

SEPTEMBER 2021

NLWA - FOCUS GROUP REPORT, ACTIONS IDENTIFIED

ISSUE RAISED	SH GROUP	ACTION IDENTIFIED - NLWA	ACTION IDENTIFIED - NLHPP
Lack of awareness of NLWA	Residents	<p>Consider the benefits of including 7 borough council's logos on all NLWA communications relating to waste authority services.</p> <p>Develop proactive campaigns to be delivered jointly between boroughs and NLWA.</p>	<p>Name boroughs more regularly in press releases relating to NLHPP to demonstrate link between NLWA / NLHPP and the 7 boroughs.</p> <p>Provide social media content for the boroughs, that NLHPP would retweet/like etc.</p>
Lack of awareness of NLHPP	Residents	<p>Provide press ready information about NLHPP for inclusion on borough council's websites.</p> <p>Consider advertising campaigns about the project in local train stations, focusing on the facilities being built as well as apprenticeship opportunities</p>	<p>Host roadshows in all 7 boroughs and include information about apprentices in presentation material.</p> <p>Hand deliver posters, newsletters and topic specific leaflets (e.g. air quality) in local venues (libraries, council buildings etc.)</p> <p>Continue Community Liaison Group meetings and offer presentations to community groups.</p>
Misunderstanding re. level of air pollution	Residents	Produce gifs / soc media content as part of a campaign in advance of the December Authority meeting.	Use next community newsletter to explain air pollution controls.
Lack of awareness re. recycling - educate future generation	Residents	<p>Consider creating a new role at NLWA dedicated to developing school / college engagement activities.</p> <p>Establish a programme of careers events / talks. Consider school competition / campaign relating to the Green Economy.</p>	<p>Social Value team is already hosting events, offering careers advice across north London from end of October. Review and update schools programme to identify if any schools are missing. Provide update to Members on schools' programme and ask for ideas on</p>

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			<p>additional schools / colleges we could engage</p> <p>School visit to NLHPP.</p>
<p>Awareness of employment & training opportunities</p>	<p>Residents</p>	<p>Teach repair skills in each borough, putting skills in place for a fully green economy.</p> <p>Improve links with colleges, following up on conversations from VIP tours.</p> <p>Organise initiatives around COP26 e.g. Presentation about recycling.</p>	<p>Social Value team is already working in this space, promoting opportunities to schools and colleges.</p>
<p>Impact on community:</p> <ul style="list-style-type: none"> - smell - transport - cost of NLHPP 	<p>Residents</p>	<p>Share communications / briefings with Boroughs about how NLWA is dealing the issues highlighted.</p>	<p>Create a list of subjects, including those identified here, to cover in detail in forthcoming newsletters.</p> <p>Update NLHPP website with details about managing smell, traffic volumes and cost of project.</p> <p>Engage with LEL about them providing information on smell and transport management.</p>
<p>Poor transfer of information:</p> <ul style="list-style-type: none"> - wasted opportunities - lack of joined up thinking - key individuals and responsibilities 	<p>Stakeholders</p>	<p>Produce an NLWA organogram showing key contacts and responsibilities across authority services – that is updated regularly with personnel changes.</p> <p>Refresh communication channels with Borough officers and agree meeting attendance and responsibilities.</p> <p>Organise Borough specific briefings.</p>	<p>██████████ to refresh communication channels with Borough officers, agree meeting attendance and responsibilities relating to NLHPP to reinforce Borough ownership of the project.</p>

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		NLWA team to develop a list of priority officers which require increased engagement.	
NLHPP dominating meetings communications	Stakeholders	New head of strategic comms to engage directly with key officers to identify issues, to enable proactive action.	Information about waste forecasting has been provided to borough officers.
Inadequate level of information provided in comparison to competitors	Stakeholders	Consider brainstorming / planning events with Borough officers and provide more detailed briefings to officers in advance of meetings.	