

Resource Programme

Appendix 5 – Communication, Research and Communications Plan Desired Outcomes

Phase	Objectives	Desired Outcome	How measured
<p>Awareness raising April 2005 – September 2005</p>	<p>Checking that stakeholder interests are being served by the project and to identify opportunities for stakeholder involvement</p>	<p>A1. Engagement of the Waste PFI Project target audience.</p> <p>A2. Recognition of key elements of the Resource Programme amongst the target audience, e.g.:</p> <ul style="list-style-type: none"> a) The Council has to take action to tackle the unsustainable nature of waste management and its contribution to global warming in particular. b) The Council is seeking a new long-term approach to the management of rubbish and is procuring a contract to achieve this c) Improvements to services are proposed to significantly increase recycling and diversion of waste from landfill to reduce global warming. d) A site on the Old Kent Road may be used to provide waste management facilities to deliver the new services. <p>A3. Opportunity provided for the target audience to raise concerns or identify opportunities for engagement</p>	<p>A1. Feedback recorded from each target audience group.</p> <p>A2. Results of initial research</p> <p>A3. Issues and opportunities are recorded and actioned by the Programme team.</p>

Resource Programme

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Phase	Objectives	Desired Outcome	How measured
<p>Initial Proposals October 2005 – March 2006</p>	<p>To encourage further interest in the project and to provide feedback to the Council and potential partners</p>	<p>IP1. Existing stakeholders remain engaged where appropriate. New stakeholders are identified and engaged.</p> <p>IP2. Engagement with further key elements of the Resource Programme by the Target Audience, e.g.:</p> <ul style="list-style-type: none"> a) The Council will be engaging positively with its stakeholders throughout the period of the Integrated Waste Management Solutions Contract b) Four potential partners for the Integrated Waste Management Solutions contract have been short-listed. c) Each potential partner has a different approach for delivery of the contract and Stakeholders can seek more information on these approaches if they wish to. d) Stakeholders can influence the way the Contract is implemented throughout the period of the procurement and during contract implementation. <p>IP3. Opportunity remains for the target audience to raise concerns or identify opportunities for engagement.</p>	<p>IP1. Feedback recorded from each target audience group.</p> <p>IP2. Feedback from individual stakeholder discussions</p> <p>IP3. Issues and opportunities are recorded and actioned by the Programme team.</p>

Resource Programme

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<p>Potential Solutions April 2006 – September 2006</p>	<p>To identify stakeholder reaction to detailed proposals and to confirm stakeholder requirements for potential partners</p>	<p>PO1. Existing stakeholders remain engaged where appropriate. New stakeholders are identified and engaged.</p> <p>PO2. Engagement in further key elements of the Resource Programme by the Target Audience, e.g.:</p> <ul style="list-style-type: none"> a) The Short-listed partners have submitted revised proposals to reflect the Council's and stakeholder's issues. b) Stakeholders can seek more information on these revised proposals if they wish to. c) Stakeholders can influence the way the Contract is implemented throughout the period of the procurement and during contract implementation <p>PO3. Opportunity remains for the target audience to raise concerns or identify opportunities for engagement.</p>	<p>PO1. Feedback recorded from each target audience group.</p> <p>PO2. Feedback from individual stakeholder discussions</p> <p>PO3. Issues and opportunities are recorded and actioned by the Programme team.</p>

Resource Programme

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<p>Preferred Solution October 2006 – April 2007</p>	<p>To commence stakeholder engagement with the preferred partner and provide opportunity for fine tuning final proposals</p>	<p>PE1. Existing stakeholders remain engaged where appropriate. New stakeholders are identified and engaged.</p> <p>PE2. Engagement in further key elements of the Resource Programme by the Target Audience, e.g.:</p> <ul style="list-style-type: none"> a) A preferred partner has been identified and has revised their proposals to reflect the Council's and stakeholder's issues. b) Stakeholders can seek more information on these revised proposals if they wish to and can commence engagement with the preferred partner. c) Stakeholders can influence the way the Contract is implemented throughout the period of the procurement and during contract implementation <p>PE3. Opportunity remains for the target audience to raise concerns or identify opportunities for engagement.</p>	<p>PE1. Feedback recorded from each target audience group.</p> <p>PE2. Feedback from individual stakeholder discussions</p> <p>PE3. Issues and opportunities are recorded and actioned by the Programme team.</p>

Resource Programme

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Designation April 2005 – September 2005	The Council is seeking to designate the Old Kent Road Gasworks site for waste management facilities and intends to purchase the site to develop waste management facilities.	D1. The UDP inspector reports favourably on the designation and it this is confirmed by the Secretary of State / Government Office for London. D2. The owners and occupiers of land affected understand the reasons why this site has been chosen, and although unlikely to be happy, are content to negotiate terms and do not pursue action to have the designation changed.	D1. Confirmation received from the Secretary of State. D2. No legal challenges or further avenues of protest or action followed.

Resource Programme

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<p>Planning Requirements October 2005 – December 2005</p>	<p>The Council is establishing planning requirements for waste management facilities on the Old Kent Road Gasworks site.</p>	<p>PA1. Supplementary Planning Guidance and the Site Planning Brief are consulted on and no successful major challenges to key principles arise.</p> <p>PA2. A climate of understanding and, if possible, broadly favourable opinion is established for the nature of operations to be carried out, specific process on site and the required construction on site.</p>	<p>PA1. Any objections received and negotiated leading to adopted documents aligned with the Resource Programme Business Case.</p> <p>PA2. Feedback from individual discussions recorded – and see later follow up research</p>

Resource Programme

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<p>Development Requirements January 2006 – April 2007</p>	<p>The Council is establishing development requirements for the Old Kent Road Gasworks site.</p> <p>A planning consent for site preparation works is being sought.</p> <p>A planning consent for junction improvements is being sought.</p>	<p>DR1. Specific proposals put into form suitable for wide publicity and found acceptable by all stakeholders and potential PFI partners.</p> <p>DR2. Planning consent is granted without undue constraining conditions on the Integrated Waste Management Solutions Contract Preferred Partner.</p> <p>DR3. Planning consent is granted without undue constraining conditions on the Integrated Waste Management Solutions Contract Preferred Partner.</p>	<p>DR1. Feedback from stakeholders and Waste PFI Project potential partners is recorded and any areas capable of action addressed by the Resource Programme prior to preparation of planning applications.</p> <p>DR2. Planning consent conditions are found acceptable by all parties.</p> <p>Planning consent conditions found acceptable by all parties.</p>