

Appendix 4: Public Consultation Strategy for A Resource and Waste Strategy for Public Consultation

A Resources and Waste Strategy for Public Consultation - Consultation Strategy

Objectives

Corporate outcome:

The upcoming Municipal Resources and Waste Strategy sets out a vision, objectives, intentions, and options available to the council in respect of managing the city's municipal waste through to 2050.

Public consultation will enable strategic partners, businesses, and citizens to engage with the council in the process of selecting the preferred waste prevention, reuse, collection (including recycling), and waste disposal services to be developed during the strategy period.

To ensure that the public are aware of and have the opportunity to co-design the new strategy so that it best suits their needs, an 8-week consultation period will be delivered.

Key council outcomes supported:

- Clean and connected communities
- Carbon Neutral by 2028
- Healthy and Inclusive
- Serving People Well

Marketing objectives:

- Inform the public about the draft strategy and educate them on what it will mean for them
- Present the waste collection options for appraisal in a clear manner so that residents can make an informed decision on which route they prefer
- Encourage residents to fill in the consultation survey over the 8-week consultation period online where possible, using a paper copy for those who need
- Hold two in-person events across the city to encourage input from the public on the strategy
- Hold one online meeting to encourage input from the public on the strategy

Audience insight

The audience for the draft strategy consultation is broad, targeting citizens, business owners, visitors, etc. We want people in Nottingham to feel like their ideas contribute to making the city a better place, and through the consultation process we want to secure as much feedback as possible to ensure views of as many demographic groups as possible are received.

All citizens in Nottingham currently receive household collections of recycling, residual waste, and garden waste fortnightly. Recycling is collected in one co-mingled bin. In the city, recycling rates are much lower than the national average – 23.9% compared to 43.8% in 2020/21. Analysis shows that 75% of items that are disposed of in general waste could be reduced, reused, or recycled in some way.

Surveys show that many in Nottingham self-report that they are recycling (98.4% of Carbon Neutral Nottingham survey respondents) and they believe that reducing waste and increasing recycling are important for making the city more sustainable (96% and 95% respectively).

However, low recycling rates show that education is needed to improve the quality of recycling in the city and reduce contamination. Some of the contamination will be lack of education – people thinking they are doing the right thing but poorly educated in terms of what can be recycled – and a smaller proportion are likely to be entirely disengaged with this issue.

Trade waste collects waste from over 6,500 businesses in the Nottingham and Derby area, averaging 12,000 collections per week. The services available to businesses include general waste, recycling, food waste, separate glass collection, bulky waste, and Waste Electric Electronic Equipment (WEEE).

National targets aim to achieve 65% recycling rate by 2035, action must be taken to encourage change in the city.

The Waste Strategy options appraisal hypothesises that residents of Nottingham prefer the business-as-usual approach to waste management – that which has been established for many years, is the simplest (in terms of having two bins – one for general waste and one for dry recyclables) to access, and is considered widely acceptable. There is a ‘comfort’ with the current option, and there will likely be resistance to change. Through the surrounding information for the consultation, our marketing assets will lay out the benefits of each of the options proposed in the draft strategy.

To ensure that the consultation process is inclusive, paper versions of the survey will be provided and drop boxes in the city, in addition to the online format. The online software also has translation functionality for those who have English as a second language.

Strategy

To maximise survey responses, we will drip feed messages through various channels across the 8-week consultation period. In addition to using council ‘owned’ channels, partners will be approached to encourage a wider set of demographic groups to learn about the draft strategy and give their opinions through the consultation survey.

Key messages:

- Have your say
- Tell us what you think
- Your opinion matters
- Don't waste your opportunity to contribute to Nottingham's future
- Support Nottingham to become carbon neutral by 2028
- Help us create a cleaner city

Proposed channels:

Item / channel	Notes
Website	<ul style="list-style-type: none"> • Landing page on NCC website with easy-to-understand information about the draft strategy, options for appraisal and FAQs • Full draft strategy also to be available for those who are interested • Link to online survey which will be created on Microsoft Forms • Opportunity for people to download a version of the survey that can be printed and dropped off
Physical survey	<ul style="list-style-type: none"> • Physical versions of the survey will be available in libraries across the city • There will be drop boxes for people to leave their completed survey in libraries
Events	<ul style="list-style-type: none"> • Two in-person events will be organised in the city. The format will be: <ul style="list-style-type: none"> ○ Presentation on the wider ambition of the strategy / context ○ Presentation on options for appraisal and key sections of strategy ○ Question and answer session • One online event will also be held, with the same format as above. This will be carried out via a Live Event on Microsoft Teams.
Press	<ul style="list-style-type: none"> • Two press releases will be circulated to local media during the consultation process: <ul style="list-style-type: none"> ○ Initial press release to coincide with Exec Board ○ Follow-up press release on the day the consultation launches
Social media	<ul style="list-style-type: none"> • Social media content will be scheduled throughout the consultation process on the following channels: <ul style="list-style-type: none"> ○ My Nottingham Facebook, Twitter, Instagram ○ Ward Facebook channels ○ Nottingham City Council LinkedIn ○ Carbon Neutral Nottingham Facebook and Twitter ○ Carbon Reduction, Energy and Sustainability Twitter • Videos, graphics and text will be used to capture a wide audience
Email	<ul style="list-style-type: none"> • Utilise a range of council newsletter channels, including:

	<ul style="list-style-type: none"> ○ Leader / Deputy Leader update ○ CN28 newsletter ○ Clean Champions ○ Ward newsletters ○ Growing Nottingham newsletter (business audience)
Physical media	<ul style="list-style-type: none"> ● Piece on the consultation included in November Arrow ● Posters for public-facing council buildings ● Flyers for councillors / RDOs
Partner/councillor comms	<ul style="list-style-type: none"> ● Stakeholders will be encouraged to support the consultation including, councillors, RDOs, stakeholders, etc. ○ Information to be shared with councillors ○ Information included in Area Partnership ○ Businesses to be engaged through Nottingham BID, Nottingham Partners, D2N2 ○ Engagement with student population through UoN Off Campus Affairs and Community Liaison at NTU, etc.
Additional opportunities to be explored	<ul style="list-style-type: none"> ● Presenting at special interest groups, such as multi-faith council depending on team availability ● Internal comms to engage staff who also live in the city ● Paid advertising opportunities (e.g. BT In-link kiosks, street furniture including bus shelters, signs in public transport, paid social media posts)

Implementation

Proposed key dates:

- Consultation opens: w/c 3rd October
- Event 1: w/c 10th October
- Event 2: w/c 24th October
- Event 3: w/c 7th November
- Consultation ends: 8 weeks after open date

Risks:

- Waste strategy consultation period overlaps with financial consultation, which will compete for residents' attention

- People may be disengaged with council / local politics and not feel like their opinions matter which could reduce survey responses
- Climate action groups may engage with the process more than other demographic groups which may produce unrepresentative data from the consultation
- Public may think consultation process is a 'box-ticking' exercise and that a decision has been made prior to being given the opportunity to feedback

Evaluation of Responses

Much of the information derived from the consultation responses will be qualitative in nature. The Council will retain Frith Resource Management (FRM) to analysis responses and all the responses will be recorded and allocated to one or more categories, as appropriate, that will be devised by FRM. These categories will be bespoke to this public consultation exercise and will be developed during the analysis to ensure that the key themes emerging are captured and understood. In addition, FRM will highlight quotes within responses that illustrate frequent messages that come through. Results to be analysed on a rolling a weekly basis, which will enable FRM to both identify key themes emerging and the results to be available quickly at the end of the consultation period. It is assumed at the end of the consultation period all hard-copy responses will be digitized and provided in an electronic final report recording all the survey responses.

The Council anticipates a total of 3,000 respondents for the on-line and hard copy questionnaire and there will be up to 10 open comment questions.

Interim Reporting on Key Themes

FRM will provide an overview of key themes emerging during the consultation period from analysis of the open comment questions. It is assumed that these will be provided in summary format to NCC and presented in PowerPoint at an agreed date during the consultation period.

FRM will provide a succinct report summarizing the key themes and findings of the free-text responses. The categorized open comment questions will allow FRM to provide Nottingham with the key themes that have been expressed by the respondents. These can be utilised both for presentations and reporting. An interim snapshot will be provided but the final formats will be produced once all the results have been received and categorized.

Overarching Strategy Consultation Report

FRM will provide a report combining both the results of the overall questionnaire combining the questions with specific options and open-ended /free-text responses. This report would also incorporate the findings of other consultation activity (focus groups etc.) as appendices and draw out key themes upfront in the main report.

The report will require input from NCC on their stakeholder mapping, methods and results of the consultation events they have led independently to FRM, such as internal consultation, focus groups, group meetings, roadshows etc. It is assumed that any other consultation responses to be included in this "catch all" consultation report will be electronically provided to FRM for inclusion in the appendices together with a short summary of the findings for inclusion in the main report (FRM will not be required to undertake detailed interpretation).

The report will be designed to capture the headline findings and key themes from the different consultation activities and present them succinctly. The aim will be to explain these findings, so they are easily understood whilst ensuring technical inputs are included, where appropriate. In addition, the report will draw out potential actions for NCC together with recommendations and the implications for the Strategy.

A draft structure for the report is outlined below.

Main Report [Public Facing]

- Introduction & Method [inputs to FRM from NCC]
- Results [ditto]
- Key Themes – summary of headline findings and key themes with illustrative quotes [FRM in discussion with NCC team]
- Actions / Recommendations / implications to the strategy [FRM]

Appendices [Internal Only]

- Copy of the Consultation Survey
- Closed Questions Report [by NCC]
- Open Questions Analysis Report [by FRM]
- Minutes / Notes from Focus Groups / Meetings [by NCC]

Presentation of the final report will enable the Council to consider the results of the public consultation and agree changes to the final draft of the Headline MSW Resources and Waste Strategy.