

Municipal Waste Management Strategy Consultation Plan DRAFT May 2009

Introduction

This Waste Management Strategy has a high profile and will affect all residents in the city. Effective consultation and information sharing will be essential to ensure service users understand why the strategy has been developed.

We have already consulted with service users and stakeholders during the development of the strategy process to get early input in the strategy development. This pre-strategy consultation is set out in Appendix 1.

Purpose of Consultation

Why are we consulting?

Cityclean provides waste and recycling services to all residents in the city. In the strategy we are proposing ways to improve our service and its sustainability further. Any changes will affect service users and we are keen to get their views on our proposals before they are finalised.

What do we want to achieve

Through the consultation we would like:

- To generate a greater understanding of how we currently deal with waste and recycling in the city and how the service is currently performing
- To explain what the challenges are for the future, what the consequences are if we do not improve performance further, and what the implications are for service users. Delivering this strategy will require all residents to make their personal waste management practices more sustainable.
- To get comments on our proposals and

Who do we want to consult with?

We want to consult with service users from across the city. We want to get a good cross section to make sure we hear from user of all our different services. In particular we want to hear from people who may have difficulty in accessing our services.

We also want to hear from stakeholders, businesses and other organisations with an interest in how waste is managed in the city.

What can and can not be influenced?

How we deal with waste in the city is a very contentious issue. In the consultation carried out to date we have had a wide range of responses to our proposals, with some people wanting the council to take radical steps to make waste management more sustainable and other people being concerned about the impacts of such radical steps. We are interested in all views in particular in relation to what residents are prepared to do themselves, for example would you be prepared to keep food waste separate if a food waste collection service was offered.

All this feedback will be used to evaluate our proposals. They will be considered along with other factors such as the need to protect and enhance the environment and provide a high standard of service which represents value for money as well as practical constraints and opportunities. It will also be considered along with the findings of the sustainability appraisal.

How will we use the information?

All the responses to the consultation will be collated by the Councils Research Team. We will go through all the feedback and determine whether it should result in changes to the proposed strategy. We will produce a report summarising the findings of the consultation and setting out how the findings were used.

Consultation Process

The consultation process has been developed with the Council's Research & Consultation team and taking in to account the draft Community Engagement Framework.

Key Consultees

As detailed above, we are particularly interested in hearing from a wide range of service users including residents who may find it more difficult to access our services. We also want to hear from people and organisations who are affected by how we manage waste in the city or have an interest in how we manage our wastes.

a. Citizens Panel

The council's Citizens Panel consists of 1500 local people, reflecting the profile of all residents within the city. Members of the panel have agreed for the council to consult with them over issues affecting Brighton & Hove, waste being one. As far as possible this panel is representative of ethnicity, gender, age, sexuality, religion etc and reflects a sample cross section of the population in the city.

This group is established and is used regularly by the council to consult on various activities. This group is guaranteed to have a high response rate when approached with questionnaires. The Citizens Panel is coordinated through the Research and Consultation team at the council. The research and consultation team is independent of Cityclean.

The information received back will feed into the consideration of the options chosen for development, planning and implementation within the city.

b. Other key organisations

An EqIA has been carried out on the strategy options to identify any hard to reach groups that may not be represented through the Citizens panel. These groups will be contacted directly and provided with an opportunity to respond to the consultation.

c. Website

A waste strategy consultation page will be developed on the Cityclean website. This will summarise the main points of the strategy. Full documents for download will also be made available, including:

- Draft Waste Strategy report
- Sustainability Appraisal Scoping report
- Sustainability Appraisal report

The public will be able to comment on these documents through a questionnaire/ comment form on the website. The waste strategy consultation will be advertised on the 'city focus' homepage of the council's website, it will therefore be viewed by most people who log onto the site.

d. Press

Press releases and adverts will be placed in local newspapers i.e. The Argus, Leader and Latest Homes to invite comment about the waste strategy, using the proforma questionnaire either through letter or email. An article regarding the strategy will also be printed in Citynews.

e. Advisory Panel and Citizen Focus Groups

The established Advisory Panel and Citizen Focus Groups, (both established as Stage 1 of the consultation) will also be consulted on the draft strategy. They will either be issued with hard copies of the consultation documents.

f. Other

Hard copies of the draft strategy will be available in the council's public offices (i.e. City direct) for residents viewing.

Information on the draft strategy will also be made available to the following:

- Businesses
- Voluntary, private and public sector
- People affected by policies and development (Internal planning officers, Sustainability Officers, etc.)

g. Local Strategic Partnership

The Local Strategic Partnership (LSP) was established in October 2001 and comprises of five sectors each with 6 representatives plus a place each for Government Office of the South East (GOSE) and South East England Development Agency (SEEDA). The five sectors are: Community & Voluntary Sector Neighbourhoods Network & Communities of Interest Business Sector Public Sector and Local Authority Sector. The main purpose of LSP is to improve the economic social and environmental well being of local people in the City of Brighton and Hove.

This partnership will be contacted and asked to comment on the preferred options internally through the council.

h. Universities & Colleges

University and college students account for XY,000 residents in Brighton & Hove. Many choose to stay in the area after finishing their courses. In order to get their views the strategy and the web site will be promoted through university publications.

Equalities Monitoring

In order to ensure feed back on the strategy is representative of the community, equality monitoring questions will be included in all consultation documents. These responses will be analysed to allow any gaps to be addressed and to inform future consultation processes.

Stage 3: Post Strategy Adoption Information-Sharing With Service Users

Once the strategy has been adopted and prior to new services being rolled out, residents (the service users) will be made aware of the forthcoming changes to their collections through information sharing.

The objectives of the information sharing are to inform residents of changes are being made to services and how this will impact on them. Any changes to services will generate some opposition. This opposition will be minimised by explaining why the changes are being made (e.g. the need to reduce reliance on landfill, the fine that will be imposed on the council if it does not improve performance under the Landfill Allowance Trading Scheme (LATS)).

A detailed communication plan will be drawn up.

Appendix 1- Stage 1 Pre-draft strategy consultation (completed)

The objective of this stage of the consultation was to get early input into the strategy development process, from service users, stakeholders and politicians.

The different components of the Stage 1 consultation process is summarised below.

- Level 1** **Project Board**, consisting of senior managers from Cityclean, finance and planning with overall responsibility for driving the strategy development process forward

- Level 2** **Member Consultation**, consisting of at least two member seminars, to bring councillors up to date with the waste management agenda, the challenges ahead and to seek initial feedback on strategy options.

- Level 3** **Advisory Panel** consisting of regulators, local interest groups (business associations, the waste management sector), the Local Strategic Partnership, representatives from community focus groups and the sustainability commission. The advisory panel was responsible for testing specific proposals.

- Level 4** **Three Community Focus Groups** consisting of representatives from the Citizen Panel and respondents to Cityclean's service questionnaire who were responsible for testing specific options from a service user's point of view.

These four levels of consultation were used at various intervals in the development process.

