

Decentralisation: Pilot projects outline plan – Appendix 11

Ambition 1: Net zero carbon emissions for Cambridgeshire by 2045, and our communities and natural environment are supported to adapt and thrive as the climate changes		
Project:	Local Community Climate Campaigns	Lead Officer: Head of Service Targeted Support (South)
Outline proposal:		
Child and Family Centres (Family Hubs) in Wisbech and Cambridge City will lead a pilot project supporting local families to produce a climate campaign to raise awareness in the community and link initiatives to the cost-of-living crisis.		
Deliverables:		
<ul style="list-style-type: none"> • Workshop / events with local Wisbech and City residents to design the approach for effective and impactful communications. • Communications pack that can be used by the council and in communities, co-designed with residents. • Website communications – including hosted area for comms, with promotions/campaigns through socials. • Plan of targeted local events. 		
Benefits/outcomes:		
<ul style="list-style-type: none"> • Communities who feel supported and better informed about how they can contribute to reducing their carbon footprint. 		
Indicative timescale:	Target Place:	Tactical / Strategic?
July – October 2023	Wisbech and Cambridge City	Tactical
Decentralised approach:		
Full participation with citizens to design the outcome and products.		
Impact / success measure(s):		
<ol style="list-style-type: none"> 1) Can you measure take up in any way (downloads of comms from website?) 2) Events that take place? 3) Changed behaviours – how might we measure this? 		
Resources required/identified:		
<ul style="list-style-type: none"> • Staff at Wisbech and Cambridge City Child and Family Centres • Communications Officer / Web Officer • Professional support from the Climate Team 		
Partners involved:	Dependencies/linked projects	
	Climate Change and Environment Programme	
Estimated Budget:	Budget Source:	