

Cool Wirral 3 Climate Action Strategy

Bringing Communities Together

Contents

Executive summary	2
Introduction	4
What is Cool Wirral?	4
Why is this strategy needed?	4
The global picture	4
What does a changing climate mean for the UK?	5
The local picture	6
Summary of public engagement.....	7
Cool Wirral 2025 – 2030 strategy actions	8
Energy.....	8
Travel	13
Resources.....	17
Natural environment.....	21
Adaptation	24
Communication and education.....	27
How can you support climate action at home?.....	31
Make your own climate action plan	31

Executive summary

The Cool Wirral Climate Strategy 2025–2030 outlines a collaborative, community-driven roadmap to achieve net zero carbon emissions by 2041. Developed by the Cool Wirral Partnership – a coalition of public, private, and third-sector organisations – the strategy builds on previous climate action plans and aligns with national and regional policies.

Within Wirral, domestic energy and transport are our largest emissions sources. Since 2005, Wirral has reduced emissions by 51%, but faster reductions (13.5% annually) are needed to meet 2041 targets.

Public engagement shows growing concern for the climate emergency, with 66% of residents concerned about the changing climate.

We are already seeing the impacts of climate change, from record breaking heatwaves of 2022 to increasing rainfall during winter months.

Whether you live, work or visit Wirral – this strategy is for you. From residents and businesses to schools and community groups, everyone has a role when it comes to climate action. This strategy outlines how we can work collaboratively to reduce our emissions and

To withstand a chance of reducing greenhouse gas emissions in line with our targets, we must aim to:		
	By 2030	By 2041
Energy To reduce the overall demand for energy and encourage energy efficiency in Wirral across residential, commercial and industrial sectors and to generate and/or source all our local energy needs from zero carbon and renewable sources by around 2041.	Homes that are currently below Energy Performance Certificate Band C and can be upgraded and improved to this level are supported to do so. Increase the use of renewable energy and low carbon technologies across residential, commercial, and industrial sectors, including the increase of community energy projects and the establishment of ‘heat networks’	Significant reduction in the overall energy use through residential, commercial and industrial sectors.
Travel A complete transition to fossil fuel free local travel by 2041	A significant increase in active travel and public transport used for shorter journeys	Wider use of public transport for longer journeys and wider increase in the use of ULEV’s for journeys taken by car by 2041

To withstand a chance of reducing greenhouse gas emissions in line with our targets, we must aim to:		
	By 2030	By 2041
Resources To use resources – materials, land and food – in a sustainable way so that our collective decisions reduce overall resource use.	Work towards a zero waste ‘circular economy’ and see a reduction in our resource use. Shift towards low carbon diets including reduction in meat consumption and increasing access to local and seasonal food	Elimination of waste by design and with a complete shift to a zero waste ‘circular economy’ society Widespread considerations to the climate and environmental impact of our decisions across supply chains, focusing on environmentally informed procurement practices.
Natural Environment Nature based solutions for carbon capture and adaptation	Encourage and increase tree planting on private land Encourage community led gardening, increasing the number of green spaces across Wirral	Natural solutions to address heatwaves and flooding
Adaptation To identify vulnerabilities in the face of present extreme weather and further, already unavoidable, changes in the climate and sea levels this century and apply these understandings to all areas of work	Cool Wirral partners and key stakeholders to have a comprehensive understanding of climate risks and how we can adapt. To understand how to effectively communicate climate risks and adaptation actions that can be taken by residents and businesses	Build resilience in communities and have a comprehensive plan to adapt to climate risks, ensuring service delivery is not disrupted
Communication and Education To educate and raise awareness about the climate emergency and about the opportunities and benefits of taking climate action and the risks and threats of inaction across Wirral and make sure we have the right skills in place to do what needs to be done.	Understand the green skills gap across the region Use trusted communication channels and methods to educate residents, businesses and visitors on the climate emergency and how they can take action	Lead by example in how we collaborate and deliver our own climate strategy's

Introduction

In Wirral, we have a target of 2041 to be net carbon neutral (this means that the amount of carbon that we produce compared to what we take out of the atmosphere is balanced). This target has been agreed by Cool Wirral.

What is Cool Wirral?

The Cool Wirral Partnership (formerly the Wirral Climate Change Group) co-ordinates local action on climate change. The partnership is made up of the council and local organisations such as housing associations, emergency services, local NHS, local action groups, community groups and the faith sector.

Current members are:

Energy Projects Plus, Faiths 4 Change, Liverpool City Region Combined Authority, Magenta Living, Merseyside Fire, Merseyside Police, Merseyside Recycling and Waste Authority, NHS Cheshire and Merseyside, Peel, Planet Heswall, Port Sunlight Village Trust, SP Energy Networks, Transition Town West Kirby, Wirral Chamber, Wirral Council, Wirral CVS, Wirral Cool Youth, Wirral Environmental Network, Wirral Metropolitan College, Wirral University Teaching Hospital NHS Foundation Trust.

This third Cool Wirral strategy builds on the progress of the previous Wirral Climate Action Strategy 2014 – 2019 and the Cool 2 strategy. Everyone has a part to play when it comes to climate action and the Cool Wirral partnership recognises the power of collaboration which is why its partners are a mix of public, private and third sector organisations who are working together to deliver this strategy.

Actions within this strategy aim to work alongside national, regional and local policies already in place that support climate action and a reduction in greenhouse gas emissions.

Why is this strategy needed?

The global picture

Global greenhouse gas emissions reached a record high of 57.1 GtCO₂e in 2023 which is a 1.3% increase from 2022¹. According to the Climate Action Tracker, we have experienced around 1.3°C of warming since 1850 and are on a trajectory for global temperatures to rise by 2.7°C by 2100 (based on current global policies).² This is above the global commitment of the Paris Agreement to limit the rise in global temperatures to 2°C and to pursue efforts to limit it to 1.5°C. Year on year we are seeing new record temperatures, with 2024 being the warmest year on record. The impacts of climate change are felt globally, with rising sea levels and temperatures severely impacting marine and coastal ecosystems, extreme weather events causing displacement and high temperatures affecting crop production. The latest Intergovernmental Panel on Climate Change (IPCC) report shows that we need to start seeing a peak in emissions by 2025 and reduce emissions by 43% by 2030 if we are to still withstand a chance of meeting the Paris Agreement.³

¹ United Nations Emissions Gap Report 2024 - <https://www.unep.org/resources/emissions-gap-report-2024>

² Climate Action Tracker | Warming projections global update – November 2024
https://climateactiontracker.org/documents/1277/CAT_2024-11-14_GlobalUpdate_COP29.pdf

³ IPCC March 2023 Summary for Policymakers
https://www.ipcc.ch/report/ar6/syr/downloads/report/IPCC_AR6_SYR_SPM.pdf

According to the World Meteorological Organization, Europe is the fastest warming continent, with 2024 being the warmest year on record.⁴ Europe is also one of the regions with the largest projected increase in flood risk.

What does a changing climate mean for the UK?

In the UK, with warming temperatures, we are likely to see hotter, drier summers and warmer, wetter winters. Here are the impacts we are likely to see in the UK:



Increasing summer temperatures, increases the likelihood of heatwaves. Currently, the likelihood of high summer temperatures is 10-25% higher than it would be without climate change, this likelihood is predicted to be 50% more by 2050.⁵



Increased rainfall increases the risk of river and surface level flooding. This has an impact on our homes, businesses and infrastructure. Currently, a third of our roads are at risk of flooding, based on current climate projections, this risk rises to nearly half of the road network being at risk of flooding by 2050-2060.



Our health can be impacted by climate change in various ways, for example, warmer temperatures and a change in rainfall patterns means vectors (e.g. mosquitos, ticks, flies) live longer and can spread to new areas, increasing the risk of vector-borne diseases. Higher temperatures can also exacerbate the build-up of air pollution which can cause respiratory issues.



There are many instances where flooding and higher temperatures disrupt services – transport lines can become flooded, or railway lines can buckle under extreme temperatures. At present, approximately 10% of UK hospitals are in areas of significant flood risk, with this figure expected to increase even under mild warming scenarios.⁵



Increased temperatures put pressure demand on energy supplies as there is increased demand for cooling. Flooding poses a significant risk to power infrastructure, particularly substations.

In Wirral, based on global temperatures increasing by 2°C, the average summer temperature would increase by 1.8°C and by 3.6°C based on a 4°C global temperature increase. In terms of precipitation rate, based on 2°C change, the average winter precipitation rate would increase by 5% and by 17% based on 4°C change.⁶

⁴ World Meteorology Organization: European State of Climate 2024 <https://wmo.int/news/media-centre/european-state-of-climate-extreme-events-warmest-year-record#:~:text=Europe%20is%20the%20fastest%2Dwarming,central%2C%20eastern%20and%20southeastern%20regions>

⁵ UK Health Alliance on Climate Change – Extreme weather <https://ukhealthalliance.org/influencing-policy/a-just-energy-transition-for-the-good-of-health/extreme-weather/#:~:text=The%20incidence%20of%20high%20summer,50%25%20more%20likely%20by%202050.>

⁶ Met Office Local Authority Climate Explorer <https://www.arcgis.com/apps/dashboards/506ff7d53c884badb0d8fd36d6280a91>

Example of national and regional climate impacts | July 2022 heatwave

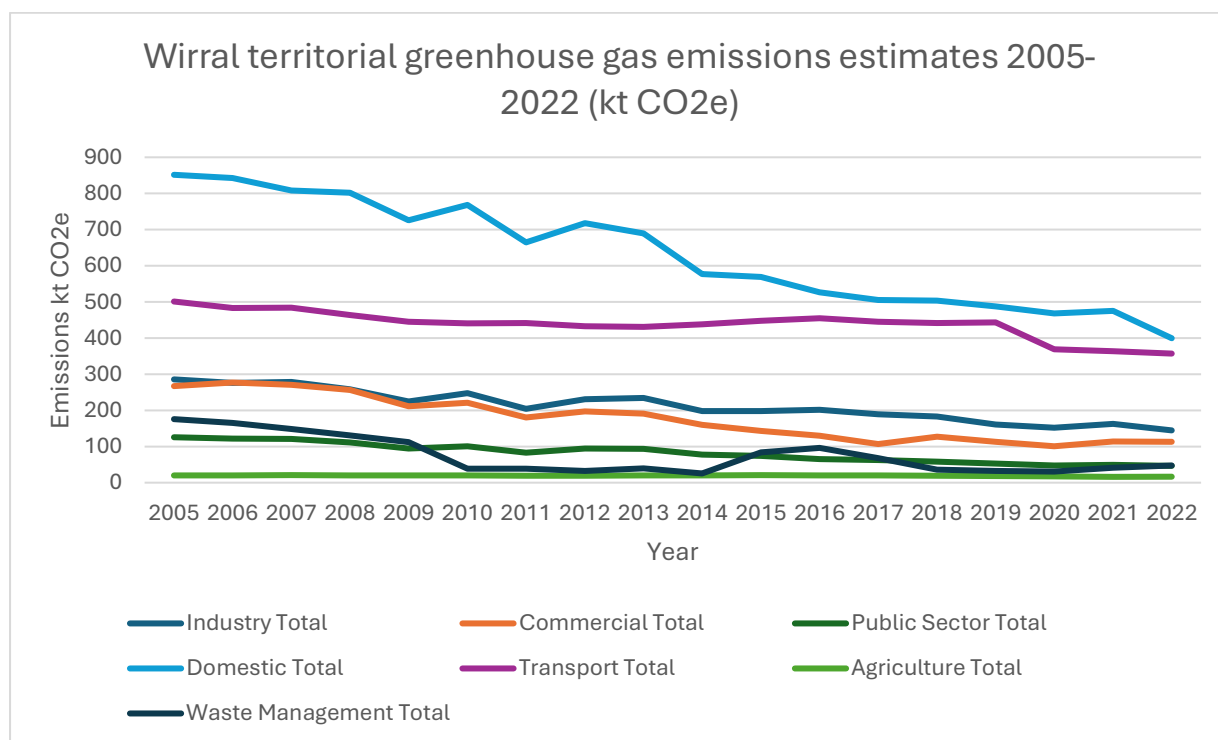
The UK experienced an unprecedented heatwave in July 2022. The previous highest UK temperature record of 38.7 °C was broken, with temperatures reaching 40.3 °C in Coningsby, Lincolnshire. This was followed by further uncharacteristically hot weather in August. In England, over 24,000 wildfires were recorded from June to August 2022. Over 3,600 people in the UK died of heat-related causes in the summer of 2022. Across Europe there were over 61,000 heat-related deaths. When the rain did finally arrive, the ground was so dry that it could not effectively absorb the water which led to flash floods across the country.

Across Wirral, the impacts of these high temperatures were felt by many. Within our NHS Trust, there was widespread use of mobile air conditioning units to keep wards, MRI scanners, IT servers and medicines cool. One of the Trust's medicines fridges failed when internal temperatures reached 38°C. MRI scanners needed to be kept cool as if they overheat, they take around 2 hours to cool and reset which has further implications for patient waiting times for scans. Across the Trust there was an increase in Accident & Emergency admissions for respiratory problems and impacts of dehydration. There were also delays to patients requiring planned operations.

There was also widespread disruption on trains; emergency speed restrictions were imposed by Network Rail as heat puts railway infrastructure under extreme stress and services were cancelled. Locally, Merseyrail were subject to delays and cancellations as passengers were told to "only travel if necessary."

The local picture

Over the past 15 years, the emissions profile of Wirral has changed little, in terms of which sectors make up the majority of emissions; Domestic emissions continue to be the largest of all sectors.



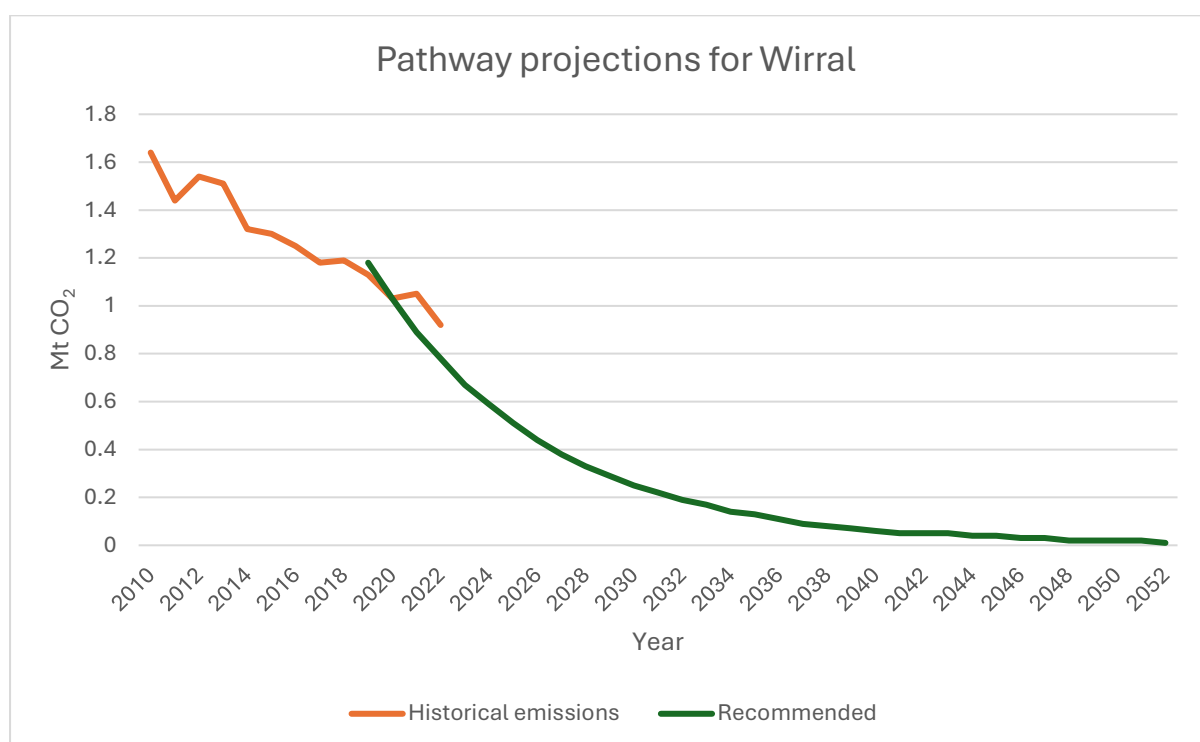
Graph: Wirral greenhouse emissions (kt CO₂e) estimates⁷

⁷ UK local authority and regional greenhouse gas emissions statistics: 2005 – 2022. Table 1.1 [2005-22-uk-local-authority-ghg-emissions.xlsx](#)

In 2022, domestic sector greenhouse gas emissions decreased across all local authorities, the main driver being warmer temperatures resulting in less energy being used to heat homes. Higher prices also likely influenced the reduced demand for fuel.

In Wirral, domestic emissions make up 41% of our overall emissions, followed by transport at 28%. Since 2005, we have seen a 51% reduction in greenhouse gas emissions which is in line with other regions across the country.

According to data from Wirral's Transport Strategy 2015 – 2020, 4 out of 5 public transport trips are by bus and walking accounts for 21% of all journeys. In Wirral, 75% of households have a car, yet this figure varies greatly across wards – Heswall has one of the highest rates of car ownership in the borough at a rate of 91.86% compared to Birkenhead Central having one of the lowest rates at 40.05%.



Graph: Emissions pathway projections for Wirral

Based on data from the Tyndall Carbon Budget Tool, emissions in Wirral need to reduce by 13.5% each year to reach a 2041 net carbon neutral target. The pathway projections emissions graph shows that whilst emissions in Wirral are reducing, it is not in line with the rate at which they need to reduce to reach our 2041 target.⁸

Summary of public engagement

A survey launched by Wirral Councils' Climate Emergency team in July 2023 found that 62% of respondents felt either concerned or very concerned about the climate emergency. The same question was asked as part of the public engagement survey for this strategy. The results show an increase in concern, with 65.9% of respondents saying they felt concerned or very concerned.

⁸ Quantifying the implications of the United Nations Paris Agreement for Wirral [Local and Regional Implications of the United Nations Paris Agreement on Climate Change](#)

When asked “how much influence do you think each of the following have on limiting changes to the climate in the UK?”, the most prevalent option was large scale industry with a score of 3.8, followed by UK central Government with a score of 3.7 (based on a ranking of 1 being no influence and 5 being highest influence).

Respondents were then presented with an overview of each action under the themes of Energy, Travel, Adaptation, Natural Environment and Resources, and were asked to rank each action in terms of priority. Respondents were given the opportunity to share comments on how actions can be more ambitious and to consider the benefit they would have to themselves and the wider community. Across all themes, many participants recognised the wider impact these actions would have such as reducing household bills, supporting the local economy and improving physical and mental health.

Cool Wirral 2025 – 2030 strategy actions

The following sections break down the partnerships and wider community actions to deliver over the next 5 years. This is discussed through six themes: Energy, Travel, Resources, Natural Environment, Adaptation and Communication and Education.

Whilst the actions are to be delivered collaboratively by the partnership, there will be at least one lead organisation assigned to each action or key organisations that will provide support.

Organisations within the partnership will also have their own plans and policies in response to the climate emergency and have their own net zero targets for their individual organisations.

Under each theme there is an aim and the general direction of travel, as well as foundations for support. There are many local, regional and national policies that influence and impact the work of the partnership, contributing to lowering emissions. A summary of these is provided and are up to date at the time of writing (May 2025).

Energy

Aim: To reduce the overall demand for energy and encourage energy efficiency in Wirral across residential, commercial and industrial sectors and to generate and/or sources all our local energy needs from zero carbon and renewable sources by around 2041.

With domestic energy accounting for the largest percentage of Wirral’s emissions, our priority for the next five years, when it comes to energy, is to focus on domestic energy. Following the Cool 2 strategy, a retrofit task and finish group was set up with representatives from the partnership and other key stakeholders. Together, the group set targets and developed an action plan, which this strategy aims to deliver. Increasing access to renewable energy and improving the energy efficiency of our homes will not only decrease greenhouse gas emissions but can lower energy costs for residents.

Foundation for support

Government

- Warm Homes Plan
 - Announced in November 2024 from the Department for Energy Security and Net Zero (DESNZ), the Warm Homes Plan supports cleaner and cheaper heating for millions of homes.
 - £6.6 billion in additional government investment with the aim of reducing fuel poverty through upgrading five million homes to cut bills for families.

- Grants for homeowners for heat pumps and support for renters and low-income households for energy efficiency upgrades including insulation and low-carbon heating.
- Future Homes Standard
 - Sets out requirements for energy efficiency, reducing carbon emissions of new homes built from 2025 by 75 – 80% less carbon compared to those built under previous building regulations.
- Great British Energy
 - A new publicly owned energy company, investing £8.3 billion in leading technologies and capital-intensive projects.
- Energy Act 2023
 - Regulates the licensing, transport and storage of carbon dioxide and hydrogen in the UK.
- The Clean Power Action Plan
 - Sets out pathway to a clean power system by 2030. More offshore wind and solar, combined with increased battery storage and carbon capture.
- Local Area Energy Plans (LAEP)
 - LAEPs are led by local government and developed collaboratively with defined stakeholders.
 - They set out the change required to transition to decarbonise and area's energy system.

North West and Liverpool City Region

- Liverpool City Region Combined Authority Five Year Climate Action Plan 2023 – 2028
 - The plan sets out actions for the Combined Authority in helping the City Region achieve its 2040 net zero carbon emissions target, which the Mayor has since advanced to 2035.
- North West Net Zero Hub
 - A regional programme to promote investment in energy projects.
- Net Zero North West
 - Provide a vision for industrial decarbonisation in the North West
- Offshore Energy Alliance
 - A newly established offshore and energy supply chain cluster for North Wales and North West region of the UK. It promotes the opportunity for low carbon, renewable energy in the Liverpool Bay and Irish Sea.
- Liverpool City Region Green Hydrogen Vision Study
 - Outlines existing and potential demand and supply points for hydrogen in the Liverpool City Region.
- Hynet
 - They explore the potential to use hydrogen as a low carbon power source for industry, transport and to heat for our homes and businesses.
- Mersey Tidal
 - A proposed tidal power scheme on the River Mersey that could produce enough clean, reliable, renewable electricity to power every home in the Liverpool City Region for more than 100 years.

Wirral

- Local Plan policies
 - The new local plan policies require the supply of renewable energy to be maximised to decarbonise the energy supply and advocates for more standalone renewable energy generation including combined heat and power networks support the decentralisation of the power grid.
- Decarbonising the NHS
 - Wirral NHS organisations are working towards delivering a net zero NHS by 2045, with each individual NHS Trust outlining their strategy for the next 3-year cycle to achieve this in their Green Plans, all of which will be refreshed for 31st July 2025 publication.
- Decarbonising Council buildings and schools.
 - Decarbonising council assets will reduce the council's emissions and benefit those who use the buildings e.g. schools through reducing heating costs.
- Domestic housing retrofit programmes
 - Support the delivery of government programmes e.g. Home Upgrade Grant and the Sustainable Warmth Funding Scheme.
- District heat networks – Birkenhead, Wallasey and Wirral Waters.
 - District heat networks supply heat from a central source to consumers via a network of underground pipes. Work is ongoing to establish networks in Birkenhead, Wallasey and as part of Wirral Waters regeneration project.
- Work with the LCR to establish Local Area Energy Plans (LAEPs)
 - LAEPs are designed to deliver effective local action to contribute to the UK's 2050 net zero emissions target by creating fully costed, spatial plan to identify the change needed to local energy systems and build environment.

Action	Description	Lead	Support	Key Performance Indicators (KPIs)
Set up a task and finish group to identify and progress community energy projects	Community energy refers to local community-led, and often community owned, energy reduction, purchasing or generation projects. A common example of community energy projects in the UK is community-owned renewable energy installations such as solar photovoltaic panels. There are many benefits to community energy such as reducing household bills, enabling communities to be less reliant on energy derived from fossil fuels, supporting the local economy and encouraging collaboration. You can find out more about community energy projects from this guide by Energy Saving Trust .	Energy Projects Plus	Wirral Council	• kWh installed. • Estimated kWh installed • Number of community energy projects • Funding applications completed to aid deliver
Deliver the retrofit action plan	The Wirral Residential Retrofitting Task & Finish Group was formed to take forward recommendations from the Cool Wirral Partnership's Zero Carbon Buildings Taskforce. The group set out three targets: 1. A comprehensive cross-sector public engagement and awareness raising campaign in the residential sector. 2. Financing mechanisms identified for private owner occupiers, tenants and landlords. 3. Wirral-based case studies written and published on exemplar and pilot projects. This action will deliver the initiatives contained within this plan.	Wirral Council, Energy Projects Plus	Magenta Living	• Delivery of public engagement and awareness raising campaign • Number of case studies created • Number of financing mechanisms identified • Number of private owner occupiers, tenants and landlords engaged.

Action	Description	Lead	Support	Key Performance Indicators (KPIs)
Deliver a lights off campaign	With this strategy spanning over 5 years, each year will have a different focus for a campaign to deliver. The energy campaign will be focused on small actions to take at work and at home to reduce our energy usage. Did you know that switching electrical appliances off standby mode can save households on average £45 a year? And draught-proofing windows and doors can save on average £90 a year? (Figures from Energy Saving Trust). By saving energy in the home, we can reduce our carbon footprints and save money on household bills.	Wirral University Teaching Hospital, Wirral Council	N/A	Deliver focused energy campaigns such as lights off when not in use, turn appliances off at the socket, draft proofing windows and doors etc.

Travel

Aim: A complete transition to fossil fuel free local travel by 2041

After domestic energy, transport was the second largest share of Wirral's CO2e emissions. Transport impacts everyone, most days we make a decision on how we travel, whether it is how we get to our local supermarket or visit family, to how we travel to work/school or appointments. We want to see fossil fuel free transport a possibility for all residents, not only can it improve our environment by reducing transport related pollution, but it can also improve our health and wellbeing. Following a sustainable travel hierarchy means choosing zero emission transport options such as walking, wheeling and cycling, also known as active travel, are seen as the first choice for how to travel. However, active travel is not possible for every person, or every journey, which is why travel actions within this strategy cover a range of transport modes.

Foundations for support

Government

- Road to Zero Strategy
 - The strategy sets out the next steps towards cleaner road transport and to put the UK at the forefront of the design and manufacturing of zero emission vehicles.
 - Measures in the strategy add up to nearly £1.5 billion of investment.
 - Long-term ambition for all new cars and vans to be effectively net zero emissions by 2040.
- Transport Decarbonisation Plan
 - Sets out the policies and plans needed to tackle transport emissions to accelerate the decarbonisation of transport.
 - This includes, but not limited to, increasing cycling and walking, zero emission buses and coaches, decarbonising railways, zero emissions cars, vans, motorcycles and scooters, and accelerating maritime and aviation decarbonisation.

Liverpool City Region

- Emerging Local Transport Plan 4
 - Facilitate a major shift to public transport and active travel, and support a people-first, fair, inclusive and accessible transport system.
- Local Cycling and Walking Infrastructure Plan
 - A 600km network of new and improved active travel routes across the Liverpool City Region.
- Bus Service Improvement Plan
 - Will enable a fundamental shift in how bus services are delivered through a franchising model so that more passengers want, and are able to, travel by bus. It focuses on improving services so that they are more frequent, reliable, affordable and easier for passengers to understand.
- City Region Sustainable Transport Settlement (CRSTS)
 - In April 2022, the Liverpool City Region was awarded a CRSTS of £710m to deliver the city region's five-year capital investment programme.

- A pipeline of 20 projects across the City Region and transport modes were identified to be delivered between 2022/23 and 2026/27.
- In June 2025 it was confirmed that the Liverpool City Region is due to receive £1.6bn for the next phase of the 'Transport for the City Regions' allocation, which for Wirral aims to amongst other interventions to support the development of a new railway station at Woodchurch.
- Electric scooter/Bike pilots
 - A trial of e-scooters was set up in Liverpool in 2020 and the trial has been extended to May 2026.
 - Operated by Voi, the scooters are available for public hire at key sites around Liverpool city centre.

Wirral

- Air Quality Strategy and Implementation Plan
 - Wirral's Air Quality Strategy 2024 – 2028 sets out a plan to improve air quality in Wirral.
 - It meets the mandated requirement from Government that all local authorities must now have an air quality strategy for their area.
- Electric Vehicle Charging Infrastructure Strategy
 - Sets a target to provide 1,580 new, either standard or fast EV charge points across the borough by 2030.
 - The Local EV Infrastructure Capital Fund will help the Council to expand the network of on-street charge points and support drivers with the switch to EVs.
- Wirral Core Active Travel Network
 - Establishes a long-term, joined-up, comprehensive active travel network which will provide residents with a choice of safe travel options.

Action	Description	Lead	Support	KPIs
Assess the feasibility of extending the City Bike and E-scooter schemes currently available in Liverpool to Wirral.	E-bikes and e-scooters have risen in use over the last few years, with many areas undertaking successful trials where residents and visitors can hire them, including our neighbouring local authority, Liverpool. Learning from best practice examples from within the city region and beyond is a first step alongside understanding any challenges and scoping out interest from residents. Within the Liverpool City Region Five Year Climate Action Plan 2023 – 2028, the LCRCA will lead on CRSTS interventions which include to ‘support local authority partners to review and enhance coverage of City Bike sharing scheme and Voi E-Scooter schemes along active travel corridors. As a partnership, Cool Wirral will work with LCRCA to support this action.	Liverpool City Region Combined Authority	All partners	Explore opportunities with the DfT to expand the use of the Liverpool E-scooter trial to Wirral.
Increase cycle storage facilities, leveraging funding from Liverpool City Region and other sources.	One of the barriers to active travel, specifically travelling by bike, can be having secure storage at your destination whether it be home, work, shops, leisure centres etc. Secure storage facilities also need to factor in the increased use of e-bikes and be suitable to store such a bike.	Liverpool City Region Combined Authority	All partners	- Number of cycle storage applications sent to LCR for sites in Wirral - Number of successful applications for sites in Wirral

Action	Description	Lead	Support	KPIs
Work with schools to encourage and promote travel behaviour change and awareness	A switch to fossil free transport cannot happen overnight. In Wirral, 75% of households have a car. This varies greatly across wards – Heswall has one of the highest rates of car ownership in the borough at a rate of 91.86% compared to Birkenhead Central having one of the lowest rates at 40.05%. Promoting and encouraging behaviour change and travel awareness would encourage active travel and increased use of public transport, for those that are able to. One of the CRSTS inventions that LCRCA is leading on is to encourage ‘behavioural change, awareness and marketing campaigns’ . This action aligns with LCRCA outcomes, and the partnership will support. The Cool Wirral Partnership will work together to support this outcome.	Wirral Council	Liverpool City Region/all partners	Number of Modeshift Schools at each level

Resources

Aim: To use resources – materials, land and food – in a sustainable way so that our collective decisions reduce overall resource use.

There are many changes happening in England as a result of Simpler Recycling, which aims to simplify and streamline waste collection across the country. For Wirral, it means residents and businesses will see changes such as food collection. As a partnership, we have an opportunity to support in this area. Our actions for the next five years align with encouraging and enabling residents to ultimately reduce their resource consumption and as a result waste.

The waste hierarchy prioritises positive waste management, focusing on prevention first then reduce, reuse, recycle, recover and lastly, disposal. Preventing waste from being generated in the first place means minimising materials being used in design and manufacture and keeping products for longer.

Foundations for support

Government

- 25 Year Environment Plan
 - ‘A Green Future: Our 25 Year Plan to Improve the Environment’, sets out national goals to improving the environment, within a generation, and leaving it in a better state.
- National Food Strategy
 - A Government-commissioned independent review into the food system.
- Environment Act – Simpler recycling
 - Simpler recycling streamlines collection services into 4 streams – residual (non-recyclable) waste, food waste, paper and card and all other dry recyclable materials (plastic, metal and glass).
- Extended producer responsibility
 - This policy means producers pay the full costs of disposal for packaging
- Procurement Policy Note – PPN06/21
 - This requires government contracts over £5 million per annum to commit to Net Zero by 2050 and to provide a Carbon Reduction Plan.

Liverpool City Region

- LCR Five Year Climate Action Plan – CC15
 - This action supports the delivery of a Circular City Region Scan to understand material resource flows and waste generation across the Liverpool City Region
- LCR Strategic Waste Partnership
 - Has set a Zero Waste by 2040 target
- NHS Green Plan
 - The first Cheshire and Merseyside ICB green plan was published in 2022 and commits to net zero target of 2040, in line with national ambitions of NHS England.
- Zero waste strategy
 - Strategy aims to reduce waste and support the wider aim of net zero carbon Liverpool City Region by 2040.

Wirral

- Wirral Waste Strategy
 - This strategy sets out the vision and direction for transforming waste management arrangements and responding to the legal requirements of the Environment Act for waste management.

Action	Description	Lead	Support	KPIs
Trial a 'library of things'	A 'library of things' uses established central hubs such as libraries or community centres to expand the range of items that residents can rent and/or borrow from books and games to household tools, equipment etc. Items that can be borrowed can cover a wide range of 'things' such as DIY, gardening, cooking and hobbies. It encourages residents to share resources and reduce purchases.	Merseyside Recycling and Waste Authority, Wirral Council	Wirral Environmental Network	- Establish location for trial, use public survey to identify areas of interest - Explore existing schemes such as Liverpool Tool Library - Trial specific KPI's like uptake, number of items borrowed/hired
Establish a food partnership	A food partnership can support communities with advice on reducing food waste and saving money, whilst also encouraging healthy, sustainable food. This action is carried over from the Cool 2 strategy.	Wirral Environmental Network, Wirral Council	Wirral CVS, Wirral University Teaching Hospital, Liverpool City Region Combined Authority, Faiths4Change	- Learnings from established food partnerships/networks from across LCR - Encouraging use of local suppliers - Increase local food growing initiatives
Support and promote directory of environmental groups	There are many community groups across Wirral delivering on climate action, both groups whose main aim is to support climate action and other's whose work is not directly linked to the environment but has environmental benefits. Maintaining and promoting such groups can increase volunteers, support local action and be a valuable resource to residents.	Wirral Environmental Network		- Increase awareness of the list - Increase the number of organisations/community groups/businesses on the list

Action	Description	Lead	Support	KPIs
Deliver a circular economy campaign	Circular economy is about reducing the amount we buy and keeping any materials or resources that we have, in use for as long as possible. This helps to minimise waste, as we are producing less and what we do buy and use is instead reused, repaired or recycled– find out more on the climate action hub .	Wirral Council, Wirral Chamber		• Campaign to focus with how businesses can adopt a more circular economy model.
Support simpler recycling	Introduced by Department Environment, Food and Rural Affairs (DEFRA) in 2023, Simpler Recycling will create a standard for waste and recycling collection across England. By 31 st March 2026, local authorities will need to collect non-recyclable waste, food waste, paper & card and all other dry recyclable materials (plastic, metal and glass). The Cool Wirral partnership recognises the position to be able to champion and support this and the changes for Wirral residents.		All partners	• Reduction in annual waste tonnage • Increase in percentage of waste recycled

Natural environment

Aim: To capture more carbon naturally

Carbon dioxide makes up around 75% of global greenhouse gas emissions. Vegetation, soils and seabed's are examples of carbon sinks, they store carbon. Launched in 2020, Wirral's Tree woodland and hedgerow strategy aims in the ten-year span to plant 210,000, that is at a rate of 21,000 a year. By April 2024, 85,280 trees have been planted. Protecting our natural environment has many benefits, carbon storage being one of them, also protecting against flooding by absorbing and slowing the flow of rainwater. Green spaces also have a positive impact on people's physical and mental health & wellbeing. We need to increase our rate of planting by encouraging and supporting the planting of trees on private land.

Foundation for support

Government

- Environment Act 2021
 - Under the Environment Act, the UK has a target to halt the decline in species populations by 2030 and increase by 10% by 2042.
- Investment in carbon capture and storage
 - The UK government is investing £21.7 billion over 25 years to support carbon capture, usage and storage projects in the North West and North East of England.
- '30 by 30'
 - The UK has committed to protect 30% of the UK's land by 2030
- Nature for Climate Fund
 - £640 million Nature for Climate Fund
- Environmental Land Management (ELM)
 - Expanding schemes to pay farmers and land managers to provide environmental goods and services alongside food production
 - Providing one-off grants to support farm productivity, innovation, research and development in a way that helps achieve these goals.
- Carbon Capture and Storage
 - HyNet North West is a low carbon and hydrogen energy project. Part of the project utilises gas fields in the Liverpool Bay to store carbon.

Liverpool City Region

- Emerging Local Nature Recovery Strategy
 - Agrees priorities for nature recovery and proposes actions in the locations where it would make a particular contribution to achieving those priorities.
- Community Environment Fund
 - Supports green projects across the City Region, providing up to £30,000 for initiatives to improve the city region's environment and encourage long-term behavioural change.
- LCR Five Year Climate Action Plan – NE19
 - The action is to use the collected evidence base to propose an optimal approach that balances food security with biodiversity, climate resilience, and carbon capture potential.

Wirral

- Biodiversity Net Gain strategy
 - The strategy provides a framework for change and action towards the conservation and enhancement of biodiversity within Wirral and surrounding areas.
- Pollinator Strategy
 - Includes re-wilding, and repurposing land to support and encourage pollinators and other habitats
- Tree Woodland and hedgerow strategy
 - The aims of the strategy are to protect, regenerate and care for Wirral's existing trees, hedgerows and woodlands.
- Wirral Green and Blue Infrastructure Strategy
 - The draft strategy identifies opportunities across the Borough to protect and enhance Green and Blue Infrastructure (GBI)

Action	Description	Lead	Support	KPIs
Create a community garden toolkit	Community gardens are a great way for neighbours to work together and connect more with nature – especially when introduced in urban areas. Community gardens can also contribute to increasing natural carbon storage, particularly through low-carbon gardening methods such as growing hedges, growing fruit and vegetables, making compost and planting trees.	Wirral Environmental Network		• Number of community garden projects identified through the toolkit • Number of communities engaged • Number of successful gardens
Create a list of volunteering opportunities within the community for businesses	Nowadays, many organisations encourage their staff to take part in local volunteering opportunities. Creating a list of such opportunities is a way to bring resources to community projects whilst also providing an opportunity for businesses to connect with their local area and deliver social change.	Wirral CVS, Wirral Chamber		• Annual number of volunteering opportunities identified • Number of organisations with volunteering opportunities • Number of businesses engaged
Wirral to become accredited through Nature Towns and Cities	‘Nature Towns and Cities gives local government, community organisations, charities and professionals across the UK an opportunity to connect with each other, sharing knowledge and solving collective challenges. The accreditation scheme launched in England on 1 st April and recognises towns and cities where local authorities collaborate with communities and partners to create greener, healthier places.’	Grow Wellbeing, Wirral Environmental Network, Wirral Council		• KPIs set through accreditation programme

Adaptation

Aim: To identify vulnerabilities in the face of present extreme weather and further, already unavoidable, changes in the climate and sea levels this century and apply these understandings to all areas of work.

We have experienced around 1.3°C of warming since 1850 and the impacts of climate change have been felt for many years. Whilst we work to mitigate and reduce the rate at which global temperatures rise, we also need to prepare for the current and projected impacts. Even if we are to reach the target of limiting the rise in global temperatures to 1.5°C, we will still experience mild changes. Whilst the likelihood of warmer, drier summers and wetter, warmer winters will not be as high compared to global projections that put us at 2°C, 3°C or 4°C warming, there is still a slight increased likelihood that we will need to prepare for. Essentially, we have already ‘locked in’ a certain level of climate risk.

Based on current projections of warming, we cannot afford to continue business as usual. Whilst we must continue to mitigate to avoid further warming, we need to at the same time adapt and understand the impact climate change is having, and will have, on all aspects of life such as essential service delivery, how to support vulnerable residents, impact on supply chains etc.

Foundations for support

Government

- Third National Adaptation Framework (NAP 3)
 - This report sets out the actions that government and others will take to adapt to the impacts of climate change from 2023 to 2028
- Environment Agency – Adaptation Pathway response
 - Adaptation pathways allow us to plan for climate change by developing a flexible roadmap for a range of different climate scenarios.
- Local Authority Climate Service
 - Launched by the MET Office, this service equips local authorities with critical climate information to make informed adaptation plans and decisions.

Liverpool City Region

- Liverpool City Region 5 Year plan
 - Action CC8 - Support the assessment of climate change risk and vulnerability, identifying risks and opportunities to the Liverpool City Region associated with a changing climate.
 - Action NE6 - Develop a partnership with the agricultural community and other stakeholders in LCR to better understand farming and private land practices in the city region.
 - Action NE12 – In alignment with Local Authority allotment strategies and the Zero Waste Framework, work with partners to implement an engagement strategy to encourage development of sustainable food growing projects within communities.

Wirral

- West Kirby Flood defence
 - The 1.1km West Kirby flood wall provides residents on South Parade and the surrounding areas with greater protection from potentially catastrophic flooding.
- Blue and Green Infrastructure Strategy
 - The strategy identifies opportunities across the Borough to protect and enhance blue and green infrastructure.
- Hoylake Carrs scheme
 - A natural flood management project, designed to create a wetland area to reduce flood risk and enhance local environment.
 - £430k funding from the Environment Agency and DEFRA to deliver flood mitigation scheme between 2025 and March 2027

Action	Description	Lead	Support	KPIs
Establish an active adaptation subgroup	Understanding how climate change is going to impact Wirral is critical. Climate change affects us in different ways and can have an impact on people, services, business, infrastructure etc. Examples of impacts can be found earlier in this strategy document (this list is not exhaustive). We know that climate change causes disruption, we have seen this happen in the example of the July 2022 heatwave outlined earlier. By looking at the likelihood of impacts and extreme weather, we can then explore how this will affect people and service areas and develop comprehensive plans in how we respond.	Wirral University Teaching Hospital, Cheshire and Merseyside ICB	Planet Heswall, Faiths 4 Change	• Clear understanding of the threats we will face from climate change, considering who is at risk and how. • Understand how risks interconnect with themes across the strategy • Develop adaptation toolkits to support the likes of businesses, schools, residents etc. in understanding climate risks and the role we have in adaptation

Communication and education

Aim: To educate and raise awareness about the climate emergency and about the opportunities and benefits of taking climate action and the risks and threats of inaction across Wirral and make sure we have the right skills in place to mitigate and adapt to climate change.

Effective and trusted communication is key to the successful delivery of this strategy. From surveys and consultations, we know that the climate emergency is a concern to residents. We also understand that many residents can recognise the co-benefits of climate action, even if they do not necessarily support or feel concerned about the climate emergency.

As a partnership, we want people in Wirral, whether you live, work or visit, to understand what we are doing to take action on climate change. We all have a part to play in reducing emissions and creating a safe, more prosperous environment for all. This is our contribution as a partnership as to what we plan to do. That is not to say this is the only climate action we are taking though, as outlined earlier on in this strategy, individual partners have their own set of climate priorities and actions. At the end of this strategy, we share ways in which Wirral residents can get involved and support in their own climate actions.

Education is also essential in the delivery of this strategy, if we are asking people to support climate action, we need to ensure that everyone understands what this means and why it is important. This work will be ongoing, through events in communities, campaigns, continuing conversations etc.

Foundations for support

Government

- **Conference of the Parties**
 - The decision-making body of the United Nations Framework Convention on Climate Change.
 - Held in November each year, the latest COP, COP29 (held November 2024), the UK announced a target of 81% emissions reduction by 2035, based on 1990 levels
- **Committee on Climate Change (CCC)**
 - Established under Climate Change Act 2008, CCC advises the UK and devolved governments on reducing emissions and adapting to the impacts of climate change
- **UK Climate Assembly**
 - The first UK Climate Assembly was established and met over six weekends in Spring 2020, they heard balanced evidence on the choices the UK faces in terms of its climate commitments, and made recommendations on what the UK should do to become net zero by 2050
- **Intergovernmental Panel on Climate Change (IPCC)**
 - The IPCC is the United Nations body for assessing the science related to climate change, it provides policymakers with regular scientific assessments on climate changes, its implications and potential future risks, as well as to put forward adaptation and mitigation options.

Liverpool City Region

- LCR Climate Partnership
 - Includes representatives from public, private & third sector organisations, whilst it has no statutory authority, it is able to advise the Combined Authority on its climate agenda.
- LCR climate officers network
 - This network meets monthly to share information, best practice and problem-solving.
- LCR Growth company
 - Growth Platform is the Liverpool City Region's business support service designed to support business leaders to grow and develop.

Wirral

- Cool Wirral Partnership
 - This Cool Wirral Partnership is made up of public, private and third sector organisations across Wirral, delivering and encouraging local climate-related action.
- Wirral Wide Eco school Council
 - The Eco School programme encourages and support schools to improve their local environment
- 'Cool' programmes
 - Cool Business engages local businesses through Wirral Chamber to respond to the climate emergency and support innovation.
 - Cool Communities mission is to 'empower Wirral residents to tackle climate change through connecting communities, while delivering social change.'
 - Cool Places of Worship engages faith communities in Wirral directly in order to help these communities develop climate action places for their places of worship
- Biodiversity steering group
 - This group is made up from representatives from local authority and local environmental organisations to feed into the biodiversity action plan
- Wirral Intelligence Service
 - This service provides individuals and local organisations with information, research and intelligence about Wirral using publicly available data.
- Cool Wirral social media pages
 - Stay up to date with climate action news and events across Wirral on the Cool Wirral social media pages.
- Climate Action webpage
 - This website provides residents with practical tips to get involved in climate action within the home and looks at the co-benefits of action.

Action	Description	Lead	Support	KPIs
Establish an annual campaign with changing themes, aligned with the priorities of the strategy	The Cool Wirral Partnership is made up of 20 members (listed within the introduction), who have a significant reach across Wirral. Joint partnership campaigns can be an effective way of focusing on different priorities of the strategy and increasing campaign reach and impact, with partners sharing the same key messages and resources.	All Cool Wirral partners – identified in earlier themes for specific campaigns	• Number of campaign focused events and activities • Campaign reach (online and in person)	
Host a yearly Wirral Sustainability Week	A yearly sustainability week would celebrate climate action across Wirral and engage residents and businesses in the practical actions that can take. Partners would host their own events and activities across Wirral, ensuring a mix of activities delivered at a community level. The week would provide an opportunity for those interested in hearing about the partnerships progress against this strategy and in their own organisations. Activities would also centre around deepening residents and businesses climate understanding.	All Cool Wirral partners – a steering group would be established to coordinate the week.	• Number of events and activities • Attendance at events and activities	

Action	Description	Lead	Support	KPIs
Engage businesses in understanding the climate emergency and the positive response they can take.	When it comes to the level of influence businesses can have in terms of limiting changes to the climate, results from the public engagement strategy showed that participants gave large scale industry and average score of 3.8 and small and medium sized businesses a score of 2.8 (based on the scale of 1 being no influence and 5 being highest level of influence). There are many ways in which businesses can support and take climate action, but firstly, it starts with understanding their impact. Engagement with businesses will focus on building this understanding before moving on to look at low carbon solutions, supply chains and responsible procurement and green skills.	Wirral Chamber of Commerce	Wirral Council	• Number of carbon reduction plans • Number of businesses engaged • Number of businesses actively measuring and tracking their carbon footprint.
Set up a Green Skills working group, focusing on post 16 education and upskilling	Transitioning to a low carbon economy means changing how we work. Particularly in the North West, with many industrial sectors, it is likely to see an increase in the number of green jobs. Specific skills around retrofitting and construction will be needed, as well as a general understanding of climate change and its impacts on different industries.	Wirral Council, Wirral Chamber, Wirral Metropolitan College, Liverpool City Region Combined Authority		• Map the current green skills provision. • Identify skills gaps across the city region

How can you support climate action at home?

Make your own climate action plan

This strategy sets out a vision for working collaboratively to reduce greenhouse gas emissions across Wirral and build resilience across our communities.

We all have a part of play when it comes to acting on climate change. This strategy is our commitment to Wirral and our focuses for the next five years.

Use this space below to create your own climate action plan.

Ideas for action

Energy	• Unplug devices when not in use • Lower your washing machine temperature to 30 degrees • Routinely check your fridge and freezer temperatures • Draught proof your windows and doors • Switch to a renewable energy tariff
Travel	• Walk, wheel or cycle for shorter journeys • If you drive, follow smarter driving measures such as not idling and checking tyre pressure • Car share with colleagues • Try swapping one car journey for public transport
Resources	• Use apps such as Olio to borrow and lend household items • Check out Love Food Hate Waste for leftover recipes • Visit the repair café (search Wirral Repair Café), to fix items such as clothes and small electronics, rather than throwing away
Natural environment	• Create pollinator patches by planting wildflower seeds • Have a go at growing your own fruit and vegetables or if you have limited outdoor space, try growing herbs on your windowsill. • Take part in no mow may
Adaptation	• Use tools such as 'WWF Carbon Footprint Calculator' to work out your carbon footprint • Insulate your home
Communication & Education	• Find community organisations near you that are taking action on climate change, search 'Wirral Environmental Network Big Green List'