

OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE**28th September 2007****Communications Plan****1 Purpose of Report**

- 1.1 To consider a draft communications plan for the Oxfordshire Waste Partnership (OWP).

2 Background

- 2.1 At its meeting on 30th March 2007 the OWP agreed that a plan should be developed to provide a framework for the partnership's communications activity.
- 2.2 A draft communications plan is attached at appendix 1. This details existing work and sets out objectives for future communications efforts. It identifies the audiences that the partnership wishes to reach and the key messages that it wishes to get across. A detailed implementation plan is included, which sets out planned activities.
- 2.3 Some of the main proposed activities include the development of an OWP website and E-newsletter. Press releases and the continuation of a communications campaign (such as the current Recycle for Oxfordshire campaign) are also planned. The latter accounts for the majority of the budgeted expenditure.
- 2.4 Appended to the communication plan are a brand manual, which sets out how the recently developed OWP brand should be used and a media protocol; an agreement on how the OWP should develop news releases and deal with media queries.

3 Financial, Risk and Staff Implications

- 3.1 A budget is provided in Section 8 of the communications plan. This includes planned expenditure for 2007/08 (year 1) and expenditure over the next three years. This aligns the plan with the OWP's new 3 year rolling budget (featured elsewhere on today's agenda).
- 3.2 The main areas of expenditure in this current financial year are the development of an OWP website (£5000) and the production of an annual report (£3500). The latter will include the presentation of a set of accounts and balance sheet (as required by section 10.1.4 of the OWP partnership agreement) and a performance report (as required by section 14.3.7 of the agreement).
- 3.3 The current year's estimated expenditure of £14,900 is within the £20,000 contingency figure agreed by the Partnership on 30th March 2007 (agenda item 8).
- 3.4 In subsequent years (2008/09 to 2010/11) the main area of expenditure is the continuation of a countywide communications campaign, as is currently delivered under grant funding from the Waste and Resources Action Programme (WRAP). The current campaign received £470,720 of grant funding from WRAP to be spent over 16 months. This is equivalent to approximately £353,000 per annum. An initial estimated expenditure of £150,000 per annum has been budgeted for a future campaign, although one of the first actions within the draft communications plan is to commission a project team to plan out future campaign activities and costs in more detail. This work will also put the OWP "on the front foot" if further grant

OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE

funding opportunities become available. The OWP is asked to approve the communications plan, subject to this further work on the content and costs of a countywide communications campaign, which will be reported in due course.

- 3.5 Additional Officer time will be required to implement the communications plan. The draft plan has been developed with the support of two officers, one from Cherwell District Council and one from Vale of White Horse D.C. It is requested that these two officers continue to be made available for the first year of implementation. It is estimated that this would be no more than 2.5 days per person per month. Staffing implications could be reviewed annually.

4 Areas Affected

- 4.1 The communications plan has countywide coverage.

5 Effect on Strategic Policies

- 5.1 The draft communications plan supports many of the policies within the Joint Municipal Waste Management Strategy. These are:

Policy 2 - The Oxfordshire Waste Partnership will lobby Central Government to focus on waste as an integral part of sustainable resource management.

Policy 3 - The Oxfordshire Waste Partnership will help householders and individuals to reduce and manage their wastes through the provision of advice and appropriate services.

Policy 4 - The Oxfordshire Waste Partnership will encourage the controlled reuse and reclamation of items through the provision of advice and appropriate services.

Policy 8 - The Oxfordshire Waste Partnership will encourage householders and businesses to separate waste for recycling collections by providing targeted information and awareness raising campaigns.

Policy 14 - The Oxfordshire Waste Partnership will develop methods of working together to improve the level of service through effective and efficient use of resources within Oxfordshire.

6 Options or Alternatives

- 6.1 The OWP has agreed to develop a communications plan (Agenda item 11, 30th March 2007). Amendments or additions to the draft communications plan may be suggested.

7 Recommendations

- 7.1 That:
- I. the draft communications plan be approved;
 - II. further details and costs for the continuation of a countywide communications campaign be presented to the partnership for approval in November 2007;
 - III. continuing officer support (as set out in paragraph 3.5) be provided in order to implement the communications plan.

OXFORDSHIRE WASTE PARTNERSHIP JOINT COMMITTEE

8 Reasons for Recommendations

- 8.1 To promote waste reduction, reuse and recycling initiatives to Oxfordshire communities and to develop the OWP brand.

9 Contact Officer

9.1 Author: Wayne Lewis Tel: 01295 221903

Email: Wayne.lewis@cherwell-dc.gov.uk

Background Papers:

25th May 2007, Agenda item 9, "Branding & Communications"

30th March 2007, Agenda item 8, "OWP budget 2006/7 and 2007/8"

30th March 2007, Agenda item 11, "Branding & Communications"