

## NLHPP/NLWA Focus Group Brief

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| <b>Project summary:</b> | <b>Deliver a series of focus groups to support the North London Heat and Power Project (NLHPP) and NLWA more generally.</b> The research should provide NLWA with baseline information about the Authority's reputation, enabling the organisation to develop a programme of activity for maintaining and enhancing NLWA's reputation both for the NLHPP and more generally. More details on the project can be found at <a href="http://northlondonheatandpower.london/">http://northlondonheatandpower.london/</a> and more information about NLWA at <a href="https://www.nlwa.gov.uk/ourauthority">https://www.nlwa.gov.uk/ourauthority</a>   |
| <b>Background</b>       | <p>The North London Waste Authority (NLWA) has previously discussed the merit of undertaking some form of polling to help the organisation better understand the opinion of the wider community in relation to the NLHPP, which can then help drive changes in approach and messaging, as well as provide materials to give NLWA Members (elected councillors) a clearer picture of local sentiment towards the project. However, on reflection, and based on feedback from previous polls, it was decided that a poll of opinions is a binary approach where the risks outweigh the opportunities. The biggest risk is that the poll doesn't give a clear position on local sentiments and therefore isn't a cost-effective use of money.</p> <p>Concurrently NLWA had also been considering a piece of reputational research to determine the opinions and beliefs held about the organisation by the Authority's key stakeholders more generally, some of which are stakeholders whose views will be particularly shaped by their interaction with, or understanding of the NLHPP. It had been assumed that this wider piece of reputation research would be best carried out as qualitative research, either focus groups or one on one interviews. It has been agreed to combine the two pieces of work as they are complementary.</p> |
| <b>Value</b>            | <b>TBC</b>  |
| <b>Overview</b>         | NLWA would like to use a piece of qualitative research, principally a series of focus groups to understand local views on the NLHPP and important elements such as construction impact and mitigation. NLWA would also like to use some focus groups to understand the views of stakeholders more widely. NLWA would like you to provide a quote to deliver the scope of services outlined below.   |
| <b>Objectives:</b>      | <p>The objectives of the research are to:</p> <ul style="list-style-type: none"> <li>• Allow NLWA to understand in detail the view of the community towards the NLHPP construction, its impact and mitigation</li> <li>• Allow NLWA to understand the views of the community towards the NLHPP, including those that weren't picked up through the Development Consent Order consultation</li> <li>• Enable NLWA to test the effectiveness of key messaging and communications materials in relation to the NLHPP, and amend approach if required</li> <li>• Establish what the range of NLWA stakeholders listed in Appendix 1 think about NLWA.</li> <li>• Benchmark the perceived reputation of NLWA compared to others with a perceived exemplary reputation in the waste and resources field.</li> </ul>   |

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|                         | <ul style="list-style-type: none"> <li>• Determine whether the reputation of NLWA differs across the different stakeholder groups.</li> <li>• Determine whether the reputation of NLWA differs depending on which part of the organisation (NLWA) the stakeholder has experience with.</li> <li>• Identify areas in which the research subjects think NLWA could improve its reputation.</li> <li>• Identify how the research subjects think NLWA could best improve its reputation.</li> </ul>  |
| <b>Target audience:</b> | <p>The composition of the audience may differ depending on the content of the focus group. NLWA would like to ensure it can get a representative group from across the preferred area (such as all seven boroughs covered by NLWA). This is to ensure there is a clear and transparent approach to selecting members and ensuring feedback is genuine and of value. At present, the groups are expected to be as follows:</p> <p><b>NLHPP Focus Group</b> (to vary depending on the topic)</p> <ol style="list-style-type: none"> <li>1. Representative residents of the seven north London boroughs</li> <li>2. A smaller group representative of the immediate area around the Project</li> </ol> <p><b>NLWA Focus Groups (or interviews)</b></p> <ol style="list-style-type: none"> <li>1. Borough officers and Members as listed in Appendix 1. (It is likely that officers and members will need to attend different focus groups)</li> <li>2. Environmental groups/organisations in north London as listed in Appendix 1.</li> </ol>   |
| <b>Scope</b>            | <p>NLWA would like you to provide a quote to deliver a series of specific focus groups. They will be set up to cover particular areas, which may change and evolve in time. However, it is expected that they would need to include topics such as:</p> <ol style="list-style-type: none"> <li><b>1. NLHPP (part 1)</b> <ul style="list-style-type: none"> <li>• Construction impact in a local context</li> <li>• Communications materials, communications channels</li> <li>• Waste management in north London</li> </ul> </li> <li><b>2. NLHPP (part 2)</b> <ul style="list-style-type: none"> <li>• Social value (including employment, apprenticeships and skills)</li> </ul> </li> <li><b>3. NLWA (with a more defined group)</b> <ul style="list-style-type: none"> <li>• NLWA's relative reputation and how best to improve it</li> </ul> </li> </ol> <p>NLWA would expect you to deliver the following work:</p> <ul style="list-style-type: none"> <li>• Produce a Research plan/Focus Group Strategy to be approved by the Project team and NLWA officers</li> <li>• Recruit Focus Group members or interviewees</li> <li>• Draft materials (with NLHPP input)</li> </ul> |

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|               | <ul style="list-style-type: none"> <li>• Organise and deliver all aspects of six (initially) Focus Groups (three NLHPP and three NLWA)</li> <li>• Provide a report following each Focus Group to include the approach and outcomes as well as an overarching report to cover common themes between both work areas.</li> <li>• A cost for completing a follow up set of focus groups in two to three years' time</li> </ul> |
| <b>Timing</b> | NLWA would like all focus groups to be delivered by the end of February 2021.   |

## APPENDIX 1

### Borough officers and Members

- Authority Members – two councillors from each of the seven north London boroughs (14) and
- Directors of Environment from the seven north London boroughs (7)
- Directors of Finance from the seven north London boroughs (7)
- Technical waste officers in the seven boroughs (7)
- Local Ward councillors (Edmonton Green, Upper Edmonton, Lower Edmonton)

### Community and environmental organisations

- Friends of the Earth
- Sustainable Enfield, Sustainable Hackney
- Pinkham Way Alliance
- Delivery and funded stakeholders (waste prevention) – included in the list based upon the fact that they work in a specialist field and for NLWA e.g. waste education, or because they are a national or regional organisation with whom NLWA liaises with a wide perspective on the waste agenda e.g. Resource London. Keep Britain Tidy
- Hubbub
- Groundwork London
- Ecoactive
- LWARB Restart project
- Any of the other projects (in addition to ReStart and Groundwork) that have been funded via the Waste Prevention Community Fund – list to be provided if required
- Extinction Rebellion (XR) (TBC – to be discussed)