

Communications Overview & Update

Slide Deck 2

6 December 2023

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Commissions Staff Team

Major events 2023

- **Place based Climate Action Network (PCAN) Conference – Local Climate Action (19 June):** held at Royal Society, London. YHCC Secretariat members attended; Andrew Wood contributed to a panel on 'Building effective models for place-based climate governance', talking about YHCC
- **Yorkshire Sustainability Week (3 – 7 July):** inaugural event; YHCC was a 'Headline Partner'. Involved 18 events across Yorkshire and Humber. Liz Barber & Rosa Foster contributed to panels
- **Yorkshire Post Climate Change Summit (21 November):** held at Royal Armouries Museum. YHCC did not actively contribute but had a stall and promoted opportunities to engage (Climate Pledge, Action Plan, Commonplace surveys, Transport event). Useful networking!

Other events (2023-2024)

- **Yorkshire Universities Multi-University challenge day (1 Dec 2023, Imagine Leeds):** Rosa Foster presented and was on judging panel; the challenge was to find a way to engage students across Y&H with sustainability while they are at university (contributes to Action 7 in the Climate Action Plan)
- **RYCA Young Climate Champion Awards (Feb 2024?):** with Priestley Centre for Climate Futures and Y&H Youth Work Unit: YHCC are supporting RYCA for their proposed awards for young people and youth groups, inc putting our name to an award (RYCA still looking for 'sponsors' - not financial – for awards)

News & policy engagements

- **Policy Blog:** continues to provide a platform for YHCC to explore and respond to topical issues relevant to our work and region. Recent blogs by Senior Engagement and Impact Officer Andrew Wood are:
 - [*The brave space: exploring contested approaches to climate action*](#) (6 July 2023) - with a particular focus on bioenergy with carbon capture and storage
 - [*What can we do to transform our food systems?*](#) (15 Sept 2023) - in conjunction with publication of our first Insight paper on Sustainable Food Systems (below)
 - [*We need to hold our nerve on net zero*](#) (27 Sept 2023) - responding to Rishi Sunak's announcement on net zero and the challenges it raises around fairness
- **Position paper:** a [*Viewpoint on CCS, BECCS and Drax*](#) was published following approval by Commissioners on 21 June 2023
- **Insight papers:** the first Insight paper on [*Sustainable Food Systems*](#) was published in October 2023. Other Insight papers in the pipeline (currently going through copy editing/style guide process) are on Retrofit, Nature's Recovery and Better Homes

Website (for last 12 months)

- **Users:** 11,166 (compared to 10,713 in previous 12 months)
- **Sessions:** 17,379 (compared to 16,559 in previous 12 months)
- **Average engagement time per session** was 44 seconds (same as previous 12 months)
- **Page views:** 31,117
- **Top five pages visited:**
 1. Homepage (6,831 views)
 2. Pledge (2,312 views)
 3. Our team (1,538 views)
 4. Climate Action Plan (1,474 views)
 5. Commissioners (1,292 views)
- **Downloads**
 - 757 of our website users downloaded something from the website (compared to 996 users in previous 12 months)
 - 1,400 total file downloads - including 780 downloads from the Climate Action Plan page, and 87 downloads from the Sustainable Food Systems Insight Paper page (compared to 1,700 total file downloads in previous 12 months)

Social media: Twitter/X

[@YHClimateCom](#)

- Followers: 2,163 (up from 1,954 in Dec 22)
- Engagement rate: 3.4% in last 90 days (anything over 1% is good!)
- Impressions (number of times a Tweet has been seen): 27,500 in last 90 days (compared with 25,100 in previous 90 days)
- Our highest impressions in last 90 days was for [a post sharing insights from the transport panel](#) at Yorkshire Climate Summit. We had good prominence using the hashtag #YPclimatechange.
- We continue to use this platform, but we are putting more effort into other channels now in recognition people spending less time on Twitter/X than they have done before, and the algorithm being less favourable.

Social media: other channels

- **LinkedIn:** 698 followers, up from 327 in Dec 22
Analytics for last 90 days:
 - Impressions: 6,472
 - Page views: 329
 - Unique visitors: 150
- **Instagram:** 85 followers, up from 54 in Dec 22
- **Facebook:** 29 followers, up from 3 in Dec 22
- **YouTube:** YHCC doesn't have an account, we use the PCAN channel which has 66 subscribers (this will transition to a YHCC dedicated account).
Analytics for last 90 days:
 - 1,700 views
 - 99.6 hours of watch time
 - 6 new subscribers

Our Commonplace platform

Live surveys:

- Transport | Health & wellbeing | Emergency preparedness & response | Energy supply & distribution | Mitigating climate change & using nature-based solutions

Upcoming surveys:

- Rethinking our relationship with nature | Consumption & behaviours | BECCS & CCS | Marine | Nutrient cycles & soil health | Business | Water in the landscape | Procurement & supply chains

Closed surveys:

- Retrofit | Creating sustainable regional food systems | Nature's recovery & achieving '30:30' | Infrastructure | Green jobs & skills | New build homes & places | Finance & investment

Heatmap:

- Gathering place-based information about climate change activity, groups and projects; and perceptions of their effectiveness

Commonplace Promotion

Relaunch

- planned for early December
- to reach **19,000** subscribers in Y&H region

Ongoing promotion of Commonplace surveys

- YHCC social media platforms (X/Twitter, LinkedIn, Instagram, Facebook)
- Commonplace platform (news post, plus an email shot to subscribers)
- YHCC networks (bulletin, panel members/speakers)
- events (eg Yorkshire Climate Summit, YHCC public engagement event, Health AIG steering group meeting)

Commonplace Analysis

Overview of engagement (as of 27/11/23)

- 5,364 visitors
- 500 contributions
- 296 respondents
- 426 news subscribers

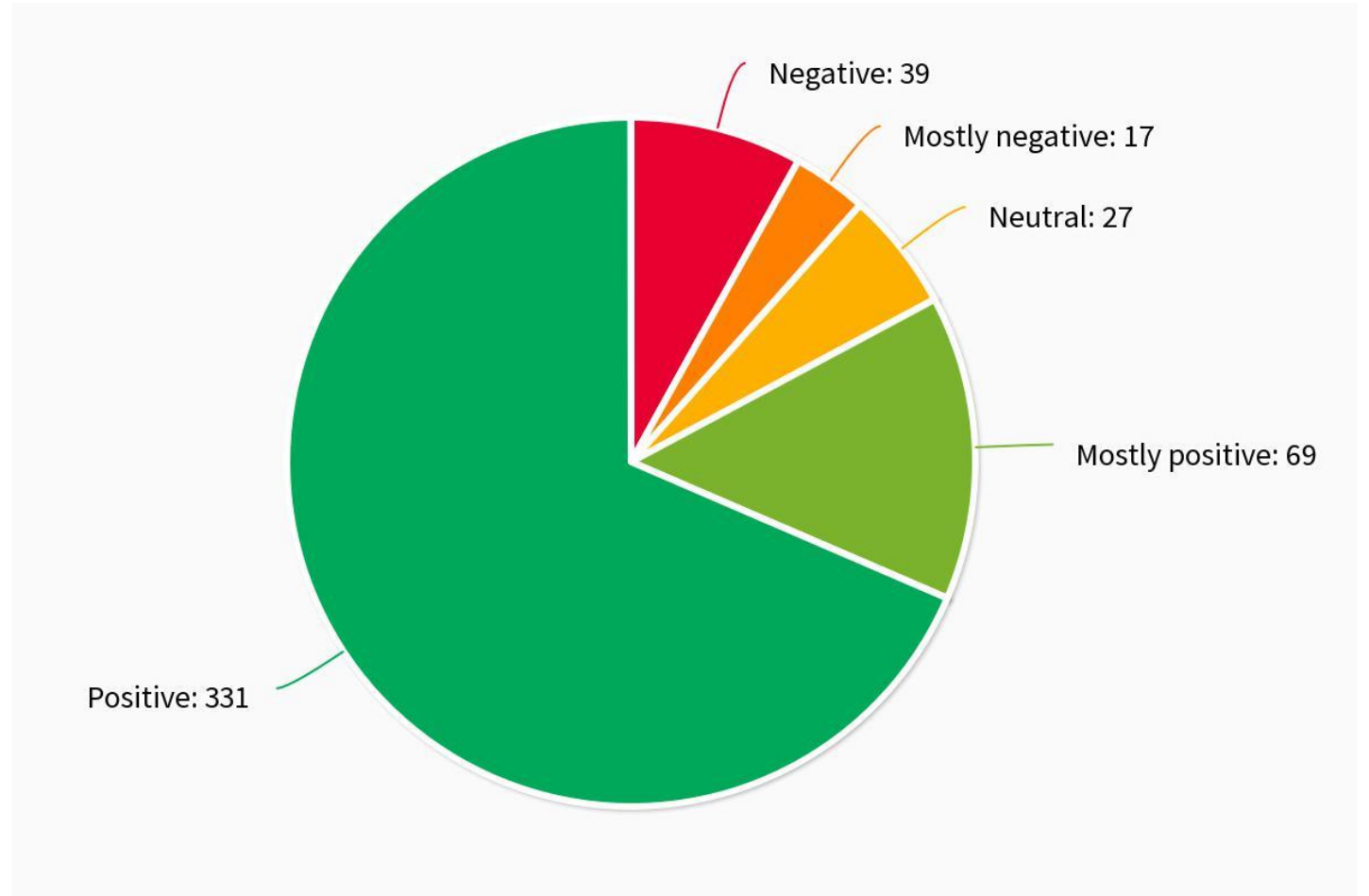
How is the data being used?

1. Qualitative & quantitative analysis of responses (in-house), to refine the final insight papers
2. In-depth analysis by Dr Lone Sorensen (Associate Professor of Political Communication, UoL)
 - Evaluative – looking at whether we asked the right questions etc
 - Informative – identifying key narratives to inform future YHCC workstreams eg climate miscommunication

Commonplace Analysis

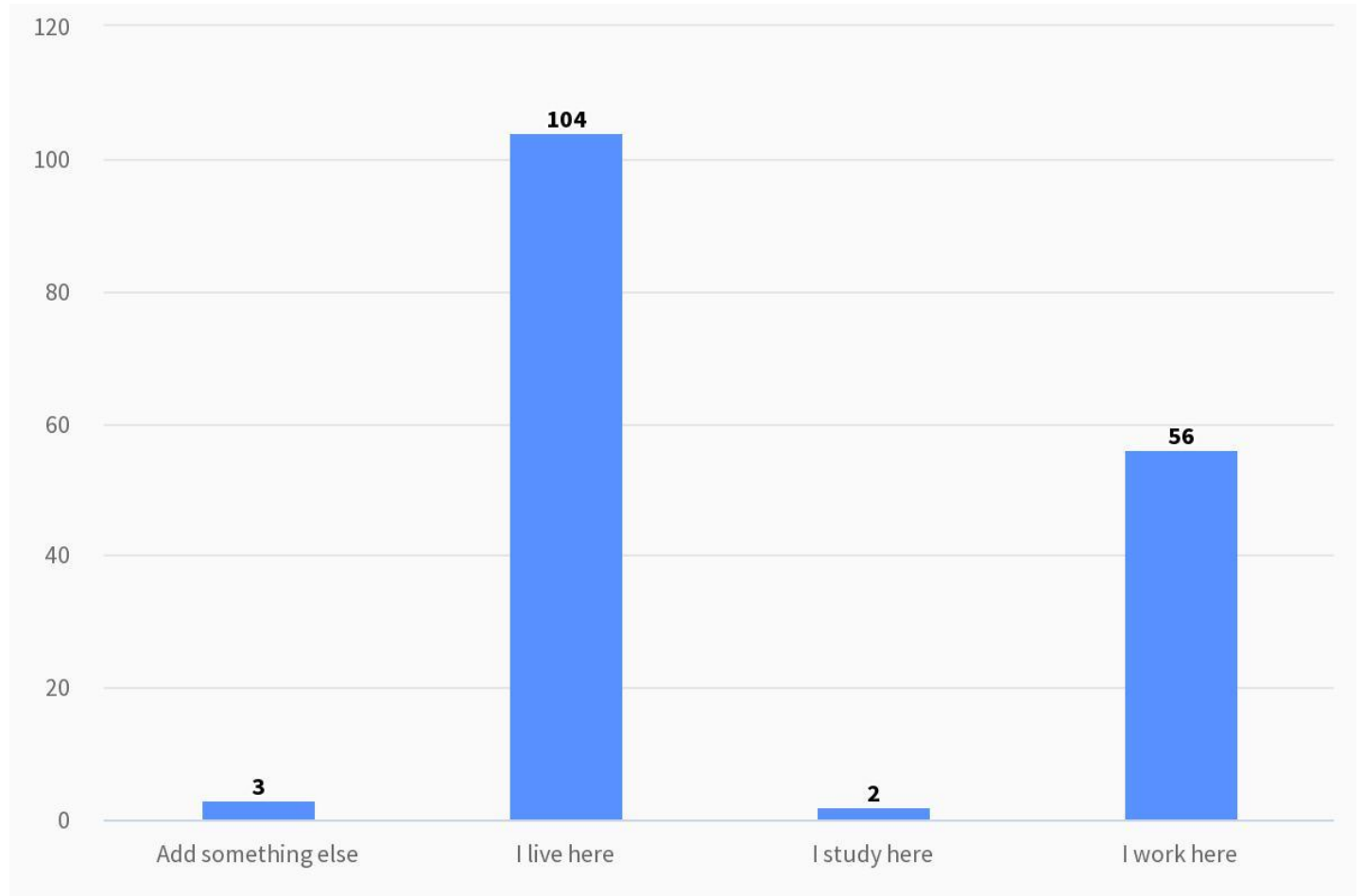


Contributions
sentiment –
whole project



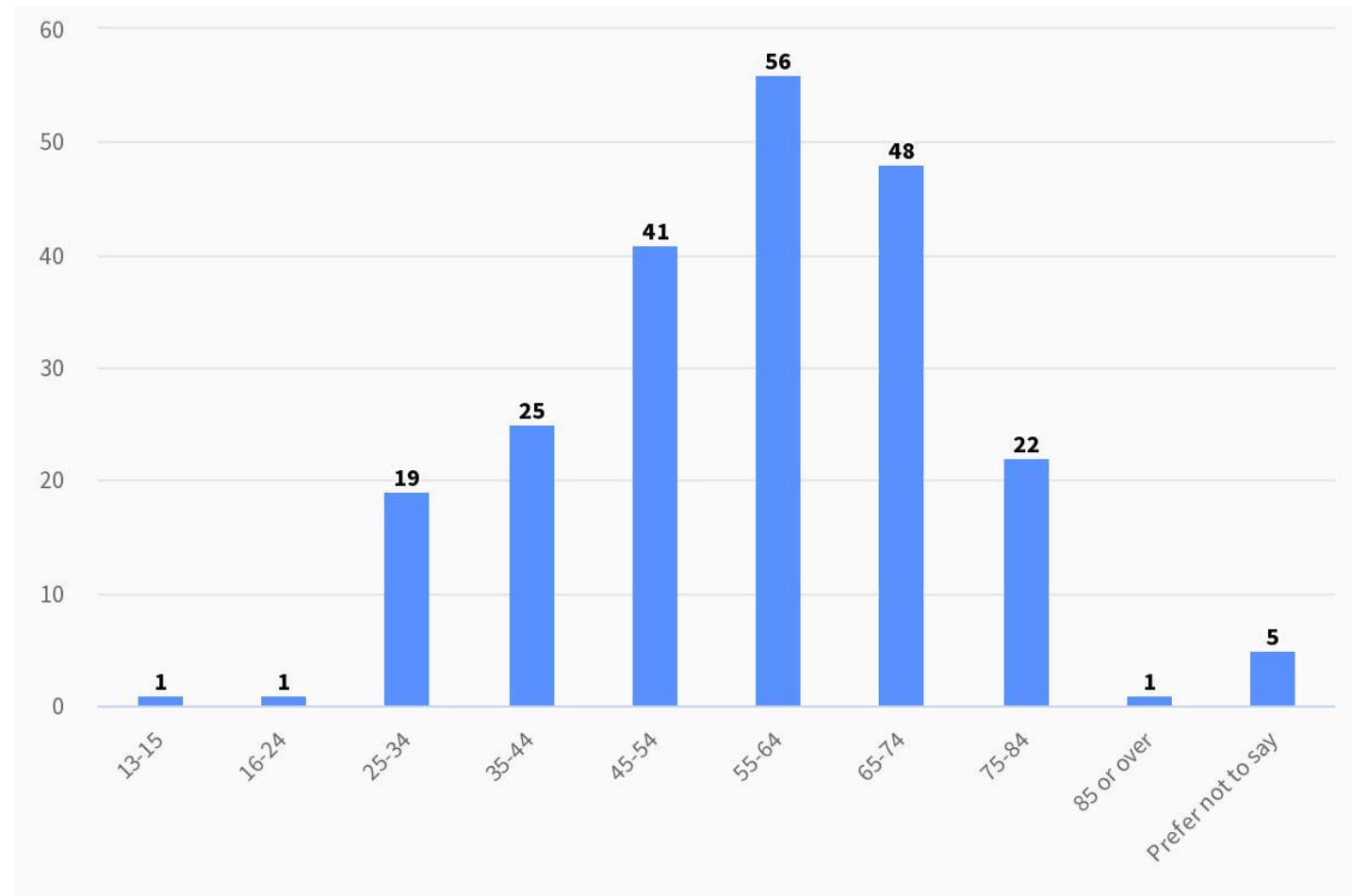
Commonplace Analysis

Respondent
connection to
the area



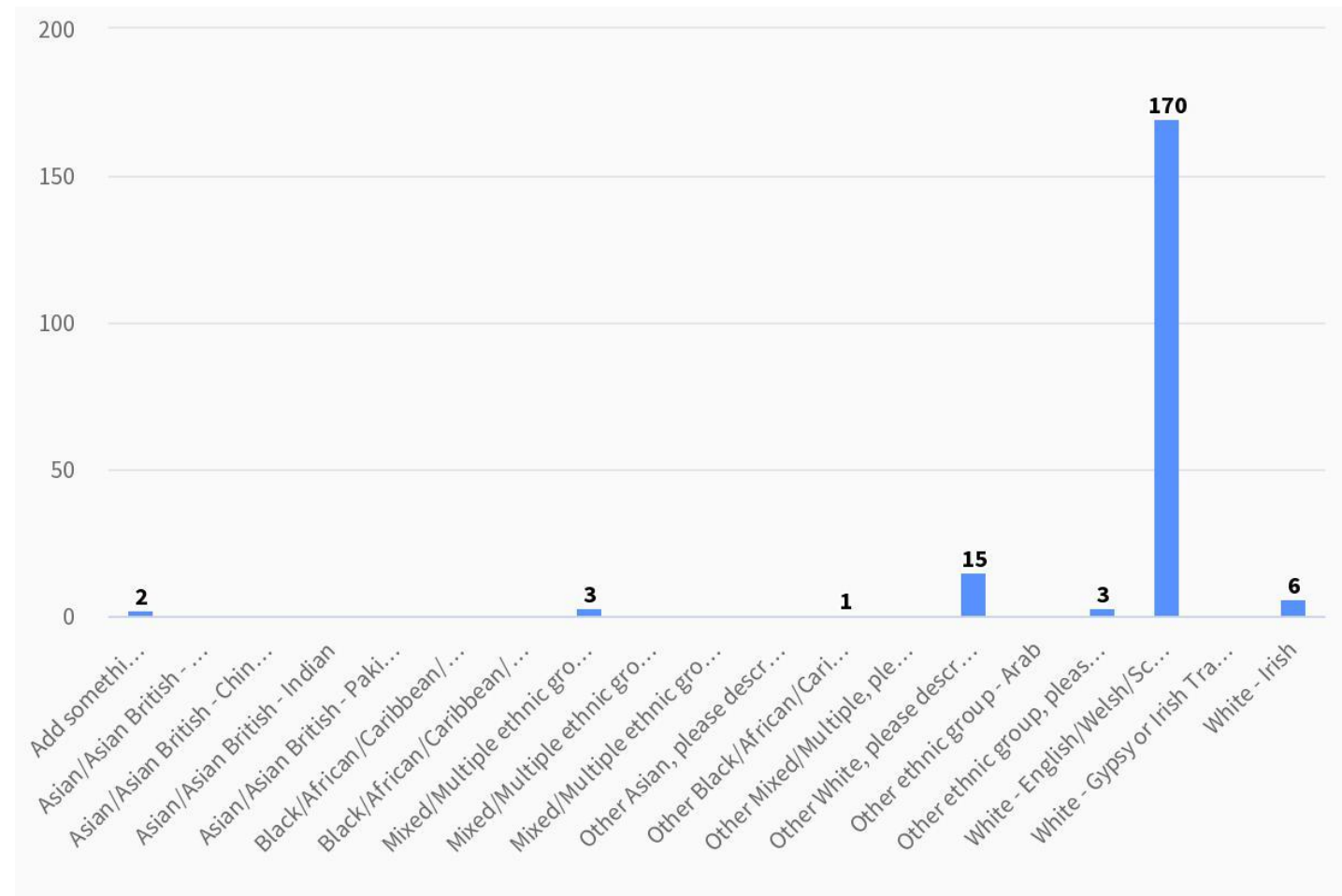
Commonplace Analysis

Respondent demographics
– age



Commonplace Analysis

Respondent demographics – ethnicity



Commonplace Analysis

Respondent demographics – gender

