



Client: Waste Recycling Group
 Project: Allington Quarry Waste Management Facility
 565,000 ktpa EfW and MRF at Maidstone, Kent
 Approx. £180m investment



Strategy: From before site selection through public consultation, the planning process, permitting, construction and commissioning, and in to full commercial operation, PPS has provided communications support to the project.

Key issues have included:

- Winning support for and managing opposition to the project during the planning process
- Establishing effective and positive mechanisms for community engagement during permitting, construction and commissioning
- Helping local stakeholders fully understand the complex and technical issues relating to operation of the EfW
- Managing local press and media interest over the project for more than 10 years
- Preparing the project for its operational, phase – welcoming visitors and working to act as a positive member of the local community.

- Communications Highlights
- Local planning consent granted with no ‘call in’ and no Public Inquiry
 - Community Liaison Committee established under the independent chairmanship of a local headmaster – meeting regularly and acting as great advocates for the plant
 - Construction and commissioning completed, supported by regular contact with local stakeholders and an ‘open door’ policy for the local community

Comment: “PPS has strong expertise in the business of communications for planning. This expertise runs deeply throughout their organisation. It provides us with the confidence that they can add real value to our work in securing the necessary approvals and stakeholder support for the sustainable waste and resource treatment facilities that we are seeking to provide for our local authority customers.”
Mike Snell, General Manager - External Affairs, Waste Recycling Group

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Client: Waste Recycling Group
 Project: Hull and East Riding Contract
 New facilities required for the Councils Joint Waste Strategy: 'Target 45+'



Strategy: Under its contract with Hull and East Riding Councils, WRG was required to deliver a number of new waste treatment facilities to meet the needs of the waste strategy. The biggest part of this was a new recycling and Energy from Waste Facility at Salt End. This facility would collect 38,000 tonnes for recycling waste and recover energy from 240,000 tonnes a year.

PPS conducted an extensive public engagement programme in support of WRG's proposals. This included public exhibitions, newsletters, one-to-one meetings and online information.

PPS also managed relations with local politicians from both Hull and East Riding throughout the planning process, engaged with members of the public and stakeholders to deal with their questions, suggestions and concerns, and worked closely with the local media to ensure that the story was reported accurately and fairly.

In all communications activity, PPS focused on the need for the facility, the integrated nature of the proposals, that it was the right technology, the right size and the right location to meet Hull and East Riding's needs and that the environmental and traffic effects were independently verified as acceptable.

Outcome: The Salt End facility required planning consent from both East Riding of Yorkshire Council and Hull City Council, as it sat on the border between the two. This was achieved in December 2006 and January 2007 – both local consents and no Public Inquiry. With PPS's help, WRG also won planning consent for new recycling and composting facilities at Gallymoor.

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Client: Waste Recycling Group
 Project: Eastcroft EfW and District Heating, Nottingham



Strategy: The Eastcroft Energy from Waste facility has served Nottingham since 1973. It has treated over 4 million tonnes of waste that would otherwise have been sent to landfill and instead uses it to generate heat and power for local homes and businesses. WRG sought to increase Eastcroft’s capacity from 160,000 tonnes a year to 260,000 tonnes a year by developing a third waste treatment line.

PPS provided full communications support to the expansion project, including managing relations with local politicians, stakeholders and the community and dealing with the local media. PPS also designed and delivered all public engagement activity in support of the planning applications for Eastcroft’s expansion.

The proposals faced objections from local environmental campaign groups, who were able to marshal some public opposition. In the face of this opposition, PPS concentrated on driving home the key messages about the need for the additional capacity, the environmental benefits to Nottingham and its support in local and national energy and waste policy.

Following an initial refusal in September 2006, WRG submitted a new application for the third line at Eastcroft in August 2007. This application was eventually appealed by WRG due to non-determination and following a public inquiry, the Secretary of State approved Eastcroft’s expansion in February 2009.

In addition to helping WRG to win planning consent for Eastcroft’s expansion, PPS also provided ongoing communications support to the facility. This has included dealing with all media enquiries and providing media training, assisting with site visits and other community relations activities, and supporting ongoing operational activities at Eastcroft.

Outcome: Planning consent granted following a Public Inquiry

Comment: “PPS has strong expertise in the business of communications for planning. This expertise runs deeply throughout their organisation. It provides us with the confidence that they can add real value to our work in securing the necessary approvals and stakeholder support for the sustainable waste and resource treatment facilities that we are seeking to provide for our local authority customers.”
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Client: Lincolnshire County Council
 Project: Residual Waste Treatment Facility



Strategy: PPS was appointed by Lincolnshire County Council in October 2007 to provide strategic communications support with its Residual Waste Treatment Facility project, which was subsequently confirmed as an Energy from Waste facility to deal with Lincolnshire’s residual waste. PPS’s role was to support the County Council in its communications activity up to the submission of a planning application for this facility.

PPS designed and helped to deliver a communications programme that covered a number of phases: communications support for the wider Waste Strategy consultation process; support in explaining the waste challenge faced by the County and its technology options; explaining the choice of an Energy from Waste based-solution; and, pre-submission public engagement on the Council’s planning application for its new waste facility.

This programme consisted of local activity to engage with communities in the immediate vicinity of the proposed new waste facility and countywide activity in order to explain the issues to people across Lincolnshire. This involved an extensive series of roadshows around the County, local public exhibitions, newsletters, letters and briefing packs, web-based activity and a community liaison group.

PPS’s work was completed with the submission of the County Council’s planning application in October 2008.

Outcome: Planning application submitted on schedule and with a favourable public reaction.

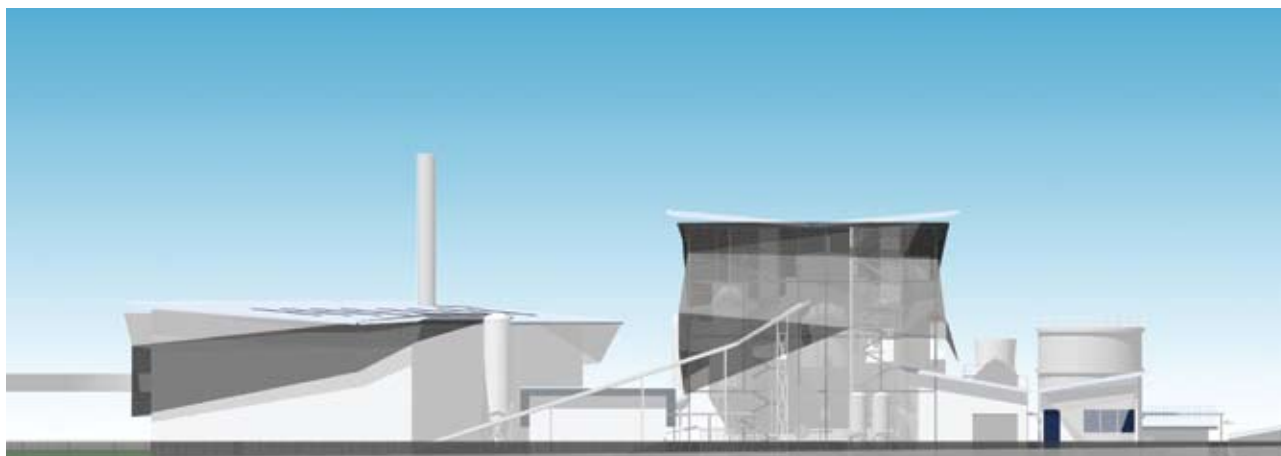
Comment: “PPS’s experience and understanding of the issues around EfW was a significant help to Lincolnshire County Council during the communications programme. PPS brought in-depth knowledge of the subject to supplement the gap in the council’s PR team’s experience, and greatly increased our chances of satisfactory engagement with our communities.”
Janet Marshall, Head of Communications & Community Engagement at Lincolnshire County Council

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Client: The project was originally owned by Novera Energy, but has recently been acquired by Biossence.

Project: East London Sustainable Energy Facility
70-90 ktpa gasification facility, East London



Strategy: Before and during the planning process, PPS worked closely with the client to develop a plan for:

- Establishing a dialogue with key stakeholders and influencers
- Conducting a robust programme of public engagement using a variety of tools to reach a wide audience
- Mitigating any local public, political and media opposition to the proposals
- Communicating the benefits of the proposals to decision makers
- Securing planning consent for the Sustainable Energy Facility from the London Thames Gateway Development Corporation

At the outset a clear set of key messages were identified and used throughout communications to promote the benefits of the proposals and explain the distinction between gasification and mass burn incineration.

Outcome: Local planning consent granted by the London Thames Gateway Development Corporation.

Comment: "The team at PPS combined communications skills with specialist knowledge of local politics, the planning process and the waste sector, to develop and deliver a strategy which underpinned our successful application."
John Howson, Project Director

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Client: Mouchel, Merseyside Waste Disposal Authority
 Project: Recycling Park, Gillmoss, Liverpool
 Materials Recovery Facility (MRF) and Visitor & Education Centre



Strategy: PPS has provided Merseyside Waste Disposal Authority (MWDA) with ongoing communications advice and support for over two years during their procurement of new waste management contracts, working with Mouchel.

This has included the development and implementation of a communications strategy for a proposed Recycling Park at Gillmoss, Liverpool (including a Materials Recovery Facility (MRF) and Visitor & Education Centre).

PPS developed and delivered a robust public engagement programme, following extensive stakeholder mapping. A variety of methods were used to reach a wide ranging audience, including public exhibitions, stakeholder meetings, newsletters, website, community information line and briefing packs. PPS identified key messages which focused on the benefits the Recycling Park would bring to Merseyside by increasing recycling and diverting waste from landfill..

Outcome: Local members voted unanimously to approve the application.

Comment: “PPS deliver sound advice to the client which begins with a high quality of analysis, which is considered in the full context of the local political and socio-economic conditions, which draws on experience of similar projects elsewhere and which is, above all, pragmatic...I would have no hesitation in using PPS again in such a capacity, and I can commend PPS to your organisation.”
Carl Beer, Director, Merseyside Waste Disposal Authority

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