

**Appendix 3: Keeping the city clean – Waste, Resources & Street Cleansing Strategy 2021-2026**  
**Communication and engagement plan for the Waste, Resources & Street Cleansing Strategy**

| Stakeholder       | What do we need to tell them?  | Why is communication and engagement necessary?  | How will we communicate?   |
|-------------------|--|---|--|
| Residents         | A new strategy is being developed to set out BHCC's ambition to keep the city clean and to sustainably manage waste and resources.   | <p>To enable residents to feed in, take part and feel a sense of ownership in the development of the strategy and the cleanliness of the city.</p> <p>To make residents aware of the national proposed and upcoming changes.</p> <p>To enable residents to understand what has been achieved in the last ten years and the ambitions of five-year strategy.</p> | <p>Focus group(s)</p> <p>Local Action Teams</p> <p>Consultation portal</p> <p>Newsletter(s)</p> <p>Website</p> <p>Social media</p> <p>Traditional media</p> <p>Dedicated inbox</p> |
| Workforce / staff | <p>A new strategy is being developed to set out BHCC's ambition to keep the city clean and to sustainably manage waste and resources.</p> <p>It will also detail service specific objectives which the workforce will be contributing to.</p> <p>Provide feedback from the initial workshops as <a href="#">reported to ET&amp;S Committee in September</a>.</p> | <p>To enable staff to feed in and take part in the strategy development.</p> <p>To enable staff to understand what has been achieved in the last ten years and the ambitions of five-year strategy.</p> <p>To enable staff to understand the ambitions for the service and what their personal contribution is to the service and the city.</p>                 | <p>Virtual focus group(s)</p> <p>Tool Box Talks</p> <p>Email</p> <p>Staff Newsletter</p> <p>Posters</p> <p>Wave</p> <p>Team Meetings</p> <p>Dedicated inbox</p>                    |
| Trade Unions      | <p>A new strategy is being developed to set out BHCC's ambition to keep the city clean and to sustainably manage waste and resources.</p> <p>It will also detail service specific objectives which the Trade Unions members will be contributing to.</p>   | <p>To enable the Trade Unions to feed in and take part in the strategy development.</p> <p>A substantial number of the workforce are represented by a trade union and may approach their representative with questions on the new</p>   | <p>Strategy Development &amp; Delivery Board</p> <p>CCG meetings</p> <p>Focus groups</p>   |

| Stakeholder  | What do we need to tell them?  | Why is communication and engagement necessary?   | How will we communicate?  |
|--|--|--|---|
|  |  | <p>strategy. The Trade Unions must be well informed to provide advice and guidance to their members. The Trade Unions can act as a critical friend and provide a viewpoint that may not otherwise be known.</p>  | <p>Newsletter<br/>Posters<br/>Wave/intranet<br/>Team Meetings<br/>Dedicated inbox</p>             |
| Members  | <p>A new strategy is being developed to set out BHCC's ambition to keep the city clean and to sustainably manage waste and resources.</p> <p>It will be approved by the Environment, Transport &amp; Sustainability Committee and will act as the strategic direction for further service delivery and priorities.</p> | <p>To enable Members to feed in, take part and demonstrate ownership of the development of the strategy and the cleanliness of the city.</p> <p>To share views on their ambitions for the service and detail how these will be delivered and monitored.</p> <p>To assist in answering questions from constituents on the strategy.</p> | <p>Virtual focus group(s)<br/>Briefings<br/>Committee reports<br/>Website<br/>Dedicated inbox</p> |
| Partners<br>(including, but not limited to Veolia, East Sussex County Council, Brighton & Hove Food Partnership) | <p>A new strategy is being developed to set out BHCC's ambition to keep the city clean and to sustainably manage waste and resources.</p> <p>The strategy will detail how BHCC intends to take forward forthcoming legislative challenges and the strategic direction of the service, for which partners are key.</p>  | <p>To enable Partners to feed in and take part in the strategy development.</p> <p>To ensure Partners are aware of the direction of travel and how they fit in.</p>  | <p>Virtual focus group(s)<br/>Briefings<br/>Website<br/>Dedicated inbox</p>                       |