



Public Consultation Evaluation

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Introduction

Plans have recently been unveiled for the DEW Project – a private joint venture initiative to deliver a revolutionary new waste to energy plant in Stainforth, Doncaster.

In order to support the planning application AvVail and Waystone (Partnership) committed to a major public consultation programme and appointed independent consultancy French PR to conduct and evaluate it.

French PR were asked to draw up a programme to ensure consultation with all local stakeholder groups including:

- Public living in the immediate area
- Public living in surrounding towns
- Local elected council members
- Hatfield and Stainforth council officers
- Local influencers including neighbourhood management
- Local retailers
- Local community centres and groups
- A sample of local schools

The following summary outlines the tactical approach to deliver a fully inclusive and comprehensive public consultation programme. The objective was to create a series of tools and materials that could be effectively used to communicate plans to all stakeholder groups and make information accessible for all.

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Marketing Tools

The following marketing tools were employed:

Creative Identity – creating the DEW identity and imagery/graphics to more easily communicate plans and attract interest.

Information Brochure – an easy to use eight page brochure detailing plans and benefits as well as anticipated concerns. 10,000 copies were produced and circulated.



Display Stand – a large graphic to draw attention in public areas and outline plans with site map.

Recycled Items – actual samples for the public to understand how recyclable items are processed and what they can produce. – e.g. glass to create building blocks.

PowerPoint Presentation – a tailored slide show addressing issues in detail for bespoke questioning. This included statistics from Friends of the Earth and details of emissions.

Animation Sequence – a cartoon with commentary to easily explain the process.

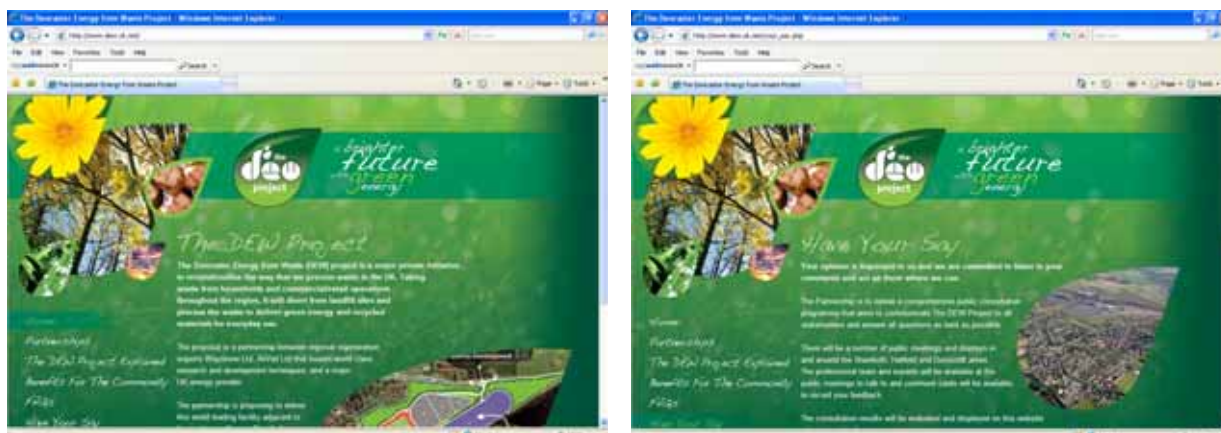
Press Pack – a detailed press pack to support media enquiries and for presentations to project influencers.

Press Release – a news announcement issued to all relevant local media.

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Dedicated Website – an online tool to allow home access and interactivity with detailed Question and Answer facility. Site allows public feedback.



Question and Answers – over 30 issues addressed for public information and additional questions addressed one to one.

Advertisement – a quarter page advertisement of consultation dates for media placement.

Posters – an A3 poster created announcing consultation dates deposited in public places.

Comment cards – a response paid, sealable comment card to allow free and confidential comments.

Your views matter to us

Name Occupation

Address (optional)

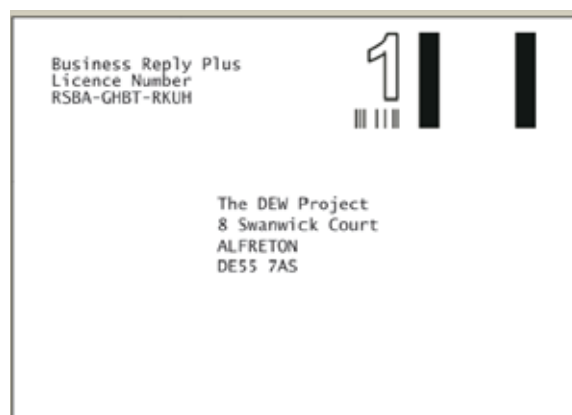
Postcode:

Your age group: Under 16 16-25 26-35 36-45 46-55 56-65 66+

Employment Status: Part Time Employed Full Time Employed Self Employed
 Student Retired Unemployed Other

Your views

Please return this card using our freepost address overleaf - you don't need to use a stamp!



Signage – A3 and A4 signage positioned to direct public to all consultation meeting venues.

Hatfield Power Park brochure – a bespoke document that gave background to plans for the adjacent Power Park by Waystone.

Developer credentials – information about the partners proposing the scheme.

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Marina Project display – information about the nearby Marina Project that will benefit from The DEW Project.

The above tools were used to facilitate the following activities that were undertaken in March 2009.

Advanced private pre briefings with influencers

- Meeting with Ed Miliband and office
- Meeting with Caroline Flint's office
- Meeting with Sue Rawlings – Neighbourhood Manager
- Presentation to Stainforth and Hatfield elected members
- Presentation to Hatfield Town Council
- Presentation to Stainforth Town Council

Media Profile

- Secured editorial profile in Doncaster Star - positive
- Secured editorial in Yorkshire Post – positive
- Secured editorial in Doncaster Free Press – positive
- Interview with Trax FM

Advertising

- Quarter page placed with Doncaster Star to highlights dates
- Quarter page placed with Doncaster Free Press highlighting dates

Online access for

- Information resource
- FAQ's
- Feedback mechanism
- Comprehensive links
- Contra links

Public Displays at

- Netto supermarket for four days
- Somerfield supermarket for four days

Full team presence for public consultations at

- Stainforth Community Resource Centre, 3pm until 7pm
- St Mary's Community Centre, Stainforth, 3pm until 7pm
- Hatfield Travis Infant School, 3pm until 7pm
- Dunsville Primary School, 3pm until 7pm
- Sheep Dip Lane School, 3pm until 7pm

DEW Booklet Drop to local areas

- 5000 door drop to local areas with Thorne Gazette
- Neighbourhood Manager – full box for local distribution
- Hatfield Library

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- Duncroft Unite
- Dunsville Community Centre
- Stainforth SureStart Children's centre
- Hatfield Water Park Outdoor Activity Centre
- Stainforth Main Club
- Stainforth Central Club
- Stainforth Community Partnership
- Poulton Close Tara Centre
- Poulton Close households
- Stainforth Office
- Duncroft Social Men's Club
- The Hatfield
- Hatfield Chase
- Somerfield
- Netto

Poster Drop to local areas

- Charlotte's Florist
- Tickled Pink Dress Shop
- Ingram Arms Pub
- Coffee @ number four
- Post Office
- Ladythrope Gallery
- All about me
- Gibson's Newsagents
- Dental Surgery
- Groceries & Booze corner shop
- Bay Horse Inn Pub
- Library
- Blind Ideas
- It to go
- The Hatfield
- Hatfield Chase
- Londis (Duncroft)
- Vision On
- Sid's Hair Salon
- The Flarepath
- Dunsville Discounts
- Weldrians Pharmacy (Duncroft)
- Sandra's General Store

Those consulted were asked to give their views as to whether they support or do not support the proposals. They were also encouraged to provide additional comments about chosen aspects of the scheme.

The following provides a statistical breakdown of these responses and addresses the major issues arising.

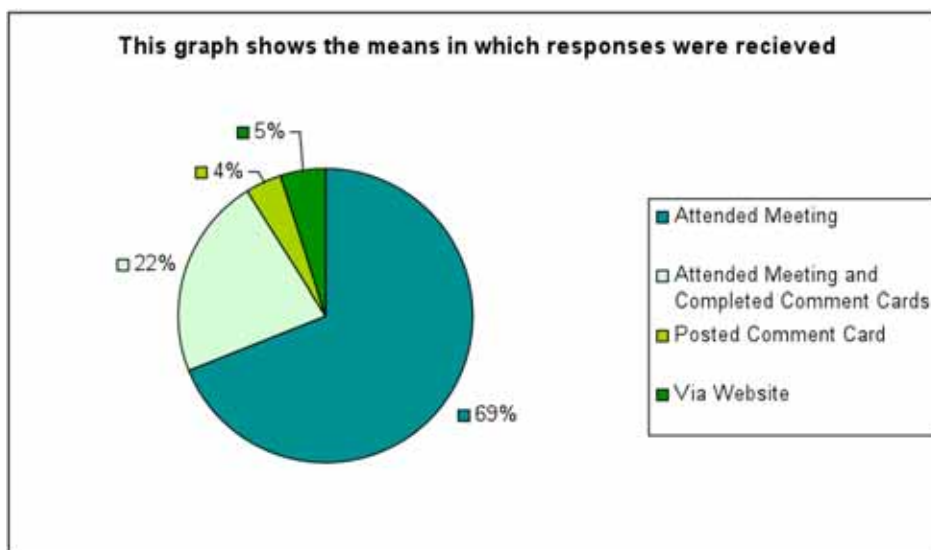
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Evaluation

To date the consultation has received 50 written responses. The majority were received through comment cards and some were received via the website.

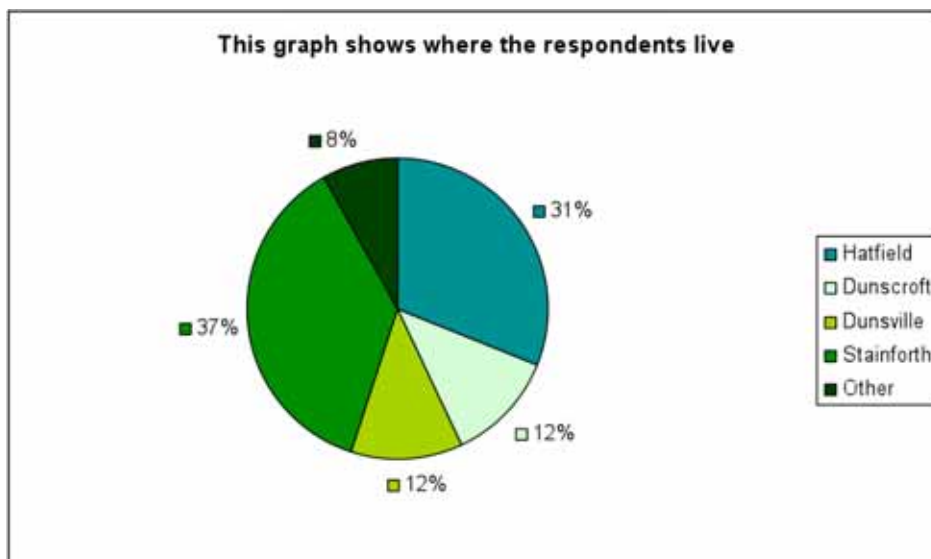
In total 104 people attended the public consultation meetings. Of those, 40 chose to make a written comment via comment cards or by email.

At 27 April 2009 the website received 1,500 unique visits (between 9 March and 27 April) - nearly 7,000 page impressions were made. Of those visits only 7 chose to respond online with comments.



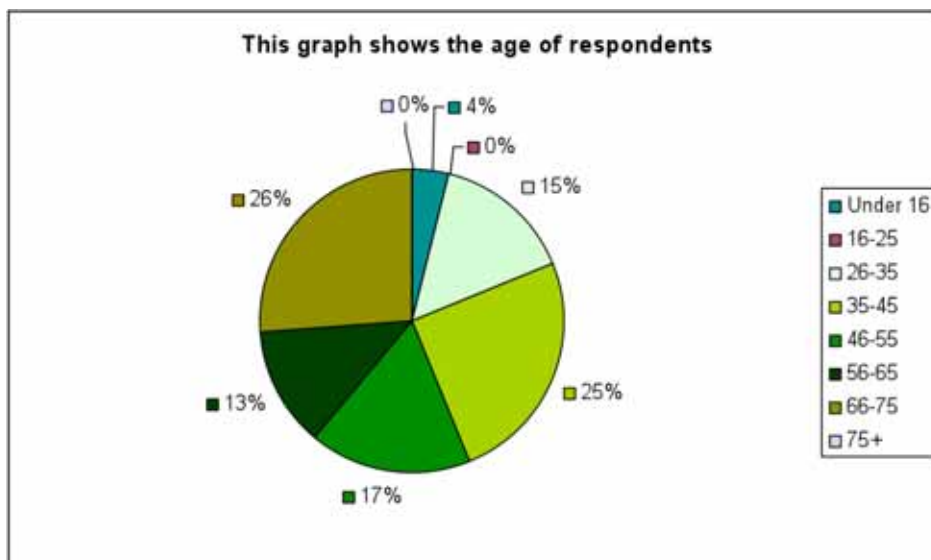
The majority of attendees (including respondents) live in the Stainforth and Hatfield villages immediately adjacent to the site. People living in Duncroft and Dunsville also commented and 8% of respondents were from outside of these areas.

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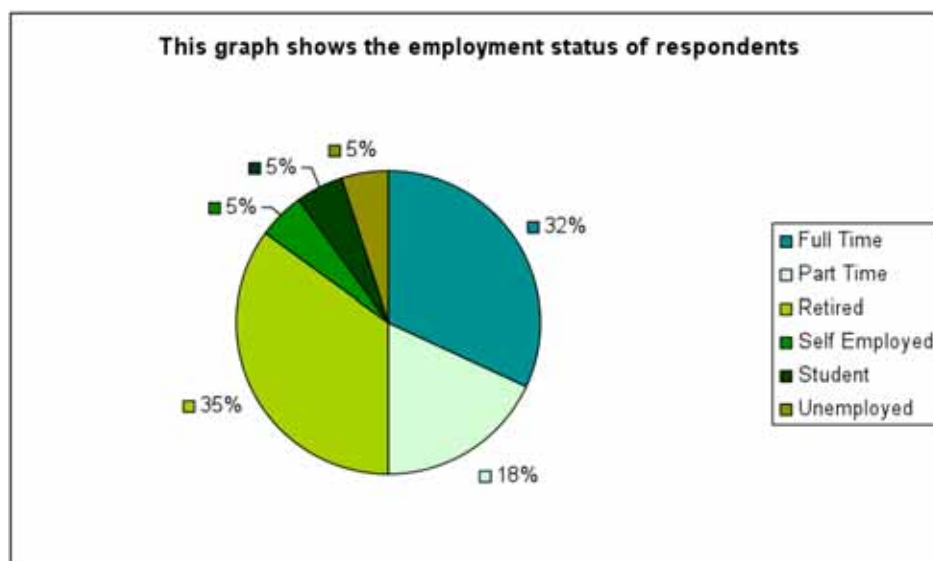
The following chart shows that respondents who expressed the most interest and gave comment were aged 36 and above; 26% of these were aged 66 and above. No comments were received or interest expressed from those aged under 25 with the exception of a small percent of school children where the venue was their own school.

Overall the age group of respondents was very balanced suggesting an interest in the project across the demographic spectrum.



The following graph shows the employment status of those who responded. The above chart also shows the majority of respondents are retired and have lived in the area over a long period. Only 5% of respondents are currently unemployed, although the unemployment rate in the area is above average (please see statistics on the following page*), and 32% are full time employed.

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* **Nomis Official Labour Market Statistics**
Employment and Unemployment (based on Sept 08 figures)

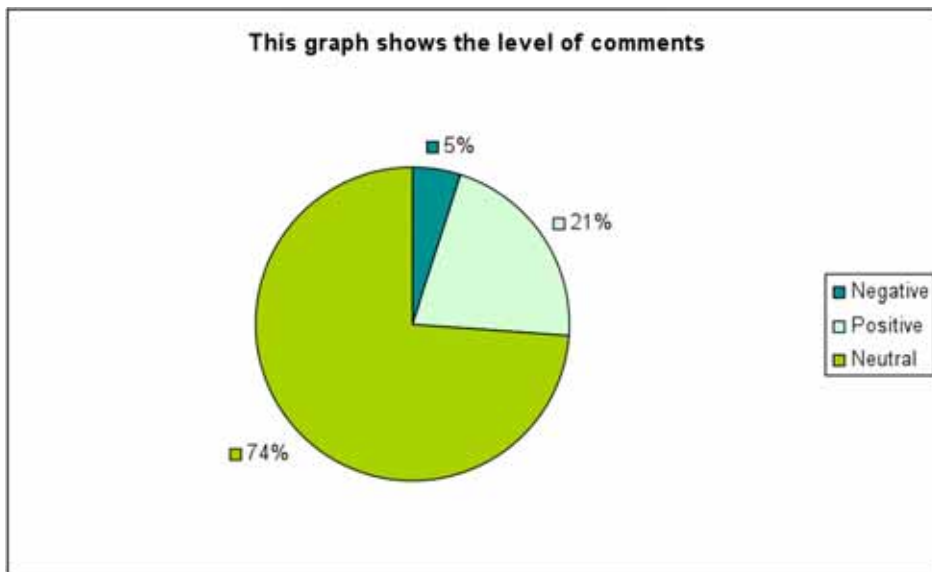
All People	Doncaster (numbers)	Doncaster (%)	Yorkshire and The Humber	Great Britain
Economically active	140,600	77.7	78.3	
78.8				
In employment	129,500	71.5	73.5	
74.5				
Employees	115,900	64.2	64.6	
64.8				
Self employed	13,400	7.3	8.4	9.3
Unemployed model based)	9,600	6.9	5.9	5.3

Bearing in mind these figures have risen significantly during 2009.

The feedback received to date has been less than anticipated but satisfactory for the purpose of the consultation. Given that the project was widely publicised as above, a general acceptance within the local community of the likely nature of the Power Park Development is considered to be the main reason that many local people have chosen not to show interest and make comment.

Of those that chose to provide comment the majority response has been positive (80%) and any concerns highlighted have been constructive. Around 20% of those that commented were negative. However the chart below indicates that many visitors chose not to comment, accordingly we have classified them to be neutral.

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Actual Comments

The following lists samples of actual comments received...

Something has to be done with rubbish and this seems like the ideal solution, if you can guarantee there are no toxic emissions.

I am concerned that Stainforth will be having an incinerator as well as a power station. I like the idea of jobs and planting the trees.

Fantastic Project, the need to create employment in a variety of roles is desperately required in the surrounding area's of Stainforth

I feel the Dew Project is what Stainforth needs for employment and training for younger generations

Concerns re steam emissions and pollution, traffic congestion while building plant and any other related construction, smell from operations. Do not want another foreign utility provider or a non-UK contract for construction and operation of plant.

My hope is the DEW Project is completed. Absolutely fantastic - this seems to make 'Being Green Easier'. Can only be good for the community.

How much CO2 will the new plant produce? What environmental controls will be put in place? How will the link affect Hatfield residents? How many vehicle movements will there be? Residents concerns how are they being addressed and what is being done to appease them? Is this not excessive development of green land close to residential area? What about local schools?

I think it is an excellent idea it will save DMBC a lot of money on landfill charges. Go for it well done!

I can look forward to traffic chaos and more pollution in the area. The project along with others will turn Stainforth into a giant building site with the influx of people into the area. I see no new schools, no increase of medical facilities. We are promised much but in the end nothing is done for the residents.

CAN'T WAIT - LINK ROAD A BONUS! UK drags behind in conservation - in recycling and regeneration - GO FOR IT!

All of the data captured and comments received are attached to the back of this document for reference. Actual comment cards are available for inspection at any time.

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Issues Arising

Whilst many different questions and concerns were recorded the following issues were the most prevalent and we have addressed them for the purpose of this document.

Road congestion and traffic issues

Concern was expressed about the likely impact of traffic on the local roads and specifically vehicular movements during construction of the plant and the link road.

It is intended that The DEW Project will use the new link road to the M18 once constructed. The new road will also help to improve connectivity for the local community and at the same time reduce HGV traffic on local roads.

It is intended that the new road will be built at the same time as The DEW Project. This will of course be subject to usual bureaucratic procedures but it is hoped to complete the road within a three year period.

There will inevitably be some level of disruption to the local area during the construction process but we will be working closely with the local authority to agree the best strategy for delivering both elements that minimises this disruption in the best possible way. The logistics for doing this and the restrictions imposed by the planning department will be made public in due course.

Should plans go ahead The DEW Project will be the catalyst for delivering the new link road which gives immense long term benefits to the area.

Emissions and Pollution

Many respondents were naturally concerned about emissions and pollution and how this would affect them and their local environment.

Emissions from the plant are at least 50% below the limit set by European Parliament in 2000 as part of the Waste Incineration Directive. The plant will also be subject to Environment Agency regulations to ensure that any emissions are well below harmful levels. Emissions will be passed through thermal oxidisers to further minimise emission levels.

The overall waste treatment and energy production process has been classified as being eligible for double Government Carbon Credits, which are only available for processes that are of the highest environmental friendliness.

Noise pollution from The DEW Project will be minimal as all of the unloading of waste will be completed within a closed facility. The noise levels will be no higher than those found at any other light-industrial park.

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It is intended that the plant will be lit permanently to support 24/7 operational requirements however, this light will be in accordance with planning conditions and the extensive landscaping plans will help to shield this from local residential areas.

The plant will also operate under negative pressure to eliminate the escape of odours, and any air that leaves the plant passes through deodorising ventilation systems. The steam produced from power generation will be captured and re-used in the autoclaves.

The DEW Project provides almost a 100% alternative to landfill meaning that virtually all waste is used as a resource and recycled. It can recycle material that in other processes are not recovered, such as plastics that can be turned into biodiesel and syn-gas. Recyclable products are treated and turned into useable products at the adjacent eco-park (reducing the carbon footprint for transportation) and the residual waste is turned into a fibre which is over 90% pure. This fibre is used in boilers to generate energy that is then fed into the National Grid.

Surrounding land issues

All respondents showed great interest in landscaping, the wider masterplan for the area and also existing plans for neighbouring sites such as the Powerfuels Powerpark.

The area surrounding The DEW Project will be sympathetically landscaped with extensive tree planting, renewed and new bridle paths and waterscapes. It is anticipated that nearly a quarter of a million trees will be planted over at least 32 hectares.

The consultation team presented plans for other developments that are within Waystone's remit such as The Masts Marina and Hatfield Power Park. There is an ongoing flood investigation through the environment agency that Waystone remains involved with although it was not able to provide comment on other neighbouring site plans or disruptions that landowners are experiencing.

Waystone remains a key stakeholder and committed to delivering the wider DN7 master plan and The DEW Project will evidently help to deliver this.

DMBC commitment

Great concern was expressed about DMBC support for this project and likely useage. Issues were also highlighted in terms DMBC support for job creation and allocation of the community fund for local use.

The development team are committed to working closely with DMBC to support the interests of the local public and to encourage use of the facility. Meetings are now being progressed with the head of waste at DMBC and other officers to discuss these issues. To date all council officers briefed have indicated positive references to the benefits of the project.

Job creation and commitment to local employment

Strong interest in job availability was expressed and whether they would be awarded locally. Some job applications have been received already.

The project will deliver new jobs for the construction phase and also around 220 new management and semi-skilled jobs when the plant is operational.

In the first instance direct employment opportunities will be offered to local people. Under EU law we are unable to discriminate against EU workers although it is our intention to employ workers from the immediate area where possible.

The DEW Project will ultimately become the catalyst for wider job creation as the DN7 Master plan and projects develop.

Waste Content and Effects on Recycling

The plant will accept waste from households and retail/commercial operations including supermarkets. It will not take hazardous, toxic, nuclear or medical waste.

The plant is able to take segregated and non-segregated waste and support the current recycling schemes that the local council has in place. Kerbside collected separated waste does not need to go to landfill, but will be accepted by the waste to energy plant. The decision to segregate waste will remain with the council based on its policy.

The proposed plant is modular and so can cope with a change in demand. The facility is considered a solution to the waste problem in the area.

Segregated waste which is not sent to the plant can be processed and recycled under existing arrangements with the local authority.

All identified recyclable materials including metals, bottles, plastics, aluminium and glass can be processed for recycling at the new plant. The recycled items will have been sanitised through steam treatment and recovered through a sorting process. These items will then be passed to the adjacent eco park to be transformed into marketable products such as metal ingots, pots and pans, building products and biodiesel. The facility can achieve a higher recyclable rate than any other similar project and can even recycle bottles with the corks in them and shredded paper that until now have gone to landfill.

All of the above issues were explained in detail during the public consultation process and information is posted within the 'Frequently Asked Questions' section of the website.

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Moving Forward

Should planning be granted for The Dew Project, an ongoing public relations programme is planned to maintain public interest and provide accessible information during the delivery programme. This includes a tailored schools education initiative for which many local schools have expressed a desire to become involved and E-On has programmes in place to assist with this.

The partnership will be proposing the formation of a local forum chaired by a local community participant, at which the Partnership would attend and provide regular information about progress on the project.

Report concluded by Louise French of French PR

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14 May 2009