



MERSEYSIDE WASTE DISPOSAL AUTHORITY



# **Sites Communication and Information Management Protocol**

**Date: April 2006**

**Produced for: Merseyside Waste Disposal  
Authority/Merseyside Waste Partnership**

**Author: Colette Gill**

# 1. Introduction

**This Information Management and Media Protocol indicates a medium to long term approach to sites and planning issues for MWDA. Its intention is to bring together the key audiences, their risks and information needs and provide an indicative timetabling approach for the future.**

- 1.1. Merseyside Waste Disposal Authority on behalf of the Merseyside Waste Partnership is in the process of procuring a new waste management contract for renewal in 2008.
- 1.2. In order to achieve the procurement timetable for the treatment and disposal of municipal waste MWDA's preferred approach is to secure sites and resolve planning issues ahead of the publication of the Waste Development Planning Document (DPD). This approach will help reduce the risk of legislative non-compliance and reduce additional costs and financial penalties.
- 1.3. The Merseyside Waste Development Planning Document (Waste DPD) is due for adoption in 2010. When adopted this Waste DPD will provide an agreed planning framework for the Local Planning Authorities to determine planning applications for waste facilities for all waste streams. It is intended that the Preferred Options Stage will have been reached by the end of 2007.
- 1.4. Between now and 2010, the five Merseyside Local Planning Authorities will rely on the existing planning framework of adopted Unitary Development Plans, Regional Spatial Strategy and more recent Government Guidance such as PPS10 (Sustainable Waste Management) to provide the policy framework to determine waste planning applications.
- 1.5. MWDA has developed a Planning Strategy in the interim to help manage planning risks, assist in the procurement process and to provide a clear and transparent way forward for site selection and planning for municipal solid waste. The Waste DPD Steering Group is assisting the process in reviewing the MWDA's chosen methodologies and by producing an Interim Position Statement on waste planning. Key elements of MWDA's Planning Strategy include a Policy Support Framework and a Planning Implementation programme.
- 1.7. As a key part of the Implementation programme this Communications and Information Management Protocol for Sites and Planning issues will provide guidance and advice, as well as an indicative timetable for the handling and dissemination of information to a variety of audiences. This timetable will be regularly reviewed as procurement and planning issues are progressed.

## 2. The Current Situation

- 2.1. The location of new waste management facilities has a number of challenges, both in terms of identifying suitable sites and in the process of gaining subsequent planning applications (It is up to the Districts to manage the planning application process once in the public domain). This will involve MWDA entering into considerable dialogue with District Council Officers and local communities, dealing with and responding to the reactions to selection of both sites and technologies for new waste facilities.
- 2.2. MWDA's Planning Strategy will inevitably identify sites (along with indicative waste treatment technologies) that are likely to provide difficult choices with some stakeholders such as local communities or local businesses.
- 2.3. Information regarding sites and technologies will need to be released into the public domain but it is essential that this is done in a controlled manner ensuring information is both accurate and relevant. This will enable any reactions or questions from stakeholders, the public and the media to be handled in an accurate and responsible way placing the information in context and not undermining the reasoning behind the Joint Municipal Waste Management Strategy for Merseyside and procurement process or the Waste DPD process.
- 2.4. As part of this process a detailed consultation strategy is being formulated in order that MWDA's plans for new waste facilities are provided in a transparent and honest manner – this strategy will detail the consultation process in the main with the external audiences – primarily residents, businesses and green NGOs in target areas.
- 2.5. This strategy will be coupled with an umbrella approach in terms of awareness and communications related to waste management issues and challenges generally for the Merseyside area – so as to place both the planning and procurement process in context
- 2.6. In order to ensure that communications are delivered effectively this Protocol should be viewed in conjunction with the following documents:
  - MWDA Planning Strategy for the Treatment of MSW
  - Interim Position Statement on waste planning.
  - Site Screening Methodology
  - Sites Deliverability Assessment
  - Programme for taking forward the Planning and Sites Acquisition
- 2.7. Knowledge of sites:

The knowledge of any sites which are the subject of the initial site search remains confidential to senior officers and advisors at this stage.

- Where key potential sites are identified the Director (or his agent) be authorised to enter into informal dialogue with landowners regarding the availability of the site in question, its suitability as a waste management site and the owner's interest/willingness to negotiate. No decision to enter into formal negotiation or make any financial offer on any site will be taken prior to the Sites Communication Protocol being agreed by Members.

## **3. Key Messages**

### **3.1 The Procurement Process**

- Merseyside Waste Disposal Authority (MWDA) is embarking on a major exercise to procure more than £2 billion worth of new municipal solid waste management facilities for Merseyside.
- This programme is the single biggest investment of its kind in the region and aims to create a waste management infrastructure that delivers best possible value-for-money for council tax-payers for decades to come. The programme is the second largest procurement process in the UK.
- It will achieve this by creating the treatment capacity needed to contain escalating municipal solid waste management costs. This procurement process will result in the selection of a partner to deliver the required infrastructure following the end of the existing operator's contract in 2008. To support this major development, application is also being made for support from government for Private Finance Initiative Funding.

### **3.2. Why is Merseyside undertaking this Process?**

- Merseyside produces more municipal waste than almost anywhere else in the country (850,000 tonnes a year and rising fast) and has one of the lowest recycling rates. It currently costs £40 for every tonne of waste sent to landfill. This figure could rise to £180 if we do nothing. These costs for disposal could not be sustained by the Waste Disposal Authority and would have to be passed on to District Councils who in the long term may have to raise Council Tax.
- This procurement process will mean Merseyside can deal with its current and future waste production in a way that gives council tax - payers the best possible value-for-money and meets Government targets.

- The Procurement Process is the best way of achieving value-for-money and PFI provides the opportunity to secure government funding support, which would not otherwise be available. It also means that the private sector shares a large number of the risks involved. The procurement process cannot tackle all the issues. People on Merseyside must change their habits, waste less and recycle more.
- Merseyside must deal with its own waste. New facilities must be based in the region i.e. they must not be dumped on other areas. Major new waste management facilities are needed on Merseyside to spare council tax -payers the ever-increasing costs of landfill.

## 4. Key Audiences: Individual Communications Risks and Needs Analysis

AUDIENCE STAKEHOLDER	RISKS	INFORMATION NEEDS
Chairman of MWDA	(i) Not prepared to reply to media and or other enquiries regarding sites and planning (ii) Not prepared to justify position on sites and planning politically (iii) As Deputy Leader could have potential local sites and planning issues (St Helens)	(i) Needs information about sites list to be provided (ii) Needs information about justification for selection - needs summary of justification (iii) Needs specific information about sites in his areas – site specific information to be provided (iv) Arrange media statement to be written on general sites and planning situation
Clerk	(i) Not prepared to reply to media and or other enquiries regarding sites and planning (ii) Not prepared to justify position on sites and planning politically (iii) As a Clerk could have potential local sites and planning issues (St Helens)	(i) Needs information about sites involved - list to be provided (ii) Needs information about justification for selection - needs summary of justification (iii) Needs specific information about sites in her areas – site specific information to be provided (iv) Arrange media statement to be written on general sites and planning situation
Procurement Board/Procurement Group	(i) Not prepared to reply to media and or other enquiries regarding sites and planning (ii) Not prepared to justify position on sites and planning (iii) Lack of information about media enquiries and activity	(i) Needs information about sites list to be provided (ii) Needs information about justification for selection - needs summary of justification (iii) Need to be aware of Media and Information Protocol (iv) Regular updates on media enquiries and general activity from Communication Team
MWDA Members	(i) Not prepared to reply to media and or other enquiries regarding sites and planning (ii) Not prepared to justify position on sites and	(i) Provide guidance in terms of Media Protocol relating to comments from MWDA for sites and planning

	<p>planning politically</p> <p>(iii) As MWDA and local area Members could have potential local sites and planning issues (All District Councils)</p>	<p>(ii) Inclusion of local member issues within Planning Officers Communications Plan</p> <p>(iii) Provide briefing in terms of sites concerned and justification for selection of sites (when appropriate)</p> <p>(iv) Provide support to Members direct or via Press and News Officers for any additional information needed regarding the sites and planning process and selection</p> <p>(v) MWDA members will also be included in the individual consultation frameworks to be established for sites and District Councils</p>
Waste DPD Steering Group	<p>(i) Not prepared to reply to media and or other enquiries regarding sites and planning</p> <p>(ii) Not prepared to justify position on sites and planning politically</p> <p>(iii) Lack of information as to the effect on the production of the WDPD</p>	<p>(i) Needs information about sites involved - list to be provided</p> <p>(ii) Needs information about justification for selection - needs summary of justification</p> <p>(iii) Need to be aware of Media and Information Protocol</p>
Other Environment Portfolio Holders (not MWDA)	<p>(i) No knowledge of procurement/sites/planning issues in relation to MWDA</p> <p>(ii) Not prepared to justify position on sites and planning politically</p> <p>(iii) As a Portfolio Holder may have potential local sites and planning issues</p>	<p>(i) Needs information about sites involved - list to be provided</p> <p>(ii) Needs information about justification for selection - needs summary of justification</p> <p>(iii) Need to be aware of Media and Information Protocol</p> <p>(iv) Other Environment Portfolio members will also be included in the individual consultation frameworks to be established for sites and District Councils</p>
Senior Officers	<p>(i) Lack of understanding of timetable when</p>	<p>(i) Briefing to be provided via SOWG on all issues</p>

	<p>planning applications submitted</p> <p>(ii) Lack of information of significance of procurement process</p> <p>(iii) Lack of information when dealing with queries from Members</p> <p>(iv) Lack of information when dealing with queries from general public</p> <p>(v) Handling adverse media reaction to planning applications</p> <p>(vi) Concern over transparency or provision of a consultation process for range of audiences</p>	<p>relating to sites and planning and including briefing on proposed technologies</p> <p>(ii) Briefing on Media and Information Protocol Inclusion in development of planning Officers Communications Plan</p> <p>(iii) Develop regular dialogue – include in monthly e mail newsletter</p> <p>(iv) Ensure that press and news officers are networking and are aware of officers involvement with SOWG and the Merseyside Waste Partnership</p>
Chief Executives and Leaders	<p>(i) No knowledge of procurement/sites/planning issues in relation to MWDA</p> <p>(ii) Not prepared to justify position on sites and planning politically</p> <p>(iii) As a Chief Executive and Leaders will all have specific local sites and planning issues</p> <p>(iv) Leaders will have political pressures potentially form other parties</p>	<p>(i) Provide background to site selection</p> <p>(ii) Provide specific sites information within contact of procurement</p> <p>(iii) Ensure they are aware of Media Protocol and communications network that is in place</p> <p>(iv) Provide media statements and additional information from MWDA as required</p> <p>(v) Develop regular dialogue</p>
Recycling and other Waste Officers – Councils	See Planning Officers	See Planning Officers
Press and News Officers – Councils	<p>(i) Lack of information to prepare media statements and comments regarding sites and planning</p> <p>(ii) In ability to provide information to officer if required</p> <p>(iii) Incorrect/out of date information being release into the public domain</p> <p>(iv) Conflict in terms of being part of the</p>	<p>(i) Need Information Management and Media protocol with background documents (where relevant)</p> <p>(ii) Needs briefing as to specific sites as soon as able to be in the public domain</p> <p>(iii) Needs to develop good network with their own officers</p>



	Partnership and also the Planning authority – information provision etc (V) Reluctance to see the 'bigger picture' when confronted /under pressure from their own councillors	(iv) Need to ensure that MWDA is the key contact for information regarding sites and planning (v) Need to ensure regular dialogue and flow of up to date information
Planning Officers – Councils	(i) Lack of understanding of timetable when planning applications submitted (ii) Lack of information of significance of procurement process (iii) Lack of information when dealing with queries from Members (iv) Lack of information when dealing with queries from general public (v) Handling adverse media reaction to planning applications (vi) Concern over transparency or provision of a consultation process for range of audiences	(i) Individual Communications Plans for each District to be timed with an overall communications and information management approach dealing with the generic issues. This to be developed in conjunction with Senior Officers, Planning Officers and Recycling/Other Waste Officers. These plans will also deal with communications to Members, Local MPs and MEPs, local green NGO's, local Committee and Forums and provide a basis for the consultation framework for residents and businesses. (ii) Development of an agreed consultation framework for residents and businesses – this will be based around the planning application with some additional consultation and communication action that will be locally delivered
Other Members	(i) See above (Planning Officers)	(i) See above (ii) Also possibility of one to one briefings if necessary
Local MP and MEPs	(i) See above (Planning Officers) ALSO: (ii) Possible conflicts if terms of national party policy versus local plans	(i) See above (ii) Also possibility of one to one briefings if necessary (iii) Establish stance of MPs and MEPs early on in the process - provide information in relation to

		Merseyside specific needs and challenges
Green NGOs	<p>See above (Planning Officers)</p> <p>ALSO</p> <ul style="list-style-type: none"> <li>(i) Adverse reaction to any development of any waste facilities</li> <li>(ii) Adverse reaction to site selection</li> <li>(iii) Specific strong reaction to any EFW options</li> <li>(iv) Reaction to other waste technologies</li> <li>(v) Galvanising local support/reaction</li> <li>(v) Having the ear of the media in relation to the 'green' message</li> <li>(vi) Using incorrect/out of date information in any opposition campaigns</li> <li>(vii) Any campaign operated via the media</li> </ul>	<ul style="list-style-type: none"> <li>(i) Potential separate briefings for Green NGOs</li> <li>(ii) Add to potential email newsletter for regular updates</li> <li>(i) Develop regular open dialogue – use of forums / stakeholder events could be helpful in acceptability testing (this applies to all the wider stakeholder groups)</li> </ul>
Other opinion formers – e.g DEFRA, EA etc	<ul style="list-style-type: none"> <li>(i) No knowledge of procurement process/sites and planning issues</li> <li>(ii) Incorrect information could be place in public domain or given to media etc</li> </ul>	<ul style="list-style-type: none"> <li>(i) Dialogue with EA regarding IPPC and groundwater issues will need to start early and on a confidential basis.</li> <li>(ii) As part of umbrella communication by MWDA other agencies will be kept in touch via media release</li> <li>(iii) Establishment of monthly email update newsletter (which will form part of Planning Officers Communications Plan) could be extended to other agencies</li> </ul>
Residents in local areas	<ul style="list-style-type: none"> <li>(i) Lack of understanding/knowledge/information</li> <li>(ii) Environmental concerns/opposition</li> <li>(iii) Health concerns/opposition</li> <li>(iv) Location concerns/opposition</li> </ul>	<ul style="list-style-type: none"> <li>(i) Provide information through agreed consultation framework - see Planning Officers Communications Plan</li> <li>(ii) Early engagement is essential even if it is on a</li> </ul>

		generic basis.
Businesses in local areas	(i) Lack of understanding/knowledge/information (ii) Environmental concerns/opposition (iii) Health concerns opposition (iv) Location concerns/opposition	(i) Provide information through agreed consultation framework - see Planning Officers Communications Plan
Local Area Committee and Forums	(i) Lack of understanding/knowledge/information (ii) Environmental concerns/opposition (iii) Health concerns opposition (iv) Location concerns/opposition (v) Operate within a local government context and could have support from local Members/Officers	(i) Provide information through agreed consultation framework - see Planning Officers Communications Plan
Media	(i) Lack of knowledge of the reasons for the overall procurement process (ii) Lack of knowledge about the technologies suggested for sites (iii) Lack of knowledge of site selection process (iv) Risk of supporting local communities and making judgments without information (v) Assumption that sites talked about are set in stone and all will be used (vi) Disregard of the planning process and presenting information and sites as a 'done deal' (vii) Demonising the project upfront (viii) Cost issues (ix) Environmental issues (x) Health Issues (xi) Using other areas as case study examples – e.g. rejecting EFW etc (xii) Exploiting political support	(i) Establish Media Protocol (see this document) on the release of information (ii) Briefings for press and news officers from MWDA on dealing with press and media enquiries (iii) Agreed programme of releases regarding sites and planning information (iv) Agreed selection of statements on generic and specific area issues and sites (v) Agreed selection of statements on selection and choice of technologies (vi) Ensure media are aware of the breadth of our communication network

Prospective Waste Providers	<ul style="list-style-type: none"> <li>(i) No clear direction as the availability of sites for development</li> <li>(ii) Procurement less attractive because of lack of sites</li> <li>(iii) Cost issues for contract costs if sites not available</li> <li>(iv) Confidence in the project lost or undermined because of lack of coordination in terms of sites and planning</li> </ul>	<ul style="list-style-type: none"> <li>(i) Establish regular dialogue with the market regarding the project</li> <li>(ii) Ensure that 'good news' about the region is included</li> <li>(iii) Include in email newsletter or develop specific newsletter for the sector</li> <li>(iii) Additional Market Testing Events</li> </ul>
Landowners (Local authority)	<ul style="list-style-type: none"> <li>(i) Lack of understanding of significance of sites and planning within the procurement process</li> <li>(ii) Potential ring fencing of sites for other purposes</li> <li>(iii) Potential cost escalation of sites</li> </ul>	<ul style="list-style-type: none"> <li>(i) Develop network of contact with local authority land officers</li> <li>(ii) Brief on protocol in relation to procurement process and proposed use of sites</li> </ul>
Landowners (Private)	<ul style="list-style-type: none"> <li>(i) Lack of understanding of significance of sites and planning within the procurement process</li> <li>(ii) Potential ring fencing of sites for other purposes</li> <li>(iii) Potential cost escalation of sites</li> <li>(iv) Release of negotiation information to media/other audiences that could jeopardise site/planning applications</li> </ul>	<ul style="list-style-type: none"> <li>Ensure clear and accurate information is released at the beginning and throughout any negotiation process.</li> <li>(ii) Ensure landowners know that MWDA is the key contact for queries and information</li> <li>(iii) Make them aware of the media protocol – although we will not be able to impose this upon them – they could sign up to this voluntarily.</li> </ul>
MWDA staff	<ul style="list-style-type: none"> <li>(i) Lack of understanding of significance of sites and planning within the procurement process</li> <li>(ii) Possibility of incorrect information out into the public domain</li> <li>(iii) Inability to deal with queries and questions from range of audiences</li> <li>(iii) Inability to plan for additional workloads and challenges as part of the procurement process</li> </ul>	<ul style="list-style-type: none"> <li>(i) Initial information document produced for staff outlining current situation with the procurement process including sites and planning issues.</li> <li>(ii) Update and develop website resource with information on procurement</li> <li>(iii) Develop regular update mechanism for staff on procurement issues – possibly following Authority Meetings</li> </ul>

		(iv) Keep staff involved via press releases and statements
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## 5. Media and Information Management Protocol

- 5.1. In order that communications are delivered effectively for sites and planning issues and the relevant links made with the Waste DPD process a strict information management and media protocol will be adhered to and controlled by MWDA

### CURRENT GUIDELINES

(April 2006)

- The knowledge of any sites which are the subject of the initial site search remains confidential to senior officers and advisors at this stage.
- Where key potential sites are identified the Director (or his agent) be authorised to enter into informal dialogue with landowners regarding the availability of the site in question, its suitability as a waste management site and the owner's interest/willingness to negotiate. No decision to enter into formal negotiation or make any financial offer on any site will be taken prior to this Sites Communication Protocol being agreed by Members.
- Specific information enquiries at this stage will be responded to with a standard agreed statement/briefing that will have sign off from MWDA and WDPD Steering Group. This is a key document and one will be required at each stage of the site selection / communications process. Waste DPD need to be involved in this.
- A timetable will be agreed following approval of this Protocol and further deadlines and responsibilities in terms of immediate communications and information will be resolved in line with the Procurement Process Timetable this will include a key group of information 'gatekeepers'.
- It is recognised that these gatekeepers already exist but it will be important to both clarify and protect their roles in a more formal sense.

### 5.2 Information Management:

As already mentioned, the location of new waste management facilities is fraught with difficulties both in terms of finding suitable locations, and in particular the reaction of local communities and commerce to the location of these facilities.

MWDA's plans for waste management facilities form part of the Joint Municipal Waste Management Strategy and the overall Procurement Process and will inevitably identify sites that will be unpopular choices with local communities, District councils and commerce.

Guarding unapproved information from entering the public domain is essential so that any reactions or questions from stakeholders, the public, and the media are handled in an accurate and responsible way, placing the information in context and not undermining the reasoning behind procurement process.

### **5.3 Information in the public domain**

#### **5.3.1 What precautions should be taken to prevent information leaking into the public domains ahead of the official release date?**

- It is important at this stage to ensure that information for MWDA's Sites and Planning is not leaked and interpreted in the wrong way. It must be stressed that this is at this stage sites have been identified as part of the OBC but that realistically MWDA will need to identify sites across the Merseyside areas.

ACTION – Specific communications group be established for sites and planning issues. This is essential to marshal communications –the more people who know, the greater the risk until a conscious decision is taken to put information in the public domain

- Officers at MWDA are responsible for the co-ordination of internal consultation and confidential discussion within their respective teams – in terms of information management it needs to be made clearer as to these responsibilities and also that the Communications Team agree upfront that they have access to information ahead of distribution (also to assess for media sensitivity).

ACTION – Agree documentation distribution channels and agreement of involvement of Communications Team in process. Development of a document library and document control procedures is necessary.

- MWDA Officers who receive any information should respect the sensitivity of the information and the consequences of the information being leaked – ie. the information being wrongly used by elected members, creating misinformation in communities etc.

ACTION - Officers should agree immediately the distribution of any information and ensure that all officers are aware of the Information Management and Media Protocol.

- Officers should agree how information should be presented to elected members and adhere to an agreed media protocol for handling any queries.

ACTION: Specific Communication Plans will be developed with District that will accommodate Members communications needs and challenges.

ACTION: Communication Plans to be developed.

- Officers should also agree a way forward in placing positive information into the public domain.

ACTION: An agreed programme of proactive activity

### **5.3.2 How much information should be in the public domain?**

- Draft reports and working documents should not be in the public domain unless agreement is reached amongst officers of MWDA or for the specific purpose of public consultation. MWDA will need to consider Freedom Of Information issues in relation to any documentation that is produced.
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- There may be an aspect of the work that does need to be in the public domain. It is important that communities realise that extensive work is being undertaken to create more environmentally acceptable ways to manage their waste.

## **5.4 Media Protocol**

(i) Regular briefings at appropriate stages of the site selection process with all Council press officers/ news officers and senior planning/waste management officers.

(ii) An agreed programme of proactive media release on progress with sites and planning at appropriate stages of the site selection process.

(iii) An agreed set of responses to hot or wicked questions and issues – FAQs to be produced.

(iv) Specific responses prepared in partnership with each District on their local issues and sites.

(v) An agreed media response mechanism for MWDA Members recognising any conflict they might have with issues at their own local levels

(vi) An agreed suit of planning and site documents should be shared with press officers and senior planning officers/waste management officers, along with this Information Management Protocol at the appropriate time. This does not include any draft reports.



(vii) Specific information pertinent to each district should be highlighted. Individual press officers/planning officers/waste management officers to agree a response to their local issues.

(viii) Identification and circulation of key contacts list on specific responses for each district

(ix) Agreement to share information and inform of all partners any media enquiries

(x) Agreement to identify media spokespersons from MWDA on both general and specific issues. Also for Districts to identify specific media contacts and supply list to MWDA as part of Media Protocol.

(xi) Media training to be provided to Officers at MWDA and District level

All reactive and proactive media enquiries regarding sites and planning in relation to MWDA's activities will be handled by MWDA Communications team, either via Colette Gill, PR and Communications Officer or via DHA Communications, MWDA's PR Consultants.

Contact details:

Colette Gill Tel: 0151 255 2527  
[Colette.gill@merseysidewda.gov.uk](mailto:Colette.gill@merseysidewda.gov.uk)

Jon Flinn Tel: 0151 709 0505  
DHA Communications  
[Jon@dhacommunications.co.uk](mailto:Jon@dhacommunications.co.uk)



## 6. Site Selection Knowledge Timeline 2006

In order that effective communications can be implemented throughout the site selection process it is important to identify the stages at which stakeholders will be given information about sites.

Stage	Knowledge of detailed information	Knowledge of general information	Public information
Broad Site Search	<b>Site Selection Task Group:</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, Paul Brown.	District Planning Officers	
Long list of sites			
Short list of sites			
Liaison/consultation by MWDA with District Planning Officers/Chief Execs/Leaders		Chairman of MWDA (Cllr John Fletcher) and Clerk to The Authority – Carole Hudson	
Topographical and on site environmental survey work on preferred list of sites			
Develop potential public consultation exercise on waste options and sites (TBC)			All
Commence drafting of planning applications for final list			
Site Acquisition starts		MWDA Members	
Waste DPD Steering Group feedback on short list of sites		Waste DPD group members	
Planning Applications		District Officers inc Press Officers, SOWG, MWDA Members, Portfolio Holders, Ward Councillors	
Planning for Public consultation events		All	All
Public Consultations			All
Planning approvals			All

# Appendix One

## Detailed Communications Actions Timetable

N.B. Dates are indicative

KEY ACTION	DATE	COMMUNICATIONS ACTION
Consultation undertaken with Waste Development Planning Document concerning MWDA's programme for implementation	January 2006	<ul style="list-style-type: none"> <li>No communication implications</li> </ul>
Preparation of planning documentation by Mouchel Parkman	March 2006	<ul style="list-style-type: none"> <li>No communications implications</li> </ul>
Watching brief ahead of Local Elections (during purdah)	W/c 10 April 2006	<ul style="list-style-type: none"> <li>Watching brief on local election issues</li> </ul>
Long list of sites produced from Criteria based Screening Process – will identify sites in ownership of MWDA/local District Councils worthy of progressing to environmental survey stage	W/c 17 April 2006	<ul style="list-style-type: none"> <li>List needs to be kept confidential</li> <li>Agreed list of information holders (see below)</li> <li>Prepare holding statement in case of leak to external audiences - to be distributed on request only</li> </ul>
		<b>WHO HAS INFORMATION?</b> <b>Site Selection Task Group:</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett MWDA Communications Team

List of preferred sites produced	W/c 24 April 2006	<ul style="list-style-type: none"> <li>List needs to be kept confidential</li> <li>Agreed list of information holders (see below)</li> <li>Prepare holding statement in case of leak to external audiences - to be distributed on request only</li> </ul> <b>WHO HAS INFORMATION?</b> <b>Site Selection Task</b> <b>Group:</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team
MWDA to agree list of sites with District Planning Officers (list to include spares sites as back up in case of unforeseen circumstances)	W/c 24 April 2006	<ul style="list-style-type: none"> <li>List needs to be kept confidential</li> <li>Agreed list of information holders (see below)</li> <li>Information and Media Protocol for District Planning Officers to be issued ahead of consultation</li> <li>Prepare holdings statement in case of leak to external audiences - to be distributed on request only</li> </ul> <b>WHO HAS INFORMATION?</b> <b>Site Selection Task</b> <b>Group:</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team, and District Planning Officers
Undertake topographical and on site environmental survey work on preferred list of sites and spares	W/c 24 April 2006	<ul style="list-style-type: none"> <li>Action to be carried out by Mouchel Parkman</li> <li>Preparation of holding statement to cover work in case of enquiry</li> </ul>

		<b>WHO HAS INFORMATION?</b> <b>Site Selection Task Group:</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team
Local Elections – Merseyside-wide (4 <sup>th</sup> May)	W/c 1 May 2006	<ul style="list-style-type: none"> <li>▪ Watching brief during purdah</li> <li>▪ Watching brief post elections in case of Member/other changes</li> </ul>
Outline Business Case (OBC) to be consulted with Chief Executives and Leaders	W/c 8 May 2006	<ul style="list-style-type: none"> <li>▪ Statement prepared covering development of the OBC and its contents</li> </ul>
OBC for approval to Authority (Authority Meeting 12 May)	W/c 8 May 2006	<ul style="list-style-type: none"> <li>• Prepare position statement on the content of OBC for public domain</li> </ul>
OBC submitted to DEFRA	W/c 15 May 2006	<ul style="list-style-type: none"> <li>▪ Prepare position statement on the content of OBC for public domain</li> </ul>
Develop potential public consultation exercise on waste options and possible sites for general public/interest groups etc	May – June 2006	<ul style="list-style-type: none"> <li>▪ TBC</li> </ul>
MWDA to agree final list of sites (and spares)		<ul style="list-style-type: none"> <li>• Prepare statement covering issues around final list of sites</li> </ul>
		<b>WHO HAS INFORMATION?</b> <b>Site Selection Task Group:</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team
Initial consultation (Pre-application) with relevant Planning Officers on preferred list of sites to	W/c 8 May 2006	<ul style="list-style-type: none"> <li>• Prepare statement covering issues around final list of sites</li> </ul>

determine final list of applications and scoping work of EIA		<b>WHO HAS INFORMATION?</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team, Chairman and Clerk of MWDA
Commence drafting of planning applications for final list and spares	<b>W/c 8 May 2006 – November 2006</b>	<ul style="list-style-type: none"> <li>No communications implications</li> </ul>
MWDA to commence land acquisition work	<b>W/c 8 May 2006</b>	<ul style="list-style-type: none"> <li>Prepare media and information statements to cover discussions with landowners</li> <li>Prepare approach for negotiators for land acquisition process</li> </ul>
		<b>WHO HAS INFORMATION?</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team, Chairman and Clerk of MWDA, MWDA MWDA Members
Waste Development Planning Document (DPD) Steering Group meeting - feedback details of preferred sites	<b>W/c 15 May 2006</b>	
		<b>WHO HAS INFORMATION?</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team, Chairman and Clerk of MWDA
Initial pre-application discussions with statutory consultees on Environmental Impact Assessment (EIA) scoping report - List of consultees to be agreed	<b>W/c 15 May 2006</b>	
		<b>WHO HAS INFORMATION?</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team, Chairman and Clerk of MWDA
Undertake any additional	<b>W/c 22 May</b>	

work on site environmental work as determined from discussions on EIA scoping report	<b>2006</b>	<b>WHO HAS INFORMATION?</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team, Chairman and Clerk of MWDA
	<b>W/c 29 May 2006</b>	
	<b>W/c 5 June 2006</b>	
Planning for potential public events relating to specific sites	<b>June – September 2006</b>	<b>WHO HAS INFORMATION?</b> Carl Beer, Terry Bradley, Calvin Stockton, Mouchel Parkman, Alan Jemmett, MWDA Communications Team, Chairman and Clerk of MWDA
	<b>W/c 12 June 2006</b>	
	<b>W/c 19 June 2006</b>	
	<b>W/c 26 June 2006</b>	
	<b>W/c 31 June 2006</b>	
Planning for public events around submission of planning applications for sites without EIA for HWRCs etc	<b>W/c 3 July 2006 – W/c 4 September 2006</b>	TBC
	<b>W/c 10 July 2006</b>	
	<b>W/c 17 July 2006</b>	
Public events/Communication campaign around planning applications for sites without EIA – HWRCs etc	<b>W/c 24 July 2006</b>	TBC
	<b>W/c 7 August 2006</b>	
Landfill contract tender starts (OJEU notice published TBC)	<b>W/c 14 August 2006</b>	TBC
	<b>W/c 21 August 2006</b>	
	<b>W/c 28 August 2006</b>	



Submit planning applications for sites without the need for EIA (HWRC's)	<b>W/c 4 September 2006</b>	TBC
Public events/communication campaigns for major facilities	<b>W/c 11 September 2006 – W/c 6 November 2006</b>	TBC
OBC to be considered by DEFRA	<b>W/c 18 September 2006</b>	<ul style="list-style-type: none"> <li>• Prepare statement in anticipation of response from DEFRA</li> </ul>
	<b>W/c 25 September 2006</b>	
	<b>W/c 2 October 2006</b>	
	<b>W/c 9 October 2006</b>	
	<b>W/c 16 October 2006</b>	
Recycling contract tender starts (OJEU Notice published TBC) Recovery contract tender starts (OJEU Notice published TBC)	<b>W/c 23 October 2006</b>	TBC
	<b>W/c 30 October 2006</b>	
Submit planning applications for major facilities with EIA	<b>W/c 6 November 2006</b>	TBC
	<b>W/c 13 November 2006</b>	
	<b>W/c 20 November 2006</b>	
	<b>W/c 27 November 2006</b>	
	<b>W/c 4 December 2006</b>	
	<b>W/c 11 December 2006</b>	
	<b>W/c 18</b>	

	<b>December 2006</b>	
	<b>W/c 25 December 2006</b>	