

**SERVICE PLANNING PROFORMA**  
**SECTION: STRATEGY**

<b>NAME:</b>	<b>YEAR:</b>
Stuart Donaldson Strategy Manager	2009/10
<b>RESOURCES:</b>	
<p>6 Staff as follows:  Strategy Manager (Stuart Donaldson)  Assistant Strategy Manager (vacant)  Waste Strategy Policy Officer (Glynn Stevenson)  Sustainability and Waste Prevention Officer (Tony Scott)  Education and Awareness Officer (Chris O'Brien)  Strategy Support Officer (Abigail Looker)</p> <p>Budget: £322.000</p>	

<b>PRIORITIES:</b>	
<b>CORPORATE OBJECTIVE</b>	<b>AREA OF FOCUS FOR 2009/10</b>
<p><b>Partnership 3.1.</b>  To review and implement the Joint Municipal Waste Management Strategy for Merseyside.</p>	<p><b>Strategy 1</b>  To undertake the full review of the JMWMS including SEA and public consultation.</p>
<p><b>Partnership 3.3:</b>  To lead the development of the Merseyside and Halton Waste Partnership and encourage joint working opportunities which strengthen the effectiveness of the partnership</p>	<p><b>Strategy 2</b>  To co-ordinate the resources for the SOWG work plan and improve the monitoring, evaluation and reporting mechanisms.</p>
<p><b>Partnership 3.4</b>  To have regard to all Partner Authorities local improvement targets in exercising functions and to engage effectively with all partner authorities and Local Strategic Partnerships</p>	<p><b>Strategy 3</b>  To participate in the development and delivery of all 6 partner authorities Local Area Agreements and Sustainable Community Strategies.</p>
<p><b>Resources 2.5:</b>  To continuously develop and review our performance, policies and strategies in line with national guidelines and current best practice.</p>	<p><b>Strategy 4</b>  To ensure that the Authority develops best practice policies and activities particularly in environmental and CSR reporting and developing the Authority's role in sustainable procurement and climate change.</p>
<p><b>Resources 2.3</b>  To effectively engage with our customers and stakeholders to meet the aims of the Authority's Communications and Education and Awareness Strategies.</p>	<p><b>Strategy 5</b>  To actively engage with stakeholders and encourage participation in waste related initiatives/service delivery and support behavioural change through effective education and awareness.</p>

<p><b>Operations 1.2</b> To work with our customers, contractors and stakeholders to continuously improve the waste services we provide in terms of efficiency, effectiveness and sustainability</p>	<p><b>Strategy 6</b> Improving the management and reporting systems to implement the Authority's policies and action plans for sustainable development.</p>	
<b>KEY PROJECTS:</b>		
<b>Title</b>	<b>Project Manager</b>	<b>Area of Focus</b>
1. Review of the JMWMS including public consultation and SEA	Stuart Donaldson	Strategy 1
2. Development of the Merseyside and Halton Waste Partnership and delivery and reporting of the SOWG Work Plan for 2009/10 and report on performance in delivery of the JMWMS.	Stuart Donaldson	Strategy 1 2 + 3
<p>3. Support the Sustainable Development Steering Group to implement the Authority's Sustainability Workstream Action Plans:</p> <ul style="list-style-type: none"> <li>a. Develop the Corporate Social Responsibility baselines and action plan and commence annual reporting.</li> <li>b. Develop the EMS including carbon management</li> <li>c. Progress the sustainable procurement action plan Implement the Climate Change Action Plan</li> <li>d. Monitor, evaluate and report on the agreed basket of sustainable development indicators.</li> </ul>	Stuart Donaldson	Strategy 4 + 6
4. Implement the Education and Awareness Action Plan	Stuart Donaldson	Strategy 5
5. Implement the Waste Prevention Action Plan including: the WRAP Home Composting Campaign Phase 6	Stuart Donaldson	Strategy 2
6. Actively engage and seek opportunities to support Social Enterprises and the Third Sector.	Stuart Donaldson	Strategy 2
7. Support the development of commercial waste recycling (ERDF/BREW projects)	Stuart Donaldson	Strategy 2

<b>Maintenance Activities</b>		
<b>Title</b>	<b>AIM</b>	<b>Corporate</b>

		<b>Objective</b>
<p>Performance Management and Quarterly Reviews including interpretation of data.</p> <p>RPIG Reporting on SOWG work plan Reporting on Waste Partnership targets Reporting on LAA indicators and contributions to CAA,</p>	PARTNERSHIP	3.3 To lead the development of the Merseyside and Halton Waste Partnership and encourage joint working opportunities which strengthen the effectiveness and efficiency of the Partnership.
<p>Strengthening the interface with 5 Collection Authorities and Halton:</p> <ul style="list-style-type: none"> <li>• 1-2-1 meetings with Districts;</li> <li>• Monitoring of DCAPs;</li> <li>• Secretariat for SOWG;</li> <li>• Partner authority contributions and support to LAAs and LSPs; and</li> <li>• Partnership site visits and new technologies.</li> </ul>	PARTNERSHIP	3.4 To have regard to all Partner Authorities local improvement targets in exercising functions and to engage effectively with all partner authorities and Local Strategic Partnerships.
<p>Policy Development:</p> <ul style="list-style-type: none"> <li>• Consultation responses;</li> <li>• Influence and lobby on sub-regional, regional, national and , European waste and related agenda policies and programmes;</li> <li>• Develop MWDA's contributions to the wider climate change, carbon management, sustainable consumption and production agendas at local, sub regional and national levels;</li> <li>• Horizon scanning and develop policy networks;</li> <li>• Monitor and attend external events;</li> <li>• Briefing;</li> <li>• Research and Development;</li> <li>• Definitions;</li> </ul>	RESOURCES	2.5 To continuously develop and review our performance, policies and strategies in line with regional and national guidelines and current best practice.

<ul style="list-style-type: none"> <li>• Undertake policy Reviews; and</li> <li>• Develop Policy Position statements.</li> </ul>		
<p>Strategic links:</p> <p>European Level:</p> <ul style="list-style-type: none"> <li>• Merseyside Brussels Office: –</li> </ul> <p>National Level:</p> <ul style="list-style-type: none"> <li>• DEFRA, DECC, BERR, DCLG and other government departments</li> <li>• LGA, LARAC, WRAP, NAWDO, BREW; REIPs;</li> <li>• National Waste Partnerships Group</li> </ul> <p>Regional Level:</p> <ul style="list-style-type: none"> <li>• NWDA, 4NW, GONW, NW Waste Committee; RTAB; NWEIP, NWRF</li> <li>• Envirolink – Market and Sector Development</li> </ul> <p>Sub-regional and Local:</p> <ul style="list-style-type: none"> <li>• Liverpool City Region</li> <li>• The Mersey Partnership</li> <li>• Merseyside Policy Unit</li> <li>• Environment Economy Group</li> <li>• Merseyside Environmental Officers Group</li> <li>• Waste Development Plan Document</li> <li>• Merseyside Sustainable Development Group</li> <li>• Merseyside Climate Change Group</li> <li>• Merseyside Brussels Office</li> <li>• Other WDAs</li> </ul>	RESOURCES	2.5 To continuously develop and review our performance, policies and strategies in line with regional and national guidelines and current best practice.
<p>Communications and PR:</p> <ul style="list-style-type: none"> <li>• Contributions to Annual Report and Press Releases</li> <li>• Website updates and development</li> </ul>	RESOURCES	2.3 To effectively engage with our customers and stakeholders to

		meet the aims of the Authority's Communications and Education and Awareness Strategies
<p>Financial Services:</p> <ul style="list-style-type: none"> <li>• Budget setting and management</li> <li>• Raising orders</li> </ul>	OPERATIONS	1.1 To sustainably procure goods and deliver services in accordance with best practice and which demonstrate value for money and continuous improvement
<p>Procurement and Contract Support:</p> <ul style="list-style-type: none"> <li>• Contribution to management of WMRC contract and service plan delivery;</li> <li>• Policy and strategy data provision; and</li> <li>• Contribute to competitive dialogue and tender for RRC.</li> </ul>	OPERATIONS	1.2 To work with our customers, contractors and stakeholders to continuously improve the waste services we provide in terms of efficiency, effectiveness and sustainability

<b>PERFORMANCE:</b>	
<b>National Performance Indicators</b>	<b>Target 2009/10</b>
<b>NI 191</b> Residual household waste per head	784kg
<b>NI 192</b> Household waste recycled and composted	36%
<b>NI 193</b> Municipal waste landfilled	63%
<b>NI 185</b> CO2 reduction from Local Authority operations	Baseline to be set
<b>NI 188 Planning to Adapt to Climate Change</b>	Attain Level 2 of Adaptation Framework by March 2010.(Risk based assessment and prioritised action in

	some areas)
<b>Local Performance Indicators</b>	<b>Target 2009/10</b>
Response to enquiries from stakeholders.	5 working days
Progress on the National Sustainable Procurement Flexible Framework	To attain Level 3 (practice) by 31 Mar 2010
Report on Partnership Performance in delivering the JMWMS	Annual
5,000 (0.75% of households) home compost bins sold under WRAP scheme phase 6 in Merseyside.	31 December 2009
115 community/school visits to MWDA facilities	By March 2010
Responses to relevant EU, National and regional consultations	100% response from MWDA or MWP within set deadlines.
Provision of agendas, minutes and action notes from formal meetings organised by the Waste Strategy team.	Agendas, reports and papers to be issued at least 7 working days before the meeting. Minutes and action notes to be issued within 5 working days after the meeting.