

Extract from the Joint Municipal Waste Management Strategy Public Consultation Report 2011

The Scope for changing the name of Merseyside Waste Disposal Authority

When asked if the name 'Merseyside Waste Disposal Authority' accurately reflects the current work carried out by the organisation as well as the stated strategic objectives for the next twenty years, opinions amongst the ORC participants was almost equally divided with 48% agreeing that the name was suitable and 43% felt that it was not an accurate reflection. The remaining 5% expressed no preference. Of those who felt that the current organisation name wasn't suitable, alternatives suggested focused on the need to shift emphasis either onto *recycling* through suggested names such as 'Merseyside Waste and Recycling Authority' or 'Merseyside Waste and Recycling Management' or a more holistic approach of managing waste as shown in the following suggestions:

Suggestions

'Merseyside Waste Management'
'Merseyside Waste Management Authority'
'Merseyside Waste Management Services'
'MerseyWaste'
And finally 'SOURCE (Supporting, Opportunity, Usage, Recycling, Collection, Environment)'

Feedback from the ORC forums indicate there is potential for the MWDA to incorporate the broader aims of the organisation into their name with an emphasis on the more positive elements of waste management.

"How about the The Mersey Waste Recycling and Distribution Agency? The omitting of the word disposal is significant in that we are aware that we need to redistribute our waste responsibly after recycling, and not dispose of it. Agency may be a better term to use as it is made up of various authorities." (Female ORC participant)

"Merseyside Waste Management would be better." "Disposal" suggests just getting rid of waste. "Management" implies limiting and using it." (Male ORC participant)

"I certainly think that the name MWDA the old way of sending all your waste to a landfill site, whereas Merseyside Waste & Recycling Authority would indicate that all waste is not disposed of, but re-used where appropriate." (Male ORC participant)

Such views were also expressed during the focus groups with most respondents who were aware of the MWDA acknowledging its role is, and should be, more inclusive of all aspects of waste management;

"To me it's all a resource and hopefully all of it can be recycled and reused." (Sefton, representative focus group)

"I think Merseyside Waste Disposal Authority is an awful name because it sends out the wrong message. It's like – you give us this and we just get rid of it." (Sefton, older focus group)

And as such a name change may indicate the broader scope of the organisation's remit:

"Merseyside Recycle and Reuse Service," (Sefton Older focus group)

"If they're going to do more of the 3 R's – reduce, reuse, recycle – then by all means change their name, but if they're just going to keep disposing then don't bother." (Liverpool focus group)