

## Resource Programme - Communication, Research and Communications Plan

### Waste PFI Project - Awareness Raising Stage (April – September 2005)

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Cost	Status
PFI / CP / 2.1	Pre-procurement consultation	Advertisement in Southwark Life	Communication	April 2005	June 2005	Residents and Businesses	In-house	£2,000	Complete
		Web-page establishment	Communication	April 2005	May 2005	All stakeholders	In-house	Officer time only	Complete
		Press-releases	Communication	April 2005	May 2005	All stakeholders / Waste Management Industry	In-house	Officer time only	Complete
PFI / CP / 2.2	Affected LBS staff briefings #1	Briefings and briefing notes	Consultation	April 2005	May 2005	Affected LBS staff	In-house	£755	Complete
PFI / PP / 6.15	Waste Market Consultation	Information Pack	Communication	April 2005	June 2005	PFI ISOP Applicants	In-house	Officer time only	Complete
		Market Interest Day Event	Communication	May 2005	May 2005	PFI PQQ Applicants	Tate Modern	£3,290	Complete
		Applicants 1:1 meetings	Consultation	July 2005	July 2005	PFI ISOP Applicants	In-house	Officer time only	In progress
PFI / PR / 7.2	Unitary Development Plan Inquiry – Waste Policies	Open meetings	Consultation	June 2005	June 2005	UDP Objectors	In-house	Officer time only	Complete
PFI / CP / 2.3	Community Outreach Worker Training	Training Workshops	Communication	August 2005*	August 2005*	Hard to reach groups	Quest Associates	£2,500	-
PFI / CP / 2.4	Awareness Qualitative Research	Residents focus groups	Research	August 2005	August 2005	Residents	MORI	£12,000	-
		Business and Opinion former interviews	Research	September 2005	September 2005	Businesses and Opinion formers	MORI	£4,500	-
		Waste operative interviews	Research	August 2005	August 2005	Affected LBS Staff	MORI	£2,000	-
PFI / CP / 2.5	Awareness Quantitative Research	Resident survey	Research	August 2005	August 2005	Residents	MORI	£31,000	

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### Waste PFI Project – Initial Proposals Stage (October 2005 – March 2006)

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Communications Cost	Status
PFI / CP / 2.8	Community Outreach Worker Training (follow-up)	Training Workshops	Communication	October 2005*	October 2005*	Hard to reach groups	Quest Associates	£2,500	-
PFI / CP / 2.9	Initial Proposals Stakeholder consultation	Advertisements in Southwark life / Envision etc	Communication	October 2005*	October 2005*	Residents and Businesses	In-house	£5,000	-
		Web-page updates	Communication	October 2005*	October 2005*	All stakeholders	In-house	Officer time only	-
		Community Council briefings	Consultation	October 2005*	December 2005*	Residents	In-house	Officer time only	-
		Key Stakeholder Forum update	Communication	October 2005	December 2005	Key stakeholders	In-house	Officer time only	-
		Press releases	Communication	September 2005	September 2005	Local Residents and Businesses/ Waste Management Industry	In-house	Officer time only	-
PFI / CP / 2.10	Affected LBS staff briefings #2	Briefings and briefing notes	Consultation	September 2005	September 2005	Affected LBS staff	In-house	£500	-

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### Waste PFI Project – Initial Proposals Stage (October 2005 – March 2006) continued

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Communications Cost	Status
PFI / RP / 8.4/5	Waste Facilities and Design Supplementary Planning Documents Consultation - Scoping	Community Councils	Consultation	October 2005	October 2005	Affected Groups	In-house	Officer time only	-
		Letter distribution	Consultation	November 2005	December 2005	Statutory Consultees	In-house	Officer time only	-
		Public meetings	Consultation	November 2005	December 2005	All stakeholders	In-house	Officer time only	-
		Public exhibition	Consultation	November 2005	December 2005	All stakeholders	In-house	Officer time only	-
		Document displays	Communications	November 2005	December 2005	Statutory Consultees	In-house	Officer time only	-
		Surgeries	Consultation	November 2005	December 2005	Statutory Consultees	In-house	Officer time only	-
		Media work	Communications	November 2005	December 2005	All stakeholders	In-house	Officer time only	-
		Hotline	Consultation	November 2005	December 2005	All stakeholders	In-house	Officer time only	-
		Public Notices	Consultation	November 2005	December 2005	All stakeholders	In-house	Officer time only	-
		Workshops	Consultation	November 2005	December 2005	Affected Groups	In-house	Officer time only	-
		Enquiry by design	Consultation	November 2005	December 2005	Affected Groups	In-house	Officer time only	-
		Community surveys	Consultation	November 2005	December 2005	Affected Groups	In-house	Officer time only	-
		Issue papers	Communication	November 2005	December 2005	Affected Groups	In-house	Officer time only	-

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### Waste PFI Project – Potential Solutions Stage (April 2006 – September 2006)

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Communications Cost	Status
PFI / CP / 2.	Potential Solutions Stakeholder consultation	Advertisements in Southwark life / Envision etc	Communication	May 2006	May 2006	Residents and Businesses	In-house	£5,000	-
		Web-page updates	Communication	May 2006	May 2006	All stakeholders	In-house	Officer time only	-
		Community Council briefings	Consultation	May 2006	September 2006	Residents	In-house	Officer time only	-
		Key Stakeholder Forum update	Communication	September 2006	September 2006	Key stakeholders	In-house	Officer time only	-
		Press releases	Communication	May 2006	May 2006	Local Residents and Businesses/ Waste Management Industry	In-house	Officer time only	-
PFI / CP / 2.	Affected LBS staff briefings #3	Briefings and briefing notes	Consultation	May 2006	May 2006	Affected LBS staff	In-house	£5,000	-
PFI / CP / 2.4	Solutions Qualitative Research	Residents focus groups	Research	May 2006	September 2006	Residents	MORI	£12,000	-
		Business and Opinion former interviews	Research	May 2006	September 2006	Businesses and Opinion formers	MORI	£4,500	-
		Waste operative interviews	Research	May 2006	September 2006	Affected LBS Staff	MORI	£2,000	-
PFI / CP / 2.5	Solutions Quantitative Research	Resident survey	Research	May 2006	September 2006	Residents	MORI	£31,000	

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### Waste PFI Project – Potential Solutions Stage (April 2006 – September 2006) Continued

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Communications Cost	Status
PFI / RP / 9.11 / 9.12	Waste Facilities and Design Supplementary Planning Documents Consultation – Consultation on Draft	Community Councils	Consultation	May 2006	May 2006	Affected Groups	In-house	Officer time only	-
		Letter distribution	Consultation	May 2006	May 2006	Statutory Consultees	In-house	Officer time only	-
		Public meetings	Consultation	May 2006	May 2006	All stakeholders	In-house	Officer time only	-
		1:1 Stakeholder Meetings	Consultation	June 2006	July 2006	Affected Groups	In-house	Officer time only	-
		Document displays	Communications	June 2006	July 2006	Statutory Consultees	In-house	Officer time only	-
		Media work	Communications	May 2006	May 2006	All stakeholders	In-house	Officer time only	-
		Hotline	Consultation	May 2006	September 2006	All stakeholders	In-house	Officer time only	-
		Feedback meetings	Communication	August 2006	September 2006	Affected Groups	In-house	Officer time only	-

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### Waste PFI Project – Preferred Solutions Stage (October 2006 – April 2007)

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Communications Cost	Status
PFI / CP / 2.11	Preferred Solutions Stakeholder consultation	Advertisements in Southwark life / En-vision etc	Communication	October 2006	October 2006	Residents and Businesses	In-house	£5,000	-
		Web-page updates	Communication	October 2006	April 2007	All stakeholders	In-house	Officer time only	-
		Community Council briefings	Consultation	October 2006	December 2006	Residents	In-house	Officer time only	-
		Key Stakeholder Forum update	Communication	December 2006	December 2006	Key stakeholders	In-house	Officer time only	-
		Press releases	Communication	October 2006	April 2007	Local Residents and Businesses/ Waste Management Industry	In-house	Officer time only	-
PFI / CP / 2.12	Affected LBS staff briefings #4	Briefings and briefing notes	Consultation	October 2006	October 2006	Affected LBS staff	In-house	£5,000	-
PFI / RP / 10.23/ 10.24	Waste Facilities and Design Supplementary Planning Documents Consultation – Adoption	Public meetings	Consultation	May 2006	May 2006	All stakeholders	In-house	Officer time only	-

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### OKRA Project – Designation Stage (April – September 2005)

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Cost	Status
OKRA / CP / 2.6	Leaseholder Briefing	Personal contact	Consultation	July 2005	July 2005	OKRA Site Leaseholders	In-house	Officer time only	Commences 20 <sup>th</sup> July 2005
OKRA / CP / 2.7	Designation Qualitative Research	Resident Census	Research	August 2005	September 2005	OKRA Affected Residents	MORI	£62,500	-
		Business Survey	Research	August 2005	September 2005	OKRA Affected Businesses	MORI	£10,000	-

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### OKRA Project – Planning Requirements Stage (October – December 2005)

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Cost	Status
OKRA / SA2	Planning Brief Statutory Consultation	Community Council meetings	Consultation	October 2005	October 2005	Affected residents, businesses and interest groups	In-house	Officer time only	-
		Letter distribution	Consultation	October 2005	October 2005	Statutory consultees	In-house	Officer time only	-
		Public meetings	Consultation	November 2005	December 2005	As required	In-house	Officer time only	-
		Public exhibition	Communications	November 2005	December 2005	Affected residents and businesses	In-house	£2,500	-
		Surgeries	Consultations	November 2005	December 2005	Affected residents and businesses	In-house	Officer time only	-
		Media work (editorial coverage)	Communications	October 2005	December 2005	OKRA Stakeholders	In-house	Officer time only	-
		Web-page updates	Communications	October 2005	December 2005	OKRA Stakeholders	In-house	Officer time only	-
		Telephone Hotline	Communications	October 2005	December 2005	OKRA Stakeholders	In-house	Officer time only	-
		Public notices	Communications	October 2005	October 2005	Statutory consultees	In-house	Officer time only	-
OKRA / CP / 2.13	Designation Qualitative Research Feedback	Resident Feedback	Research	October 2005	December 2005	OKRA Affected Residents	MORI	£5,000	-
		Business Feedback	Research	October 2005	December 2005	OKRA Affected Businesses	MORI	£,5000	-



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### OKRA Project – Development Requirements Stage (January 2006 – April 2007)

Ref.	Product	Activities	Type	Anticipated Start	Anticipated Completion	Target Audience	Anticipated Provider	Cost	Status
OKRA / SA6	SA6 - Development Brief Application	Community Council meetings	Consultation	January 2006	March 2006	Affected residents, businesses and interest groups	In-house	Officer time only	
		Letter distribution	Consultation	January 2006	March 2006	Statutory consultees	In-house	Officer time only	
		Public meetings	Consultation	January 2006	March 2006	As required	In-house	£2,000	
		Public exhibition	Communications	January 2006	March 2006	Affected residents and businesses	In-house	£2,500	
		Surgeries	Consultations	January 2006	March 2006	Affected residents and businesses	In-house	Officer time only	
		Media work	Communications	January 2006	March 2006	OKRA Stakeholders	In-house	£2,000	
		Web-page updates	Communications	January 2006	March 2006	OKRA Stakeholders	In-house	Officer time only	
		Telephone Hotline	Communications	January 2006	March 2006	OKRA Stakeholders	In-house	Officer time only	
		Public notices	Communications	January 2006	March 2006	Statutory consultees	In-house	Officer time only	
OKRA / CP / 2.14	Development Qualitative Research	Resident Census	Research	August 2006	September 2006	OKRA Affected Residents	MORI	£62,500	-
		Business Survey	Research	August 2006	September 2006	OKRA Affected Businesses	MORI	£10,000	-