



SOUTH LONDON WASTE PARTNERSHIP

Report to: South London Waste Partnership Joint Committee

Date: 18 June 2019

Report of: South London Waste Partnership Management Group

Author(s):

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Chair of the Meeting:

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 April and June 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 'Destination: Recycling' is the name of a film being produced by the Partnership that will tell the story, in an entertaining and engaging way, of what happens to recycling and waste after it has been collected from the doorstep.
- 1.2 10-second 'trailers' will also be produced using footage from the film. These trailers will form the basis of a paid-for, targeted social media campaign to drive traffic to the film (the social media campaign will 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 Members of the Committee received an update on progress at the last Committee meeting in April 2019. Key developments at the time were:
- The appointment (following a robust commissioning process) of Radley Yelder to produce the film
 - The script had been agreed
 - Shooting to obtain original footage for the film had taken place
- 1.4 The target was to have the film ready by the end of April, and for the social media campaign to launch in June. Unfortunately the timetable has been delayed. Obtaining permission to use the footage required from some third parties has proven much more challenging than anticipated. Progress in obtaining the permissions required has been made in recent weeks and editing of the film is due to commence soon. The revised expected launch date for the film is now July 2019. Members will receive an update on the latest position at the Committee Meeting.

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 Members of the Veolia Communications, Education and Outreach Team spent time at the six HRRCs across the SLWP region during April promoting the Garden Waste Collection Service to site users.
- 3.2 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

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 two-fold:
- 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 Viridor will be holding a Beddington Farmlands Open Day on Thursday 20 June 2019. There will be morning and afternoon guided tours. Attendance is by registration only. The tours will enable members of the local community to see the work that is taking place to create a mosaic of habitats to support target wildlife species.
- 4.4 Viridor have produced a Beddington Farmlands Restoration Roadmap (see Appendix A). This document summarises in one page the very detailed Restoration Management Plan and is designed to help local community members understand the progress made to date and the work that is planned in the coming months and years.
- 4.5 A press release has been issued by Viridor raising awareness of the Open Day, the Restoration Roadmap and the installation of three new bird hides which are accessible from the permissive footpath that runs along the western boundary of the site.

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 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.

6. BEDDINGTON ERF COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT

- 6.1 The Beddington ERF Virtual Visitor Centre (www.beddingtonerf.info) went live at the end of March 2019. This new, high quality website is now the go-to resource for members of the public who have any questions about the facility.
- 6.2 In the coming months, videos taken from inside the Beddington ERF will be added to the Virtual Visitor Centre (to supplement the existing photographs) to provide further insight into the energy from waste process.
- 6.3 Viridor continues to upload detailed emissions monitoring reports from the ERF to the Virtual Visitor Centre twice each 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.
- 6.4 Construction work on the on-site Beddington ERF Education Centre is nearing completion. Once the centre is opened, visits (including a guided tour of the facility) by community groups, schools and other interested parties can be facilitated. Booking will be made via the Virtual Visitor Centre.
- 6.5 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.
- 6.6 In May 2019, the SLWP issued a public statement clarifying the fact that the Beddington ERF is not permitted to receive or treat radioactive waste. This was in response to rumours (triggered by a story on a local blog site) that the facility was permitted to treat radioactive waste.
- 6.7 Beddington Community Liaison Group meetings continue to be held on a quarterly basis, with the SLWP Communications Advisor in attendance.

7. Social Research study

- 7.1 Work to commission the fourth triennial SLWP 'Measuring resident perceptions of waste management' survey has commenced.
- 7.2 Tender documents have been sent to six specialist independent social

research companies. The target is to award the contract by the end of June, for the surveys to take place from mid to late July and for the Findings Report to be finalised by the end of August.

- 7.3 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.

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. An additional £40,000 has been agreed in the 2019/20 SLWP Communications Budget to pay for the social research study.

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

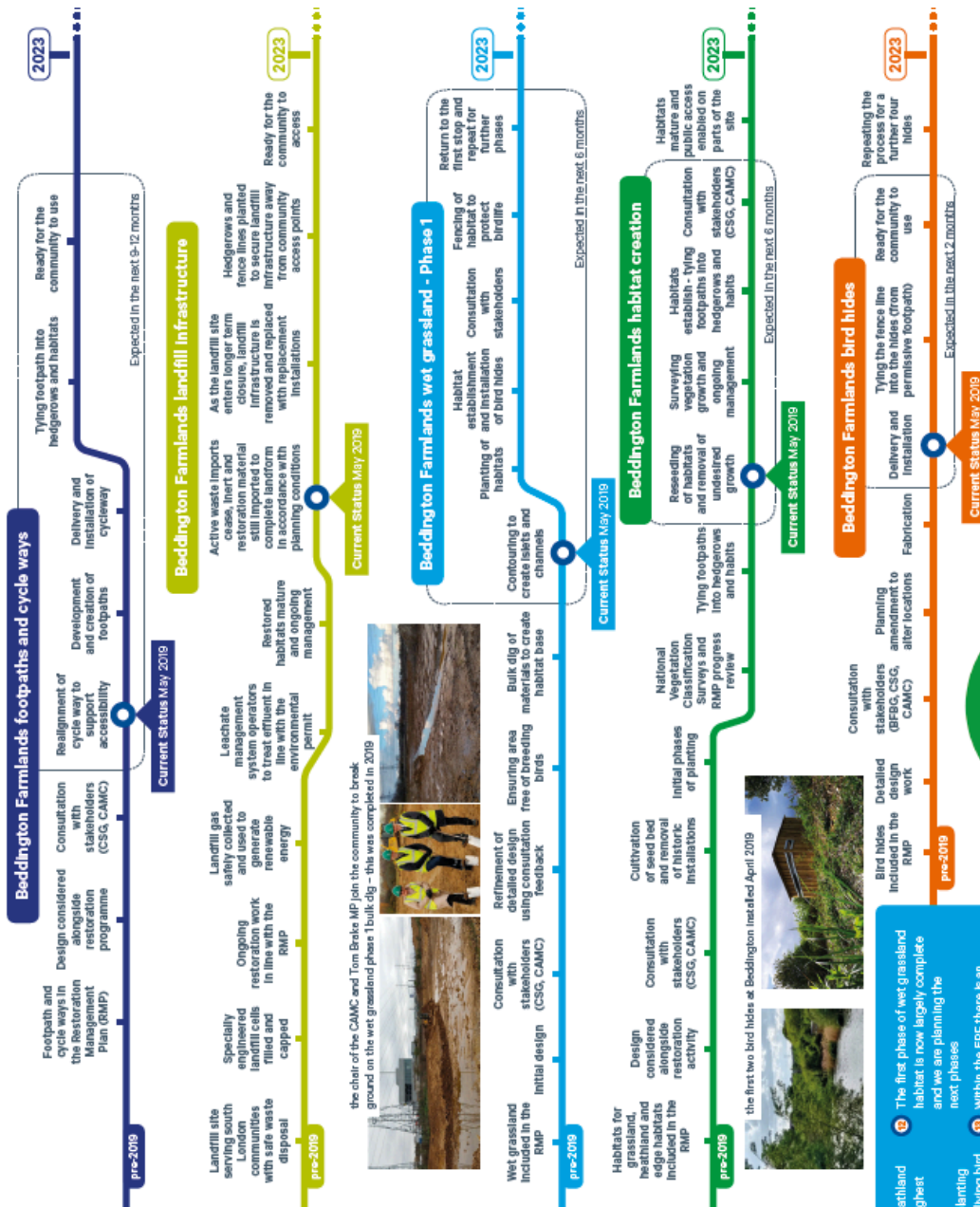
Beddington Farmlands Restoration Roadmap 2019-2023

Site Restoration Overview



- 1 Creating access to the Farmlands from Beddington Park
- 2 Managed Reedbed habitats for wetland and wading birds
- 3 Creation of meadowland and field enclosures
- 4 Footpaths will be mown in this area for public access
- 5 Access will be established from Beddington Lane (near Asda)
- 6 The Permissive footpath allows access today to view the Farmlands
- 7 Across the Farmlands hedgerows and fence lines will be planted to create habitats
- 8 Three bird hides have been installed to date (these are accessible from the permissive path)
- 9 Acidic grassland and heathland will be created on the highest point of the site
- 10 We support birdlife by planting sacrificial crops on-site (living bird feeders)
- 11 A cycle path will be installed through the site connecting Mitcham and Beddington Park north of the Farmlands
- 12 The first phase of wet grassland habitat is now largely complete and we are planning the next phases
- 13 Within the EPF there is an education centre for community visits
- 14 Viridor will continue to manage historic sludge drying beds to the north of the Farmlands

Viridor is committed to high quality restoration, habitat creation and stewardship at the Beddington Farmlands to ensure its status as an important nature conservation area in south London. The site has a Restoration Management Plan outlining how the restoration should be carried out, and also a Conservation Management Scheme detailing the objectives for conservation and public access. Both of these are complex technical documents and we wanted to create an easy to understand roadmap of the progress being made to date to share with the local community.



For more information or to contact us please visit www.viridor.co.uk