

DRAFT Powys Sustainable Resource Strategy - Communication and Engagement Plan Summary

Working document, Autumn 2024

Research

As a county we have made significant progress in reducing the amount of waste we produce whilst increasing the amount we recycle. Between 2013/14 and 2022/23, our recycling rate increased from 52.5% to its current level of 68.1%, and the total waste produced reduced by over 24,000 tonnes during the same period.

Despite good progress, we must take action to do more. As we look ahead, we continue to face several challenges including our response to the global climate crisis, and a need to preserve our planet's natural finite resources to reduce our impacts on our climate and the environment so that it is preserved for future generations.

We must also ensure we work efficiently within our financial resources, continue to meet statutory recycling targets and are aligned with the council's climate emergency declaration to reduce our emissions to net zero by 2030 and limit our impact on the natural environment.

Whilst we provide a comprehensive recycling service, currently 45% of the materials being placed in the black wheeled bins and purple sacks are items that could be recycled using our existing services. This is not only a waste of resources and the associated energy that was used to create them but recycling these items would support our efforts to move to a sustainable circular economy approach increase our recycling rate to beyond the statutory target of 70% and save on unnecessary recovery and disposal costs.

Sustainable Powys is an approach we are taking to be innovative and pro-active and to re-think how services are delivered to meet future budget pressures. We aim to deliver quality services for our communities which need to be affordable for residents (through payment of council tax), and affordable for us to deliver and sustain for future generations. Services also need to be delivered in a way which helps reduce our carbon emissions to net zero by 2030.

The Sustainable Resource Strategy considers all these challenges and sets out our aims for enabling residents, business, and the wider community to reduce their impact on the local environment, lower their carbon footprint and help Powys move towards a sustainable circular economy.

When developing updated strategies, it is important to involve our stakeholders in the process. We intend to run a 12-week public engagement exercise, where we will be seeking views from residents, members, partner organisations and workplaces on the draft policy. Our stakeholders' voices will help ensure the strategy is comprehensive, feasible, and supported by the community and influence future decisions and service provision across Powys.

Following the engagement exercise the draft Sustainable Resource Strategy will be amended accordingly and taken back to the Cabinet for ratification.

Objectives

The key communication and engagement objectives will include:

- To raise awareness of the Powys Sustainable Resource Strategy
 - To ensure all stakeholders are aware of the confines and challenges we face when designing sustainable services
 - To encourage feedback and allow stakeholders to have their say on the draft strategy and help influence future service delivery, where appropriate
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Strategy

The activities outlined in this communication and engagement plan will engage with a target audience of the following stakeholders:

- Powys residents
- PCC waste and recycling crews and staff
- PCC customer services staff
- PCC employees
- Powys workplaces
- Powys Commercial Recycling customers
- Councillors
- Town and Community Councils
- Powys People's Panel
- Welsh Government
- Local Partnerships
- WRAP
- NRW
- Media

By using a full mix of activities, this communication and engagement plan will support the following key messages:

- We will deliver affordable, sustainable services to meet future budget pressures.
 - We will deliver services which help the council move towards a circular economy and become carbon net zero by 2030.
 - We will deliver services which will be sustainable and suitable for future generations.
 - We will deliver services which help the council meet Welsh Government statutory recycling targets and legislation.
 - To meet the environmental and financial challenges of service delivery, we must expect to do things differently.
 - We must work together to ensure we all do our best to reduce our impact on the local environment and lower our carbon footprint.
 - Stakeholders can have their say on the draft Sustainable Resource Strategy in our six-week consultation.
 - Feedback on the draft Sustainable Resource Strategy will help influence future service delivery, where appropriate.
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Implementation

Planned activities include:

- **Operational staff briefing** – toolbox talks, training, crib sheets, FAQs
 - **Members briefing** – member development days, emails
 - **Customer services briefing** – emails, crib sheets, FAQs
 - **Staff briefings and internal communications** – intranet articles, staff emails
 - **Town and community council briefings** – emails, FAQs, arrange for each T&CC to respond in a format and time that is appropriate for them
 - **Partner organisation briefings** – meetings, emails
 - **Powys Commercial Recycling customers** – emails, details on customer portal
 - **Media releases** – details of the strategy, the engagement exercise and how to get involved
 - **Engagement documents** – draft strategy, equalities impact assessment, FAQs, 'have your say' page online
 - **Website** – temporary strategy page containing all information and links to 'have your say' page, carousel message on front page
 - **Social media** – all media releases promoted, series of messages encouraging participation
 - **Bus stop advertising** – QR code linking to 'have your say' page
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Evaluation

The success of this communication and engagement campaign can be measured against the following:

- Number of consultation participants
 - Number of additional responses/suggestions/ideas received
 - Number of attendees at member development
 - Number of calls to customer services
 - Number of website visits to strategy webpage
 - Social media engagement
 - Media coverage
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