



PROJECT

Project Waste to Resource

CLIENT

Development Services Directorate, Staffordshire County Council, Enviro - Environmental Consultancy

BRIEF

To develop a strategy that identifies major stakeholders interested in the proposed facility, outline the communications strategy including plans for managing consultation and engagement with major stakeholders and to engage the local population and maintain such engagement to build a broad consensus in favour of the project.

OUR RESPONSE

This complex brief to support the controversial development of an Energy from Waste facility required the development of a sophisticated communications strategy that was consistent with DEFRA's requirements for stakeholder and public consultation and met the information requirements of communities closest to the proposed site. The communication strategy incorporated:

- Regular, comprehensive briefing packs for MEPs, parliamentarians, local county, district and parish councillors.
- Clear and concise update leaflets distributed with bespoke covering letters to all properties within 1km of the proposed site. The leaflets are produced at key milestones in delivery of the project and can include response slips when the community views are needed to support the delivery of the project.
- A 2 day public exhibition was held for local residents to meet with the project directors so they could receive detailed answers to any questions they had.
- An online portal (www.staffsprojectw2r.info) supported the project and details all the information in regards to the Energy from Waste facility, as well as providing regular updates on the project director's blog.
- Fully branded public announcements and information updates are published in local newspapers.
- A dedicated telephone information line is available for all project enquiries.

SUCCESSES

To date the communication of Project Waste to Resource (Project W2R) has been particularly successful. The project has received cross party support and is not seen as a political issue. The general public have been engaged throughout the development of the project. Counter Context has ensured that communities surrounding the proposed site for the facility have been provided with comprehensive information. The public response has been relatively muted. This reflects that their questions are being answered on a proactive basis and that they have convenient access to information resources which provides them with the information they need.

