Agenda Item 7



Report to: South London Waste Partnership Joint Committee

Date: 2 April 2019

Report of: South London Waste Partnership Management Group

Author(s):

John Haynes (South London Waste Partnership Communications Advisor)

Chair of the Meeting:

Councillor Mike Brunt, Chair of the South London Waste Partnership Joint Committee

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 December 2018 and March 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 At the last Committee meeting, Members were updated on the Destination Recycling campaign. Using existing funds in the 2018/19 SLWP communications budget, a film production company was to be commissioned to produce a short film (no more than 4 minutes) that tells the story of what happens to recycling and waste after its been collected from the doorstep.
- 1.2 The film production company would also create 10-second trailers.

These trailers would form the basis of a paid-for, targeted social media campaign to drive traffic to the film (the social media campaign would be based on the highly successful Plastic Planet campaign, which delivered an excellent return on investment as reported at the December 2018 Committee meeting).

- 1.3 The aim of the film and associated social media campaign is to support the following stated objectives of the SLWP Communications Strategy:
 - Continue to reassure residents about where their recycling is taken and what it is turned in to.
 - Be specific, wherever possible, about the destination of recyclable materials giving the message authenticity and building trust.
 - Reduce the proportion of residents who have 'serious concerns' that not everything they sort of recycling is actually recycled from 19% to 15%.
- 1.4 Progress since the last Committee meeting:
 - A commissioning process has been completed and the contract to develop the film and trailers has been awarded to Radley Yelder, a specialist film production company with extensive experience of working in the environment and recycling sectors (one of their key clients is WRAP)
 - Scripts have been agreed
 - At the time of writing, filming was due to take place during week commencing 25 March 2019
 - The target is to have the film ready for launch in April.
- 1.5 The film will:
 - Use a combination of stills, stock footage and original footage along with overlaid graphics and animated elements to create a quirky, stylish and graphical story of what happens to one person's household waste and recycling
 - Be driven by a charismatic and engaging voiceover that brings the story to life and helps reassure and entertain
 - Be something that our target audiences (particularly 16-34 years olds) will want to share and talk about; a big step away from 'talking heads' and images of recycling centres.
- 1.6 In addition it has been agreed that Radley Yelder will edit the 4-minute film in to x4 1-minute films (1 per waste stream: food, container mix, paper and card, rubbish) for the boroughs to use on the relevant parts of their websites and in organic (free) social media posts.
- 1.7 The social media campaign to drive traffic to the new film will be launched in May/June. It will paid for using funds from the 2019/20 SLWP Communications budget.

2. PHASE A BACKGROUND

- 2.1 The Phase A contracts encompass transport & residual waste management, HRRC services and marketing of recyclates.
- 2.2 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.

3. HOUSEHOLD REUSE AND RECYCLING CENTRES (HRRCs)

- 3.1 Promotion of the boroughs' garden waste collection services is due to take place at the HRRC sites during April (March in Kingston). Residents bringing garden waste to the sites will be given a promotional leaflet about the collection service – the key message on the leaflets being: 'Spend less time at the tip and more time in your garden'.
- 3.2 The December 2018 roll-out of a trial scheme for vans and large vehicles (requiring them to register the day before they visit) at Villiers Road (Kingston) and Kimpton Park Way (Sutton) went smoothly. Communications support included:
 - Large posters displayed on A-frames at the site entrances
 - Leaflets for site staff to hand out to site users in larger vehicles
 - Press release
 - Social media posts
 - Updated text for borough websites.
- 3.3 Site user customer satisfaction surveys continue to take place on a rolling basis across the sites. The findings are reported in the Phase A & B Contract Management Report. Findings reports will also be available on the SLWP website from April.
- 3.4 The numbers of site users taking part in the surveys has dropped significantly in recent months. To some extent that is to be expected, as repeat users of the site will only want to take part once. However, the SLWP Communications will be reviewing the process with Veolia to see what can be done to boost response rates.

4. BEDDINGTON LANDFILL OPERATIONS

- 4.1 This contract is operated by Viridor on behalf of the Partnership.
- 4.2 The focus of communications and engagement activities has been twofold:
 - Educating local residents and key stakeholders about the landfill operations at Beddington i.e. how it is providing 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.
- 4.3 There are no significant communications and engagement updates since the last Committee meeting in December 2018.

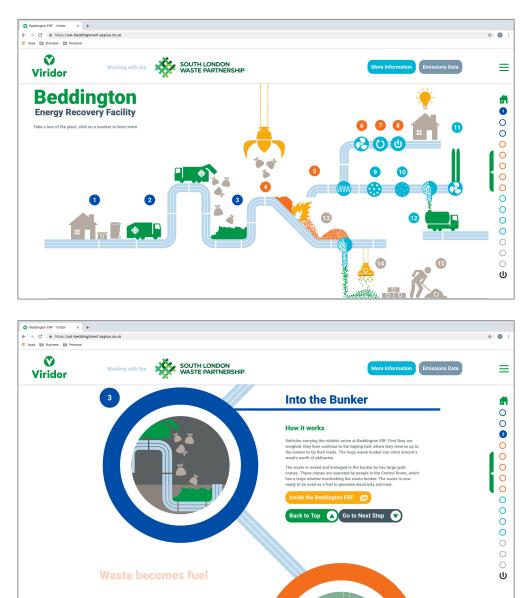
5. PHASE B BACKGROUND

- 5.1 The Phase B contract (residual waste treatment) was awarded to Viridor in 2009. In order to fulfill the contract, Viridor are constructing a £205m state-of-the-art Energy Recovery Facility in Beddington. Household waste from the four Partner boroughs that has not been sorted by residents for recycling will be treated at the facility and used to generate electricity.
- 5.2 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 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.

6. BEDDINGTON ERF COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT

- 6.1 At the last Committee meeting, Members were provided with information on plans for a web-based Virtual Visitor Centre (VVC) for the Beddington ERF.
- 6.2 The SLWP's Communications Advisor has been working closely with Viridor in recent months to develop the VVC and good progress has been made. At the time of writing, the website (*www.beddingtonerf.info*) was due to go live during the week commencing 25 March 2019.
- 6.3 The VVC is a high quality website where the processes that take place at the Beddington ERF are explained in an engaging and informative way. The VVC will be the first point of contact for members of the community with an interest in the facility.

6.4 The VVC shows the 15 key stages that are required to turn waste into energy. Each stage is accompanied by text and images (to be supplemented with professionally-produced videos of the Beddington ERF in the coming months).



6.5 Below are some screengrabs taken from the VVC:

- 6.6 The SLWP Communications Advisor will provide a short live demonstration of the VVC at the Committee meeting.
- 6.7 The publication of emissions monitoring data from the Beddington ERF is an important part of the VVC. There is no statutory requirement for ERF operators to publish data from their emissions monitoring equipment, aside from the quarterly reports they submit to the Environment Agency. As a result, the information published directly by operators varies widely from ERF to ERF.
- 6.8 The SLWP is pleased that the Beddington ERF will adopt one of the

most open and transparent approaches to the publication of emissions monitoring data in the country:

- Monitoring data will be easily available to download from the VVC
- Data will be uploaded twice every month (see paragraph 6.11)
- A full archive of historical reports will be available
- Clear charts and graphs will show the recordings of the six key emissions (Hydrogen Chloride, Carbon Monoxide, Sulphur Dioxide, Oxides of Nitrogen, Total Organic Carbon and Particulates (dust)
- Data will be supported with a short commentary, explaining any anomalies
- 6.9 The VVC will provide background information on the emissions monitoring process, how it's done and the role of the Environment Agency in regulating the facility to ensure it is operating safely (See Annex 1).
- 6.10 Guidance on how to interpret the reports can be found at **Annex 2** (this guidance will also be made available to users of the VVC). In summary:
 - There are two monitoring points, A1 and A2, (located at the base of each of the two flue stacks). A set of emissions monitoring reports are published for each of the monitoring points.
 - Samples are taken every 10 seconds. At each monitoring point, Viridor reports against two averages a daily average, and a half hourly average
 - On the graphs the data is plotted for each day of the month. To remain compliant with the environmental permit:
 - The red line (mean half-hourly average) should remain below the blue line (daily average limit)
 - The red squares (maximum half-hourly average) should remain below the green line (half-hourly average limit)
 - There is no black line visible as it always sits immediately behind the red line - i.e. 'Mean half-hourly average' is the same thing as 'Daily average'.
 - The tables below the graphs provide more detail on the actual recordings and clearly the state the number (if any) of exceedances in the report period.
- 6.11 Detailed emissions monitoring reports will be uploaded twice per month by Viridor. The latest report available at the time of writing (for the first half of March 2019) can be seen at **Annex 3**. This report is also available to download on the VVC.
- 6.12 Construction work on the on-site Beddington ERF Education Centre is expected to be complete in the summer 2019. Visits (including a guided tour of the facility) by community groups, schools and other interested parties can then be facilitated.

- 6.13 The next edition of the Beddington ERF Community Newsletter is due to be published and distributed to ~14,000 households to coincide with 'takeover' of the facility. It will, amongst other things, promote awareness of the VVC and the onsite Education Centre.
- 6.14 Community Liaison Group meetings continue to be held on a quarterly basis, with the SLWP Communications Advisor in attendance.
- 6.15 Viridor has produced a short video to promote the Beddington Community Fund: <u>Beddington Community Fund video</u>. Borough communications teams have been asked to help promote this via their social media channels. Members of the Committee are asked to help spread the word to relevant local community and voluntary groups. Grants of up to £30,000 are available for groups located close to the Beddington site (within 2km), and up to £5,000 for those further afield.

7. Social Research study

- 7.1 Work to commission the fourth triennial SLWP 'Measuring resident perceptions of waste management' survey will commence shortly. A robust commissioning process will be followed to ensure the SLWP finds the best social research company to complete this important piece of work on our behalf.
- 7.2 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.
- 7.3 An additional £40,000 has been agreed in the 2019/20 SLWP Communications Budget to pay for this social research work.

8. IMPACTS AND IMPLICATIONS

Legal

8.1 None

Finance

- 8.2 The South London Waste Partnership's Communications Advisor post is funded through the core activities budget.
- 8.3 A £25,000 annual Communications Budget is available to support communications and engagement activities.

9. RECOMMENDATIONS

9.1 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

Annex 1 Emissions Monitoring Data - Supporting information on the Beddington ERF Virtual Visitor Centre

The following text appears on the Beddington ERF Virtual Visitor Centre:

Emissions data

Ensuring what comes out of the chimneys is compliant

An essential part of turning waste into energy is combustion. When waste is combusted (burnt), it produces gasses (emissions) which, if left untreated, have the potential to be harmful to the environment and human health. That is why it's not advisable to burn rubbish in your back garden. It's also why one third of the Beddington ERF is dedicated to cleaning these gasses to ensure that what's released into the atmosphere (via the two flue stacks, or 'chimneys') is safe and will not harm the local environment or the health of local people.

Monitoring emissions

Emissions from the Beddington ERF are monitored every 10 seconds, 7 days a week, 365 days a year. Samples are taken from the gasses in the flue stacks. The results are fed back to the ERF control room, so any potential issues are known about immediately and appropriate action can be taken.

Regulation

The emissions from the Beddington ERF are closely monitored by the Environment Agency, who set strict limits (based on half hourly and daily averages) for different types of emissions (see below). If any of these limits are breached, Viridor must inform the Environment Agency within 24 hours. Viridor must also submit quarterly emissions monitoring reports to the Environment Agency. In the event of issues or problems, the Environment Agency has the power to revoke a facility's Environmental Permit and prevent it from operating.

The Beddington ERF has been designed to operate at the very highest international standards and under normal operating conditions, emissions are well below the limits set by the Environment Agency.

Providing local people with reassurance

Viridor and the South London Waste Partnership recognise that the safety of the facility is a very important issue for people who live in Beddington and the surrounding areas.

To provide reassurance that the facility is safe and does not pose a threat to human health or the local environment, Viridor makes emissions monitoring reports available for anyone to view twice per month. These reports can be downloaded (in pdf format) from the following link: <u>Emissions monitoring reports from the Beddington ERF</u>

What emissions are monitored?

The following emissions are monitored on a continuous basis at the Beddington ERF as they are all a product of the combustion process:

- Dust (Particulates) Particulate Matter is generally categorised on the basis of the size of the particles. It is made up of a wide range of materials and can arise from a variety of sources. Particulate Matter derives from both humanmade and natural sources, such as sea spray, Saharan dust and volcanic eruptions. In the UK one of the biggest human-made sources of particulate matter is transport.
- Total Organic Carbon Total Organic Carbon is part of a group of liquids and gases often called volatile organic compounds (VOCs). Many industrial processes emit VOCs including printing, surface coating and painting, however, households and road transport also contribute a substantial fraction.
- Hydrogen Chloride (HCI) At room temperature, Hydrogen Chloride exists as either a colourless or slightly yellow gas. The main source of Hydrogen Chloride is old coal burning power stations.
- Carbon Monoxide (CO) Carbon Monoxide is formed from incomplete combustion of carbon-containing fuels. The largest source is from road transport; older vehicles which do not have catalytic convertors produce significant amounts with newer cars producing very little.
- Sulphur Dioxide (SO2)- UK emissions are dominated by combustion of fuels containing Sulphur, such as coal and heavy oils by power stations and refineries. In some parts of the UK, notably Northern Ireland, coal for domestic use is a significant source.
- Oxides of Nitrogen All combustion processes in air produce oxides of nitrogen (NOx). Nitrogen dioxide (NO2) and nitric oxide (NO) are both oxides of nitrogen and together are referred to as NOx Road transport is the main source, but this can also be formed in lightning storms and from natural breakdown processes in soil and water.

What are the emissions limits?

The daily average emissions limits for the Beddington ERF are some of the strictest in the country:

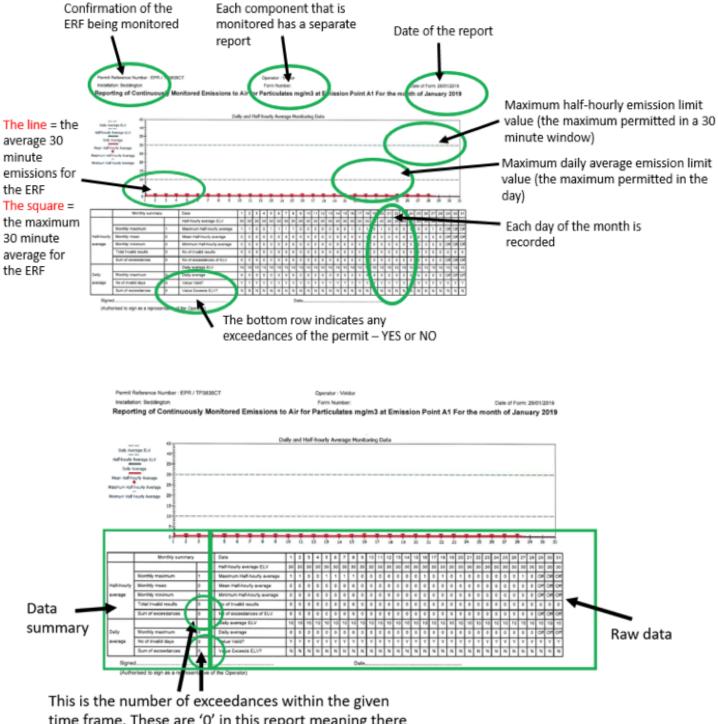
- Dust (Particulates) 10mg/m³
- Total Organic Carbon 10mg/m³
- Hydrogen Chloride 10mg/m³
- Carbon Monoxide 50mg/m³
- Sulphur Dioxide 50mg/m³
- Oxides of Nitrogen 165mg/m³

Ensuring measurements are accurate

It is vital that the specialist equipment taking gas samples from the flue stacks of the Beddington ERF are operating correctly and taking accurate measurements. To ensure this is the case, the Environment Agency put the equipment through a rigorous three-stage testing and quality assurance process:

• Firstly, in order to meet the requirements of the Industrial Emissions Directive, the monitoring equipment must meet certain performance requirements evaluated under the Environment Agency's Monitoring Certification Scheme.

- The second level of quality assurance calibrates the instruments: An independent test house carries out this calibration every three years. In addition, each year an Annual Surveillance Test is carried out to ensure that the calibration function and variability remain as previously determined.
- Finally, Viridor are required to regularly measure the drift and precision of the monitoring equipment using a specified gas of known composition.



Annex 2 Guide: How to interpret the Emissions Data Monitoring Reports

This is the number of exceedances within the given time frame. These are '0' in this report meaning there have been no exceedances of the Beddington ERF environmental permit Annex 3 Emissions Monitoring Reports Beddington ERF Emissions Monitoring Data Report for March 2019.



Beddington ERF emissions report March 2019 pt.1

Compliance

Throughout the reporting period, the Beddington ERF operated within its strict Emissions Limits at all times. There were no breaches of either the daily or half-hourly average emissions limits at either of the two monitoring points (A1 and A2 at the base of each flue stack).

Operation

In March the ERF has run consistently, the facility continues in its final stages of process optimisation; a phase that sees all components of the ERF switched on in isolation and tested to ensure they operate safely and below stringent emissions levels.

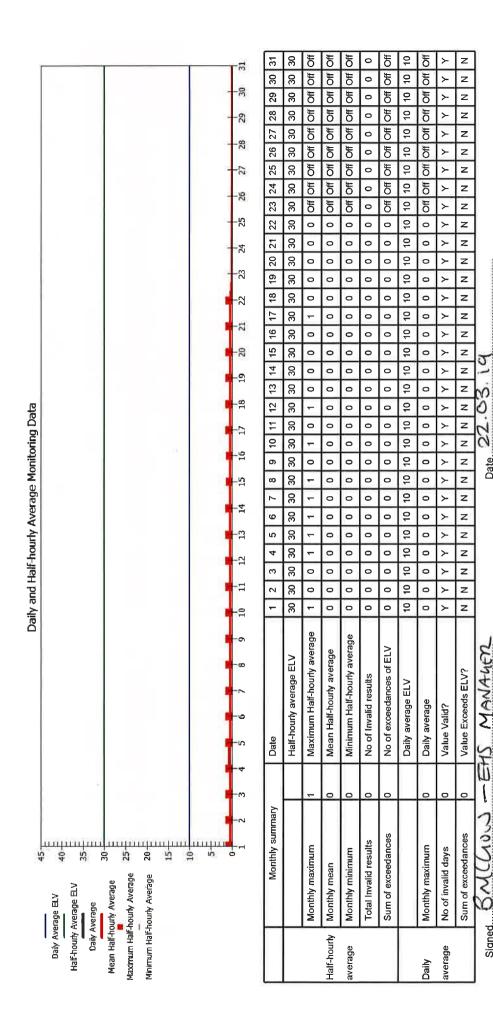
If you have any questions or queries about the emissions monitoring or operations at the Beddington ERF, please do not hesitate to contact: Beddingtonerf@viridor.co.uk.

Brett McGuin

Environment, Health and Safety Manager at Beddington ERF

Form Number: AIR 1 / 23/07/13 [A2] **Operator : Viridor**

Reporting of Continuously Monitored Emissions to Air for Particulates mg/m3 at Emission Point A1 For the month of March 2019



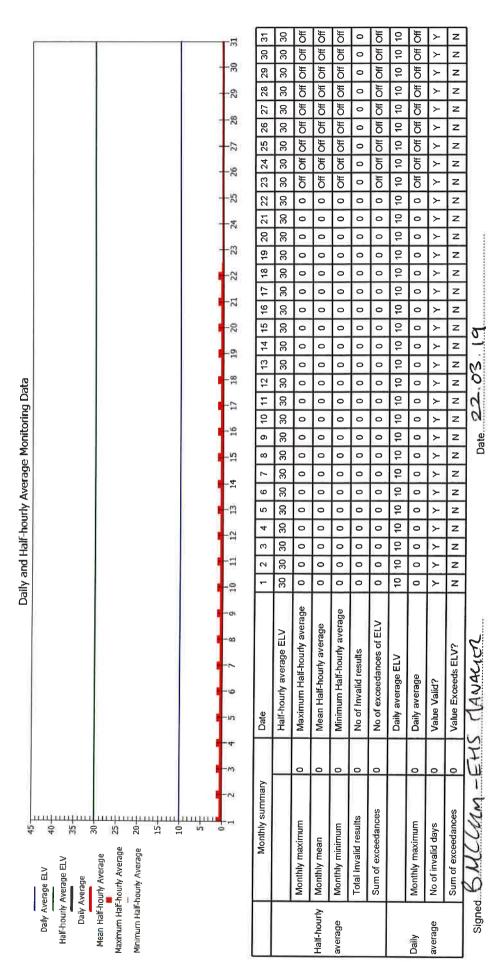
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Operator : Viridor Form Number: AIR 1 / 23/07/13 [A2]

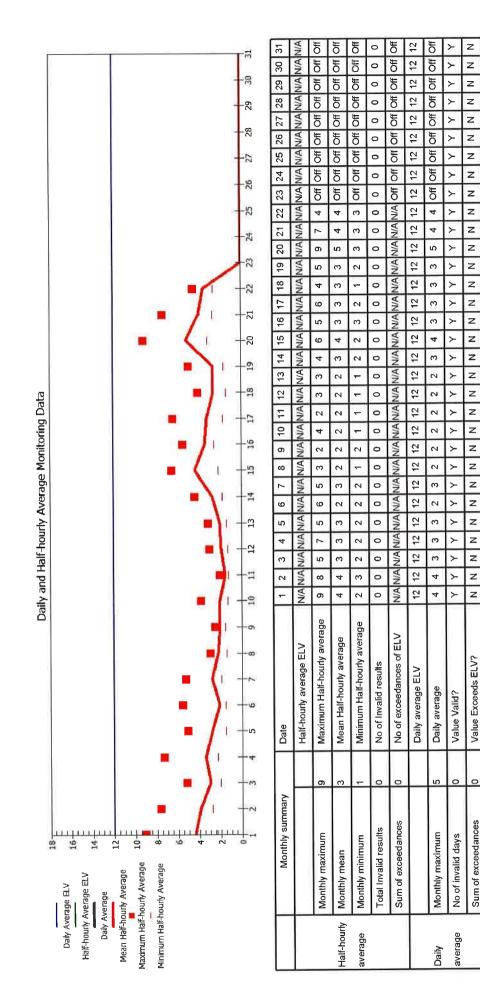
Reporting of Continuously Monitored Emissions to Air for Particulates mg/m3 at Emission Point A2 For the month of March 2019



(Authorised to sign as a representative of the Operator)

Form Number: AIR A1 - Ammonia Operator : Viridor

Reporting of Continuously Monitored Emissions to Air for NH3 mg/m3 at Emission Point A1 For the month of March 2019



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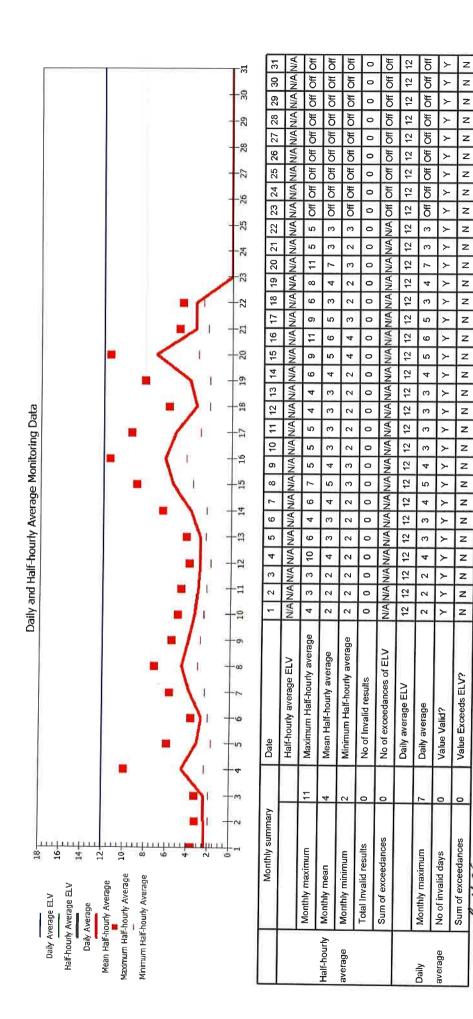
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Operator : Viridor Form Number: AIR A2 - Ammonia

Reporting of Continuously Monitored Emissions to Air for NH3 mg/m3 at Emission Point A2 For the month of March 2019



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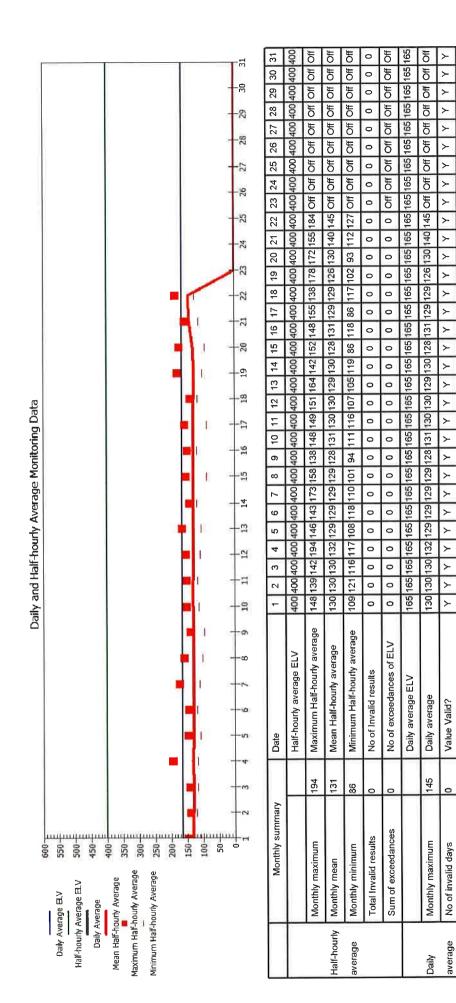
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Form Number: AIR 6 / 23/07/13 [A1] Operator : Viridor

Reporting of Continuously Monitored Emissions to Air for NOx mg/m3 at Emission Point A1 For the month of March 2019



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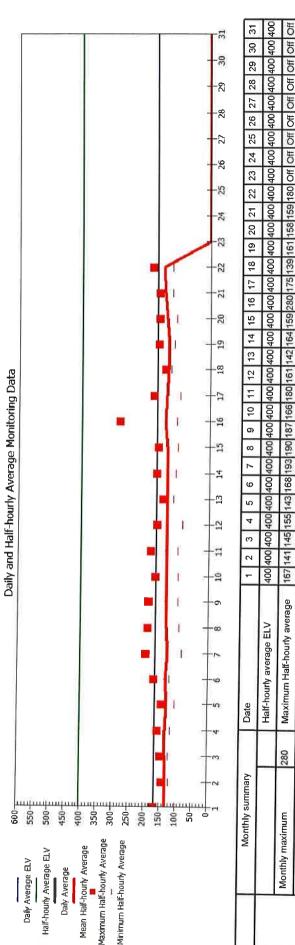
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Operator : Viridor Form Number: AIR 6 / 23/07/13 [A2]

Reporting of Continuously Monitored Emissions to Air for NOx mg/m3 at Emission Point A2 For the month of March 2019

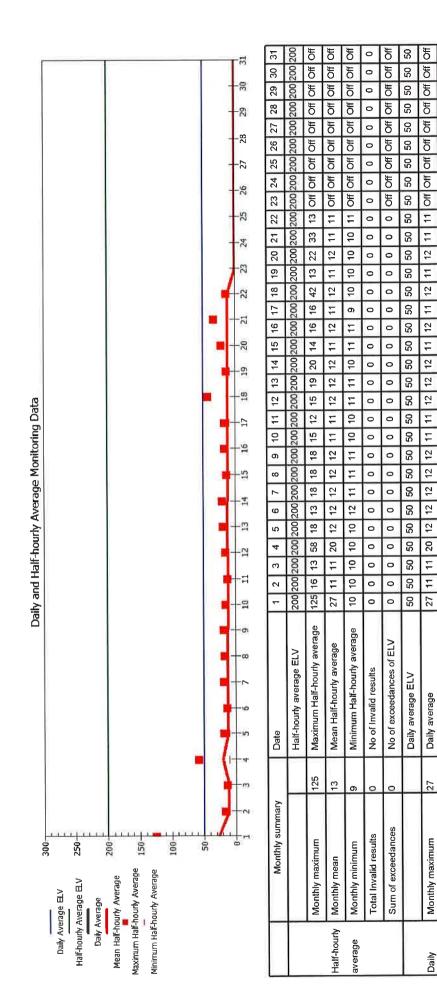


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Form Number: AIR 5 / 23/07/13 [A1] Operator : Viridor

Reporting of Continuously Monitored Emissions to Air for SO2 mg/m3 at Emission Point A1 For the month of March 2019



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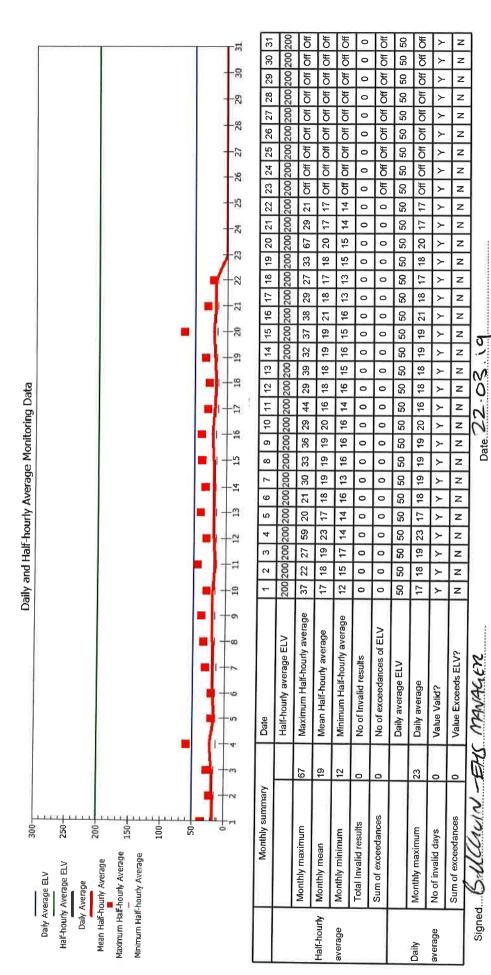
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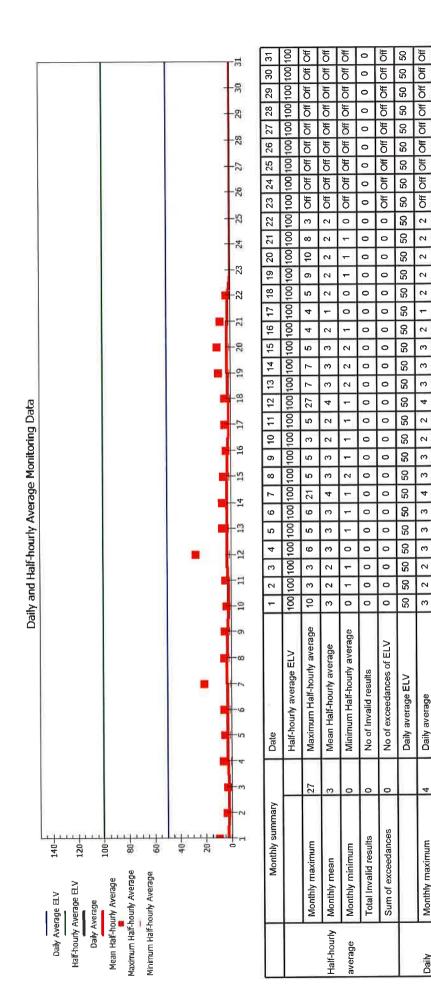
Reporting of Continuously Monitored Emissions to Air for SO2 mg/m3 at Emission Point A2 For the month of March 2019



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Form Number: AIR 4 / 23/07/13 [A1] Operator : Viridor

Reporting of Continuously Monitored Emissions to Air for CO mg/m3 at Emission Point A1 For the month of March 2019



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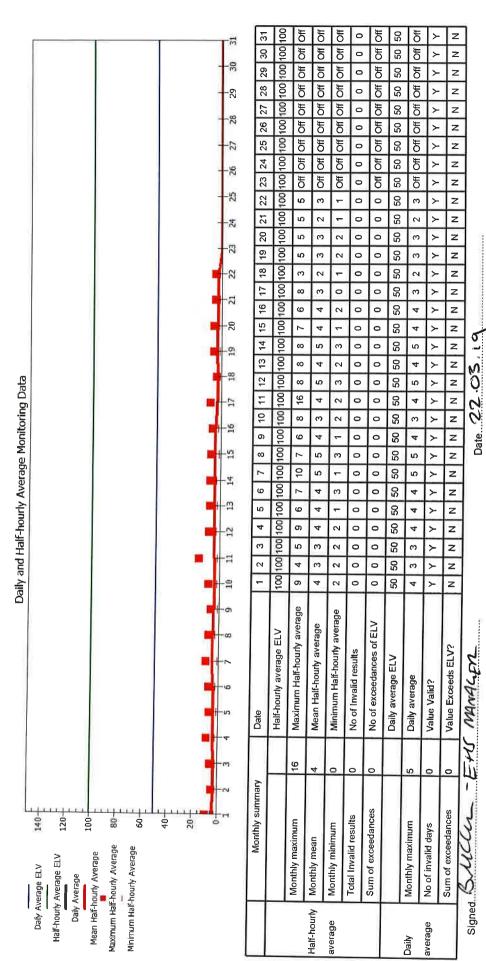
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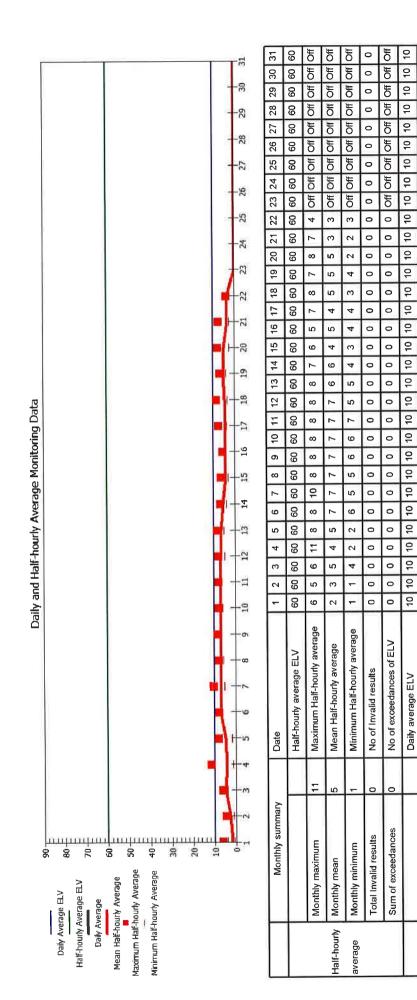
Operator : Viridor Form Number: AIR 4 / 23/07/13 [A2]

Reporting of Continuously Monitored Emissions to Air for CO mg/m3 at Emission Point A2 For the month of March 2019



Form Number: AIR 3 / 23/07/13 [A1] Operator : Viridor

Reporting of Continuously Monitored Emissions to Air for HCI mg/m3 at Emission Point A1 For the month of March 2019



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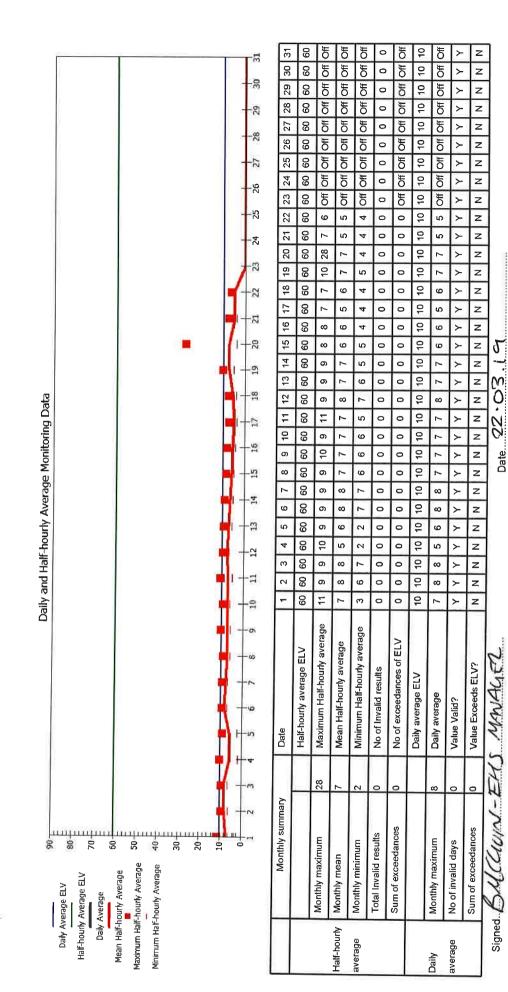
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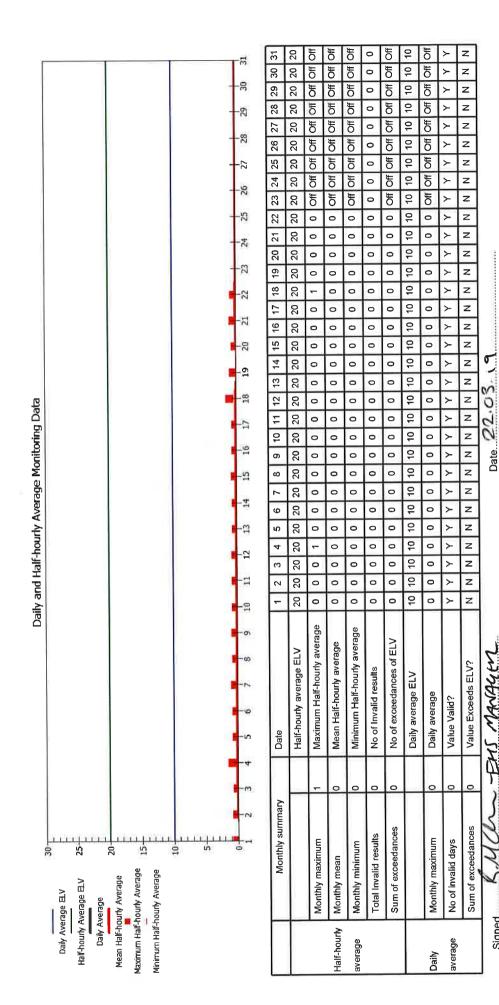
Reporting of Continuously Monitored Emissions to Air for HCI mg/m3 at Emission Point A2 For the month of March 2019



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Form Number: AIR 2 / 23/07/13 [A1] Operator : Viridor

Reporting of Continuously Monitored Emissions to Air for VOC mg/m3 at Emission Point A1 For the month of March 2019



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Operator : Viridor Form Number: AIR 2 / 23/07/13 [A2]

Reporting of Continuously Monitored Emissions to Air for VOC mg/m3 at Emission Point A2 For the month of March 2019

