



**YORKSHIRE  
& HUMBER  
CLIMATE  
COMMISSION**

## Communications Update

15 September 2021

Kate Lock

Policy and Communications Manager, Place-based Climate Action Network

# Yorkshire Post Climate Change Summit

- Full day event on 9 November
- In person and virtual.
- Venue still tbc – a number of options are being considered.
- Plenary session will launch the Yorkshire and Humber Climate Action Plan
- Possible very high profile keynote speaker, negotiations ongoing
- Compere still tbc – again, suggestions and contacts welcomed.
- ‘Inaugural’ summit – YP wants to do it annually

Dedicated website: <https://www.yorkshireclimatechange.co.uk/>

# Conference sessions and speakers

Speakers will include headline sponsors Chris Rea of Betterworld Solutions and AESSEAL and Prof Adam Beaumont, founder and chairman of aql

Speaker list still being developed – we particularly want help to find more diverse speakers. Suggestions and contacts please?

Sessions:

- Future economy – jobs and skills for a changing climate
- Transport
- Putting people first – ensuring climate action is fair to all
- Ecological emergency – working with nature to tackle the climate crisis
- Climate conscious business and industry
- Clean energy

# Website analytics

- Total users (from launch 17 March 2021-14 Sept 2021): 4.2K
- Last 28 days (18 Aug-14 Sept): 919 (813 of these were new users)
- Average engagement time was almost 2 mins (good)
- Views and active users for the Consultation page for the YH Climate Action plan are the highest: 642
- Home page has second most views (606), followed by News and Events (298) and Key Priorities page for the consultation (227).
- Commissioners will be interested to learn the Commission profiles page is the seventh most visited page (138), followed by Success Stories
- Engagement is almost exclusively UK but a few from US and some EU countries. Real time snapshot shows users beyond Yorkshire and Humber!

# Website analytics

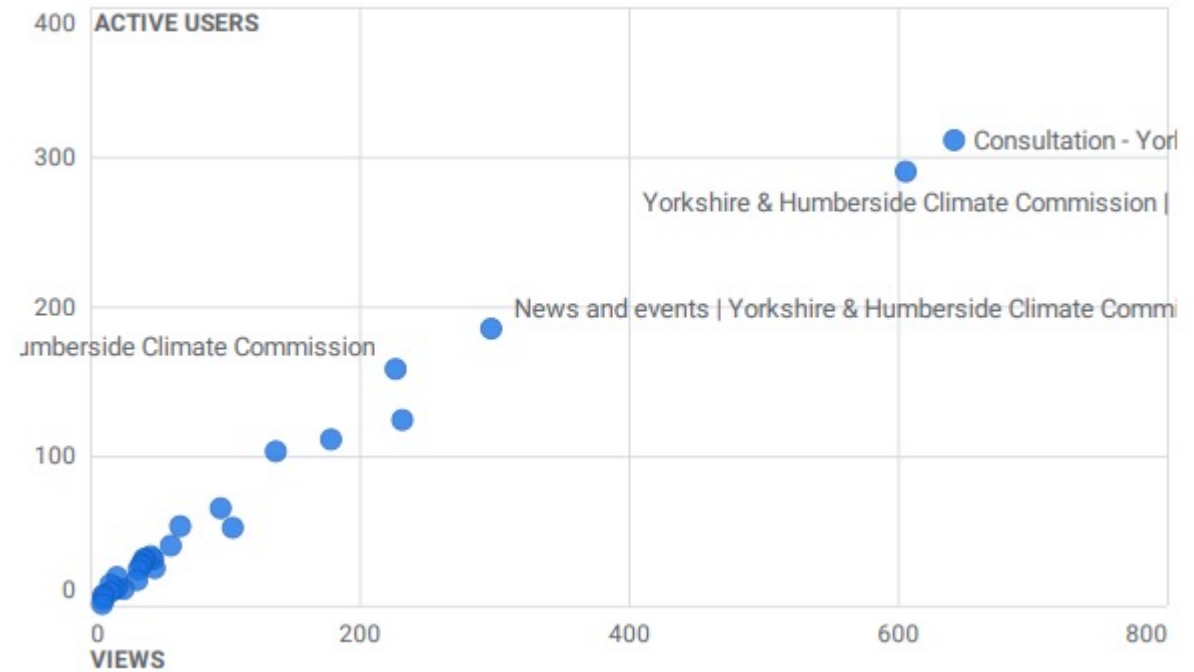
Page title and screen class ▾		+	↓ Views	Active users	New users	Views per user	et
Totals			<b>3,451</b> 100% of total	<b>919</b> 100% of total	<b>813</b> 100% of total	<b>3.76</b> Avg 0%	
1	Consultation - Yorkshire and Humber Climate Action Plan   Yorkshire & Humberside Climate Commission		642	311	211	2.06	
2	Yorkshire & Humberside Climate Commission		606	290	190	2.09	
3	News and events   Yorkshire & Humberside Climate Commission		298	185	84	1.61	
4	Yorkshire and Humber Climate Action Plan Consultation: Key Priorities   Yorkshire & Humberside Climate Commission		232	124	14	1.87	
5	Consultation opens on first climate action plan for Yorkshire and the Humber   Yorkshire & Humberside Climate Commission		227	158	128	1.44	
6	Our Team   Yorkshire & Humberside Climate Commission		179	111	8	1.61	
7	Commissioners   Yorkshire & Humberside Climate Commission		138	103	29	1.34	
8	Success Stories   Yorkshire & Humberside Climate Commission		106	52	9	2.04	
9	About Yorkshire and Humber Climate Commission   Yorkshire & Humberside Climate Commission		97	65	3	1.49	
10	Working Groups and Panels   Yorkshire & Humberside Climate Commission		67	53	1	1.26	



Above: Website users – last 28 days (18.08.21-14.09.21)

Below: Views and active users by page (last 28 days)

Views and Active users by Page title and screen class



# Twitter

- Followers: 1,265
- Engagement rate (any time a user engages with a tweet) up to 2.1% in September from 0.9% in June, July, August. (Anything over 1% is good!)
- Engagement is higher when promoting events e.g. Question Time/public events in May and the consultation events in September.
- Retweets have increased steadily over the summer (42 in June to 123 in September)
- Top 5 Tweets from last 28 days have all been about the Climate Action Plan consultation.
- Impressions (number of times a Tweet has been seen) are up from 2k in June to 2.5k in September.

## Top tweet - September



**Yorkshire and Humber Climate Commission** @YHClimateCom  
 We have launched an online public consultation for our draft climate action plan.

It's the first-ever climate plan for the whole of the Yorkshire and Humber region and brings together 50 headline actions across three areas.

[https://yorksandhumberclimate.org.uk/news/consultation-opens-first-climate-action-plan-yorkshire-and-humber ...](https://yorksandhumberclimate.org.uk/news/consultation-opens-first-climate-action-plan-yorkshire-and-humber...)  
[pic.twitter.com/7ZpEienc5X](https://pic.twitter.com/7ZpEienc5X)

Impressions	15,000
Total engagements	339
Link clicks	104
Detail expands	93
Likes	51
Retweets	48
Media engagements	26
Profile clicks	16
Replies	1

## Top tweet - August



**Yorkshire and Humber Climate Commission** @YHClimateCom  
 📢 In September we are holding two public engagement events on our Climate Action Plan 📢

We want to know what you think about Net Zero and climate resilience in Yorkshire & the Humber.

Book onto both events now & share with your networks!

<http://yorksandhumberclimate.org.uk/events>  
[pic.twitter.com/htNCrOosaG](https://pic.twitter.com/htNCrOosaG)

Impressions	13,125
Total engagements	203
Detail expands	62
Link clicks	52
Retweets	32
Likes	25
Media engagements	21
Profile clicks	11



# Newsletter

- First newsletter for YHCC is going out today to 466 subscribers through the webform, and to Commissioners and members of working groups and panels.
- It will also be put on our website and promoted through Twitter.



## **Welcome to our first newsletter!**

This newsletter is to keep you in touch with the activities of the Yorkshire and Humber Climate Commission, and to let you know about upcoming events and opportunities to contribute to our work.

<https://mailchi.mp/54218041dbf2/yorkshire-and-humber-climate-commission-newsletter-4794550>

# Media coverage

- Since the launch, media coverage has been focused on the **YP Climate Summit** (4 pages of editorial on 2 August following Yorkshire Day announcement of Yorkshire as a “climate conscious county”)
- Exclusive this Saturday on the **climate action plan**, following the joint meeting with the APPGYNL
- Colour supplement in YP planned a week before summit and action plan launch

## Climate change debate brought to Yorkshire as summit to be held to coincide with COP 26

The challenge of reducing carbon emissions and safeguarding our environment for future generations will be the subject of a major conference later this year.

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By Mark Casci

Monday, 2nd August 2021, 12:38 pm



# Climate Action Plan: consultation

- Online consultation runs until end of next week (24 September)
- Despite good engagement on Twitter and the website, only 60 responses have been received to date.
- Media plan is to try and get BBC local radio coverage for start of next week; also press releases to local papers
- Can you help by following up with your own media contacts, writing a letter to local paper (and including the link), doing radio interviews?
- Are you promoting it through your own organisation?
- Link to form: <https://forms.office.com/r/nbLkbbu0z2>
- Will be sharing the Paul Hudson launch video again too (982 views)

# Public events

Two evening public events are being held next week to present the Climate Action Plan:

- Tuesday 21 September (18.00-20.00): Climate Resilience

<https://www.eventbrite.co.uk/e/yhcc-climate-resilience-public-engagement-event-tickets-167587006247>

- Wednesday 22 September (18.00-20.00): Net Zero

<https://www.eventbrite.co.uk/e/yhcc-net-zero-public-engagement-event-tickets-167588047361>

We would appreciate offers from Commissioners to assist with fielding questions and comments. Please book on to the events and promote!

# Climate Action Plan: report & animation

- Following a commissioning process, Leeds-based design company Digitronix has been appointed to produce the action plan report
- Sample designs have been received and we have selected one that is accessible, engaging, colourful and attractive – and definitely not ‘corporate’.
- Following feedback from Commissioners we are looking at producing an executive summary aimed at general readers, plus a more technical version for policymakers. Also to translate the general one into main languages for Yorkshire (tbc)
- York-based company Digifish has been appointed to make an animation to accompany the report, which will be used as an explainer and to promote the action plan through social media.