



SOUTH LONDON WASTE PARTNERSHIP

Report to: South London Waste Partnership Joint Committee

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Report of: South London Waste Partnership Management Group

Author(s): John Haynes (South London Waste Partnership Communications Advisor)

Chair: Councillor Hilary Gander

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 September and November 2020.

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. Recycle Week 2020

- 1.1 The 17th annual Recycle Week took place 21-27 September 2020. The theme this year was 'Together – We Recycle', thanking the nation for continuing to recycle despite the challenges that COVID-19 has presented.
- 1.2 The SLWP Boroughs once again worked in partnership to mark Recycle Week in a number of ways:
 - Targeted paid-for social media advertising campaign (match-

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funded by London Waste and Recycling Board, LWARB) – see below for details

- Organic social media campaign via council-run social media channels
- Launch of a new schools e-learning package, Recycling Rockstars, in partnership with Veolia

- 1.3 £3,000 from the SLWP communications budget was allocated to the targeted paid-for social media advertising campaign. This was match-funded by LWARB (who also paid the media buying agency fee) which meant a total of £6,000 was spent on Facebook and Instagram advertising.



- 1.4 The campaign performed well, delivering a good return on investment:

Reach (no. of individuals):	668,716
Impressions (no. of views):	1,620,151
Video views:	1,233,981
Post engagements:	129,478

2. London Repair Week 2020

- 2.1 The inaugural London Repair Week took place 12-17 October 2020. Coordinated by the London Waste and Recycling Board (LWARB), this awareness week focused on moving Londoners to the top of the waste hierarchy by reducing the amount of rubbish and recycling they generate in the first place.
- 2.2. The SLWP boroughs were official 'Supporters' of the Repair Week campaign and marked the awareness week with a high-profile social media campaign, coordinated by the SLWP Communications Advisor.



- 2.3 The 'organic' (zero cost) campaign performed well, delivering the following results across the four SLWP boroughs' Facebook and Twitter social media platforms:

No. of posts:	40
Impressions (Twitter):	31,631
Reach (Facebook):	13,518
Post engagements:	1,174

- 2.4 London Repair Week closely aligns to the borough's key priorities around waste minimisation so we look forward to it becoming something we can support and be part of on an annual basis.

4. PHASE A BACKGROUND

- 4.1 The Phase A contracts encompass transport & residual waste management, HRRC services and marketing of recyclates.
- 4.2 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.

5. HOUSEHOLD REUSE AND RECYCLING CENTRES (HRRCs)

- 5.1 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.
- 5.2 The SLWP Communications Advisor continues to support the boroughs and Veolia in ensuring that residents are aware of the arrangements in place at the six HRRC sites and that suitable temporary signage is in place to support appropriate use of the site. These arrangements are working well with the sites operating smoothly.

6. BEDDINGTON LANDFILL OPERATIONS AND RESTORATION

- 6.1 This contract is operated by Viridor on behalf of the Partnership.
- 6.2 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 has provided 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.

- 6.3 Viridor recently issued a press release and published a short video updating on progress with the new wet grasslands habitat. The video can be viewed by searching online: 'YouTube Beddington wet grassland'.
- 6.4 A change.org petition to 'Save the Lapwings at Beddington Farmlands' has now attracted over 45,000 signatures. The co-ordinator of the petition was invited by Viridor to attend the Beddington Conservation and Access Management Committee (CAMC) meeting in October. The CAMC formally noted the petition along with the actions Viridor have already committed to in order to address the concerns raised.

7. PHASE B BACKGROUND

- 7.1 The Phase B contract (residual waste treatment) was awarded to Viridor in 2012. In order to fulfill the contract, Viridor have constructed 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 is treated at the facility and used to generate electricity.
- 7.2 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.

8. BEDDINGTON ERF COMMUNICATIONS AND STAKEHOLDER ENGAGEMENT

- 8.1 Viridor continues to upload Emissions Monitoring Reports to the Beddington ERF Virtual Visitor Centre (www.beddingtonerf.info) twice per month.
- 8.2 The occasional exceedances in Emissions Limits Values (ELVs) at the Beddington ERF (as reported in the Contract Management Report)

continue to attract attention from some members of the local community.

- 8.3 The Beddington ERF Virtual Visitor Centre (www.beddington.erf) will receive a significant upgrade in the coming weeks when a series of 15 short videos (filmed during September 2020) will be uploaded to the site to provide a richer and more engaging user experience. This is particularly welcome as ERF's on-site Education Centre remains closed for the time being due to coronavirus restrictions.

9. IMPACTS AND IMPLICATIONS

Legal

- 9.1 None

Finance

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

10. RECOMMENDATIONS

- 10.1 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.