

**NORTH LONDON WASTE AUTHORITY**

**REPORT TITLE:** COMMUNICATIONS UPDATE

**REPORT OF:** MANAGING DIRECTOR

**FOR SUBMISSION TO:** MEMBERS FOR CONSULTATION AND DECISION BY CLERK OR MANAGING DIRECTOR

**DATE:** 2 APRIL 2020

**SUMMARY OF REPORT:**

This report provides details of recent communications work, in particular the move to a single new North London Waste Authority website and associated refresh of the Authority's brand. The report explains the rationale for the change and the programme of further communications which will follow. Following consultation with Members, decisions will be taken by the Clerk or Managing Director.

**RECOMMENDATIONS:**

That Members comment on the Report

**SIGNED:**  ..... **MANAGING DIRECTOR**

**DATE:** 23 March 2020

## **1. INTRODUCTION AND BACKGROUND**

- 1.1. The purpose of this report is to update Members on the launch of the new North London Waste Authority (NLWA) website and associated branding work.
- 1.2. The Authority originally had one single web presence at [nlwa.gov.uk](http://nlwa.gov.uk). In 2013, in order to maintain some separation between activity around a strategy for future waste services and activity to encourage waste prevention and recycling, the Authority developed a second website, [wiseuptowaste.org.uk](http://wiseuptowaste.org.uk), to speak more directly to residents about positive waste behaviours. The Authority has therefore operated two separate websites for the past seven years. The [nlwa.gov.uk](http://nlwa.gov.uk) website contained the Authority's corporate information (financial and governance), while [wiseuptowaste.org.uk](http://wiseuptowaste.org.uk) contained resident-facing service information and campaigns.
- 1.3. Once a decision had been taken to pursue a replacement energy recovery facility at the Edmonton EcoPark a dedicated website was set up for the North London Heat and Power Project (NLHPP). This means that it is no longer necessary to have two separate NLWA websites in order to keep information about future waste services separate from current service and campaigns information. In order to bring the Authority in line with standard industry practice, a decision was therefore taken to merge the two existing websites into one site.
- 1.4. This decision reflects significant improvements in website design and management, which mean the Authority will now be able to use one single website to communicate effectively with residents across corporate and consumer matters. Having a single website will enable greater coherence between communications about corporate matters, such as policy and decision-making, and information about waste prevention and recycling. It will also improve overall recognition of the Authority's brand and help the Authority present an authoritative voice on waste and recycling.
- 1.5. A comprehensive review of both NLWA sites concluded that the Authority could make significant changes to the structure and content of its web presence in order to improve the overall user experience and make it easier for residents to find the information they want. The new NLHPP website, [northlondonheatandpower.london](http://northlondonheatandpower.london), has recently been reviewed and updated, and will be unaffected by the decision to merge the two NLWA websites.

## **2. NEW NLWA WEBSITE**

- 2.1. A single new website will provide one location for all the Authority's governance and financial information as well as all service information and information about the Authority's recycling and waste prevention campaigns. Hosting this information in one place, under the existing [nlwa.gov.uk](http://nlwa.gov.uk) URL, will help demonstrate that the Authority's activity on waste prevention and recycling is an integral part of the Authority's overall approach to managing north London's waste. This in turn will support communications activity around the NLHPP.
- 2.2. Officers have therefore been working on plans to merge the Authority's websites into one site. Officers commissioned a specialist agency to work under the Authority's direction and deliver activity to update the content and improve the overall user experience for website visitors. This activity has included a significant

amount of research and stakeholder consultation, involving borough officers, to help establish the most effective user journeys, ensuring information provided by the Authority is as accessible and transparent as possible.

- 2.3. Website development work is expected to be complete by the end of March and the new website will be launched during the week commencing 6 April 2020.
- 2.4. Authority officers have been liaising with borough officers around the practicalities of moving to a single new website and arrangements will be in place to ensure residents visiting the [wiseuptowaste.org.uk](http://wiseuptowaste.org.uk) site are redirected appropriately.

### **3. NLWA BRANDING REFRESH**

- 3.1. The Authority's two existing websites currently have different brand identities, with the NLWA site (and other corporate materials) using the Authority's corporate brand identity and the Wise Up To Waste website using the illustrated Wise Up To Waste campaign brand identity. In order to achieve a single new website officers have undertaken a review and refresh of the Authority's two brand identities to deliver one coherent look and feel that supports the new website. The two current brand identities have also become dated and tired looking, and no longer communicate Authority messaging around waste prevention and recycling as effectively as they could.
- 3.2. The refreshed brand identity includes a redesigned NLWA logo, new colour palette, and most significantly, a move to a predominantly photographic style. The use of photography across the Authority's website and other communications materials will better and more accurately reflect the Authority's activities, making communication with residents more effective. This will provide a consistent and appealing identity under which to deliver the activity identified within the Reducing Residual Waste Plan (outreach and communications activity), which was approved by Members at the February 2020 Authority meeting.
- 3.3. The refreshed brand identity also aims to give the boroughs a more visible presence in Authority materials and activities. This approach will ensure that Authority communications activity benefits from positive associations with borough branding and vice versa, and makes delivering joined up activity easier.
- 3.4. In summary, the proposal to merge the website and update the brand identity for a single new website aims to:
  - make clearer the link between Authority and constituent borough activity, creating a more joined up presence;
  - resonate better with the public;
  - provide a consistent, professional, modern and appealing identity for all communications and outreach activity planned as part of the Authority's Reducing Residual Waste Plan.
  - reposition the Authority as a leader on recycling and waste prevention; and

- help the Authority deliver a new energy recovery facility and demonstrate that this new facility is part of a complete sustainable waste management solution that prioritises waste prevention and recycling.

#### 4. LAUNCH AND ROLL OUT PLAN

- 4.1. A plan is in place for rolling out the refreshed brand identity across Authority materials and channels across a phased transition period. The roll out will be conducted in stages to achieve a balance between establishing the Authority's new brand identity effectively while also ensuring the Authority delivers good value for money in the production of communications materials.
- 4.2. The website will be the first channel to use the new brand identity. This will be followed by a managed merging of the Authority's two social media channels to mirror the move to a single website to communicate both corporate and consumer-facing messages.
- 4.3. Prior to the brand refresh activity work was already underway to update operational signage at north London's reuse and recycling centres. As a result, this signage is being produced using the new brand identity, and some health and safety signage, which is needed urgently, will be on display imminently.
- 4.4. The overall roll out plan is indicated in the table below:

<b>Phase 1: immediate implementation</b>	<b>Channel/material</b>	<b>Timescales</b>
	New website	6 April
	RRC signage	Artwork to be completed in April – installation dependent on the developing COVID-19 situation
	Intranet	Mid-April
	Digital channels [social media branding]	April
Digital stationery templates New materials/assets Key items of high profile corporate branding	Van signage New office signage Digital templates [letterhead, PowerPoint, e-newsletters, press release template] Existing office signage	April/May
<b>Phase 2: short term implementation</b>	<b>Channel/material</b>	<b>Timescales</b>
Remaining corporate materials. Materials that are due for reprint and can be redesigned before printing.	Food lovers' cookbook Business cards Name badges Swish and Style pack	2020 (April to June)

High profile digital campaign assets		
<b>Phase 3: long term implementation</b>	<b>Channel/material</b>	<b>Timescales</b>
Materials that are still held in stock Low profile digital campaign assets	Printed materials/merchandise in stock Campaign assets (leaflets/flyers/website videos etc.)	TBC / as required / case by case basis
<b>Not in scope</b>	<b>Channel/material</b>	<b>Timescales</b>
Out of date/historic printed materials	Annual Reports Waste Prevention Plans/Summaries Annual Monitoring Reports etc.	n/a

4.5. Officers are planning comprehensive stakeholder communications activity to ensure that the launch of the Authority's new website is communicated effectively to staff, borough colleagues, members and residents. This activity is already underway and has so far involved email communications and face to face briefings with Authority staff, borough officers and members. Further communications will now be rolled out to the wider public and key stakeholders through email communications, social media and media activity (trade and local media).

## 5. EQUALITIES IMPLICATIONS

5.1. The Communications team continues to ensure that online and printed communications material is fully accessible.

## 6. COMMENTS OF THE LEGAL ADVISER

6.1. The Legal Adviser has been consulted in the preparation of this report and has no comments to add.

## 7. COMMENTS OF THE FINANCIAL ADVISER

7.1. The Financial Adviser has been consulted in the preparation of this report and has no comments to add.

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