

Joint Waste Solutions Communications and Engagement Strategy November 2017- March 2019

1. Introduction

A communications plan covering activities for the mobilisation of the new joint waste collection contract in each district or borough was agreed in March 2017. Although this is still being delivered, the waste services from the four boroughs have since combined as Joint Waste Solutions (JWS), so there is a need for a wider communications and engagement strategy and plans that encompass recycling improvement activities, ongoing stakeholder engagement and staff communications and engagement.

2. Objectives

- Create awareness of Joint Waste Solutions, the change of contractor and changes/improvements to the existing waste collection services.
- Encourage residents to increase the amount and quality of recycling.
- Inform and engage stakeholders who can affect or be affected by JWS's actions, objectives and policies.
- Ensure JWS staff are fully informed, engaged and advocates of their new employer.

3. Target audiences

- Residents in the four district/boroughs
- Stakeholders
 - Councillors, parish councils, residents associations etc
 - Central government – local MPs, relevant Ministers, Defra
 - Waste industry
 - Amey
- JWS employees

4. Strategy

As with the mobilisation plan the overall approach will be to ensure consistency of communications to all audiences and that there is no duplication of work.

Work will continue be delivered alongside and under the same management as the Surrey Waste Partnership communications team, to gain maximum benefit from the resources and campaigns they are developing.

The JWS communications and engagement programme will be divided into four areas of work:

- Mobilisation
- Recycling improvement
- Stakeholder engagement
- Staff communications and engagement

5. Activity

The attached overview provides a high level indication of key activities for each area of work and when they will take place, if that has been established. A detailed activity timeline for each area will sit underneath this - already in place for the local mobilisations and being developed for the other areas.

6. Evaluation

Each detailed activity timeline will include measures for assessing the impact of the work and a process for ensuring that learnings are fed back into future planning.