

## Waste Strategy Communications and Consultations Strategy 2007 - 2014

### Summary Document

#### 1. Background

The Waste Strategy outlines the context for and principles of the Council's strategic vision for waste management over the next thirty years, and provides the framework for the delivery of the Waste Solution, a waste treatment facility. The document outlines the need for change and the current waste management position for the City and for the Council.

Municipal waste (i.e. waste collected by the Council) only accounts for part of the overall waste generated in the City. Some of the activities detailed in the Strategy relate to areas within the direct control of the Council. Other activities are dependent on businesses and local communities accepting their responsibilities.

The Waste Strategy sets out the key principles for delivering integrated solutions for waste management and describes the nine key themes for taking these principles forward and the policy framework for delivering sustainable waste management. These themes are:

- Education and awareness
- Waste Prevention (which includes minimisation and reuse)
- Market Development and Procurement
- Recycling and Composting
- Recovery (which includes the waste solution for the city)
- Limiting Landfill
- Commercial and Industrial waste
- Enforcement
- Planning

#### 2. Stakeholders

The following groups have been identified as key stakeholders. Their needs have been considered as part of this strategy:

- Local (Leeds) community
- The wider public
- Elected Members, MPs, MEPs and other key Politicians
- Leeds City Council staff
- Trade Unions
- Waste businesses and the waste industry
- The private sector business community
- Neighbouring local authorities
- Environmental organisations, e.g. Environment Agency
- Environmental pressure groups, e.g. Friends of the Earth
- Local environmental groups
- Government Office and Regional Assembly for Yorkshire and the Humber
- Department for Environment, Food and Rural Affairs (DEFRA)
- Non-Governmental organisations
- Advisory organisations, e.g. Local Authority Recycling Advisory Committee (LARAC), Waste and Resources Action Programme

- Trade bodies, e.g. Chartered Institute of Wastes Management
- Disability Rights Commission / Local Disabled Groups
- Local Ethnic Minorities Groups

### **3. Statement of community involvement**

Leeds adopted its Statement of Community Involvement in February 2007. This statement sets how and by what means that 'community' will be involved in planning applications. In principle it states that activities that are undertaken within the Statement of Community Involvement should be informed by:

- Listening to other people;
- Looking at what the council already does to involve communities;
- Finding out what other councils do well;
- Learning from what the council has done in the past.

The statement sets out the principles to ensure that the community has an opportunity to be heard, to express any concerns and to receive feedback. These principles are:

#### **Early Contact**

That stakeholders are involved at the earliest practical possible point.

#### **Access to Information**

That documents are clear, accessible, available as summaries and available in electronic form where possible.

#### **Appropriate Methods**

That we use consistent and appropriate methods to involve the community.

#### **Reduce Barriers**

That we will remove the barriers that may get in the way of involvement.

#### **Collaboration**

That we work with other organisations and other parts of the council to avoid duplication and use resources in the best way possible

#### **Feedback**

That we will feedback to stakeholders regularly and in accessible formats.

#### **Learn and Improve**

We will continuously improve our practice for involvement and we will invite the community to comment on our practices.

#### 4. Accessibility and equality

The future of waste is an issue that affects every resident, whether they are engaged with the council or not. We need to make sure that we communicate and consult with all affected groups, including those that do not traditionally take part. We will seek to use all available methods to engage with our stakeholders from traditional methods such as the press, to more innovative methods such as local consultative groups.

All communications and consultation with the public will seek to engage with under-represented groups and to represent the diversity of Leeds. We will always make sure that any consultation tries to elicit the gender, ethnicity, status with regard to disability, age, religion and sexuality of respondents, as well as socio-demographic factors. This will enable us to make sure that services are focused on the needs of our communities.

We will engage with local representative groups and, where appropriate, develop local consultative groups where none exist. We will ensure that any written communications are in plain English and can be translated or interpreted where necessary. We will seek to ensure that our verbal communications are clear and jargon free.

#### 5. Key Messages

Messages would be reviewed regularly throughout the process and amended to focus on each audience.

- Waste that isn't recycled in Leeds goes to landfill, creating greenhouse gases that contribute to climate change
- To meet national and European targets all local authorities have to reduce the amount of biodegradable waste that goes to landfill. This is to meet strict environmental improvement measures.
- **Leeds has a 50% reduction to make by 2009 or the city could face a £16million bill and potential European fines of up to £180million.**
- This could have a serious impact on the council's budget provision for all its services and at worst, significantly raise council tax levels.
- We need a complete change to traditional methods of waste disposal. Over the past few years work has been ongoing to find the best and most cost effective solution for the city.
- Several options have been considered. These have included looking at ways of making existing waste collection routes more efficient, working with the private sector to find a solution - as many other local authorities have done - and increasing the amount of waste which is recycled by the city.
- A strategy for managing the city's waste has been produced and agreed.
- While the city has invested heavily in recycling education awareness campaigns and significantly increased the amount it recycles, this alone will not reduce waste going to landfill by the amount required.
- We know that increasing the city's recycling rates will probably only reduce the amount of waste to landfill by 30% and there would still need to be significant investment in recycling facilities and continuing awareness campaigns.
- The process has begun to select the right waste treatment facility for the waste that Leeds doesn't recycle. This selection process will take until 2010, with the facility being operational by 2014.
- The waste strategy also includes plans to review the processes used for the delivery, collection, treatment, and disposal and recycling of the city's waste.

- Partnership with residents and businesses.
- Neutral approach.
- Service developments to enable Leeds to meet the combined recycling and composting rate of over 50% have been approved and include:
  - Increasing the frequency of existing kerbside SORT collections (dry recyclables) to fortnightly;
  - Adding glass to the range of materials collected;
  - Introducing garden waste collections to all suitable properties;
  - Providing weekly black bin collections of food waste and, where this is done, introducing residual waste collections on a fortnightly basis.

## 6. Outline Communications Strategy –2007 to 2014

## Recycling Service Developments

Activity	From	To	Consult/ Communicate?	With whom?	When?
Recycling Education and Awareness	Aug-07	Mar-11	Communicate	Public, Elected Members, LCC Staff, Businesses	Throughout
Performance monitoring	Aug-07	Mar-11	Communicate	Public, Elected Members, LCC Staff, Businesses	Quarterly throughout
Recycling modelling and options appraisal	-	Aug-07	Consult	Public, Elected Members, LCC Staff	Aug-07
Recycling Strategy Approval - Executive Board	-	Sep-07	Communicate	Public, Elected Members, LCC Staff	Sep-07
Fortnightly SORT - Phase 1	Jun-08	Oct-08	Communicate	Public, Elected Members, LCC Staff	1 month prior to first collection
Garden waste collection - Phase 1	Jun-08	Oct-08	Consult	Public	Jan to Feb 08
			Communicate	Public, Elected Members, LCC Staff	1 month prior to first collection
Fortnightly SORT – Phase 2	Apr-09	Aug-09	Communicate	Public, Elected Members, LCC Staff	1 month prior to first collection
Garden waste collection – Phase 2	Apr-09	Aug-09	Communicate	Public, Elected Members, LCC Staff	1 month prior to first collection

APPENDIX 3E

Activity	From	To	Consult/ Communicate?	With whom?	When?
Kerbside glass collection – Phase 1	Jun-10	Mar-11	Consult	Public	Jan to Feb 2010
			Communicate	Public, Elected Members, LCC Staff	1 month prior to first collection
Weekly food waste collection – Phase 1	Jun-10	Oct-10	Consult	Public	Jan to Feb 2010
			Communicate	Public, Elected Members, LCC Staff	3 months prior to first collection
Residual waste to fortnightly – Phase 1	Jun-10	Oct-10	Consult	Public	Jan to Feb 2010
			Communicate	Public, Elected Members, LCC Staff	3 months prior to first collection
Weekly food waste collection – Phase 2	Jun-11	Oct-11	Consult	Public	Jan to Feb 2011
			Communicate	Public, Elected Members, LCC Staff	3 months prior to first collection
Residual waste to fortnightly – Phase 2	Jun-11	Oct-11	Consult	Public	Jan to Feb 2011
			Communicate	Public, Elected Members, LCC Staff	3 months prior to first collection

## Waste Treatment Facility

Activity	From	To	Consult/ Communicate?	With whom?	When?
Site Selection Exercise	-	Aug-07	Consult	Public	Aug-07
			Communicate	Public, Elected Members, Businesses, LCC Staff	Sep-07
Local involvement	Aug-07	Mar-14	Consult	Local Residents, Elected Members, Businesses	Aug-07 to Mar-07
			Communicate		
Draft Aire Valley Area Action Plan - Executive Board	-	Sep-07	Consult	Public, Elected Members	Oct to Nov 07
			Communicate	Public, Elected Members, Businesses	Sep-07
Outline Business Case Approval - Executive Board	-	Oct-08	Communicate	Public, Elected Members, Businesses, LCC Staff	Nov-07
Outline Business Case Approval - DEFRA	Sep-07	Jan-08	Communicate	Public, Elected Members, Businesses, LCC Staff	Jan to Feb 08
OJEU and PQQ Stage	Jun-08	Sep-08	Communicate	Public, Elected Members, Businesses	May-08
Open Competitive Dialogue with bidders	-	Aug-08	Communicate	Businesses	Jul-08

APPENDIX 3E

Activity	From	To	Consult/ Communicate?	With whom?	When?
Evaluation of Outline solutions and selection of 3 bidders	Oct-08	Nov-08	Communicate	Businesses, Elected Members	Nov-08
Call for Final Tenders and close Competitive Dialogue	Aug-09	Sep-09	Communicate	Businesses	Aug to Sep 08
Award Contract	-	Jun-10	Communicate	Public, Elected Members, Businesses, LCC Staff	Jun-10
Planning Application by selected contractor	Jun-10	Mar-11	Consult	Public, Elected Members, Businesses	Jun-10 to Mar-11
			Communicate	Public, Elected Members, Businesses, LCC Staff	Jun-10 to Mar-11
Construction period	Mar-11	Apr-13	Communicate	Public, Elected Members, Businesses, LCC Staff	Mar-11 to Apr-13
Plant commissioning	Apr-13	Mar-14	Communicate	Public, Elected Members, Businesses, LCC Staff	Apr-13 to Mar-14
Waste Treatment Facility Operational	-	Mar-14	Communicate	Public, Elected Members, Businesses, LCC Staff	Mar-14