

Proposed Submission Waste and Minerals Sites Plan Consultation Communications Strategy

As part of the development and production of the Proposed Submission Waste and Minerals Sites Plan, there are statutory requirements which form part of the “Regulation 19” consultation (e.g. making available on the website etc.). In addition to these, we will be seeking to ensure members of the public, businesses, other local authorities and key stakeholders are made fully aware of the consultation on the Sites Plan. We will be producing factsheets and FAQs, information papers and other documents to support the consultation and ensure that consultees are fully informed of what the Sites Plan is seeking to achieve and helping those concerned to understand what potential development may take place.

Audiences and method for consultation are broadly as follows:

- Public = media, internet, engagement events, posters, FAQs
- Businesses (around potential sites) = direct mail, media, internet, engagement events, posters, FAQs
- Waste contractors = as above (Businesses)
- Media = media briefings, press releases, advertorials
- Districts and Boroughs = briefings, engagement events
- Members = briefings, intranet
- Staff = intranet
- Partners = project/board meetings
- MPs = briefings

The key messages we will be making are:

- ESCC, Brighton & Hove City Council and the South Downs National Park Authority welcomes input on the development of this Sites Plan;
- This consultation is about future planning of where additional sites might be located. It does not affect existing waste and minerals operations.
- New sites need to be identified to help meet very high targets for recycling and recovery;
- Modern waste facilities need not necessarily be a “bad neighbour”;
- The Authorities are not identifying and new sites for landfill of waste;
- Sites have been identified by criteria which ensures that they are away from environmentally sensitive areas and areas of natural beauty;
- Sites identified in the Plan are under consideration and there are NO definite plans to use them for waste and minerals.

A member of the Communications Team from all 3 Authorities will be involved throughout the consultation exercise.