



TODMORDEN TOWN COUNCIL

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REPORT TO CLIMATE EMERGENCY COMMITTEE

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Date	29th June 22
Subject	Pledge Progress

PURPOSE OF REPORT

1. To inform / update Members on the progress and development of the Climate Emergency Pledge and its promotion.

BACKGROUND

2. Strategies to implement effective promotion of the Climate Emergency Pledge have been negotiated by the Climate Officer.
3. The main elements of this so far have involved the designing, ordering and distribution of various forms of merchandise to promote the pledge, along with the wider work of the Town Council's Climate Emergency Committee.
4. The market promotion days have been drawn up and agreed with the Market Managers, with some volunteers already putting their names forward to assist on certain days.
5. The Climate Officer has also explored the opportunity for engaging with local schools with a view to broadening and maximising pledge distribution. This shall be expanded upon in Item 8.

FINANCIAL

6. The costs incurred with the promotion of the pledge, to date, have only included the printing of the pledge itself but shall include the time taken by the Climate Officer to attend the market stall.
7. More pledge leaflets may need to be printed to ensure there are enough available for events/distribution, and for any necessary changes/updates to the documents.

RECOMMENDATION

8. For Members note the time being put into promoting the Pledge and Action Plan.
9. For Members to bring forward any suggestions for maximising the effectiveness of the promotional market stall.

REASONS FOR RECOMMENDATION

10. This is something that requires as much practical support as possible in order to ensure the pledge is made accessible to as many people as possible.
11. Ideas and creativity play a crucial role in developing and implementing ways in which to maximise promotional/community engagement practice.

POLICY IMPLICATIONS:

12. Promoting the Climate Emergency Plan

DETAILS OF CONSULTATION:

13. The Market Hall Manager
14. Councillors

CLIMATE CHANGE:

15. One of the biggest factors in climate mitigation is influencing and changing behaviour and choices, with the pledge being a guide/incentive to said changes being made.

IMPACT EQUALITY ASSESSMENT

16. The pledge is for everyone who wishes to play their part in mitigating climate change. There is, however, the need for ensuring inclusivity and accessibility of this pledge, which is a point of issue that shall be elaborated upon in Item 11.
17. The Pledge has been carefully worded to ensure relevance to as many people as possible; however, with the production of further leaflets as and when necessary, adjustments can be made to ensure more relevance and accessibility.

SUPPORTING PAPERS:

None

FURTHER INFORMATION, PLEASE CONTACT: Rachael Crane, Climate Officer