

Agenda Item 9



LINCOLNSHIRE WASTE PARTNERSHIP

7 March 2019

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| SUBJECT : | Communications |
| REPORT BY: | David Steels (North Kesteven District Council) |
| CONTACT NO: | 01529 308205 |

BACKGROUND INFORMATION

Effective programme and project leadership is fundamental to the Lincolnshire Waste Partnership (LWP) being able to successfully deliver its strategic objectives and individual projects identified in the Lincolnshire Joint Municipal Waste Management Strategy (JMWMS) in a timely and cost effective manner.

A key component of the success of the JMWMS is the need for successful engagement and communication for all of the action areas including what the new recycling mix will be, reduction in contamination and the ongoing message about recycling across the County. This document sets out a methodology for the engagement and commitment to this vital work which cuts through all work streams.

DISCUSSIONS

On 26th February, a workshop was attended by various waste and communications officers representing all partners. During this workshop, the following topics were discussed:

1. Review of JMWMS strategy actions that primarily deal with communications, education and engagement. (see Appendix 1)
2. Other actions needed not necessarily covered by the actions within the strategy (separate discussions took place to generate ideas around the subjects of 'education' and 'communications'). (see Appendix 2)
3. Next steps – consideration of a draft terms of reference for future working. (see Appendix 3)

Everyone attending were enthusiastic participants and the discussion filled the time available. All agreed to meet next in just over one month's time, once the Waste Partnership Programme Delivery Manager is in post, to confirm future working arrangements and to allocate the tasks listed above.

The Communications teams will report to the OWG who in turn will seek approval (where required) from the LWP prior to any messages being released to the public or any specific campaigns beginning.

RECOMMENDATIONS

- 1 That the progress to develop a communications workplan to assist in delivering strategy actions within JMWMS, and allocation of appropriate resources to do it, be NOTED**

APPENDICES

Please find the following appendices attached to this report:

- 1 Communications-related actions in the JMWMS
- 2 List of other actions (communications and education) for delivery by the communications group
- 3 Terms of Reference for the communications group

Appendix 1

Lincolnshire JMWMS Education and Engagement-related actions

| Ref | Action | Objectives Supported | Key Dates | KPI/ Targets | Expected Outcome/Update |
|------|---|----------------------|--|---|--|
| 1.04 | Assessment of the public information and education campaign required to support effective implementation of a revised/harmonised Mixed Dry Recycling mix. | | End September/ early Oct 2018 for sticker campaign to go on all bins across Lincolnshire to address the main contaminants. | <p>Satisfaction with waste/recycling services by council - targets to be continuous improvement on base line performance.</p> <p>Recycling and composting rate by council- target to be agreed, but to reach a minimum of 50% by 2020. To be revised periodically to meet national targets.</p> <p>To aid the recycling rate this is key marketing if the Mixed Dry Recycling mix changes.</p> <p>Improved recycling rate, satisfaction levels across the County remain high with residents and the message is clear.</p> | <p>Improved awareness of what can/cannot be recycled, so as to align with the strategy document and agreement on a new Mixed Dry Recycling mix.</p> <p>Greater participation in recycling/composting schemes. Improving satisfaction with Council services.</p> <p>Lincolnshire Waste Partnership agreed short term that stickers should be produced for across the County saying NO to the main contaminants.</p> <p>A communications campaign to go alongside the sticker end Sept to tie in with National Recycling week.</p> |

| Ref | Action | Objectives Supported | Key Dates | KPI/ Targets | Expected Outcome/Update |
|------|---|----------------------|--|---|--|
| 1.08 | To tackle contamination in our current recycling stream, between now and when the Mixed Dry Recycling contract is re-let in 2020, develop an effective, simple public communication campaign. | | End Sept 2018 all bins in the County to have a sticker on the recycling bin to try and reduce contamination. | <p>To aid the recycling rate by targeting the contamination.</p> <p>The levels of contamination to be monitored monthly to see if there is a decrease following the sticker campaign.</p> <p>Communications plan required around this as also need to join up the message that is being delivered locally and Nationally.</p> | <p>Improved recycling rate, satisfaction levels across the County remain high with residents and the message is clear through communications campaign.</p> <p>Reduction to the 27% contamination rate.</p> |

| Ref | Action | Objectives Supported | Key Dates | KPI/ Targets | Expected Outcome/Update |
|------|---|----------------------|---|---|--|
| 1.09 | Secure expert input from: <ul style="list-style-type: none"> Waste and Resources Action Programme (WRAP) Communications teams | | Procurement underway, consultants appointed end of August 2018. Inception meeting 5th September 2018. Project timeline amended to final report late 2018. | Further develop the Baseline to include predicted waste growth over 5 and 10 years. | <p>An assessment of the impact of the two stream collection methodology (separate paper/separate food) against the baseline and in 5 and 10 years could this be three stream i.e. Food, Paper / card and Cardboard and others (plastic bottles, glass containers etc).</p> <p>An assessment of the impacts of alternative 'two-tier' cost sharing options on the member authorities of the Lincolnshire Waste Partnership.</p> <p>A high-level assessment of the options available to the Waste Disposal Authority for the provision of residual treatment / disposal facilities over and above those provided by the North Hykeham Energy from Waste facility.</p> <p>A high-level assessment of the service delivery options available to the Waste Disposal Authority with a view to maximising the financial benefit that can be accrued from alternative disposal technologies (e.g anaerobic digestion of separately collected food waste) for an agreed range of household waste streams.</p> |

| Ref | Action | Objectives Supported | Key Dates | KPI/ Targets | Expected Outcome/Update |
|------|--|----------------------|-----------|--|--|
| 5.01 | Evaluate the current information around carbon footprint | | Sept 2018 | Once the baseline has been established this the Officer Working Group can then look at targeting reduction and a communication plan. | Outcomes of the consultation was that this needs to be a priority of the Strategy therefore an understanding of the baseline and targeting reducing this is key. |

Appendix 2

Education actions

| | Need | Activity | Outcome |
|----------------------------------|---|--|---|
| Comms Strategy | Identify the best partners to help deliver key messages | Identify key contacts and engage through e.g. via workshops, meetings etc | Positive engagement and willingness to share key messages |
| | Education campaigns | Identify key messages and methods for communicating them | Clear messages conveyed to target audiences |
| | Link messages to National Campaigns | Make National Campaigns Lincolnshire relevant such as Big Cleans, Recycling week. | National press around events reaches a wider audience but targeting Lincolnshire to ensure audiences reached ad information relevant. |
| Integration | Engagement with schools (nursery, primary and senior) | Facilitate the delivery of waste / recycling aspects of the national curriculum- promoting the Energy from Waste facility and its contribution for costs for travel. Target something to go out to all school children via letters/email links. | Local |
| | Information for new home owners | Production of a 'welcome pack' containing info for new home owners | Clear information regarding waste and recycling collections and facilities to those who may be new to an area |
| Channels of Communication | Production of campaign materials | Identify and produce campaign materials that will be the most effective in delivering key strategy messages | Messages that are delivered in a way that most suit their target audiences |
| | Better understanding of behaviours | Training leading to the production of materials that advocate positive reinforcement of ideas and indirect suggestions. | Production of campaigns that advocate increased awareness of personal responsibility by the public |
| Keep Messages Simple | Production of clear messages | Consideration of the most simple, clear and to the point way of communicating each message (e.g. polymers, waste hierarchy etc) | Messages that are more impactful and easily understood when received |

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|--|---|--|---|
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| Coordinating Media / Communications | What other comms sources are there locally? | Identify potential sources of local media relevant to the strategy. | Advocating local business responsibilities. Promoting the circular economy. |
| | Waste Awards | Recognise, promote and celebrate positive actions regarding local waste, recycling and reuse of resources. | Celebrate and promote the actions of the award winners. |
| Resources | Sponsorship | Identify possible sponsors to help fund education and promotion campaigns | Funding resource for campaign materials |
| | 'Recruitment' of specialist officers / teachers | Identify teams / colleagues that can help in delivering messages Identify shared goals / outcomes | Messages delivered to a wider variety of diverse audiences |

Public Engagement actions

| | Need | Activity | Outcome |
|-------------------------------|---|---|--|
| Reflection Measurement | Use workplaces to communicate | Identify partners and major employers. Develop package of messages | Understanding of messages by employees |
| | Feedback | Obtain feedback from customers as a way to measure performance | Feedback (and feedback loops; 'you said, we did') developed. |
| | Undertake an engagement plan | Develop an engagement plan | Engagement plan produced |
| | Getting messages where they have the most influence | Produce a comms workplan | Limited resources focussed in the desired areas |

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|---------------------------|---------------------------------------|--|--|
| How | Choosing the methods of engagement | Consider engagement methods to include within the comms strategy | Engagement plan produced and implemented |
| Who - Stakeholders | Target Groups | Identify (segment) the stakeholder communities we work to engage Identify best approach to reach target segment | Market segmentation of customers |
| What | Define the messages we want to convey | Messages – what information we wish to obtain to / from each stakeholder | Key themes |

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Engagement and Communications Terms of Reference for the Lincolnshire Waste Partnership

The Engagement and Communications team will ensure, through a process of consultation, dialogue, and partnership-working, the successful development and delivery of the communications, engagement and education elements of the Lincolnshire Joint Municipal Waste Management Strategy (JMWMS).

Membership

1. The Communications team will be made up of:
 - Lincolnshire Waste Partnership Programme Delivery Manager
 - Communications, engagement and education officer representatives from Lincolnshire County Council
 - Communications officer representatives from Districts
 - Specialist support as and when required

Support will be provided by officers from Lincolnshire County Council and Districts.

2. Officers from the Waste Officer Working Group will attend as and when required.

Meetings

1. Meetings of the Communications teams will take place every 2 months with the locations of the meetings being rotated around the County.
2. The Chairman of the group will be the Lincolnshire Waste Partnership Programme Delivery Manager.
3. The team will meet privately in closed session.
4. Action notes of any meeting will be taken and distributed subsequent to the meeting by the officer that has hosted the meeting.
5. All officers shall use best endeavours to attend the meeting or send a nominated representative.

6. If a decision is made at a meeting that one officer could not attend or send a representative, then these will need to be accepted by the rest of the partnership.

Purpose

The purpose of the group is to:

- Oversee / manage the campaign calendar, though some decisions will need to go to LWP for approval;
- Establish 'guiding principals' for the communications officers so all clear on key messages, framework in which they can operate independently whilst also in line with each other and within the approved structure/ mechanisms.
- Determine engagement and communications priorities;
- Develop and oversee the Communications plan for delivery of the Strategy;
- Facilitate the partnership working of Councils and other organisations to deliver the projects required from the Strategy;
- Champion the delivery of the projects communicating any variations and progress to their respective Councils;
- Receive information and reports from the project teams;
- Co-ordination of recommendations to each authority for decisions to be made;