

Appendix C

Extending the reach of stakeholder engagement and public participation

The aims are to:

1. deliver an open, balanced, evidence-based platform to increase engagement with the Climate Change Strategy, encouraging participation in the issues survey
2. reach groups of people who may be disproportionately negatively impacted by climate change and likely therefore to gain from action to reduce emissions and improve climate resilience, ensuring engagement methods used are accessible.
3. help build a more united approach to addressing climate change in Cambridge by co-developing a collaborative city-wide climate plan.
4. achieve a call for evidence response that reflects the depth and breadth of climate action taking place across the city and provides a shared framework for scaling impact.

Benefits of this approach include:

- **Broadening stakeholder composition:** Local citizens, especially those with limited knowledge of climate change, as well as representatives from local businesses.
- **Involving vulnerable groups:** It is important to include minority groups and low-income households in the plan preparation process to prevent "maladaptation," which disproportionately affects these vulnerable populations and can increase existing inequalities.
- **Integrating diverse knowledge:** Inclusive planning should be informed by a variety of knowledge sources, including cultural values, local knowledge and scientific knowledge. This approach leads to more legitimate and effective local actions.

Channels

To reach people we will use council channels, activity and relationships to promote the consultation, working with groups and organisations across the city to promote to wider audiences and their networks.

We will also work with South Cambridgeshire colleagues to co-ordinate engagement with groups which operate across both council areas.

Sources including [Cambridge City Council Channels & Fora For Community & Resident Engagement](#) (as at Spring 2024)

Online questionnaire	www.cambridge.gov.uk Formal consultations (via https://engage.cambridge.gov.uk/en-GB/)
Committee & Council meetings	Cabinet – papers, petitions & public questions Scrutiny – papers, petitions & public questions
Direct contact with councillors, including surgeries, casework	In-person engagement
Council corporate communications including Cambridge Matters, City Council website, Press releases, City council social media channels: Facebook, Instagram, LinkedIn, X, YouTube Open Door Magazine	Schedule of: Articles Web content creation Media releases Social media posts
Council staff	Town Halls/Offline engagement/Internal comms
Community Development newsletter & social media pages	Next edition: September
Libraries:	Offline engagement/ Promotion of consultation URL with QR code on poster
Community centres and warm spaces:	Offline engagement/ Promotion of consultation URL with QR code on poster In person engagement: stalls at busiest at a community centres
Community forums: Cambridge East – North West and West Cambridge – Northeast Cambridge Developers forum for Queen Edith's	Agenda item
Place/project-specific events such as Shaping Abbey pilot, Darwin Green meetings	In-person engagement/ Promotion of consultation URL with QR code
Schools Public (State-Funded) Schools Private (Independent) Schools Further Education Colleges Sixth Form Colleges	Offline engagement/ Promotion of consultation URL with QR code on poster
Sports venues: Cambridge United Parkside Pools Abbey Pools Jesus Green Lido	Offline engagement/ Promotion of consultation URL with QR code on poster

Resident (tenant & leaseholder) engagement: HSC tenant reps' meetings Estate Improvement Scheme consultations Resident Involvement newsletter Open Door Sheltered Housing magazine	Schedule of: Agenda items Articles
Neighbourhood forums	In-person engagement
Community Clean Up Days	In-person engagement
Ward Walk-about	In-person engagement
Local Residents' Associations	Offline engagement/ Promotion of consultation URL with QR code
Youth Engagement	Offline engagement
Local Community and Climate Action	
Cambridge Carbon Footprint	In-person engagement through existing meeting/ Promotion of consultation URL with QR code
Cambridge Sustainable Food	In-person engagement/ Promotion of consultation URL with QR code
Abbey People	In-person engagement/ Promotion of consultation URL with QR code
Cambridgeshire Climate Emergency	In-person engagement/ Promotion of consultation URL with QR code
Carbon Neutral Cambridge	In-person engagement/ Promotion of consultation URL with QR code
COPE (Cambridge Older People's Enterprise)	In-person engagement/ Promotion of consultation URL with QR code
Cambridge Refugee Resettlement Campaign	In-person engagement/ Promotion of consultation URL with QR code
Friends of the Earth Cambridge	In-person engagement/ Promotion of consultation URL with QR code
Transition Cambridge	In-person engagement/ Promotion of consultation URL with QR code
Cambridge Retrofit Hub	In-person engagement/ Promotion of consultation URL with QR code
Faith groups and Cambridge Inter-Faith Group	Promotion of consultation URL with QR code on poster with language, accessibility addressed
Cambridge Ethnic Community Forum	Promotion of consultation URL with QR code on poster with language, accessibility addressed
Cambridge Women's Resource Centre	Promotion of consultation URL with QR code on poster with language, accessibility addressed
Disability Cambridgeshire	Promotion of consultation URL with QR code on poster with language, accessibility addressed

Homelessness/Shelter	Promotion of consultation URL with QR code on poster with language, accessibility addressed
Age UK Cambridgeshire	Promotion of consultation URL with QR code on poster with language, accessibility addressed
Cambridge Cycling Campaign	Promotion of consultation URL with QR code on poster
Cambridge Citizen Advice Bureau	Promotion of consultation URL with QR code on poster
Ramblers Association Cambridge Group	Promotion of consultation URL with QR code on poster
Repair cafes	Promotion of consultation URL with QR code on poster
Business/Employers	
City Leaders CISL	In-person engagement/ Promotion of consultation URL with QR code
Cambridge Ahead youth advisory group	In-person engagement/ Promotion of consultation URL with QR code
Indie Cambridge	In-person engagement/ Promotion of consultation URL with QR code
Cambridge BID	In-person engagement/ Promotion of consultation URL with QR code
Cambridgeshire Chambers of Commerce	In-person engagement/ Promotion of consultation URL with QR code
Innovate Cambridge	In-person engagement/ Promotion of consultation URL with QR code
Allia	In-person engagement/ Promotion of consultation URL with QR code
With Purpose Network	In-person engagement/ Promotion of consultation URL with QR code
Cambridge Network	In-person engagement/ Promotion of consultation URL with QR code
Other Business Groups	In-person engagement/ Promotion of consultation URL with QR code

Connection/ Group	
Warm Hubs	Offline engagement/ promotion
Libraries	Offline engagement/ promotion
Community Centres	Offline engagement/ promotion
Schools	Offline engagement/ promotion
Landlord forum	Offline engagement/ promotion
Tenant forum	Offline engagement/ promotion
Gypsy/ Traveller sites	Offline engagement/ promotion

Parish & town councils	Offline engagement/ promotion
Local businesses	Newsletter promotion
Wysing Arts Centre/ youth forum	Offline engagement/ promotion
Northstowe forum	Item on agenda
Waterbeach forum	Item on agenda
Bourn Airfield & Cambourne Community Forum	Item on agenda
CEAC workshop	In-person workshop
Internal workshop/ drop-ins for colleagues	In-person engagement/ promotion
Annual Climate Conference	In-person workshop
Targeted social media adverts	Promotion ads
Council social media channels	Promotion ads
Zero Carbon Communities newsletter	Article for promotion
South Cambs Magazine	Article for promotion