

WEST OF ENGLAND WASTE MANAGEMENT & PLANNING PARTNERSHIP

Review of Communications programme for second stage consultation: ISSUES AND OPTIONS

1. REVIEW OF THE AIMS AND OBJECTIVES.

The purpose of the communication plan was to publicise, as widely as possible, the fact that an important public consultation was taking place in the West of England on the Issues and Options Document and Draft Waste Strategy.

The publicity took place within the framework of a series of public consultation events as described in 6. (Page 7-8)

The budget to support the communications plan was mainly used to produce a wide range of consultation literature (both printed and electronic). The length of the Options Appraisal document and the Draft Waste Strategy meant these items were more expensive to print than predicted. Literature distribution, shopping centre roadshows and a press and public relations campaign were the main methods used to inform the public. A contingency budget of £2000 was made available to promote the public meeting locations. The sum bought one '15cm x 3 columns' advertisement in each of the four local newspapers.

In addition to the distribution of leaflets at the four roadshow events, posters and leaflets were sent to libraries and council offices, and a targeted direct mail campaign was implemented to known community groups, special interest groups, academic organisations and schools, pre-existing respondents and statutory consultees in each of the four authorities.

A series of press releases was written and issued to local and industry media. TV was targeted specifically to obtain documentary coverage and was successful in achieving coverage on BBC1's The Politics Show.

Given the highly technical nature of the material, it was necessary to simplify the information considerably to render it palatable to the media and the general public.

A glossary of technical terms was supplied, along with a questions and answers list.

PR Challenges

The press, who were among the first to be given the press and consultation documents, identified the fact that there was no reference to specific locations, costs, or cost to the public. At briefing sessions, no journalists asked about carbon emissions or carbon footprints nor about air emissions. There was some confusion about the impact that waste facilities would have on local recycling activity. They wanted to know whether any new waste facilities would replace existing recycling/composting facilities, such as Household Waste Recycling Centres. They were generally all happy to publicise the events and consultation activities. TV and radio journalists wanted to show the impact of waste on ordinary people, - which is generally interpreted as meaning recycling. As a result, TV asked us to find a family of 'reluctant recyclers' and radio asked for a family of keen recyclers.

The perception that waste is about recycling is firmly fixed in the public's mind and this is reinforced by the approach taken by the mass media. This is a difficult issue to redress. It may be necessary to go along with it and continually remind the public about the need to recycle and the opportunities to recycle.

A peremptory reading of the public's views - as gathered through meetings, roadshows and survey responses - again reinforces this view.

Many people think that waste and recycling are symbiotic and asked why there wasn't greater reference to increasing recycling and reducing waste. Some respondents had high expectations of the authorities' ability to influence the behaviour of multi-national retail groups! The public meetings revealed an interest in carbon emissions, which may be related to the fact that this topic, and wider energy issues were, by then, being aired in the national media.

2. LITERATURE PRODUCTION

A suite of co-ordinated literature was produced as follows:

Item	Quantity	Where distributed
Issues and Options Technical document with 8 page response leaflet to accompany	1,600	Statutory consultees, libraries, council offices, public meetings
Issues and Options Summary document with pull out consultation response form	16,000	Shopping centres, public meetings, former consultees, council offices, libraries, schools, community groups, retirement groups
Options Appraisal Technical Document authored by Jacobs UK	400	Statutory consultees, libraries, council offices, public meetings
Draft Joint Residual Waste Management Strategy document	400	Statutory consultees, libraries, council offices, public meetings

authored by Jacobs UK		
Strategic Environmental Assessment – authored by ERM		Available on website
Sustainability Appraisal – authored by ERM		Available on website
Technology Options and Summary by Technologies authored by Jacobs UK Ltd		Available on website
Poster	4000	Libraries, council offices, schools, community groups
Flyer	2500	Shopping centres
Display panels	6	Shopping centres, public meetings
Web site		See below.

3. WEB SITE

The consultation made use of two websites. The original www.rubbishresource.co.uk – which was set up in July 2006 for the first phase of the consultation, provided the main platform from which to locate background information, supporting documents, downloads, links and news. The second website, using i-Novem software and facilitated by South Gloucestershire Council's Consultation Officer, provided the means by which people could respond directly to the consultation on line. This was accessed using the 'Have your say' link on the original website, but could also be accessed directly using links from the four authorities' own web sites. Both web sites used the same or similar design and logos. Whilst the larger part of the information was available from the start of the consultation, some material was added or amended later in response to requests from the public and from the officer team. This included items on cost, carbon emissions, zero waste, more accessible download of the main documents. The Web site enabled a discussion forum to take place and 90 messages were received in this way.

In addition two experimental live online discussions took place in which officers were available to answer questions from the public immediately.

4. PRESS COVERAGE

The communication plan was designed specifically to promote awareness of the issues and options consultation process. The focus was on the need to deal with residual municipal waste across the West of England and also to address the total waste stream in the context of the development plan document.

The communications strategy placed emphasis on gaining editorial coverage across the region in the local newspapers and magazines, TV and radio.

Building on the awareness raising exercise which took place during the first phase on consultation in Summer 2006, an advance warning press release was issued in December 2006 and this was followed by press briefings with each of the key media during January 2007. Press releases were issued at regular intervals during the campaign to remind the media when meetings were taking place. The Bristol Evening Post, Weston Mercury and Clevedon Mercury each sent their own reporters to meetings. Press coverage has been extensive and consistent throughout the duration of the consultation.

4. LIST OF PRESS RELEASES ISSUED (Date; PR Ref. First paragraph.)

July 2006 PR 0159

New campaign highlights the need to deal with 'Real' rubbish.

Four West of England councils are asking for the public's help in finding a way to deal with the region's waste.

A major consultation is being launched on how Bristol, South Gloucestershire, Bath & North East Somerset and North Somerset Councils should deal with residual waste – the rubbish that is left over when all possible recycling and composting measures have been taken.

The public consultation exercise is being launched at The Council House in Bristol on Monday 10th July and starts at 6.30pm. Called Rubbish or Resource? the public is being invited to provide feedback and views on the subject.

August 2006 PR 0206

West of England consults on diverting from landfill

Four local authorities in the West of England, consisting of Bristol City Council, South Gloucestershire Council, Bath & North East Somerset, and North Somerset Council, are working together in partnership to create a waste and planning strategy which will assist in meeting the challenges posed by the need to divert municipal waste from landfill.

The West of England authorities are currently half-way through a major awareness raising campaign which is being branded as 'Rubbish or Resource?'

October 2006 PR 0262

Dump Landfill sites, survey reveals.

People in the West of England are open to the idea that councils should look for alternatives to landfill sites for rubbish disposal. That was one of the strongest messages to come out of the recent Rubbish or Resource? survey. The survey, run by the four West of England local authorities of Bristol, Bath and North East Somerset, South Gloucestershire and North Somerset, was aimed at making people aware that the councils need to change the way they deal with 'residual' waste - all the rubbish which is left over after we have recycled or composted all we practically can. Over 2000 people took part in the survey which was carried out at shopping centres, at public meetings and on line.

December 2006 PR 0362

Planning for a new approach to rubbish.

The four local authorities in the West of England; Bristol, Bath & North East Somerset, South Gloucestershire and North Somerset, will start a major public consultation about the 'Issues and Options' for waste in the West of England in the New Year. A new booklet will be published in January which will explain the key points, the technical options and will include a survey form to gather the public's views on this subject.

January 2007 PR 0379

A new approach to rubbish.

On 25th January the four local authorities in the West of England; Bristol, Bath & North East Somerset, South Gloucestershire and North Somerset, will start a major public consultation about what to do with residual waste in the West of England. Residual waste is the rubbish which can't be recycled or composted. A new booklet entitled 'The Issues and Options for Waste in the West of England' explains the key points, the technical options and will include a survey form to gather the public's views on this subject.

February 2007 PR 0419

Your chance to have your say about rubbish

The first in a series of public meetings to discuss what should be done with residual rubbish is being held next Monday 26th February in Bristol at @Bristol, Harbourside. Representatives from the four councils of the West of England (Bath & North East Somerset, Bristol, South Gloucestershire and North Somerset) and the experts in the waste industry will be answering questions and listening to the public's views about the alternatives to sending residual waste to landfill and where any new treatment facilities should be sited.

March 2007 PR 0455

Time's running out in the rubbish debate

There is just one more week left for people to have their say about how councils should dispose of residual waste - that's all the rubbish which is not recycled or composted. The 'Issues and Options' phase of the Rubbish or Resource? consultation closes on 23rd March 2007. The consultation has held public meetings and roadshows at locations across the four local authorities of Bristol, Bath & North East Somerset, South Gloucestershire and North Somerset, inviting people to have their say on the issues and options for waste in the West of England.

To : Letters page

29 March 2007

Rubbish or Resource? Thank you to those who took part.

The West of England Waste & Planning Partnership would like to thank everyone who took part in the recent Rubbish or Resource? consultation which will assist in the development of a waste strategy for residual municipal waste and a development plan for all waste streams.

5. LIST OF KNOWN* PRESS COVERAGE - JAN – MARCH 07

*Other cuttings may exist but copies have not been received.

Date	Print Media	Description	Headline	Value
Jan	South Gloucestershire News	Double page spread in colour	Rubbish or Resource? It's your choice	+
Jan	North Somerset Life	Full page in colour	Rubbish or Resource? It's your choice	+
20 Jan	Radio Bristol	Live interview in breakfast show (KH)	Announcing start of consultation process and mentioning the roadshows	+
21 Jan	BBC 1 TV Politics Show	Live interview (GC) and pre-recorded feature	Detailed assessment of waste management in Europe and UK generally plus focus on local consultation	+
23 Jan	Star FM	Pre-recorded interview (KH)	Explanation about the consultation and the events which are taking place	+
24 Jan	GWR	Live Interview	News item featuring interview with Steve Gill	+
25 Jan	Bristol Evening Post	full page in colour	Councils put waste options to residents	+
25 Jan	South Gloucestershire Gazette	full page in colour	Debate starts on what to do with local waste	+
25 Jan	Bath Chronicle	double page spread	We have got to talk rubbish or pay the price	+
25 Jan	Weston & Worle News	half page	What is the answer to rubbish question	+
26 Jan	Weston Mercury	half page	Councils could fine for too much rubbish	=
29 Jan	Western Daily Press	Front page in colour and leader	Councils please for help over rubbish mountain	+
"	Western Daily Press	double page spread	Speak up or pay up - residents asked to provide solutions	+
"	Western Daily Press	Leader	A problem still growing unchecked	+
29 Jan	BBC Radio Bristol	Live interview	Interview with Steve Gill on Drive time show at 5pm	+
29 Jan	Lets Recycle.com	News item	West Country councils unite to seek new waste plants	+
31 Jan	North Somerset Times	Quarter page	Incinerator for town?	=
30 Jan	Bath Chronicle	Letter (3)	We must step up recycling aims	-
2 Feb	Bristol Observer	Quarter page	Public's views being sought on local rubbish disposal sites	+
5 Feb	Bath Chronicle	Letter	Incinerators are not the answer	-
9 Feb	Materials Recycling Week	Column	West Country Councils team up	+
	Web sites			
	Bristol City Council website	Front page news item and link		
	South Gloucestershire website	News item and link		
	North Somerset website	Front page and link		
	Bath & NE Somerset	Public Front page News		

	website	Item and link, ongoing Special Announcement; Intranet Home page News Item and link, ongoing Spotlight announcement		
	Bath & NE Somerset Inform e-newsletter (weekly)	News item carried twice		
16 Feb	Bath Chronicle	Feature with photo about Roadshow coming to Bath	Roadshow will look at what goes in our bins	+
19 Feb	Bath Chronicle	Feature with photo taken at the Roadshow – promoting public meeting.	Public consulted on waste solution	+
22 Feb	Weston Mercury	Advertisement	We need to find better ways to deal with rubbish	
22 Feb	Clevedon Mercury	Third page in colour with photo of meeting	The future of rubbish	+
21 Feb	Bristol Evening Post	Item about consultation meetings with dates	Sifting through ideas on how to cut waste – Aim is to reduce the amount of rubbish taken to landfill	+
22 Feb	Bristol Evening Post	Advertisement about public meetings.	We need to find better ways to deal with rubbish	
22 Feb	S.G. Gazette series	Advertisement about public meetings	We need to find better ways to deal with rubbish	
23 Feb	Star FM	Interview with Steve Gill		
26 Feb	BBC Radio Bristol	Live studio discussion about waste consultation with Yvonne Pearce and Kay Hobday	Half hour studio discussion on waste with link from residents who are keen recyclers.	+
28 Feb	ITV 1 7.30 pm	West Eye View feature on composting, with brief mention of need to divert from landfill and consultation		–
March issue	North Somerset Life	Full page colour article about waste consultation	There's still time to have your say on how you think local authorities in the West of England should tackle the growing problem of waste	+
2 Mar	Bath Chronicle	Advertisement	We need to find better ways to deal with rubbish	
6 Mar	Star FM	Interview with Steve Gill re the meeting which took place the previous evening in N. Somerset.		
6 Mar	Bath FM	Interview with Cllr Curran about forthcoming meeting and consultation		
6 Mar	Bristol Evening Post	Article about the forthcoming meeting in Bath	Meeting will discuss the future of rubbish recycling	+
8 Mar	Bath Chronicle	Large article in colour about evening meeting	Debate to find ways to shrink the city's waste	+

		in Bath.		
8 March	Bath Chronicle	Letters page	Join zero waste meeting tonight	
8 March	Weston & Worle News	Third page reminder about remaining time available for consultation	What do you think of rubbish plans so far	
9 Mar	Bath FM	Interview with Cllr Curran on last night's meeting.		
9 March	Weston Mercury	Article reporting on meeting which had taken place	Public has say on black bags	-
9 March	Chew Valley Gazette	Letter to the editor	Say no to incineration	
16 March	Bristol Evening Post	Column	Still time to share waste policy views	+
17 March	Bath Chronicle	News in brief	Deadline nears for waste views	+
19 March	Bristol Evening Post	Double page spread in colour – includes report on meetings	Waste Not Want Not	=
20 March	Bristol Evening Post	From Friends of the Earth	Incinerator option is attacked by campaigners	=
23 March	Bath Chronicle	Letter	Spend money on avoiding waste	=
23 March	Let's Recycle.com	Second part of an article about Friends of the earth call for lower rate of landfill tax for treated waste. Second part contained response to WoE consultation	Friends of the Earth calls for lower Landfill Tax rate for residues.	
3 April	Bristol Evening Post	Letter	Thank you for taking part in the consultation – letter from Steve Evans	+
4 April	Bath Chronicle	Letter	Thank you for taking part in the consultation – letter from Steve Evans	+
April	Resource magazine	Column	Planning for the future	+
April	CIWM Journal	Double Page Spread	Have your say	+

6. EVENTS PROGRAMME

Shopping Centre Roadshows
Public meeting

Community Group Meeting
Targeted groups meeting

Date	Event
27th January	The Mall, Cribbs Causeway
3rd February	The Galleries, Bristol
10th February	The Sovereign Centre, Weston s Mare
12 th February	Environment/Green Groups Meeting
17th February	The Podium, Bath
19 th February	Tenons Group, North Somerset
22 nd February	B&NES Local Strategic Partnership
26 th February	Bristol City evening meeting, AT Bristol
28 th February	Live on-line discussion forum (lunchtime)
28 th February	Sustainable Redland, Bristol
1 st March	South Glos evening meeting, Cleve Rugby Club
5 th March	North Somerset evening meeting, Winter Gardens
6 th March	Live on-line discussion forum (lunchtime)
7 th March	South Glos Local Strategic Partnership
7 th March	North Somerset Senior Citizens Forum
8 th March	B&NES evening meeting, Bath Rugby Club
12 th March	Federation of Bath Residents Association, Bath
13 th March	Thornbury University of 3 rd Age