

# Addressing common concerns

When faced with challenges, don't argue – acknowledge, explain, reassure:

- **Acknowledge** the concern so people feel heard.
- **Explain** how the initiative delivers practical benefits.
- **Reassure** by linking it to shared values like cost, reliability, or fairness.

Concern	Concerned framing	Confident reframing (acknowledge → explain → reassure)
<b>Cost / Value for Money</b>	"We're spending on Net Zero" • "This costs more upfront"	Acknowledge: It's right to ask about return on investment Explain: These upgrades cut bills, complaints, and NHS costs Reassure: Ultimately, this helps the council do more with less
<b>Climate change is nonsense / alarmism</b>	"We don't believe in climate alarmism" • "The climate's always changed" • "Net Zero is a political agenda"	Acknowledge: People disagree on causes Explain: Whatever the cause, we're seeing more floods, fires, and costs Reassure: This is about energy bills, job security, and keeping services reliable
<b>Scope of the Council's Role</b>	"This sounds like national politics" • "Isn't this outside our powers?"	Acknowledge: That's a fair question Explain: Practical delivery happens locally Reassure: We're making this work for our residents, not duplicating national policy
<b>Lifestyle sensitivities</b>	"We don't want to tell people what to do" • "Residents won't accept behaviour change"	Acknowledge: Nobody likes being told what to do Explain: This is about making cheaper, safer, more convenient options available Reassure: It's about removing barriers, not adding rules