

Communications Strategy

Bolsover District Council's Climate Resilience Group

Purpose and Objectives

This strategy sets out how the climate resilience group will:

- explain the climate plan
- build public trust
- encourage participation

The communications approach should help residents, businesses, partners, elected members and staff understand why the plan matters locally, what actions are proposed, how decisions will be made, and how progress will be reported.

Communications objectives are to:

- raise awareness
- make the case for action and support involvement
- support meaningful two-way engagement
- reduce confusion and misinformation
- demonstrate visible progress over time

Core Principles

- Use plain English and explain local impacts, benefits, costs and trade-offs clearly.
- Lead with issues residents already care about e.g. warmer homes, lower bills, cleaner air etc.
- Be transparent about what is decided, what is still open for input, and how feedback changes the plan.
- Maintain a hopeful, practical tone: ambitious but realistic, evidence-based, and focused on action.
- Remain flexible throughout communications delivery to deal with changes in legalisation and/or policy

Audience

- **Residents:** householders, tenants, young people, older residents, commuters, and community volunteers.
- **Businesses and employers:** town centre firms, major employers, landlords, developers, and supply-chain partners.
- **Community organisations:** schools, colleges, NHS bodies, faith groups, charities, cultural organisations and community groups.
- **Partners:** elected members, parish and town councils, emergency services, housing associations, and regional agencies.

- **Internal audiences:** senior leadership, service managers, and frontline staff who need consistent messages and clear roles.

Core Messages

- **Why now:** Climate change is already affecting the area through risks such as flooding.
- **What the plan does:** The plan sets out practical actions to reduce emissions, adapt to climate impacts, and improve resilience.
- **Why it matters to people:** Action can support the Council's efforts to reach net zero. This will benefit the entire district creating a safer, cleaner and less costly place to live.
- **How decisions will be made:** The council will explain why decisions have been made including where one carbon saving method has been passed over for another.
- **What success looks like:** Clear milestones, regular progress updates, and visible local projects that residents can see and experience. Video and photography will be used to showcase the work being done.

Channels and Tactics

- **Own channels:** climate plan webpage, council news pages, social media, email newsletters, internal channels, and member updates.
- **Social and digital:** short videos, myth-busting posts, explainers, Q&A sessions, online surveys, and accessible infographics.
- **Face-to-face engagement:** pop-up stalls, school and youth sessions, business roundtables, and workshops with community groups.
- **Partner channels:** local media, libraries, GP practices, voluntary sector networks, schools and employers.
- **Content approach:** regular updates on net zero journey framing stories as part of a larger plan. Where appropriate, messaging will aim to encourage and inspire people to play their own part in improving the area's environment e.g. food waste.