

<b>Briefing to:</b>	<b>Economy, Skills and Sustainability Overview and Scrutiny Committee</b>
<b>From</b>	<b>Acting Strategic Director Place, Jacqui Kennedy</b>
<b>Date</b>	<b>Friday 8<sup>th</sup> April 2016</b>
<b>Subject</b>	<b>Future Waste Strategy - Public Consultation</b>
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## 1. Purpose of briefing

The briefing provides an update to the Economy, Skills and Sustainability Overview and Scrutiny Committee on the draft waste strategy public consultation.

## 2. Background

The Future Waste strategy continues to be developed through the cross party programme board supported by sector technical expertise and Council officers. To date this work has included:

- A series of workshops that have encouraged input from a range of national and local partners to help shape our aims, objectives and targets, and to explore what is possible in terms of more sustainable ways of managing our waste;
- Targeted interviews with local public, private and voluntary organisations across Birmingham to capture their views about the future of waste in the City,
- Utilising *Birmingham Speaks* to create a public space for comments and ideas from residents and businesses; and
- Ensuring *processes such as* the budget consultation included the opportunity for residents to comment about how we manage our waste.

Alongside this a consultation strategy is being developed which will seek to engage Councillors and secure the views of residents. The outline communication plan (detailed below) for the Future Waste strategy will likely take the form of a mini campaign, as part of the overall 'Cleaner, Greener Streets' campaign, which was launched recently.

Although a residents' survey/questionnaire was initially launched on 24 February 2016 on the Be Heard website it was removed following comments on its use of language which in hindsight was considered to be too technical and perhaps a little misleading.

As a consequence a revised questionnaire has now been developed and in view of the comments on the previous version will be shared with Scrutiny colleagues prior to its release on the Be Heard website week commencing 9 May 2016.

To complement this public engagement, a communication plan is proposed and this will include:

- A briefing for Members of the Future Waste Strategy steering group on the proposed engagement plan

- We will seek engagement/endorsement (not sign-off) of the Draft Future Waste Strategy through Birmingham Partners
- Ward councillors taking an active role in promoting the survey to help prioritise the public's key issues
- Engagement of the Citizen Panel
- Use of the Be Heard website
- An interactive online session for the public to ask questions of the Cabinet Member and senior officers

### 3. Recommendation

It is recommended that the Economy, Skills and Sustainability Overview & Scrutiny Committee:

- i. Support and endorse the actions proposed.
- ii. Members encourage their respective constituents to participate in the citizen survey questionnaire once it goes live in May 2016.