

Pocket guide to clear messaging

Keep it simple, practical, and focused on benefits.

✗ Don't say...	✓ Do say...
Net Zero strategy	Clean local energy to control bills
Climate targets	Upgrading infrastructure for the next 20 years
Green jobs	Local jobs that last
Behaviour change	Helping residents save money and stay healthy
Biodiversity gains	Protecting local green spaces and cleaner air
Climate emergency	A cost-of-living and safety issue we can fix locally

Tip: Always link messages to outcomes people care about – lower bills, safer streets, stronger communities.

Addressing concerns

Clear language builds trust. Keep it local, keep it practical.

Respond with confidence:
Acknowledge → Explain → Reassure

Cost / Value for money

→ “Yes, cost matters. These upgrades cut bills and complaints, so we do more with less.”

Climate is nonsense / ideology

→ “Whatever you call it, floods and costs are rising. This is about bills and keeping services reliable.”

Council role

→ “Delivery happens locally – this is about making it work for our residents.”

Lifestyle sensitivities

→ “Nobody likes being told what to do. We’re offering more convenient and cheaper options.”

Tip: Don’t argue. Show you’ve heard them, explain the local benefit, and reassure with shared values like cost, reliability, or fairness.