

## **Communications Strategy**

### **SUMMARY**

This report provides the Authority's Communications Strategy and an update on the key activities planned or carried out this year which support the Business Plan 2017-2020.

### **RECOMMENDATION(S)**

The Authority is asked to:-

- 1) Approve the Communications Strategy.
- 2) Note the communications activities to date which support the Business Plan.

## **1. Background**

The Authority developed a new Business Plan which was approved in March 2017 and committed to develop a Communications Strategy – to comply with governance requirements and as recommended by internal audit.

The Strategy has been developed to support the work of the Authority, its constituent boroughs and the Business Plan using research into communications strategies adopted by other joint waste disposal authorities, partner authorities and organisations and the principles of best practice.

## **2. Communications Strategy**

The Communications Strategy can be found in Appendix 1. The strategy has three key sections which cover the strategic objectives, the delivery of communications and monitoring and evaluation. It is deliberately simple and high level and does not seek to describe the projects that will be delivered as a result of the strategy.

Responses to consultations sit within Strategic Objective 2 to influence waste policy:

The Heathrow NPS Consultation refers to the possible removal of Lakeside EfW. The implications of this will need to be planned in advance but are relatively low risk. The position statement was drafted by the Managing Director and agreed with the Chair of the Authority before the response was submitted on line. The position statement is provided in Appendix 2.

The Industrial Strategy Consultation contained no mention of the resources sector despite expectations that it would. The Managing Director drafted an online response to highlight the opportunity that the resources sector would offer to the industrial strategy and to indicate a desire for the Authority to offer leadership in this area.

The Litter Strategy was published with a government press release which linked Local Authority charging at HRRCs responsible for an increase in fly tipping. Construction and demolition waste is not household waste which has resulted in Local Authorities charging for

specific waste streams. The Authority has not issued any response and will consider the implications of the Wrap review of HRRC charges in the HRRC harmonisation project. Additionally, the Authority is using the Keep Britain Tidy Campaign message “Crime not to Care” which aims to inform residents and businesses about their responsibility to manage waste within the law.

Waste minimisation activities sitting within Strategic Objective 3 to engage residents and businesses in the circular economy will be reported in the quarterly waste minimisation updates.

**3. Financial Implications – N/A**

**4. Legal Implications – N/A**

**5. Impact on Joint Municipal Waste Management Strategy –** The provision of good quality waste management treatment and other support services is vital to the delivery of policy 3, supported by policies 7 and 8 as detailed above.

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## WLWA Communication Strategy

This communications strategy aims to position West London Waste Authority as **Leaders in treating waste as a valuable resource.**

It reflects our vision of a future where valuable resources are not thrown away and our values of Leadership, Efficiency, Partnership and Communication

### Strategic objectives of the communications strategy

1. To inform public debate on waste, recycling and the circular economy
  - West London Waste Authority will use its waste data to offer information into the public domain, start conversations and open up debates that will assist UK policy to move to a circular economy
2. To influence waste policy
  - West London Waste Authority will publicise its case studies and operational activities to demonstrate areas where a change in policy or legislation will result in circular economy and sustainable development improvements
3. To engage residents and businesses in the circular economy
  - West London Waste Authority will promote waste minimisation, recycling and reuse opportunities for residents and businesses.

### Delivery of communications

West London Waste Authority will ensure that its communications:

- Are current, engaging, relevant and are designed with the audience in mind;
- Are delivered in partnership sharing information and knowledge of best practice;
- Are designed to listen and speak out, gaining understanding of others perspective;
- Are open and transparent with the intention to drive change, without fear of failure;
- Provide resources, guidance and advice for West London stakeholders

### Monitoring and Evaluation

	Number 2016/17	Target 2017/18
Nominations / Awards		
Meetings with the Mayor of London / Senior civil Servants		
Meetings with Government Ministers / Senior Civil Servants		
High profile speaking events		
Social media reach		

## Appendix 2

### **Airports National Policy Statement, Heathrow North West Runway Consultation**

The current Joint Municipal Waste Management Strategy (JMWMS) will expire in 2020. WLWA operates in a dynamic sector and together with the constituent boroughs will be creating a new joint municipal waste management strategy to begin in 2020 which will take into account many factors including:

- Government 25 year Environment Strategy
- Mayor of London Environment Strategy
- Brexit
- Industrial Strategy
- Circular economy
- Housing growth

WLWA will only answer the consultation questions relevant to the Authority's short, medium and long term needs for waste infrastructure which may be affected by the loss of the Lakeside energy from waste facility to say:

WLWA should become a statutory consultee in the event that the Heathrow proposal includes the removal of Lakeside EfW.

The Secretary of State must be satisfied that the Heathrow expansion proposal does not increase the cost of waste disposal for WLWA residents.

The Secretary of State must be satisfied that any proposal to remove Lakeside has full regard to the infrastructure needs of WLWA and its constituent boroughs which will be set out in the Joint Municipal Waste Management Strategy 2020 - 2035 and will prioritise reducing carbon impact targets and circular economy principles.

WLWA will seek to join the Heathrow Strategic Planning Group (HSPG) which we understand has been set up to coordinate the local authorities bordering Heathrow to create an enabling masterplan and jointly negotiate with Heathrow.