a sponsorship pack.

It will have to be confirmed within the contract that fees will only be paid for sponsors that are acceptable to the Council.

The climate change campaign will need to be prioritised according to the sponsors needs and the funding available

Detailed financial implications will be included within the report to policy and resources committee.

Alasdair Ridley 20/10/06

Legal implications

If it is agreed that the proposals should proceed as set out in the report, Contract Standing Orders need to be waived to enable JBPR to be appointed to assist without any further form of tendering exercise. It will also be necessary for the contractual arrangements with them to reflect the requirement that the only funding from the Council will be for the sponsorship pack and the Council will not be responsible for their fees or any other costs relating to the Programme, whether it is successful or not.

John Heys, Principal Solicitor 18 October 2006

Legal will assist with the preparation of the agreement with JBPR and with potential sponsors in due course. There are currently no other legal implications arising from this report. The Council must take the Human Rights Act into account when proposing new developments but it is not considered that any individual's Human Rights Act rights would be adversely affected by the recommendations in this report.

Lawyer consulted: Alison Leitch Date: 20 October 2006

Corporate/Citywide implications

Climate change will affect the people of Brighton & Hove, so we have a duty to inform them about the likely impacts and ways in which they can reduce their contribution to Climate Change. An effective awareness-raising campaign will help do this.

Risk assessment

There is a risk that sponsorship may not be secured for some or all of the projects, though JBPR is confident. There is clearly a risk that some of the potential sponsors may have products or practises that are, or appear to be, at odds with a climate change programme, so the list needs to be considered carefully.

Sustainability implications

Equalities implications

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These are all positive measures for sustainability.	One focus for awareness-raising is on low income householders in the city.
Implications for the prevention of crime and disorder None anticipated.	
Background papers <i>[Part 1 reports only]</i>	
Contact Officer Thurstan Crockett, Head of Sustainability & Environmental Policy Tel (29) 2503	

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Appendix 4

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Email ccf@defra.gsi.gov.uk

Website www.defra.gov.uk

Re: The Future Coasts Climate Campaign

Monday, 12 June 2006

Dear Clive Pepe

Thank you for applying for funding from Defra's newly established Climate Challenge Fund.

There was a very high level of interest in the fund with 449 organisations putting in applications for 507 projects. The total bid for was over nine times the amount of funding available, so inevitably in the process of assessing all the bids against the criteria, a large number of projects have not received funding. I am sorry to inform you that your project has been unsuccessful.

Taking action to tackle climate change is one of the key challenges facing this Government and my Department. Improving the public's understanding of climate change, and the nature of the challenge we now face, is fundamentally important if we are to make progress on this issue.

We hope that this news, although disappointing, does not deter you from seeking alternative forms of support to carry out climate change communications projects. We have made a number of free resources available on our website that can be used to help spread the word and in case you are not aware of it, there is a listing of sources of grant for environmental and sustainable development work at <http://www.sustainable-development.gov.uk/advice/funding.htm> which may provide some useful contacts.

In addition, subsequent to announcements in this year's budget we are in the process of considering new policies and funding streams to help support individual action, including on energy efficiency. More details will be available in due course.

Feedback on your application will be available from officials in July and August, on receipt of a request in writing. I am afraid we are unable to provide feedback

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until this time, as we need to concentrate our limited staff resources towards setting up those projects that have been successful.

Thank you again for your application. I hope that you will continue to pursue your interest in this vitally important topic.



Your sincerely

From the Minister of State for Climate Change and Environment
Ian Pearson MP