

Committee(s): Communications and Corporate Affairs Sub Committee (Policy & Resources)	Dated: 14 February 2023
Subject: Update on plans for a communications campaign encouraging City buildings to switch off their lights when unoccupied.	Public
Which outcomes in the City Corporation's Corporate Plan does this proposal aim to impact directly?	5, 10, 11
Does this proposal require extra revenue and/or capital spending?	Yes.
If so, how much?	N/A
What is the source of Funding?	N/A
Has this Funding Source been agreed with the Chamberlain's Department?	N/A
Report of: Bob Roberts, Deputy Town Clerk and Executive Director of Communications and External Affairs	For Discussion
Report author: John Park, Assistant Director of Media (Public Services)	

Summary

At the last meeting of the Communications and Corporate Affairs Sub-Committee, Members requested a communications campaign encouraging City buildings to switch off their lights when unoccupied.

This report provides an update on these plans.

Recommendation(s)

Members are asked to note the contents of this report.

Main Report

Background

1. At the last meeting of the Communications and Corporate Affairs Sub-Committee, Members requested a communications campaign encouraging City buildings to switch off their lights when unoccupied.

Current position

2. The City of London Corporation is currently consulting on its draft Considerate Lighting Charter (CLC) alongside the draft Lighting Supplementary Planning Document (SPD). Through the CLC, the City Corporation will urge existing building owners, operators, and occupiers to pledge to turn off their lights in unoccupied interior spaces.
3. The charter will also ask signatories to pledge to:
 - Install infrared/'smart' lighting systems to minimise the amount of light used
 - Only use lights where deemed absolutely necessary and ensure they are on only when needed
 - Review their entire lighting systems to reduce energy consumption and improve sustainability
 - Train staff on how lighting systems should be operated to minimise interior light
 - Install low-glare lighting and blinds to minimise glare and the visibility of lights from outside buildings
 - Procure light fittings that have the minimum embodied carbon and lowest operational energy, and can be easily repaired, replaced, and recycled

Next steps

4. The consultation on the CLC (and the Lighting SPD) ends on 17 February 2023 and will be brought before the Planning and Transportation Committee for decision in June.
5. If Members agree the policy, then a full communications campaign will be rolled out to promote it, using the following channels:
 - Stakeholder: owners, managers and occupiers of buildings will be targeted by working with partners such as Business Improvement Districts and major landowners in the City, as well as engagement with small and medium sized businesses through the Heart of the City programme.
 - Media: news releases, opinion pieces including in City A.M. and City Matters newspapers, and interviews
 - Social media: amplification of messaging across City Corporation channels
 - Advertising: adverts would be placed in key media including City A.M.
 - Digital: dedicated web page on the City Corporation website

- Internal comms: the City Corporation would become a signatory and an intranet article would be published informing staff
6. Officers would seek funding from the Policy Initiatives Fund to appoint specialist consultants to lead this work and achieve real change.
 7. The specialist consultants would research and develop key milestones and measures, promote the campaign, and identify specific targets. This would ensure the campaign receives maximum resourcing.

Options

11. None.

Proposals

12. None.

Key Data

13. N/A.

Conclusion

14. Members are asked to note the contents of this report.

Appendices

None

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