

# Agenda Item 9



**LINCOLNSHIRE WASTE PARTNERSHIP**

**7 March 2019**

<b>SUBJECT :</b>	<b>Communications</b>
<b>REPORT BY:</b>	<b>David Steels (North Kesteven District Council)</b>
<b>CONTACT NO:</b>	<b>01529 308205</b>

## **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 26<sup>th</sup> 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