

COMMUNICATIONS AND MARKETING STRATEGY
WDA/16/15

Recommendation

That:

1. Members approve the proposed Communications and Marketing Strategy attached at Appendix 1.

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COMMUNICATIONS AND MARKETING STRATEGY

WDA/16/15

Report of the Chief Executive

1. Purpose of the Report

- 1.1 To consider and approve the revised Communications and Marketing Strategy attached at Appendix 1.

2. Background

- 2.1 The Authority recognises that it has to deliver effective communications and marketing in relation to both its services and in the delivery of the Joint Recycling and Waste Management Strategy for Merseyside (JRWMS)
- 2.2 The Authority's current Communications Strategy has been revised and updated to reflect the current communications and marketing priorities.

3. Revised Communications and Marketing Strategy

- 3.1 The Authority has recently reviewed its structure, strategic delivery and functions, including its future role across a number of key areas including communications, and in the Liverpool City Region.
- 3.2 This review has been essential so that the Authority can to adapt to key changes both economically and politically in the region, and to make itself 'fit for purpose' and 'fit for the future', as well as looking at fostering innovation, change and best practice.
- 3.3 The revised Communications and Marketing Strategy (attached at Appendix 1) has been developed to reflect the current communications and marketing priorities which help contribute to the delivery of the overall corporate aims and objectives.
- 3.4 The revised Strategy has identified a new vision and a set of six objectives which prioritise the actions for the Authority in the coming years (2015 - 2018).
- 3.5 The new Communication and Marketing Vision statement summarises the future approach:

“The Authority will use effective communications to inform, educate and promote changes and improvements in behaviour relating to resource management, waste prevention and recycling, and support partners and the public in these activities.”

3.6 The new Objectives provide a clear set of actions:

- OBJECTIVE ONE: To provide an increased focus, structure and planning of communications
- OBJECTIVE TWO: To protect and raise the profile of the MRWA brand
- OBJECTIVE THREE: To develop the Authority’s relationship with its stakeholders
- OBJECTIVE FOUR: To improve internal communications
- OBJECTIVE FIVE: To ensure that staff have training relating to communications processes and protocols
- OBJECTIVE SIX: The Authority will monitor and evaluate the outcomes of all its communications and feed lessons learnt into future activities

3.7 Included in the Strategy, are a range of proposals in relation to internal communications training and awareness for Authority officers, as well as the development and improvement of communication resources, planning and information. These include:

- Improved two-way communication with all of our delivery partners.
- Transparency and honesty to underpin all of the Authority’s communications.
- Sharing information and knowledge
- Evaluating the outcomes of all its communications
- Providing guidance and advice for Authority officers in one central location
- Improving internal communications within the Authority

3.8 The revised Strategy commits to delivering strategic, innovative, effective and quality external communications and marketing in a planned framework which ensures that all communications have a clear purpose,

are easy to understand and designed with the audience in mind. These will include:

- Encouraging waste prevention, reuse activities and initiatives through the delivery of awareness and communications to targeted audience and communities including linking to local events which to further our objectives
- Influencing, and linking with relevant national communications and awareness campaigns e.g Love Food Hate Waste, Recycle Now, WEEE recycling, green waste initiatives, Love Your Clothes etc
- Encouraging and strengthening relationships with delivery partners and local authorities through joint working, shared resources and common messages
- Educating and raising awareness about the importance of resource management through the use of both the Recycling Discovery Centres and outreach and engagement with schools, colleges, universities and community groups.
- Encouraging the use of recycling facilities by improving awareness, knowledge and access

3.9 The Authority will review its communications performance against the Communications and Marketing Objectives of the Strategy on a yearly basis, to ensure that the communication priorities of the organisation are being delivered and are fit for purpose. The Strategy document will be reviewed again in full in 2018.

4. Risk Implications

- 4.1 Failure to manage communications effectively may result in adverse reactions from employees, partners and stakeholders.
- 4.2 Approval of the Communications and Marketing Strategy will ensure the Authority has clear objectives on how it plans to ensure communications and marketing initiatives help effectively deliver the corporate aims and objectives.

5. HR Implications

- 5.1 Awareness training of the Communications and Marketing Strategy will be provided to all employees of the Authority.
- 5.2 The Strategy will be embedded throughout the Authority and included in the Induction Process for all new employees.

6. Environmental Implications

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

7. Financial Implications

7.1 There are no financial implications associated with this report.

8. Legal Implications

8.1 There are no legal implications associated with this report.

9. Conclusion

9.1 The Authority has recently reviewed its structure, strategic delivery and functions, including its future role across a number of key areas including communications, and in the Liverpool City Region.

9.2 The Authority's Communications and Marketing Strategy has been revised and updated to reflect the current communications and marketing priorities.

9.3 Members are requested to adopt the revised Communications and Marketing Strategy (2015 – 2018) attached at Appendix 1.

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