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**Natural Environment Group (NEG) Project Bidding Pro Forma**

**Please complete all sections and read the eligibility criteria and timescale at** [**http://www.solentems.org.uk/natural\_environment\_group/NEG\_Projects/**](http://www.solentems.org.uk/natural_environment_group/NEG_Projects/)**.**

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| Project Title: | Using height markers on lamp columns to raise flood awareness and encourage climate action in Portsmouth |
| Project Sponsor/Lead (and full contact details): | Portsmouth Climate Action Board:Tristan Thorntristan.thorn@portsmouthcc.gov.uk07854526905Halpern House, 1 Hampshire Terrace, Southsea, Portsmouth PO1 2QF |
| Project Description and Objectives: | The project will raise awareness of the flood risk in Portsmouth and its relation to wider global climate change. This awareness will be used to direct residents to a website which will feature specific actions they can take to reduce their carbon emissions. Climate change is a gradual and distant threat which is often ignored or deferred. Despite the increasing threat of flooding the majority of people (62%) in Great Britain have never checked the flood risk of their home. While the flood risk is outlined in academic, government and local authority reports the message is not being clearly conveyed to home owners, businesses or citizens. The project will therefore encourage immediate climate action through a novel awareness campaign. The core component of this project will be the placement of informative graphic stickers on lamp columns. These stickers will signify the future flooding level in the specific area and direct the viewer to an information page on the Portsmouth Climate Action Board website. The varied height and placement of the stickers will encourage curiosity and demonstrate clearly the real world flood risk to residents as they go about their daily lives. The effectiveness of this campaign will be reviewed by recording the number of unique user visits to a specific flood awareness webpage, hosted on the Portsmouth Climate Action Board website.The key objectives of the project will be to:* Raise awareness of Portsmouth residents of the flood risk, and impact of climate change, in the local area.
* Encourage immediate climate action through the use of the Portsmouth Climate Action Board website.
* Record and measure the reach and effectiveness of the campaign so that lessons can be built upon for future climate campaigns.
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| What is the value of the project to the Solent European Marine Sites (SEMS), other designated sites or areas of conservation interest? | One of the significant issues for driving action on climate change and conservation is the disconnection between citizens and the natural environment. The risks of climate change will not be fully reckoned for decades. Likewise, the damage to the local marine environment and changes to the oceans are not noticeable to the average urban citizen. This project will be valuable by creating a stronger connection and realisation about the changing climate and environment. This project will be used as a platform to go beyond raising awareness and drive real action and changes in the behaviour of local residents. The first step of this campaign will be to guide residents to the Portsmouth Climate Action Board website. The website will detail specific actions, which are tailored to Portsmouth residents, to support them in their efforts to reduce carbon emissions.  |
| Project Outputs: | Over 100 lamp columns, depending on feasibility, to have a graphic sticker applied indicating the flood risk height based on projections for 2055.Recording and monitoring unique user visits to the Portsmouth Climate Action Board webpage to review the effectiveness of the project. |
| Project Timescale and Milestones: | Month 0-2: map the locations and sea level height for core areas and streets around Portsmouth. Design the graphic and shape of the stickers. Month 2-3: arrange and coordinate with Portsmouth City Council to apply graphic stickers on selected lamp columns.Month 3-5: stickers to be applied by volunteers and contractors.Month 5-6: media and marketing campaign to advertise the purpose of the project.Month 6-7: unique user visits to the Portsmouth Climate Action Board webpage to be reviewed to assess the effectiveness of the campaign. |
| Overall Project Cost (£):*Please detail other funding sources secured/sought.* | £2250 |
| Funding contribution sought from NEG (£):*The amount requested should be match funded.* | £1125 requested from NEGMatch funding will be provided in the form of £1125 of staff time to research, develop, design and manage the project.The project will not go ahead without NEG funding. |
| Will the project still go ahead without NEG funding? |
| Geographical coverage of the project:*The project must cover some aspect of the coastal or marine environment of the Solent.* | This project will cover the coastal areas at risk of flooding in Portsmouth, primarily the areas in the city with the greatest footfall and population density. |
| Please list any project partners: | Portsmouth Climate Action Board, Portsmouth City Council and the University of Portsmouth |
| Additional information to support the Bid: | The Portsmouth Climate Action Board was formed in response to Portsmouth City Council's declaration of a climate emergency in March 2019. The Climate Action Board is an independent partnership between individuals, groups and businesses with the task to reduce carbon emissions in Portsmouth. The Board drives and inspires action in the city by raising awareness, researching science based targets and providing a forum to coordinate climate action across the city.The current members of the board are:Portsmouth City Council Portsmouth Education PartnershipExtinction RebellionPortsmouth Football ClubFriends of the Earth Gunwharf QuaysPortsmouth Hospitals Trust Portsmouth International PortPortsmouth Naval BaseShaping Portsmouth University of Portsmouth University of Portsmouth Students' UnionPortsmouth Water |

**Submission date: Please email completed forms to** **info@solentforum.org** **by the 28 February.**