

## **Joint Waste Board – 29<sup>th</sup> June 2012 Communications Update**

### **1. Communications Action Plan**

This will be updated to include the key project milestones through the construction phase and beyond, following the meeting of the BDR Communications Group on Monday 25<sup>th</sup> June 2012.

### **2. Local Businesses Networking Event 22<sup>nd</sup> June 2012**

This event was staged at the Dearne Valley Kingswood Centre at Denaby Main to bring together local businesses based in Barnsley, Doncaster or Rotherham (or which have offices in one or more of the boroughs) with the contractors responsible for building the Bolton Road facility. It was organised by Green Issues Communique.

The event provided the opportunity for businesses to find out more factual information about the new site, learn about the process of tendering for future contracts and to talk directly to companies already involved in this major development. Two separate sessions were held during the course of the day.

An update on attendance and any issues arising from the event will be provided at the meeting.

### **3. Community Events**

Representatives involved in the PFI project (Shanks and BDR) have been attending a series of local community events and supermarket venues over recent weeks as part of the programme of public information, including:-

- Barnburgh and Harlington Carnival and Village Show, Saturday 16<sup>th</sup> June, 12-4pm (this event was cancelled due to rain)
- ASDA, Goldthorpe, Tuesday 19<sup>th</sup> June, 9am-2pm
- ASDA Thurnscoe, Wednesday 20<sup>th</sup> June, 9am-2pm
- The Cooperative, Bolton on Dearne, Thursday 21<sup>st</sup> June, 9am-1pm
- Swinton Community Gala, Recreation Ground, Park Road, Saturday 23<sup>rd</sup> June, 10am-4pm

A community update sheet has been prepared for handout at the sessions, based on the previously-approved exhibition panels used at earlier community drop-ins..

An update on the events will be provided at the Board meeting.

### **4. Media Activity**

Press releases have been issued to promote the business networking and community events.

David Packham, Chair of the Community Liaison Group, has issued his own information to local media. Coverage includes the Rotherham Advertiser.

The Communications Sub-Group is also considering media opportunities relating to the start of construction on site at Bolton Road and will make appropriate recommendations for consideration.

6. Website Review

A review has been undertaken of the BDR website to ensure all information is relevant and up-to-date eg project timetable and key milestones. New features will also be added, including video footage, links to pertinent national events eg National Recycling Week and initiatives, Frequently Asked Questions and information on the Community Liaison Group.

21<sup>st</sup> June 2012