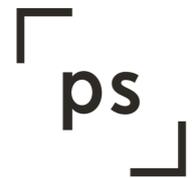




Wyre Climate Change Strategy Consultation Summary.



March 2024.



ps research



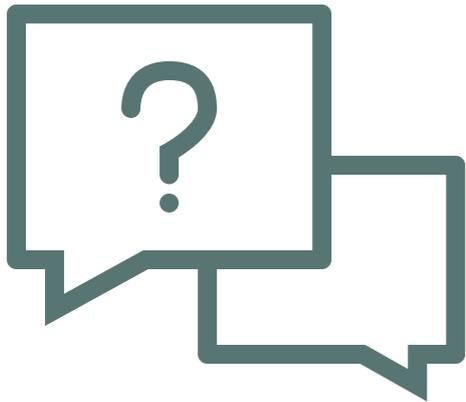
Wyre Council Climate Change Strategy.



The draft Climate Change Strategy

Wyre Council declared a Climate Emergency in July 2019.

In January 2024, Wyre Council published their draft Climate Change Strategy, which outlines how our climate is changing, the risk to the borough, the positive outcomes of climate action and sets out how the Council plans to reduce the levels of pollution within Wyre.



The Climate Change Strategy consultation

Wyre Council wished to inform residents and stakeholders about the Climate Change Strategy and gather feedback to understand what residents and stakeholders think of the plans, what might be missing and what the Council should be prioritising. During January and February 2024, the Climate Change team ran a programme of consultation events including an online survey, in-person community events and key stakeholder sessions.

Online survey.

228 complete responses were received to the Climate Change Consultation online survey. The majority are from individuals living or working in Wyre.



197 (86%) responded to the survey as **an individual living or working in Wyre**



27 (12%) responded to the survey **as an individual with another connection to Wyre, e.g. visitor**



4 (2%) responded to the survey **on behalf of a business, organisation or group**



Sharing the online survey

The online survey was open from 23rd January to 20th February 2024.

Due to the nature of open-access consultations, responses cannot be considered to be truly representative of the Wyre population.

The aim is to ensure anyone has the opportunity to have their say, as such respondents tended to have strong views on climate change one way or the other.

Engagement events.

A programme of community and stakeholder engagement events took place during January and February 2024:

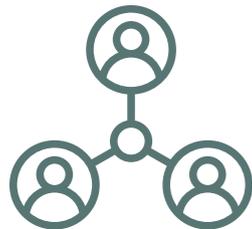


Public Consultation Events

A range of events were held in the following locations to give residents the opportunity to meet the team, learn more and offer feedback:

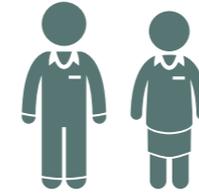
- Knott End Library (Monday 29 January 2024)
- Garstang Booths (Thursday 1 February)
- Teanlowe Centre in Poulton (Saturday 3 and 17 February)
- Fleetwood Library (Wednesday 14 February)
- The Mount, Fleetwood (Thursday 15 February)
- Cleveleys Library (Friday 16 February)

Approximately **85** people attended across all events.



Stakeholder Events

Two key stakeholder events were held at the Civic Centre on the 6th and 8th February. **25** stakeholders attended, including (but not limited to) representatives from: Lancashire County Council; Blackpool Council; Blackpool Transport; Wyre Rivers Trust; Wildlife and Rivers Trust; the local Chambers of Commerce; the Environment Agency; Myerscough College; Victrex PLC; local parish councillors and volunteers from local charities and groups.



Schools and colleges

Pupils from local primary and secondary schools were invited to attend a 'Climate Action' session at the Council.



Context.

Consultation and context

228 responses were received to the online survey and over 100 residents and stakeholders attended in-person consultation events. The consultation was open for anyone to have their say on Wyre's climate change strategy and findings explored in the report should be set in this context: it is not intended to be representative of all residents and should not be interpreted in that way. Some issues raised are not within the control of Wyre Council but can be fed back to the relevant stakeholder, such as the county council or government.



Being environmentally friendly is important to most respondents but there are barriers to them doing more

Being environmentally friendly is important to the majority of Wyre residents responding to the survey but they identified a range of things stopping them from being more environmentally friendly:

- Standard of public transport
- Awareness, availability and cost of environmentally friendly alternatives
- Access to recycling and waste facilities



The level of worry over climate change is mixed

Around a fifth of respondents are extremely worried and a similar amount are not at all worried. The biggest worries about climate change in Wyre are flooding and loss of wildlife.

Climate action as a priority.



Most feel climate action should be a high priority for Wyre Council

Almost two-thirds of survey respondents feel climate action should be a high priority for Wyre Council.



However, a quarter of respondents feel climate action should be a low priority for the Council

These respondents appear to fit into one of three groups:

- Those who do not believe that climate change is an issue and/or believe climate action is about 'power and control'
- Those concerned about cost or who feel Wyre Council should be focusing on other priorities, e.g. delivering core services
- Those who feel the impact from any actions will be negligible compared to the impact globally



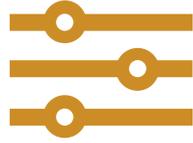
Within the draft strategy, the objectives of Planning, Biodiversity and Waste are seen as the highest priorities

'Planning' was a key theme throughout all consultation activities, in particular, some residents and stakeholders feel Wyre Council:

- Is not doing enough to prioritise environmental or climate change impact when making planning decisions
- Should be prioritising environmental and climate change impact in future planning decisions, and this should be done in consultation with local residents and local experts
- Needs to enforce developers to implement promised plans relating to environment and sustainability

Strategy objectives are often inter-linked, for example, biodiversity will be improved if planning decisions do not allow for removal of trees, engagement with residents on recycling may improve waste.

Reflections.



Potential changes and additions to the draft strategy were suggested

- Local partners and experts could be included in the strategy with more clarity and emphasis on partnership working
- Pollution cuts across across all priorities, but stakeholders and some respondents did not feel this came through strongly enough
- Stakeholders in particular feel that local business and industry is lacking and suggest having specific objectives and actions on this and/or setting up business-specific climate change steering groups
- More emphasis on education and engaging children and young people
- Business cases for each action and/or the cost and predicted impact of each action

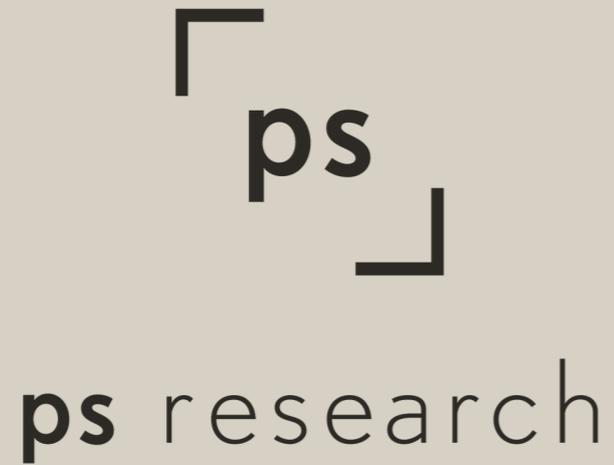


Consultation findings could be used to inform communication and engagement strategy

There are a range of specific findings from the consultation which could be used to tailor engagement and communication with Wyre residents, for example:

- Communicating the impact that actions will have for Wyre and for climate change
- Emphasising the most important positive outcomes of climate actions, e.g. helping future generations
- Providing balanced information on climate change issues and counteracting any mis-information

There is a clear desire for ongoing and increased engagement from residents and key stakeholders.



Summary by Adam Pearson and Emma Slater.

psresearch.co.uk | hello@psresearch.co.uk