

CM3: Develop a strategic approach

Compiling a list of options for action

Having already set out the general vision for your climate change action plan/strategy, this stage focuses on identifying and quantifying specific opportunities that reflect the scope of your community action plan. To develop your strategy you may want to use the following mechanisms.

Organising a brainstorming workshop

You could host a workshop involving the members of your core team and other stakeholders to consider the overall approach to greenhouse gas mitigation and how each Community Planning Partnership (CPP) member and the wider community could respond to climate change. The brainstorming could also cover issues such as public engagement, data gathering, and the barriers to a community-wide action plan. If you are also looking at emissions from the council [estate](#) and wider [services](#), you may wish to have a separate brainstorming workshop that also considers these issues and involves those within the council and other organisations who can help cut these emissions. Other CPP members may wish to hold similar meetings.

Involving the public in decision making

Given the community-wide approach you are adopting, and the need for the wider community to support the action plan if it is to succeed, it is also important to actively involve the public in developing the plan. You should consider how to do this. Engagement could involve placing articles/consultation documents in the local media or on the web; using existing council or CPP consultation channels such as citizens' juries or environment/community fora; mailshots to citizens; or hosting public meetings to address these issues directly.

Prioritising options

Building on the output from brainstorming and consultation, you will need to establish at an early stage in the process which opportunities from the initial list of actions are worthy of further investigation. You will need to consider:

- The feasibility of implementing each action, ie whether adopting such an approach will be practical.
- Whether there is support for such an option from the CPP members.
- What the timescale of implementation will be, eg is it an action that can be taken immediately or developed over a long timeframe.
- What the cost of each action will be.
- What the wider impact will be on the council and CPP partners and whether there will be any drawbacks in terms of service quality or adverse impacts on the community.

Other prioritisation criteria that can be used include considering which proposed actions:

- Deliver the greatest communication/PR value.
- Best fit with established sustainability policy or other CPP/community objectives or priorities.
- Offer the greatest opportunity for early and visible 'wins'.
- Make best use of CPP/local authority management resources.
- Offer greatest opportunity for partnership working within the community.
- Best fit with other economic development or regeneration targets and areas.
- Offer the greatest opportunity for spin-off (non-carbon) benefits.

CHECKLIST

- Have specific climate change options/actions been identified?
- Have the actions been prioritised?
- Were key stakeholders involved in the identification and prioritisation?
- Did the development and prioritisation of the options involve the wider local community?

The output of this stage is the production of a set of agreed actions that can form the basis for a community-wide climate change action plan