



COUNCIL CABINET
16 MARCH 2010

Report of the Chair of the Climate Change Commission

Report on the Public's Attitudes Towards Climate Change

SUMMARY

- 1.1 The attached report details the format and the outcomes of the review carried out in 2009 by the Climate Change Overview and Scrutiny Commission into the Public's attitudes towards climate change.
- 1.2 The objectives of the review were to:
 - Provide the Commission with accurate and verifiable data showing public attitudes and their awareness of climate change
 - Determine what the public knew and believed about climate change, who they considered to be responsible for dealing with it, and how much they thought they could address the issues associated with climate change.
 - Identify specific actions that the public were prepared to take and how much they might be prepared to invest to tackle the problem.
 - Explore the experiences of the public with contractors who supply energy saving and renewable energy products and with the source of information about such products.

RECOMMENDATIONS AND REASONS FOR RECOMMENDATIONS

Recommendation 1

The Council should consider the public to be relatively well informed about climate change when producing marketing, educational or publicity information on climate change.

Reason for Recommendation 1

The results of the Marketing Innovation Survey demonstrated a reasonable understanding of the issues relating to climate change.

Recommendation 2

The Council should target any information which aims to encourage the public to take action to reduce their carbon emissions at the following groups

- Women (page 17 Marketing Innovations Survey)
- people of 'middle age' (Page 23 Marketing Innovations Survey)

Reasons for Recommendation 2

The Marketing Innovations Survey highlighted that it was these groups that were most likely to take action to tackle their carbon footprint.

Recommendation 3

In these economically trying times the Commission feels the Council should demonstrate cost savings associated with efforts to reduce carbon emissions in any information it produces on climate change.

Reasons for Recommendation 3

The population of Derby is not worried about climate change. Any actions taken so far have been done to save money or have been externally imposed. The survey demonstrated affordability was the key for those taking action. The public stated that they did not want to receive any further information on climate change, therefore demonstrating any potential financial savings may engage them to a greater extent.

Recommendation 4

The Commission recommends that any publications should adopt a 'we're in this together' approach which both informs the public about what the Council is doing on their behalf and provides information about what they can do to combat climate change.

Reasons for Recommendation 4

In the Marketing Innovations Survey 54% of those surveyed and in the Pointer Panel 81% of those surveyed believed everyone is responsible for climate change. The research also demonstrated that the public felt that Local Government should lead by example on these issues.

SUPPORTING INFORMATION

4. The supporting information is contained in the report in Appendix 2 of this report.

OTHER OPTIONS CONSIDERED

5. None.

For more information contact:	Ellen Bird 01332 255599 e-mail ellen.bird@derby.gov.uk
Background papers:	Background Papers - None
List of appendices:	Appendix 1 – Implications Appendix 2 - Report on the Climate Change Commission's review into the Public's Attitudes towards Climate Change

Appendix 1

IMPLICATIONS

Financial

1. None arising directly from this report.

Legal

2. None arising directly from this report.

Personnel

3. None arising directly from this report.

Equalities impact

4. None directly arising from this report.

Corporate Priorities

5. This report has the potential to link with the following corporate priorities
 - Leading Derby towards a better environment
 - Giving you excellent services and value for money