

**TO: JOINT WASTE DISPOSAL BOARD
23 JULY 2009**

**JOINT WASTE DISPOSAL BOARD – COMMUNICATIONS
PLAN AND EVENTS FOR 2009
Report by the Project Director**

1. INTRODUCTION

- 1.1 The purpose of this report is to inform the Joint Waste Disposal Board of progress in the development of Communications Plan to cover the remainder of 2009 and particularly the opening ceremonies at Smallmead and Longshot Lane.

2. RECOMMENDATIONS

- 2.1 **That Members provide feedback on the proposed Communication Plan for 2009.**

3. SUPPORTING INFORMATION

Background

- 3.1 The Opening Ceremony for the Smallmead Facility was held on July 7th at 11am.
- 3.2 This event was be based around the theme of education to take advantage of the fantastic new education facility at Smallmead and because it is an important component of the work of the councils and contractor in the post-construction period.
- 3.3 As has already been mentioned in an earlier report, the opening ceremony for Longshot Lane will be arranged later in the Summer, although the redeveloped facility will opened its doors to the public on July 13th.
- 3.4 The completion of the construction phase and the opening ceremonies represent a big opportunity for the councils in terms of profile and getting our messages across both locally, regionally and perhaps nationally.
- 3.5 To help manage that process, the councils have taken on the services of a Communications Consultant, Tim Smith. He has developed, with the councils and WRG, a Communications Plan (appended to this report) which seeks to achieve the following objectives:
- Demonstrate that re3 is a highly-successful partnership between the three councils and WRG
 - Ensure that the contribution and role of the partners is clearly evident in all re3 communications
 - Maximise understanding and recognition of the re3 partnership amongst all key stakeholders and opinion formers
 - Achieve the highest possible profile and recognition for re3 as a pioneering partnership
 - Make the most of the 2009 programme of events in generating positive coverage and increasing re3's profile and reputation

- Maximise awareness of re3 with leading waste management and recycling organisations
- Position re3 positively in the context of world, national and local waste management and recycling issues, including falling waste collection and recycling levels
- Share best practice and expertise with other councils
- Promote waste minimisation across the three boroughs and encourage recycling and composting, making use of the new re3 facilities
- Promote the three boroughs' current recycling messages and existing kerbside collection and recycling facilities
- Ensure partner employees understand the successes and benefits of the re3 project and act as ambassadors for it
- Ensure senior managers and elected members in the partner councils have the information and tools that they need to promote re3 to external audiences.
- Support WRG in demonstrating its effectiveness as a partner for local authorities.

3.6 The Communications Plan describes the events that the councils and the contractor hope to organise during the year and the outcomes we wish to achieve.

3.7 Comments from Members are welcome and will be incorporated into the final version.

BACKGROUND PAPERS

None.

CONTACTS FOR FURTHER INFORMATION

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