Cool Wirral Partnership – Priority Action Plan 2018-19

Ref	Action	Activities	Outcome	Timescale	Measures	Owner of Action (and associated interests)	Risk (Red/Amber/ Green rating)
1	Develop and implement a 'Cool' communications programme 2018/19	• Produce calendar of existing campaign days/weeks and significant events (e.g. World Environment Day) that present an opportunity to 'piggy back' climate strategy messages. • Produce a communications plan • Generate local content – media stories, 'listicles', infographics, short videos associated with the calendar, • Liaise with communications leads across partner organisations to co-ordinate activity and amplify impact • Produce minimum of four Cool e-bulletins per year • Maintain social media presence • Promote a Cool resolutions/pledge campaign	-Greater profile for climate strategy messages: • Purchase and generate renewable energy • Implement energy saving measures • Access support for energy saving • Use journey planning/travel planning tools • The benefits of reducing meat consumption and of choosing local and seasonal food • Reduce, reuse recycle. Cut single use plastics. Use Warp-it • Use water wisely • Join the Cool Wirral network -Greater awareness of 'key things you can do' to put the climate strategy into practice. -Pledges of support for climate action in Wirral	July 2019	Content engagement: article clicks, take-up of promoted activities, @CoolWirral twitter followers and tweet impressions Cool mailing list sign-ups	Environment Team, (Communications Team Wirral Council and communications leads in partner organisations Cool)	
2	Develop and implement a 'Cool' event programme 2018/19	• Convene task group from Cool Wirral Partnership to develop programme • Organise at least one public event to enable interested parties from the wider Cool network to gather, meet each other, hear about	-A higher profile for Cool. -Opportunities for those with an interest in local climate action to connect with and learn from one another.	July 2019	Number attending Cool event. Feedback from participants. Number of events featuring Cool content.	Environment Team, Wirral Council (Task group drawn from Cool Wirral Partnership)	

		progress with the strategy, to share experiences of taking climate action and help shape future action • Organise 'Cool' presence/content at other events.					
3	Develop climate faith network and faith climate hubs	• Establish a working group to develop and shape the Network • Create 'brand'/identity for the network • Develop network communication tools (e.g. Facebook group, blog) • Establish closer relationships with wider interests to bring support and to the Network • Establish dialogue with different Christian denominations and World faith communities on the Wirral • Identify resource needs and opportunities including prospective funding bids • Develop outline event programme linked to world faith festivals/seasons, selecting host faith communities who are already active in the topic as hubs for wider learning	-There is a locally recognised network where interested parties from local faith communities can connect with each other to share good practice and learning	July 2019	Hits on faith network blog Participation in faith network Facebook group	Faiths4Change (representatives from local faith communities and associated interests)	
4	Develop and promote a 'green map' of Heswall to communicate local examples of sustainable living	• Utilise the open green map system to record examples of sustainable living in Heswall • Encourage submissions from local stakeholders to build/maintain an online green map of Heswall • Subject to funding, produce a physical copy of the green	-Greater awareness of local examples of sustainable living in Heswall -Networking between Planet Heswall and stakeholders in the wider Heswall community	July 2019	Participants contributing to map Production of physical map (subject to funding)	Planet Heswall	

		map and disseminate locally to enable wider engagement with the information collected • Share experience gained using open green map system with other communities in Wirral and wider Liverpool City Region	-Demonstration of the use of open green map system in a Wirral community. -Greater awareness about the potential of the open green maps system in Wirral and Liverpool City Region				
5	Establish a 'Sustainability Central' programme – an area-based intervention centred on Wirral Waters, Seacombe and Birkenhead to showcase climate-related action.	• Identify stakeholders and convene meetings • Map existing and planned activity linked to climate strategy themes, to include: community cultivation, waste reduction, food and energy interventions, green infrastructure, green roofs and walls, cycling and pedestrian facilities, heat networks, renewable energy and exemplar buildings • Develop brand for programme • Produce promotional prospectus • Identify and promote investment in sustainability initiatives	-The 'Sustainability Central' area is perceived as a place where the transition to a low carbon and climate friendly Wirral is happening. -Investment is attracted to support the transition (successful funding bids, private and public sector investment)	July 2019	Meetings held Stakeholders involved Prospectus produced	Environment Team, Wirral Council (Stakeholders from Cool Wirral Partnership and beyond – including Peel Holdings, Energy Projects Plus, Wirral Environment Network)	
6	Cycle audit to improve cycle parking provision at or around rail stations without current provision	• Undertake cycle audit at stations without secure cycle parking facilities to identify options to improve provision • Develop proposals and seek funding to implement them	-Improved journey interchange for cycle-rail journeys	July 2019	New facilities created	Transportation team, Wirral Council (liaising with Arriva Trains Wales, Merseyrail)	
7	Identify solar generation opportunities and promote the development of viable sites in advance of the	• Review 'Solar 4 Schools' proposition for development of solar generation at schools. If viable, introduce	-New solar generation installed	December 2018	KWp solar generation installed	Asset management, Wirral Council [School-related work] Wirral Community	

	withdrawal of Feed-in-tariff incentives	schools to the scheme. • Identify new opportunities to develop community-owned solar power generation and explore further the feasibility of sites identified in the UCEF-funded feasibility study conducted in 2017. • Explore opportunities for further participation in solar rail traction innovation project led by charity 10:10 • Promote the uptake of micro-generation schemes in Wirral ahead of the withdrawal of incentives				Renewables [potential community owned solar sites] (All partners with potential solar sites)	
8	Improve local e-vehicle charging facilities and develop on-street residential charging pilot	• Promote opportunities to develop e-vehicle charging facilities. • Conduct survey to investigate local interest in adopting e-vehicles. • Identify areas suitable for on-street residential charging trial • Develop a bid for OLEV Funding to develop an on street charging pilot.	-Increase in electric vehicle charging point installations. -On-street charging pilot to help answer technical issues concerning provision of charging infrastructure in residential areas without off street parking provision.	July 2019	EV charging infrastructure installed	Transportation Team, Wirral Council (working with key stakeholders – technology providers, installers, residents)	
9	Develop circular economy initiative and encourage investment in infrastructure to support local resource 'loops'	• Produce a briefing on the circular economy. • Convene local public, private and academic interests to define scope of a local circular economy initiative • Encourage investment to develop circular economy infrastructure and support businesses to adopt circular economy approaches	-Greater awareness of 'circular economy' concept. -Investment to support development of more 'circular economy' in Wirral	July 2019	Briefing produced. Scope for circular economy initiative defined.	Investment Team, Wirral Council (business interests via Wirral Chamber of Commerce Energy and Environment Forum, Higher education sector)	
10	Promote self-assessment of climate change risks for local organisations, including those participating	• Presentation on 'building organisational resilience to a changing climate' at Cool Wirral Partnership meeting	-More organisations thinking about the implications of severe weather and a changing	July 2019	-Presentation given -Workshop held – number of	Wirral Council (working with Wirral Chamber Energy and Environment Forum)	

	in the Cool Wirral Partnership	• Session for SMEs on business resilience	climate for their operations.		participants, feedback forms		
11	Promote climate and health tools for health and social care	• Update JSNA climate and health information • Identify tools available for use in health and social care • Promote use of tools for health and social care stakeholders,	-Greater awareness of links between climate change and health issues -Use of climate change-related tools by health and social care sector	July 2019	-Production of action-focused JSNA climate and health report	Public Health, Wirral Council	
12	Develop city region strategic 'ask' concerning objectives in the climate change strategy where the metro mayor and Combined Authority now have a key role (e.g. flexible public transport ticketing and integration)	• Develop understanding of new city region mechanisms • Identify key contacts for relevant topics • Develop and communicate strategic ask through appropriate channels	-Greater awareness of relevant Wirral climate change strategy objectives at City Region level -Cool objectives are reflected in City Region work programmes	July 2019		Policy Team, Wirral Council	
13	Promote appropriate tools (including sustainability appraisal) to inform decision making	• Investigate approaches used in other areas to encourage climate-friendlier decision taking • Report on approaches used to Cool Wirral Partnership • Propose an approach for Wirral Council	-More decisions are taken where the implications of and for climate change are given consideration	September 2018	-Report to Cool Wirral Partnership -Recommendation for Wirral Council	Policy Team, Wirral Council	