

NAME OF THE AUTHORITY  
WDA/47/11

**Recommendation**

That:

1. Members agree to change the public-facing name of the Authority to the Merseyside Recycling and Waste Authority.

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**NAME OF THE AUTHORITY**  
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## **Report of the Chief Executive**

### **1. Purpose of the Report**

- 1.1 To seek Members agreement to change the public-facing name of the Authority.

### **2. Background**

- 2.1 Members considered a report of the Strategic Review of the Authority in April 2011 (WDA/11/11). As part of that report it was suggested that the public-facing name of the Authority be changed to more accurately portray and reflect the changing nature of the role of the Authority – essentially away from that of purely ‘disposing’ of waste to one that sought to demonstrate and expound good resource efficiency across all sectors, recognising waste as a valuable resource.
- 2.2 Members subsequently held a further Workshop to determine the public-facing name of the Authority in September 2011. At the Workshop Members agreed the name ‘Merseyside Recycling and Waste Authority’ best represented and described the changing role of the Authority.

### **3. Implications**

- 3.1 Members were advised that in legal terms the statutory name of the Authority must remain Merseyside Waste Disposal Authority (and this should be recognised especially in any formal legal or governance matters). However, subject to recognising the ‘official’ name of the Authority, there was no impediment to utilising the new name as the public-facing name of the Authority for communications.

#### **4. Proposed Course of Action**

- 4.1 It is proposed that, subject to Members decision, the public-facing name of the Authority be adopted forthwith, and that the migration to using this name in communications be rolled-out over time as stocks run out in order to keep within current budgets.
- 4.2 In order to ensure that the risk of misunderstanding of the change of public-facing name is minimised, a stakeholder communications plan will be implemented to let key stakeholders know of the change.

#### **5. Risk Implications**

- 5.1 The issue of risk is addressed in para 4.2 above.

#### **6. HR Implications**

- 6.1 There are no HR Implications associated with this report.

#### **7. Environmental Implications**

- 7.1 There are no environmental implications associated with this report.

#### **8. Financial Implications**

- 8.1 The roll-out of the name change is designed such that it will not result in additional costs.

The contact officer for this report is: Carl Beer  
6th Floor, North House, 17 North John Street, Liverpool L2 5QY

Email: [carlbeer@merseysidewda.gov.uk](mailto:carlbeer@merseysidewda.gov.uk)  
Tel: 0151 255 2571  
Fax: 0151 227 1848

The background documents to this report are open to inspection in accordance with Section 100D of The Local Government Act 1972 - Nil.