



# **SOUTH LONDON WASTE PARTNERSHIP**

**Report to:** South London Waste Partnership Joint Committee

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**Report of:** South London Waste Partnership Management Group

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**Chair of the Meeting:** Councillor Stuart Collins

**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 2019 and January 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. 'DESTINATION: RECYCLING' CAMPAIGN**

- 1.1 The 'Destination: Recycling' film was published on the SLWP website ([www.slwp.org.uk/destination-recycling](http://www.slwp.org.uk/destination-recycling)) in July 2019. The film tells the story, in an entertaining and engaging way, of what happens to recycling (and rubbish) after it has been collected from the doorstep.
- 1.2 A social media campaign (Facebook and Instagram) aimed at raising awareness of the Destination Recycling film amongst residents in the SLWP region launched during Recycle Week (23 September 2019) and ran for 6 weeks. The campaign used a series of 15-second trailers to catch attention and encourage residents to visit the SLWP website to

view the full version of the film.

- 1.3 The campaign was very successful; all targets were met and an excellent return on investment was achieved:

| Outcome   | Target  | Achieved |
|---|---|----------|
| Impressions (number of times the promoted social media posts were seen)                         | n/a   | 940,629  |
| Reach (number of individuals who saw the promoted posts)  | n/a   | 253,631  |
| 'Thruplays' (number of times the entire 15-second trailer was watched)                          | 44,722  | 286,882  |
| Cost per 'Thruplay'   | £0.08   | £0.01    |
| 3-second+ views of trailer  | n/a   | 406,888  |
| Click-throughs to campaign page on SLWP website (where full length version of film was located) | 4,554   | 10,884   |
| Cost per click-through  | £0.50   | £0.26    |
| 30+ second views of the main film on SLWP website   | 800   | 1,811    |
| Advertising spend   | Thruplays = £3,577.75<br>Click-throughs = £2,829.84 |          |

- 1.4 The SLWP Communications Advisor attended the Croydon Council Cabinet Meeting on 21 October 2019 and the Merton Park Ward Residents Association Meeting on 5 November 2019 to present the Destination Recycling film, which was well received.

## 2. Recycle Week 2019 (23-29 September 2019)

- 2.1 The four SLWP boroughs were successful in a joint bid (£10,000) to Resource London for funding to run an outdoor advertising campaign to support Recycle Week 2019.
- 2.2 Recycle Week campaign artwork appeared at outdoor locations across the SLWP region, including the tram network (stations and in-cab) and Kingston and Croydon town centres.



- 2.3 The boroughs supported the Recycle Week campaign through council-controlled communications channels.
- 2.4 Veolia's Communications and Education Outreach Team delivered a series of visits to schools in the lead up to and during Recycle Week.

### 3. Give Food Waste a Fright

- 3.1 The four SLWP boroughs were successful in a joint bid to Resource London for up to £26,000 of funding to run a series of food waste engagement events in October 2019.
- 3.2 A Halloween-themed campaign was developed, using the seasonal pumpkin as an eye-catching hook to get resident to think about the issue of food waste:



- 3.3 Four pop-up events (one per borough) provided a focal point for the campaign. The events were supported by a high profile digital advertising campaign.
- 3.4 The campaign was highly successfully:
  - Four pop-up events successfully delivered
  - 1,850 face-to-face engagements made (leaflet and bite-sized piece of pumpkin loaf handed out)
  - 197 written pledges made by residents to reduce food waste
  - 218 competition entries received
  - 3,320 visits to the campaign web page
  - 628,054 residents reached via Facebook campaign.

## **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 Inspections of black bags deposited at HRRCs has revealed that they contain significant quantities of materials that could easily have been recycled, including metals, plastics, textiles, garden waste and electrical items. An information leaflet is being developed to raise awareness of the issue amongst site users and to encourage them to sort their materials more carefully before visiting the HRRC site. The leaflet will be handed to site users by site staff.
- 5.3 An audit of content on the four borough websites in relation to HRRCs will be taking place in February. Updates will be made where required to ensure information available to residents is accurate and consistent across the SLWP region.

## **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 continues to provide regular community updates on progress with the Beddington Farmlands restoration ('Beddington Farmlands Restoration Snapshot'). The November update focused on the

installation of swift nesting boxes on the side of the Energy Recovery Facility; clearance of willow habitats around the southern lake and feeder stream to remove shelter for predators and enable the wet grasslands to be formed in spring 2020; and interim management of the sludge beds to the north of the site. The December update covered the active management of the sludge beds in the southeast corner of the site and improvements to the bird hides located on the permissive footpath that runs along the western boundary of the site.

## **7. PHASE B BACKGROUND**

- 7.1 The Phase B contract (residual waste treatment) was awarded to Viridor in 2009. 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](http://www.beddingtonerf.info)) twice per month. These reports provide information on all the emissions covered by the Environmental Permit (regulated by the Environment Agency). This represents one of the most open and transparent approaches to the publication of emissions monitoring data from an ERF in the country.
- 8.2 A variation to the Beddington ERF permit came into effect on 1 January 2020 relating to the monitoring and reporting of Carbon Monoxide (CO) emissions. From 1 January 2020, the monitoring period for CO increased from every 30 minutes to every 10 minutes. This change was recommended by the Environment Agency and brings the Beddington facility in line with industry standard monitoring periods.

- 8.3 As a result of this more frequent and rigorous monitoring of CO, the Environment Agency has elevated the permitted 10-minute average limit (the Emissions Limit Value, 'ELV') for CO from 100 mg/m<sup>3</sup> to 150 mg/m<sup>3</sup>. The daily average permitted level (50 mg/m<sup>3</sup>) has not changed.
- 8.4 The permit variation was highlighted and explained in the supporting commentary for the mid January 2020 Emissions Monitoring Report which was uploaded to the Virtual Visitor Centre for members of the community.
- 8.4 Viridor have started to host stakeholder visits to the Beddington ERF Education Centre, which is now substantially complete. The first school group visit is due to take place in the coming weeks.
- 8.5 The next edition of the Beddington Community Newsletter will be published by Viridor in February 2020. The SLWP Communications Advisor is currently working with Viridor on the content.
- 8.6 Beddington Community Liaison Group meetings continue to be held on a quarterly basis, with the SLWP Communications Advisor in attendance.

## **10. IMPACTS AND IMPLICATIONS**

### Legal

- 10.1 None

### Finance

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

## **11. RECOMMENDATIONS**

- 11.1 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