



**Mercia EnviRecover**

**Community Involvement Statement**

**April 2010**

## **Contents**

**Community involvement statement**

**Appendix 1 – The Consultation Charter**

**Appendix 2 – Record of consultation activities**

**Appendix 3 – Briefing note on stakeholder identification**

**Appendix 4 – Example stakeholder information pack**

**Appendix 5 – Top line results from the opinion survey\***

**Appendix 6 – Leaflets for distribution\***

**Appendix 7 – Press releases\***

**Appendix 8 – Community Liaison Group Terms of Reference, minutes and presentations\***

\*Available online at [www.envirecover.co.uk](http://www.envirecover.co.uk); full paper copies can be supplied upon request.

## **Introduction**

- 1.1 Sauce Consultancy was commissioned by Mercia Waste Management to design, implement and manage a public engagement programme to assist with the preparation of planning application for the Mercia EnviRecover facility.
- 1.2 Sauce Consultancy is an approved partner of The Consultation Institute (TCI) and was recently the first company to be awarded its community engagement accreditation. The TCI has published a consultation charter consisting of seven principles (Integrity, Visibility, Accessibility, Transparency, Disclosure, Fair interpretation, Publications) which Sauce Consultancy abides by through all of its consultation activities (see Appendix 1).
- 1.3 This Community Involvement Statement provides an overview of the pre-application engagement and consultation undertaken in the six months leading up to the submission of the planning application. While not legally obliged to undertake pre-planning consultation Mercia Waste Management appreciates the value of such activities and in doing so has sought to demonstrate compliance with Worcestershire County Council's Statement of Community Involvement (November 2006) as part of the Minerals and Waste Local Development Framework.
- 1.4 Following the submission of the planning application to Worcestershire County Council, the planning authority will undertake its own separate statutory consultation on the application. Mercia Waste Management will continue with its engagement programme albeit at a reduced level of activity.

## **2. Background**

- 2.1 The EnviRecover proposal has been developed by Mercia Waste Management in response to Worcestershire County and Herefordshire Council's requirement for a facility to treat residual municipal waste arising in the two counties. It forms part of the integrated waste management contract which has been in operation since 1998.
- 2.2 Mercia Waste Management understands the importance of community involvement in a planning application of this nature. Pre-application discussions with officers at Worcestershire County Council and the results from Mercia's 'Attitudes to Waste and Recycling' telephone survey enabled Mercia Waste Management to determine the most appropriate methods for engaging and consulting with the community on the EnviRecover proposal.
- 2.3 In communicating the proposals to the community and other stakeholders prior to the submission of the planning application, Mercia Waste Management has sought to:

- Ensure that accurate information is shared
  - Provide all with the opportunity to directly receive the facts
  - Engage early so as to reduce the 'surprise' effect when the application is submitted
  - Allow for two-way dialogue and debate about the proposal
  - Address concerns expressed by the community
  - Provide further information where it has been requested
  - Allow suggested changes to be incorporated into the final submitted application.
- 2.4 The consultation programme used a variety of consultation tools and techniques designed to reach as wide a cross section of the local community as possible. These included a series of leaflets, press releases, public exhibitions, meetings with neighbours, a Community Liaison Group, a website, presentations, visit to a reference site and dedicated telephone hotline and email enquiry facility.
- 2.5 Feedback obtained during the consultation period has enabled Mercia Waste Management to take into account the views and concerns of the community and to address these issues as they arose.
- 2.6 This Community Involvement Statement is being submitted along with the planning application, explaining the context of the public consultation programme, its design and content, the feedback received from the public and the stakeholder community, and Mercia Waste Management's response to the issues raised.
- 2.7 While it is not always possible to make revisions to the proposal in response to community feedback, Mercia Waste Management has sought to undertake engagement and consultation in good faith.

## **3. Public Engagement Programme**

### **3.1 Introduction**

Prior to the submission of the planning application in April 2010, Mercia Waste Management has undertaken detailed community engagement activity to inform, consult and involve the public and other stakeholders about the EnviRecover proposal. In doing so, Mercia took the decision to engage early some five to six months prior to the application submission with public disclosure on Monday 9<sup>th</sup> November 2009.

Prior to public disclosure, Mercia commissioned an independent survey into 'Residents attitudes to waste and recycling' which was a telephone based researched project carried out by ICM, independent market researchers, which abided by the Market Research Society codes.

#### **3.1.1 Opinion survey**

- i. 1,300 residents on a 50:50 split across Herefordshire and Worcestershire were telephoned between 7<sup>th</sup> and 14<sup>th</sup> September 2009.
- ii. The key results from the survey showed that 83% supported the policy of not sending waste to landfill; 81% felt that own waste should be dealt with locally; 89% said it was acceptable to treat residual waste and to get some sort of value from it; 92% felt that Energy-from-Waste was an acceptable technology. The full top line results are in Appendix 5 available from [www.envirecover.co.uk](http://www.envirecover.co.uk).
- iii. The results of the survey provided clarification about the public's attitude and understanding to waste and recycling and levels of interest and engagement in local issues which informed the subsequent public engagement programme.

### **3.2 Public Engagement Programme**

The programme commenced with a series of presentations and briefings to local councils, politicians and media before embarking on community consultation using information distributions, exhibitions and a community liaison group. A full record of public engagement activities can be found in Appendix 2.

#### **3.2.1 Meetings with Stakeholders**

- i. Mercia Waste Management sent a stakeholder information pack to a wide range of stakeholders – MEPs, MPs, Councillors, Parish clerks, community groups, environmental organisations and local business associations. The pack included a letter, stakeholder briefing note and FAQs. The briefing note on stakeholder

segmentation can be found in Appendix 3 and the stakeholder information pack in Appendix 4.

- ii. Mercia Waste Management arranged and presented at a series of meetings with stakeholders to discuss the proposals. Presentations have been delivered to:
  - Worcestershire County Council
  - Herefordshire Council
  - Wychavon District Council
  - Elmley Lovett Parish Council
  - Hartlebury Parish Council
  - Ombersley Parish Council
  - Wyre Forest District Council
  - Rotary Club Worcester Severn
  
- iii. In addition to that, Mercia have held discussion meetings with:
  - Peter Luff MP (constituent MP for mid Worcs)
  - Mike Nattrass MEP (West Midlands)
  - Margaret Rowley (Lib Dem PPC for mid-Worcs)
  - Environment Agency
  - Advantage West Midlands
  - Government Office for West Midlandsalongwith more informal discussions with Hartlebury Castle Preservation Trust.
  
- iv. These meetings have served to provide an opportunity for Mercia Waste Management to communicate its plans and to discuss the proposal with a broad range of stakeholders and representatives of the community.

### 3.2.2 Leaflet Distribution

- i. Mercia Waste Management produced and distributed a series of four information documents throughout the pre-application period which were hand delivered to the local area surrounding the proposed site. These documents included letters, stakeholder briefings, FAQs and leaflets, which were updated as the proposal has developed. Delivery of these information documents was often accompanied with door-knocking to enable residents to speak face-to-face with an informed representative of the proposal.
  
- ii. Initially, the first distribution covered all properties in a 2.5 km radius of the site plus Ombersley village. Following feedback from the local communities, the area was extended to include Norchard and Cutnall Green. For the fourth distribution, this was extended again to cover some part of Rushock and Stone at the request of the Community Liaison Group. The four distribution documents are available in Appendix 6 on the EnviRecover website – [www.envirecover.co.uk](http://www.envirecover.co.uk).

- iii. Door-knocking with distribution of letters and leaflets took place at all properties within 1km radius of the site, followed by all properties in Waresley Park and Waresley Mansion House immediately after public disclosure and prior to the first exhibition.
- iv. A senior representative also visited all tenants at Hartlebury Trading Estate to discuss the proposals and seek feedback.

### **3.2.2 Press Releases**

- i. A series of press releases have been issued by Mercia Waste Management to all local and trade press giving details and updates on the EnviRecover proposal. The initial press announcement was made on the 9th November and was accompanied by a media briefing pack. Further press releases issued were: raising awareness of the first public exhibition (18th November), opinion survey results (23rd November), feedback on the first public exhibition (30th November), information on how to have a green Christmas (11th December) and the EnviRecover consultation process (18th January) – all press releases are in Appendix 7 and are available at the EnviRecover website [www.envirecover.co.uk](http://www.envirecover.co.uk).
- ii. In addition to press releases, more detailed briefings and presentations have been given to the Worcester Standard and Worcester News (10th November) and the Kidderminster Shuttle and Express and Star (8th January).
- iii. Readers Questions Answered was launched via the Kidderminster Shuttle on 25th November, with answers published on 11th December. The Worcester News is also undertaking a 'Readers Questions Answered' feature with the responses due to be published in April 2010.
- iv. Radio interviews were given to BBC Hereford and Worcester (11th November) and Wyre FM (12th November) explaining the proposal to listeners. Mercia Waste Management then participated in a live radio interview on BBC Hereford and Worcester's breakfast show with Howard Bentham (15th January).

### **3.2.3 Public Exhibitions**

- i. Mercia Waste Management has held two public events. The first public exhibition was held at Eden House, Hartlebury Trading Estate on 27<sup>th</sup> and 28<sup>th</sup> November 2009. This exhibition provided information on the EnviRecover proposal including: an introduction to the proposal, the need for a sustainable waste management facility for the two counties, results from the opinion survey, the technology, the site (including a location plan, site plan and elevation plan), benefits and concerns, and how to get involved.

- ii. Email invitations to the exhibition were sent to Hartlebury Parish Council and Elmley Lovett Parish Council clerks for distribution to Members, and to all Members at Worcestershire County Council, Herefordshire Council and Wychavon District Council. Door knocking and leaflet distribution took place in the period preceding the first public exhibition (see Leaflet Distribution above) and a press release was issued (see Press Releases above). Postal invitations to the exhibition and briefing notes were sent to MPs, MEPs, District Councils (Council Leader and Chief Officer), neighbouring parish councils (parish clerk), environmental organisations and community groups. Invitations and information leaflets were also sent to all properties in a 2.5km radius of the site and all properties in Ombersley and Hartlebury Trading Estate.
- iii. Over 180 people attended the first public exhibition and feedback was provided in the form of a press release (30<sup>th</sup> November) and a letter to all properties in a 2.5km radius of the site including Cutnall Green and Norchard. All visitors were able to take away a series of handouts including FAQs, opinion survey summary and topline results plus briefing notes on potential impacts. The exhibition panels were published on the EnviRecover website immediately following the exhibition.
- iv. The second public exhibition took place at Eden House, Hartlebury Trading Estate on the 5<sup>th</sup> and 6<sup>th</sup> March 2010. The exhibition provided updated information on the proposal and also included information on the site selection process and air dispersion modelling. Experts who have been working on the proposal attended the exhibition to discuss any issues or concerns raised by members of the public.
- v. Visitors to both public exhibitions were able to complete feedback forms – 23 were received in total which have all been responded to.
- vi. Invitations to the exhibition were distributed widely to all members at Herefordshire, Worcestershire County, Wychavon District, Wyre Forest District, Hartlebury Parish, Elmley Lovett Parish, Ombersley Parish, Rushock Parish councils, via the Community Liaison Group, and as the further information distribution to all properties as stated in Leaflet Distribution. In addition, Mercia sent out a press release (see Press Release section) and advertised it on the EnviRecover website.
- vii. Over 100 people attended the second exhibition, the majority for the first time. Leaflets were given to everyone who attended the exhibition on: EnviRecover and recycling, Myths about EnviRecover, Planning issues and the opinion survey. The exhibition boards are available as a download from the EnviRecover website.

### **3.2.5 Community Liaison Group**

- i. Mercia Waste Management offered to establish a dedicated Community Liaison Group (CLG) for local residents to share information and engage in balanced discussions regarding the EnviRecover proposal which was taken up. Made up of representatives of the local community (including invited representatives from local councils), the CLG meetings addressed the issues and concerns that community representatives raised and enabled community members to discuss the proposal in detail with technical experts. It has met five times. The CLG Terms of Reference, all meeting reports, the presentations and further information are available in Appendix 8 which is on the EnviRecover website and largely cover the issues contained within the planning application.
- ii. At the first meeting (12<sup>th</sup> January 2010) community representatives agreed on the Terms of Reference and identified questions and issues that would set the agenda for the subsequent CLG meetings. A study tour was organised by Mercia Waste Management to take community representatives to a similar operational facility (Veolia ERF, Portsmouth).
- iii. At the second CLG meeting (3<sup>rd</sup> February 2010) Mercia Waste Management gave a presentation on Herefordshire and Worcestershire's integrated waste management contract followed by phase 1 of the response to issues raised by community representatives. Reports then followed on the tour of the Veolia (Energy Recovery Facility (ERF) in Portsmouth.
- iv. The third CLG meeting (17<sup>th</sup> February 2010) provided information on the planning related issues that CLG members had raised in Meeting 1. This included issues related to the site selection process, traffic and transportation and building design.
- v. At the fourth CLG meeting (3<sup>rd</sup> March 2010), a presentation was delivered on air quality and pollution concerns. This included details on the regulation, operation, monitoring and assessment of impacts.
- vi. The fifth CLG meeting prior to the submission of the planning application (18<sup>th</sup> March 2010) completed the information sharing exercise and dealt with the remaining issues raised by CLG members in Meeting 1. The community representatives felt that all issues raised by them in the first meeting had been responded to and further meetings prior to the application submission were not necessary. The CLG remains a live entity and future meetings will be scheduled at the request of the community representatives.
- vii. Throughout the CLG process, Mercia Waste Management has sought to provide the community representatives with all information requested where it has been available. For instance, CLG members requested that Mercia Waste Management individually contact each tenant in Hartlebury Trading Estate and this has been completed prior to planning submission. CLG members also requested that information be provided on the leaflet distribution areas, particularly in relation to the

air dispersion modelling boundaries. Mercia Waste Management provided this information and in discussion with CLG members agreed to extend the reach of leaflet distribution to include those properties within the area identified by the air dispersion modelling as exceeding 0.5% of the air quality objective (on the worse case annual average predictions). In addition in direct response to requests, Mercia ensured that CLG meetings were not scheduled on Monday or Tuesday evenings and started at a later time.

- viii. At each CLG meeting Mercia Waste Management sought to ensure that CLG members received the information they requested wherever possible (ongoing studies meant that not all information could be made available prior to planning submission). Throughout the CLG process Mercia Waste Management surveyed satisfaction levels amongst CLG members. The outputs from this regular survey are shown below.

1. How confident do you feel that the liaison group will be worth your while?

	Not at all			Very confident	
12-Jan	0	3	9	4	1
03-Feb	1	2	4	1	2
18-Feb	1	1	1	2	1
03-Mar	0	2	2	4	1
18-Mar			1	2	1

2. How easy do you find it to participate in the CLG meeting?

	Very difficult			Very easy	
12-Jan	0	1	4	6	5
03-Feb	0	0	3	5	2
18-Feb	0	0	0	4	2
03-Mar	0	0	1	3	5
18-Mar				3	2

### 3.2.6 Site visit to reference facility

- i. As part of its engagement programme, Mercia Waste Management arranged for a visit to a similar energy-from-waste facility, Veolia's ERF at Portsmouth which took place on Tuesday 2<sup>nd</sup> February. The party included a journalist from the Kidderminster Shuttle, Worcestershire County Council member, Wychavon District Council member, Hartlebury Parish Council member, Ombersley Parish Council member and three representatives from the CLG. The visit included a detailed tour

round the facility and the opportunity to ask questions of the operators. A report from the visit can be found on the EnviRecover website.

### **3.2.7 EnviRecover Website**

- i. Mercia Waste Management launched a dedicated website [www.envirecover.co.uk](http://www.envirecover.co.uk) at the time of public disclosure to provide information on the EnviRecover proposal. The website has been continually updated and includes a downloads section, a blog and answers to Frequently Asked Questions, along with background information about the proposal and all reports and presentations from the Community Liaison Group.

### **3.2.7 Telephone Hotline and Email Enquiry Facility**

- i. Since public disclosure, Mercia Waste Management have been managing and recording all enquiries received by telephone, letter and email. To date around 70 individuals have made contact generating around 80 or so enquiries ranging from supplier side entreaties to information requests and registration of concerns. Two remain outstanding and will be closed before application submission.

### **3.2.8 Planning Application Statutory Consultation**

- i. Worcestershire County Council is obligated to undertake public consultation as part of the planning application determination process. The period for this will be determined by the Council.

## **4. Issues and responses**

### **4.1 Issues**

The key issues resulting from the engagement process are broadly addressed in the planning application. Priority concerns from the community centred on site selection, technology choice, visual impact, traffic movements and air quality. Noise, odour, ecological impact and the need for the facility were also raised as issues along with Hartlebury having 'done its bit' for waste management through the operation of neighbouring Biffa landfill sites. An additional issue which was important to the local farming community was the potential impact of emissions on agricultural land both arable and cattle with a view on the 'downstream' effect on business profitability. Collectively, these issues have informed the EIA process and planning application itself to minimise the impacts the proposal has on the surrounding area.

### **4.2 Response through feedback**

By engaging early with the public and other stakeholders, Mercia Waste Management has been able to attend to the concerns raised and respond to requests in respect of the following:

- i. Traffic routing – Mercia has planned the traffic movement of its own-managed HGV vehicles to avoid Hartlebury villages and Ombersley village (see the Transportation Assessment which accompanies the planning application)
- ii. Agricultural impact – Technical specialists, Fichtner, undertook extended assessment work based on Southalls, one of the major farming businesses in the vicinity, as a reference point. This found that metal and dioxin concentrations were less than 0.2% of the regulatory limit from EC Regulations (see Air Quality section of the Environmental Statement [ES] which accompanies the application)
- iii. Visual impact – the potential use of off-site screening by trees was researched, however due to the topography of the surrounding land this was not considered to be effective.
- iv. Site selection – following questions from Hartlebury Parish Council and other interested stakeholders, Mercia published its site selection criteria ahead of the planning application.
- v. Leaflet distribution – the distribution area for leaflet drops has been extended twice upon requests from local parish councils, residents and the CLG to include all of Ombersley, Norchard, Cutnall Green and Cakebole.

## **5. Summary**

- 5.1 Mercia Waste Management has undertaken an extensive public engagement programme that has sought to meet with Worcestershire County Council's Statement of Community Involvement (SCI) and go beyond. Through early engagement, the proposal has received broad attention across the two counties with a natural focus on the immediate site vicinity. Whilst the application is in the determination stage, Mercia will continue with its engagement programme.

## The Consultation Institute Consultation Charter

The Consultation Charter is published by The Consultation Institute and is intended to act as a **Best Practice** reference for all who are involved in public or stakeholder consultations.

It includes important definitions and illustrates their application.

Most importantly, it establishes **Seven Key Principles** by which individual consultation exercises and consultation programmes can be measured. These principles are already used by the Institute to evaluate consultations, and form the cornerstone of the accreditation scheme.

- PRINCIPLE 1: The **INTEGRITY** of consultation  
The consultation must have an honest intention. Consultors must be willing to listen... and be prepared to be influenced...
- PRINCIPLE 2: The **VISIBILITY** of consultation  
All who have a right to participate... should be made reasonably aware of the consultation.
- PRINCIPLE 3: The **ACCESSIBILITY** of consultation  
Consultees must have reasonable access... using methods appropriate for the intended audience... with effective means to cater for hard to reach groups and others.
- PRINCIPLE 4: The **TRANSPARENCY** of consultation  
Consultation submissions will be published unless specific exemptions apply. Freedom of Information act requests can now be used to disclose data previously kept hidden.
- PRINCIPLE 5: The **DISCLOSURE** of consultation  
Consultors must disclose all material information; consultees must disclose significant minority views when representing many parties.
- PRINCIPLE 6: The **FAIR INTERPRETATION** of consultation  
Objective assessment, with disclosure of weightings if used.
- PRINCIPLE 7: The **PUBLICATION** of consultation  
Participants have a right to receive feedback of the consultation output and of the eventual outcome of the process.







## Mercia EnviRecover – stakeholder engagement and public consultation activities at 22<sup>nd</sup> March 2010

Ongoing daily dialogue, email and phone interaction with individuals, parish clerks and WCC/HC officers is not recorded; there is a separate telephone and email log sheet and a separate media analysis document.

Date	Action	Audience	Documents	Comment
Monday 29 <sup>th</sup> March	Readers questions answered	Worcester News readership		
Thursday 18 <sup>th</sup> March	Fifth Community Liaison Group meeting	Local residents and members	Agenda, minutes,	General issues presentation uploaded to website subsequently
Monday 15 <sup>th</sup> March	Blog on website launched	Internet users and the general public		
Tuesday 9 <sup>th</sup> March	Press release following exhibition	Local press	Press release	Available on website
Friday 5 <sup>th</sup> and Saturday 6 <sup>th</sup> March	Second public information exhibition	Local residents, stakeholders and community groups	Updated impact handouts, myths fact sheet. EnviRecover and recycling, opinion survey summary	
Wednesday 3 <sup>rd</sup> March	Fourth Community Liaison Group meeting	Local residents and members	Agenda, minutes, media distribution list	Technical presentation uploaded to website subsequently
Thursday 25 <sup>th</sup> February	Fourth leaflet distribution	All properties in 2.5 km radius of site, plus Ombersley, Cutnall Green and Norchard, and Cakebole	Information leaflet	
Wednesday 24 <sup>th</sup> February	Press release to publicise	Local press	Press release	Available on website





	second exhibition			
Tuesday 23 <sup>rd</sup> February	Website update to provide improved accessibility	All internet users and the general public		
Wednesday 17 <sup>th</sup> February	Third Community Liaison Group meeting	Local residents and members	Agenda, minutes, site visit reports, leaflet distribution map	Planning presentation uploaded to website subsequently
Friday 12 <sup>th</sup> February	Letter sent to local farmers and NFU branches	Farming community	Letter	TO inform about recognition of particular concerns and Mercia's intention to extend assessment
Wednesday 3 <sup>rd</sup> February	Second Community Liaison Group meeting	Local residents and members	Agenda, ToR, minutes	EnviRecover and issues presentations plus time line uploaded to website subsequently
Tuesday 2 <sup>nd</sup> February	Site visit	Invited visitors – CLG, WCC, WDC, HPC, ELPC, OPC and Kidderminster Shuttle	Portsmouth ERF information pack	
Monday 18 <sup>th</sup> January	Press release about consultation	Local press	Press release	
Monday 18 <sup>th</sup> January – Friday 26 <sup>th</sup> February	Door knocking	All tenants at Hartlebury Trading Estate	Letter	
Saturday 16 <sup>th</sup> January	Third leaflet distribution	All properties in 2.5 km radius of site, plus Ombersley, Cutnall Green and Norchard	Information leaflet	
Friday 15 <sup>th</sup> January	Live radio interview –	Listeners to Howard		



	breakfast programme	Benthall's programme on BBC Radio H&W		
Wednesday 13 <sup>th</sup> January	Presentation to Wyre Forest District Council	Invited members	FAQ's, briefing note, OS summary	
Tuesday 12 <sup>th</sup> January	First Community Liaison Group meeting	Local residents and local councillors	Agenda, Terms of Reference document	Setting the scene
Friday 8 <sup>th</sup> January	Press briefing	Kidderminster Shuttle and Express and Star	Presentation	
Friday 11 <sup>th</sup> December	Press release on how to have a green Christmas	Local press	Press release	
Friday 11 <sup>th</sup> December	Answers to readers questions published	Kidderminster Shuttle	Article	
Thursday 10 <sup>th</sup> December	Presentation to Rotary Club Worcester Severn	Rotary members		
Thursday 10 <sup>th</sup> December	Letter on feedback from exhibition distributed	All properties within 2.5 km radius of site including Cutnall Green	Letter	
Thursday 3 <sup>rd</sup> December	Presentation to Herefordshire Council	Members and key officers		
Monday 30 <sup>th</sup> November	Press release on attendance	Local press		
Saturday 28 <sup>th</sup> November	Public exhibition	All	Public FAQ, OS summary, top line results, 5 x fact sheets	180 visitors
Friday 27 <sup>th</sup> November	Public exhibition	All	Public FAQ, OS summary, top line results, 5 x fact sheets	Peter Luff, Maurice Broomfield
Wednesday 25 <sup>th</sup> November	Invitation to exhibition leaflet distribution	To all properties in Ombersley	Leaflet	





Wednesday 25 <sup>th</sup> November	Readers questions answered launch	Via Kidderminster Shuttle		
Tuesday 24 <sup>th</sup> November	Door knocking at Waresley Mansion House		Letter, leaflet, stakeholder briefing note, public FAQ	
Tuesday 24 <sup>th</sup> November	Phone calls to update	Cllr Blagg, Cllr Broomfield, Peter Luff MP		
Monday 23 <sup>rd</sup> November	Press release on opinion survey	Local press		Also sent to WCC, HC, WDC, ELPC, HPC
Monday 23 <sup>rd</sup> November	Presentation on EnviRecover	Environment Agency		
Saturday 21 <sup>st</sup> November	Invitation to exhibition leaflet distribution	To all premises on Hartlebury Trading Estate	Letter, leaflet, stakeholder briefing note, public FAQ	
Thursday 19 <sup>th</sup> November	Invitation to exhibition leaflet distribution	All properties in a 2.5 km radius of site	Leaflet	
Thursday 19 <sup>th</sup> November	Postal invitation to exhibition and announcement of proposal	MP's, MEP's, District Councils (Council Leader and Managing Director), neighbouring parish councils (parish clerk), environmental organisations, community groups	Letter, leaflet, appropriate briefing note, public FAQ	
Thursday 19 <sup>th</sup> November	Door knocking	All properties in Waresley Park	Letter, leaflet, stakeholder briefing note, public FAQ	
Wednesday 18 <sup>th</sup> November	Press release announcing public exhibition	All local press		Also sent to WCC, HC, WDC, HPC, ELPC
Tuesday 17 <sup>th</sup> November	Presentation on EnviRecover	Ombersley Parish Council	Members briefing note, OS summary, Public FAQ	





Monday 16 <sup>th</sup> November	Door knocking	All properties within 1 km radius of site	Letter, stakeholder briefing note, public FAQ	
Monday 16 <sup>th</sup> November	Email invitation to exhibition	All WCC, HC and WDC members	Leaflet	
Monday 16 <sup>th</sup> November	Email invitation to public exhibition	HPC and ELPC parish clerks for distribution to members	Leaflet	
Thursday 12 <sup>th</sup> November	Website launched			
Thursday 12 <sup>th</sup> November	Radio interview	Wyre FM		
Wednesday 11 <sup>th</sup> November	Announcement email	WCC, HC, WDC members who did not attend presentation	Members briefing note, OS summary, Public FAQ	
Wednesday 11 <sup>th</sup> November	Email with attachments	HPC and ELPC parish clerks	Members briefing note, OS summary, Public FAQ	
Wednesday 11 <sup>th</sup> November	Radio interview	BBC H&W		
Tuesday 10 <sup>th</sup> November	Press briefing	Local press – Worcester Standard and Worcester News	Presentation	
Tuesday 10 <sup>th</sup> November	Presentation on EnviRecover	Wychavon District Council members	Members briefing note, OS summary, Public FAQ	
Tuesday 10 <sup>th</sup> November	Presentation on EnviRecover	Hartlebury Parish Council	Members briefing note, OS summary, Public FAQ	
Tuesday 10 <sup>th</sup> November	Presentation on EnviRecover	Elmley Lovett Parish Council	Members briefing note, OS summary, Public FAQ	
Monday 9 <sup>th</sup> November	Press release issued announcing proposal for Mercia EnviRecover	Local and trade press	Press release, media briefing pack	





Monday 9 <sup>th</sup> November	Presentation on EnviRecover	WCC cabinet members	Members briefing note, OS summary, Public FAQ	
Monday 9 <sup>th</sup> November	Presentation on EnviRecover	WCC members	Members briefing note, OS summary, Public FAQ	
Monday 9 <sup>th</sup> November	Presentation on EnviRecover	HC member	Members briefing note, OS summary, Public FAQ	
Friday 6 <sup>th</sup> November	Meeting	Peter Luff – constituent MP	MP briefing note, Public FAQ, OS summary	

Supporting the specific activities are responses to ongoing emails, phone calls and letters about the proposal which are recorded in a separate document and weekly phone calls and emails to key stakeholders.





### **Appendix 3 – Briefing note on stakeholder segmentation and identification**

In order to manage its consultation activities effectively, Mercia identified and segmented the audience base. This process resulted in the following groups (in no particular order):

- Neighbours – residential and business properties
- Politicians – national and European constituent members and prospective parliamentary candidates
- Worcestershire County Council – members and relevant officers
- Herefordshire Council – members and relevant officers
- Worcester District and Borough Councils – members and Managing Directors
- Wychavon Parish Councils – Council leaders and parish clerks
- Wyre Forest Parish Councils (in proximity to the site) – Council leaders and parish clerks
- Environmental groups
- Community organisations and individuals
- Business organisations
- Statutory consultees
- Local government organisations
- Local branches of national organisations
- Local media outlets

A full list can be provided if requested.

Name xxx xxx  
Organisation xx  
Address 1 xx  
Address 2 xx  
Address 3 xx  
Post Code xx

[Logo on headed paper]

November 2009

Dear xxxx,

**Mercia EnviRecover - Mercia Waste Management proposal for residual waste treatment in Herefordshire and Worcestershire**

Our proposal, called Mercia EnviRecover, is for a renewable energy facility which will recover energy from 200,000 tonnes of municipal waste to generate 15.5. MW electricity - enough to supply over 20,000 homes. Located on Hartlebury Trading Estate, the facility will process residual waste that is left over after recycling and composting.

Currently the two counties are sending around 200,000 tonnes of waste to landfill sites and 30,000 tonnes to out-of-county energy-from-waste facilities. Landfill has become an expensive option, at present, costing £40 per tonne but this will increase to £72 per tonne by 2013. Rising costs twinned with stringent European landfill and renewable energy targets are mounting financial and legislative pressure on all local authorities in the UK.

Mercia's integrated waste management solution already manages six transfer stations, sixteen household waste recycling centres, a green waste composting facility and a brand new state-of-the-art materials reclamation facility, EnviroSort, at Norton. These activities have seen recycling rates rise to over 35% with 140,000 tonnes of materials recovered through recycling and composting.

We are keen to listen to and take on board concerns and comments and to answer questions relating to the project and will be conducting a full and thorough public consultation. We would sincerely welcome your involvement in the consultation process and hope that you will contribute your opinions and views on all aspects of the proposal.

Please find enclosed a briefing document with details of the proposal and also a copy of the Frequently Asked Questions. We want to keep you informed throughout the process and would welcome the opportunity to meet with you to discuss our plans further.

To arrange a convenient date for a meeting or if you prefer, a presentation to your organisation, please contact me on 01386 443376, email at [enquiries@severnwaste.co.uk](mailto:enquiries@severnwaste.co.uk).

Yours sincerely

Ian Barber  
Mercia Waste Management



## **Stakeholder briefing note on Mercia EnviRecover**

### **Our proposal**

Mercia Waste Management is proposing to build a renewable energy plant at Hartlebury Trading Estate which has the capacity to deal with 200,000 tonnes of Herefordshire and Worcestershire's municipal waste per year. This is sufficient to deal with all the residual waste from the two counties left over after recycling and composting. The facility can generate 15.5MW of energy for distribution to the local grid, enough to supply over 20,000 local homes with renewable electricity.

Mercia's integrated waste management solution for Herefordshire and Worcestershire already manages six transfer stations, sixteen household waste recycling centres, a green waste composting facility and a brand new state-of-the-art materials reclamation facility, EnviroSort, at Norton. These recycling initiatives have seen recycling rates rise to 35% but there is still a need to improve on this. The proposed renewable energy facility completes the 'closed loop' sustainable management of the two counties' household waste.

### **The need**

Herefordshire Council and Worcestershire County Council currently generate over 390,000 tonnes of waste per year with 200,000 tonnes sent to landfill sites and 30,000 to out-of-county energy-from-waste facilities.

The cost for managing waste using landfill disposal are increasing. Landfill tax is currently £40 per tonne and will increase by £8 per tonne every year until 2013. Whilst recycling is beginning to address this problem, there are still materials that can't readily be recycled and new facilities will be needed to handle this 'residual' waste across the two counties so that we can meet the changes in legislation. By 2015 or earlier if practicable, the counties aim to recover value (that's materials and/or energy or compost) from a minimum of 78% of municipal waste.

In addition, following the 15% renewable energy target by 2020 (EU Renewable Energy Directive), there is strong policy support from the UK Government for new technologies which provides desperately needed renewable energy and waste treatment capacity.

### **Why Hartlebury Trading Estate?**

The Hartlebury Trading Estate was chosen following an 18 month study to identify the most suitable site and it met all the criteria that are necessary for the two counties' waste needs. It is located centrally to larger towns where most waste is generated, close to a major road network to limit disruption and a close proximity to National Grid connection to take advantage of the potential to provide renewable energy.

## **Timescale**

We are embarking on a full planning consultation process which starts with the submission of the scoping opinion followed by a complete Environmental Impact Assessment. We aim submit the application in March 2010. Once planning permission is granted, construction will start in 2011 and the facility will be fully operational by 2014/15. This will put Herefordshire and Worcestershire in a fantastic position to meet the EU 2020 targets to reduce municipal waste and generate 15% renewable energy target, otherwise the counties could face huge fines. The facility will also provide up to 30 direct local jobs and also employ around 200 workers during construction and commissioning.

## **Community Engagement**

Mercia Waste Management will undertake a detailed community involvement programme which will be central to our approach to the planning and construction process. A thorough consultation will be carried out via public exhibitions, newsletters and presentations to ensure that the views of local residents, businesses and groups are taken into account prior to the submission of a planning application. A Community Liaison Group will be established subject to local support and need to continue dialogue through engagement.

An opinion survey has already been carried out across the two counties that asked 1321 residents for their attitudes to waste and recycling. The survey showed that the majority opinion of local residents is that as little waste as possible should be sent to landfill and that they felt it was a responsibility to deal with residual waste locally. In regards to new technologies, a strong majority consider building new facilities in the county to process residual waste to be acceptable, with a high degree of acceptability for new processing facilities such as renewable energy plants.

Mercia will in addition build a visitor and education centre to promote the 'Four Rs' which will be at the forefront of the campaign - Reduce, Reuse, Recycle and Recover- to improve waste minimisation throughout the community and local businesses. There is to be a clear message that the new plant will be for residual waste only and complement the reuse and recycle initiatives already in place.

## **Benefits**

The proposed development would represent inward investment to the area with over £120 million being invested into the local economy. Up to **30** permanent local jobs will be created, with further jobs created during the construction process. Indirect benefits to the local area may flow from the provision of services and materials to the proposed facility including ongoing contract work with local companies. In addition, there is potential for the supply of renewable heat/hot water/space cooling at a major established business park. This represents a great opportunity for new businesses or existing businesses to manage their energy consumption.

Mercia would like to assure you that we are dedicated to making Herefordshire and Worcestershire the benchmark to which others will strive to reach in terms of waste management and to creating a clean and green environment for the future.



## **Mercia EnviRecover - Public FAQ**

### **1. Who are Mercia Waste Management / Severn Waste Services?**

Severn Waste Services is the public face of municipal waste management in Worcestershire and Herefordshire, operating facilities for its sister company, Mercia Waste Management. Severn Waste and Mercia Waste are jointly owned by Focsa Services (UK) Ltd and Urbaser Ltd. These organisations are in turn owned by two major Spanish conglomerates, FCC (Fomento de Construcciones y Contratas SA) and ACS (Actividades de Construcción y Servicios SA) respectively.

### **2. What is their involvement with Herefordshire and Worcestershire?**

Mercia Waste Management signed a 25 year contract with Worcestershire County Council and the Herefordshire Council in December 1998 under the Private Finance Initiative. This contract brought an integrated waste management service to the two counties delivering sustainable management of municipal waste.

### **3. What is the proposal?**

Our proposal is to design, construct, build and operate a renewable energy facility capable of recovering energy from 200,000 tonnes of left over municipal waste per annum. This left over waste, so-called 'residual', is waste which cannot easily be recycled. Our facility will generate up to 15.5 MW of electricity to be exported to the grid and also has the potential to supply heat. It will also recycle scrap metal (ferrous and non-ferrous) and bottom ash which is typically used as an aggregate in road surfaces. Part of its design will include a dedicated visitor and education centre.

### **4. Why do we need it?**

In the UK, we have traditionally relied on getting rid of our waste in landfill sites. However, a combination of European, national, regional and local waste policy requires that we reduce our reliance on landfill. These policies are reflected in a number of statutory targets which failure to meet results in severe financial penalties. From an environmental perspective landfills generate up to 40 per cent of the UK's methane - or about 3 per cent of our total greenhouse gas emissions. The methane produced by landfilling is said to be a causal factor for climate change, therefore the UK is now looking at alternative treatments for waste.

The cost of disposal by landfill are increasing . Landfill tax is currently £40 per tonne and will increase by £8 per tonne every year until 2013. Whilst recycling is beginning to address this problem, there are still materials that can't readily be recycled and new facilities will be needed to handle this 'residual' waste across the two counties so that we can meet the changes in legislation. By 2015 or earlier if practicable, the counties aim to recover value (that's materials and/or energy or compost) from a minimum of 78% of municipal waste.

In addition, following the 15% renewable energy target by 2020 (EU Renewable Energy Directive), there is strong policy support from the UK Government for new technologies which provides desperately needed renewable energy and waste treatment capacity.

## **5. What is Energy from Waste (EfW)?**

Energy from waste (EfW) provides treatment for residual wastes that can't be readily recycled and therefore plays an important role in avoiding the landfilling of waste. Recovering energy from residual waste, after recyclables have been removed, ensures that any "biogenic" or short-cycle carbon – a renewable fuel source – is used efficiently.

The Government recognises EfW as a source of renewable and/or low carbon energy, in 'Planning and Climate Change – Supplement to Planning Policy Statement 1' and in the recent Renewable Energy Strategy.

## **6. How many EfW facilities currently operate in the UK?**

EfW plants are now becoming commonplace. There are currently 21 EfW plants operating in the UK. All are highly monitored and regulated operating efficiently and safely under the Waste Incineration Directive (WID). There are also hundreds of EfW facilities across Europe.

## **7. What are the benefits of this facility?**

The facility will result in a move away from reliance on landfill as the main means of managing residual waste and moving towards a solution by which it is efficiently dealt with by a modern, clean and efficient process. This process will generate energy for export to the local electricity grid. There is also significant potential to utilise heat generated via the various industrial users within the locality and opportunities for this are being technically assessed at this time.

## **8. Are there any other benefits for the local community?**

The proposed development would represent inward investment to the area with over **£120** million being invested into the local economy. This business investment stimulus also signifies the green shoots for economic recovery in the UK. Up to **30** permanent local jobs will be created, with around 200 jobs during the construction process. Indirect benefits to the local area may flow from the provision of services and materials to the proposed facility including ongoing contract work with local companies.

In addition, there is potential for the supply of renewable heat/hot water/space cooling at a major established business park. This represents a great opportunity for new businesses or existing businesses to manage their energy consumption.

## **9. Why can't we just recycle?**

Our EfW facility will only accept waste left after recyclables (plastics, paper, cans etc) have been removed by kerbside collections. The facility will also recover scrap metal that has by-passed the kerbside collections, and we expect to be able to recycle the inert bottom ash from the plant. The EfW complements the recycling systems that are successfully operating across the two counties rather than replacing them. Across the two counties the recycling systems currently in place include kerbside collections, Mercia Waste Management's EnviroSort plant, and recycling facilities at household waste sites and bring sites across the region. The fourth R, Recovery, completes the closed loop cycle of Reduce, Reuse, Recycle, Recover.

## **10. Why has a single site been chosen in Worcestershire rather than Herefordshire, isn't the Strategy meant to be a joint plan?**

Careful evaluation of technology options suggests that the most economic and sustainable solution for residual waste is a single plant serving the two counties. This has been borne out in the review of the Joint Municipal Waste Management Strategy undertaken by the Council's Joint Members Waste Forum. With some 75% of the waste arising in Worcestershire, this is the most appropriate location for a single plant.

**11. Why have the Councils just undertaken a Joint Municipal Waste Management Strategy Review?**

The Councils are obligated to maintain an up-to-date Municipal Waste Strategy in order to reflect changing national strategy and local circumstances. When the strategy was first published in 2004, the authorities pledged to review at least every 3 years

**12. Why are you going ahead with the proposal without full ratification of the JMWMS Review?**

The JMWMS 1<sup>st</sup> Review has been the subject of consultation and subsequent amendments. It has been ratified by the principle councils who are all Waste Disposal Authorities. The counties have been without a satisfactory residual waste management solution for too long and urgently needs to deliver one to meet statutory targets etc. Mercia's proposal accords with the JMWMS Review and given the strategy's advanced state the company believes there is a clear mandate to proceed in the direction it is pursuing.

**13. Why have you chosen Hartlebury?**

The Hartlebury site was identified following an 18 month study to identify the most suitable site within the two authority areas for the proposed development. The study identified that there are relatively few opportunities to site the plant such that they meet all the relevant planning and environmental criteria. The key reasons why Hartlebury scores so well against other evaluated sites are (in no ranking order):

- Location central to the majority of waste arisings (larger towns).
- On an allocated industrial/employment site with existing permission for development.
- Close to major road network
- Relatively remote from residential development.
- Good prospects for developing direct energy potential
- Close proximity to National Grid connection.

**14. What makes it "renewable" or "green" energy?**

Renewable energy is produced from sources which do not deplete the earth's finite resources. Renewable energy producers use fuel or resources from a renewable source such as waste, wind, solar or water power. The organic content of waste is from biomass (plants and animals) and this is classified as renewable by the European Commission and the UK Government. Fossil fuels such as coal, gas and oil which have traditionally been used to produce electricity are not renewable sources. The Government recognises EfW as a source of renewable and/or low carbon energy, in 'Planning and Climate Change – Supplement to Planning Policy Statement 1.'

**15. Isn't the residual ash hazardous?**

There are two forms of ash. Bottom ash is approx 22% of the input waste. This is inert waste and we expect that this will be recycled off-site for use by the construction and aggregates industry. The other (4%) is filter dust, which is lime and carbon with dust from the flue gases, which are removed at the final stage. This is classified as hazardous waste due to the lime content but can be re-used to neutralise acid wastes before they are disposed of. Therefore it does have a beneficial use by displacing other raw chemicals which would have to be used by the waste industry.

**16. What about emissions?**

Energy from Waste facilities are more strictly regulated than most other processes, including coal-fired and gas-fired power stations. All forms of energy from waste are regulated under the Environmental Permitting Regulations (EPR) set by the Environment Agency and are required to

comply with the EU Waste Incineration Directive (WID), which imposes strict emission limits. There are currently 21 EfW plants operating in the UK. All are highly monitored and regulated operating efficiently and safely under the WID Directive. Typically, emissions from UK plants are well below the required limits under WID

This facility will comply with all of the limits and regulations imposed and emissions will be continuously monitored, as well as being regularly and independently checked and monitored by the Environment Agency. They will be publicly available.

The Health Protection Agency recently published its report on EfW's and human health stating, *"The evidence suggests that air pollution from incinerators makes up a fraction of one percent of the country's particulate emissions. Industry and traffic account for more than fifty per cent. European Union Directives aimed at minimising landfill are leading to an increased use of incineration, and research suggests that this will not cause any significant adverse health effects. The evidence suggests that any potential damage to health of those living close to incinerators is likely to be very small, if detectable. The Agency therefore does not believe that studies of public health around individual incinerators are scientifically justifiable."*

#### **17. What about impacts upon health?**

Government reports have considered the health impact of incineration and concluded that they pose no material risk to health. The main reports are a Defra study in 2004 (see link below):

<http://www.defra.gov.uk/environment/waste/statistics/documents/health-summary.pdf>

and a September 2009 study by the Health Protection Agency (HPA) see link below:

[http://www.hpa.org.uk/web/HPAwebFile/HPAweb\\_C/1251473372218](http://www.hpa.org.uk/web/HPAwebFile/HPAweb_C/1251473372218)

The latter document concludes:

*"The Health Protection Agency has reviewed research undertaken to examine the suggested links between emissions from municipal waste incinerators and effects on health. While it is not possible to rule out adverse health effects from modern, well regulated municipal waste incinerators with complete certainty, any potential damage to the health of those living close-by is likely to be very small, if detectable. This view is based on detailed assessments of the effects of air pollutants on health and on the fact that modern and well managed municipal waste incinerators make only a very small contribution to local concentrations of air pollutants. The Committee on Carcinogenicity of Chemicals in Food, Consumer Products and the Environment has reviewed recent data and has concluded that there is no need to change its previous advice, namely that any potential risk of cancer due to residency near to municipal waste incinerators is exceedingly low and probably not measurable by the most modern techniques. Since any possible health effects are likely to be very small, if detectable, studies of public health around modern, well managed municipal waste incinerators are not recommended."*

#### **18. The chimney stack will surely be a visual impact on the landscape?**

The chimney stack will be approximately 80m in height and will be visible from the surrounding area. It is acknowledged that there will be some visual impact but this is not judged to be severe and most certainly an acceptable environmental affect when compared to transporting the counties' waste to other out-of-county EfW facilities.

#### **19. Will there be an impact on air quality?**

The cleaned flue gases will be released from a tall stack to enable the emissions to be diluted in the atmosphere before reaching ground level. This means that the concentrations of pollutants in the air will be very low. The European Commission, the UK Government, the World Health Organisation and the Environment Agency set guidelines for concentrations in the air which would not have an adverse impact on human health. The contributions from the EfW plant are expected to be less than 10% of these values, with the contribution for most pollutants being less than 1% HPA. These peak concentrations will occur in a small geographical area, influenced

by the prevailing wind direction and probably within about 500 metres of the stack. At greater distances and upwind of the stack, the contribution will be considerably smaller.

**20. The facility will mean more traffic on our roads especially the country ones?**

The selected site is well served by main roads thereby reducing the carbon impact of transport. There is no need for incoming traffic to use unsuitable or lower class roads to access the site. Furthermore, the plant is located centrally with respect to the major conurbations that will be generating most of the waste. So in tonne/mile terms it is an optimal location. A full traffic assessment will be included as part of the planning application.

**21. What about noise and odour?**

The process itself is not noisy although cooling fans do create some noise. For this reason planning limits on noise are likely to be imposed. A noise survey will be undertaken to establish background noise levels and computer modelling of the facility will establish the predicted noise that would be generated. The building will be designed to reduce noise to an acceptable level with all equipment that has the potential to create a noise nuisance being housed in acoustic enclosures. If required, the building itself can be insulated to minimise noise emissions. The only source of odour could be the waste however this will be stored in a bunker and the building will be fitted with fast-acting roller shutter doors to ensure that it remains enclosed. Combustion air for the EfW plant will be drawn from the bunker, meaning that it is kept under negative pressure to prevent odours escaping and the odorous air will be incinerated. When the EfW plant is off line for maintenance, the tipping hall and bunker will be kept enclosed and deodorising sprays will be used. Waste storage will be kept to a minimum under these circumstances.

**22. What will the visual impact be on the local area?**

The EfW would be a visible new feature in views from the surrounding area, with the top of the building being broadly at the level of the skyline when viewed from the nearest settlement (Waresley Park). However, the EfW would generally always be viewed in the context of the adjacent existing industrial development and Hartlebury landfill, and whilst evidently larger than these, would not be wholly out of keeping in scale. The intervening distance between visual receptors (e.g. houses at Waresley Park) and the site, and the extent of the panorama (i.e. breadth of views from the receptors), would mean that the EfW would effect only a small proportion of the views available. The preliminary outline design reflect the 'linear stratified' landscape when viewed from the nearest houses. Suitable treatment of the building elevations in respect of materials, texture and colour with further reduce the visual impact.

**23. What are the timescales and when would the facility be completed?**

Once planning permission is granted, construction will start in 2011 and the facility will be fully operational by 2014/15. This is important as it means the authority will meet its targets for landfill diversion, avoiding substantial fines and additional costs.

**24. How can local residents get involved?**

Mercia Waste Management will be undertaking a major consultation and community involvement programme. We will be consulting on all aspects of the proposals and the consultation will consist of a mixture of public open days, newsletters and presentations. All material will be publicly available and accessible. We will also be establishing a Community Liaison Group (CLG) for local residents and businesses to become involved in our proposal and the facility. In addition, following submission of the application, the local authority will undertake statutory consultation in accordance with national planning requirements. This will

enable all local residents and other interested parties to formally express their views about the scheme.