

APPENDIX B: CONSULTATION STATEMENT

B1 Introduction

This statement details the communication & engagement programme undertaken by VESS, together with an overview of the work undertaken during the pre-submission stages and planned during the post submission period. It does not however cover the extensive consultation with statutory consultees, local authorities and other consultees undertaken as part of the preparation of the Environmental Impact Assessment (EIA).

VESS has built on and dovetailed its activities with the public consultation and communications work already carried out by the Shropshire Waste Partnership (more latterly in conjunction with VESS) to explain the waste management issues faced within the area and the strategy for addressing them.

VESS's pre-application programme has operated on two levels: general and site specific.

Broader, general communications aim to raise awareness of all the waste issues facing people in the area and the role householders can play to reduce, reuse and increase recycling.

B2 General

A general waste educational presentation was produced about the integrated contract and presented to the public at a number of towns within Shropshire via a road show during January 2008. This covered the aims of the contract – to reduce waste, increase recycling, treat waste and the proposed new waste handling facilities. VESS staff were present to answer any questions on strategy and explain the case for an EWF.

The following communications tools have also been employed to keep members of the public up to date with its activities and operations.

- the VESS website - www.veoliaenvironmentalservices.co.uk/shropshire;
- literature;
- presentations, talks, exhibitions and visits; and
- press releases

Website

Communication via the Internet is an important element of the interface with the public. Not only is information available instantaneously, but web-based communication also offers members of the public the opportunity to post comments and queries direct to VESS staff, enabling easier feedback. The VESS website (which went live in October 2008) comprehensively covers the full range of its activities within Shropshire, including information on recycling sites, the new facilities planned for the area and projects funded in the community. The site also has links to other Veolia activities such as The Veolia Environmental Trust and the CREED research organisation are also included, as well as the education tool that has been developed by Veolia - www.eco-star.com.

The website also contains electronic (pdf format) versions of all current literature and latest press releases. There is also an EWF section which contains copies of notes of meeting of the

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Community Liaison Group (CLG) for the EWF (see below for further details). It will also contain details of the application for planning permission and the proposed exhibition (where the public will be invited to find out more about the plans. Enquiries can also be made via the electronic enquiry form.

Literature

VESS has produced literature to communicate the implementation of its waste recycling, recovery and disposal scheme. The main target audience is the general public in Shropshire and the local communities near to specific development sites. The literature contains an introductory A5 leaflet that gives an overview of the Integrated Waste Management scheme for Shropshire, and other leaflets about waste collection rounds etc within Shropshire. The leaflets have been delivered to households and are also available electronically on the website.

Presentations, talks, exhibitions and visits

VESS has encouraged organised visits to operational facilities for all those that are interested or request them. The Company has also taken part in various events throughout the year in the County to promote the whole range of activities the householder can undertake namely reducing and reusing their rubbish, making use of the facilities available to separate out recyclables as much as possible and to promote home composting.

A public exhibition/information display was held in March 2008 over two days in the local area. A series of adverts were placed in the local press leading up to the exhibition for people to come along and find out more about waste management in Shropshire and specifically about VESS's proposals for an EWF at the Battlefield Enterprise Park site. The purpose was for people to find out at an early stage what sort of facility this would be and why it was needed and how it would be part of the strategy to manage municipal waste in the area more sustainably and reduce landfill to the bare minimum. It enabled local residents to ask VESS staff directly any questions and to discuss any issues they might have. Those who attended the exhibition were also invited to join a CLG. A form was available to fill in to apply to join. All 8 residents that requested to join at the exhibition were accepted.

Press

VESS regularly produces press releases to encourage people to reduce their waste and recycle and compost more. The Company also issues releases related to the various initiatives and proposed infrastructure developments.

B3 Site Specific

A local CLG was formed to focus specifically on the proposed development at Battlefield Enterprise Park site, provide information and establish a dialogue with local people while plans were being developed. Meetings of the CLG started in April 2008 and VESS has provided members of the CLG with the opportunity to feed in local views and concerns - enabling these to be carefully considered and, where practical, taken on board.

The CLG has been specifically established with the focus on the local community rather than the wider area. It comprises 16 people. Individuals were invited to join the Group as far as possible to represent the different segments of local communities around the site and include

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council and environmental interests as well as local residents. Each meeting of the CLG is independently chaired, held locally and follows a set agenda.

CLG meetings have been held on 1st April, 6th May, 3rd June, 3rd July, 2nd September, 7th October, 4th November and 2nd December 2008.

In addition, the CLG visited Chineham EWF, near Basingstoke, on 24 May 2008. Chineham EWF is operated by Veolia as part of its Integrated Waste Management project for the management of Hampshire's municipal waste and was selected as it is of comparable size to that being proposed to serve Shropshire.

B4 Responses

During the period up to December 2008, VESS had responded in writing to over 150 detailed questions raised during the pre-application and community group work and many more verbal ones at various times and in particular at the two exhibitions.

B5 Post Application

After the planning application has been submitted VESS will provide further measures to support the communication process by providing a broad range of ways for local people to find out more. These will include:

- expanding the Veolia website to provide easy access to the proposals and a point of contact;
- supporting literature which clearly summarises and explains the proposals;
- an invitation for local residents and groups to visit an operational EWF; and
- an exhibition in the local area manned by VESS staff, which will be locally advertised. This will give local residents the opportunity to find out more about the details of the proposed development and to seek responses to their questions, prior to the determination of the application for planning permission.