



SOUTH LONDON WASTE PARTNERSHIP

Report to: South London Waste Partnership Joint Committee

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Report of: South London Waste Partnership Management Group

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Chair of the Meeting: Councillor Stuart Collins

Report Title:

**Communications and Engagement
South London Waste Partnership - Phase A and Phase B contracts**

Summary

This paper provides an update to Members of the South London Waste Partnership Joint Committee on communications and stakeholder engagement activities relating to the Partnership's Phase A (transport & residual waste management, HRRC services and marketing of recyclates) and Phase B (residual waste treatment) contracts.

This report focuses on activity that has taken place between July and September 2019.

Recommendations

The Committee is asked to note the contents of this report and comment on any aspects of communications and engagement activities relating to the Phase A and Phase B contracts.

1. 'DESTINATION: RECYCLING' CAMPAIGN

- 1.1 The 'Destination: Recycling' film was published on the SLWP website on 29 July 2019. The film tells the story, in an entertaining and engaging way, of what happens to recycling (and rubbish) after it has been collected from the doorstep.
- 1.2 Four shorter versions of the film (one per waste stream) are also available on the SLWP website for people who have a particular interest.

- 1.3 The Destination Recycling films will be shown to Members of the Committee at the meeting.

2. Recycle Week 2019

- 2.1 Recycle Week 2019 will take place between 23-29 September. The SLWP boroughs will be celebrating Recycle Week in the following ways:
- 2.2 A high-impact social media advertising campaign will launch at the start of Recycle Week. The campaign will promote the new Destination Recycling videos to residents across the four SLWP boroughs using 10-second trailers. The aim is to raise awareness of the films and encourage residents to watch and engage with them. A specialist social media agency is being commissioned to help us plan, deliver and evaluate the success of the campaign.
- 2.3 The four SLWP boroughs have been successful in a joint bid to Resource London for funding to run an outdoor advertising campaign to support Recycle Week 2019. £10,000 has been secured, which will pay for Recycle Week 2019 posters to appear across the London Tram Network (which runs from Merton to Croydon, via Sutton) and on 98 outdoor advertising boards across Kingston and Croydon.
- 2.4 Veolia's Communications and Education Outreach Team will deliver a series of visits to eight schools in the lead up to and during Recycle Week. They will talk to children about the importance of recycling, tying in the Recycle Week 2019 message: *'Recycling – it's in our hands'*.

3. Autumn food waste engagement events

- 3.1 The four SLWP boroughs have been successful in a joint bid to Resource London for up to £26,000 of funding to run a series of food waste engagement events in October 2019.
- 3.2 Recent changes to recycling and rubbish collection services has seen a 56% increase in the capture of food for recycling at the kerbside (from 16,995 tonnes in 2016/17 to 26,543 in 2018/19). All this food waste is sent for anaerobic digestion.
- 3.3 Diverting almost 10,000 tonnes of food waste away from the residual waste stream is a great success story. But the SLWP boroughs want to do more. Increased participation in the food waste collection service will result in our residents being more aware of the amount of food waste they are producing – in the SLWP region it remains 68kg per household per year. The next step is to use that increased awareness to our advantage by encouraging households to reduce the amount of food waste they produce in the first place.

- 3.4 The funding for the campaign is provided through the TRiFOCAL grant. Any activity we deliver must therefore encompass the following three themes:
- Healthy sustainable eating
 - Food waste avoidance
 - Food waste recycling
- 3.5 We plan to run a series of pop-up road-show events (one per borough) during the week 14-20 October 2019. Using a seasonal, healthy 'hook' (pumpkins) the events will encourage residents to think more widely about food waste; what they can do to reduce the amount they produce and ensuring they recycle any unavoidable food waste rather than throwing it away.
- 3.6 The events will be supported by a high profile programmatic digital advertising campaign.

4. PHASE A BACKGROUND

- 4.1 The Phase A contracts encompass transport & residual waste management, HRRC services and marketing of recyclates.
- 4.2 From a communications and stakeholder engagement perspective, the elements of the Phase A contracts that are of most significance are:
- the management of the six Household Reuse, and Recycling Centres (HRRCs), and
 - the landfill operations at Beddington.

5. HOUSEHOLD REUSE AND RECYCLING CENTRES (HRRCs)

- 5.1 Site user customer satisfaction surveys continue to take place on a rolling basis across the sites. The findings are reported back to this Committee in the Phase A & B Contract Management Report and are also published on the SLWP website

6. BEDDINGTON LANDFILL OPERATIONS AND RESTORATION

- 6.1 This contract is operated by Viridor on behalf of the Partnership.
- 6.2 The focus of communications and engagement activities has been two-fold:
- Educating local residents and key stakeholders about the landfill operations at Beddington – i.e. how it has provided vital waste disposal capacity for hundreds of thousands of local households and businesses and how the site is being managed in order to minimise any negative environmental impacts;

- Providing information on how the 120-hectare Beddington Farmlands site (which incorporates the landfill) is being restored into a rich patchwork of habitats for wildlife with public access.

6.3 The re-opening of the permissive footpath that runs along the Western boundary of the Beddington site, along with the new publically-accessible bird hides, has been welcomed by residents and local stakeholders. The only negative feedback has been poor drainage of the reinstated footpath, which Viridor are working to improve.

7. PHASE B BACKGROUND

7.1 The Phase B contract (residual waste treatment) was awarded to Viridor in 2009. In order to fulfill the contract, Viridor have constructed a £205m state-of-the-art Energy Recovery Facility (ERF) in Beddington. Household waste from the four Partner boroughs that has not been sorted by residents for recycling is treated at the facility and used to generate electricity.

7.2 The SLWP Communications Advisor continues to work closely with Viridor to:

- Ensure Viridor are meeting their contractual requirements with regards to communications and stakeholder engagement around the construction and operation of the Beddington ERF
- Ensure local people understand why it is we need an ERF and provide reassurance around the safety of modern, well-run facilities such as this
- Ensure the Partnership understands the views of local people with regards to waste treatment and ERF technologies in particular.

8. BEDDINGTON ERF COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT

8.1 Viridor continues to upload Emissions Monitoring Reports to the Beddington ERF Virtual Visitor Centre (www.beddingtonerf.info) twice per month. These reports provide information on all the emissions covered by the Environmental Permit. This represents one of the most open and transparent approaches to the publication of emissions monitoring data from an ERF in the country.

8.2 Construction work on the on-site Beddington ERF Education Centre is nearing completion and should be ready to welcome its first visitors in September 2019. The SLWP Communications Advisor is working with Viridor to oversee the fit-out (including interpretation boards), plan content for the tours and walking routes etc.

8.3 Beddington Community Liaison Group meetings continue to be held on a quarterly basis, with the SLWP Communications Advisor in attendance.

9. Social Research study

- 9.1 Fieldwork (telephone interviews) for the fourth triennial SLWP 'Measuring resident perceptions of waste management' resident survey has been completed.
- 9.2 The findings are currently being analysed by an independent social research company, DJS Research, and will be presented to the next Committee meeting in December.
- 9.3 The findings of the survey will further our understanding of the views of local people on a wide range of waste related issues, enabling us to plot trends over a nine-year period, since the first survey took place in 2010. The findings will also be used to evaluate the success of our communications and engagement activities to date, and to review and refresh the SLWP Communications Strategy document.

10. IMPACTS AND IMPLICATIONS

Legal

- 10.1 None

Finance

- 10.2 The South London Waste Partnership's Communications Advisor post is funded through the core activities budget.
- 10.3 A £25,000 annual Communications Budget is available to support communications and engagement activities. An additional £40,000 has been agreed in the 2019/20 SLWP Communications Budget to pay for the social research study.

11. RECOMMENDATIONS

- 11.1 The Committee is asked to note the contents of this report and comment on any aspects of communications and engagement activities relating to the Phase A and Phase B contracts