



Griffiths Road, Lostock Gralam **Proposals for a new waste treatment facility for Cheshire**

Statement of Community Involvement

Prepared by 3 Monkey Communications

1.0 Statement of community involvement overview

- 1.1 Viridor is committed to consulting with its stakeholders and local communities in an open, honest and transparent manner with respect to any possible planning application. Throughout our period of consultation in Cheshire we have given all stakeholders the opportunity to find out more about our plans and the opportunity to comment on these as early as possible in the development process.
- 1.2 Prior to submitting any formal planning application for the site, Viridor has undertaken an ongoing and detailed programme of community consultation, as outlined below.
- 1.3 The programme of public consultation has been developed in accordance with the advice of Cheshire West and Chester (CWAC) and Cheshire East Councils to meet the requirements of public consultation for a major waste development. The programme followed by Viridor has been agreed by CWAC on behalf of CWAC and Cheshire East.

2.0 Stakeholder briefing

- 2.1 A briefing for all relevant council members of Cheshire West and Chester (CWAC), Chester East and local parish and town councils was organised on Tuesday 23rd June 2009. The session lasted approximately two hours and was held at the Wincham Hall Hotel in Lostock Gralam, starting at 6.00pm.
- 2.2 An invitation letter was distributed to all invitees on 10th June 2009. It included general information about the proposal and details for a telephone enquiry line. A copy of the invitation letter is attached as Appendix 1.



- 2.3 The presentation consisted of:
- Background about Viridor and the proposed development, hosted by a Viridor representative
 - Questions and answers
- 2.4 Copies of brochures, exhibition boards and information about Viridor were available to view before and after the meeting. A copy of the consultation brochure is attached as Appendix 2. Representatives from Viridor and planning consultants, Wardell Armstrong, were on hand to answer questions before, during and after the presentation.
- 2.5 All materials directed readers to the consultation website and provided details of the telephone enquiry line.
- 2.6 The presentation was attended by six councillors from Lostock Gralam and Wincham parish councils and from CWAC.
- 2.7 A visitor's book was used to record attendees.

3.0 Media briefing

- 3.1 A media briefing was held on Wednesday 24th July 2009 at 10.30am at the Wincham Hall Hotel. A representative from Viridor [Dan Cooke] attended to provide face-to-face information about the proposals to invited members of the local media.
- 3.2 Media were invited to the briefing by Viridor representatives through an email and telephone invitation. At the briefing media were provided with a local press release giving information about the proposals and the dates for public exhibitions. The release was shared with media unable to attend by email. The press release is attached as Appendix 3.

3.0 Public exhibition

- 3.1 A two-day public exhibition was held at the Lostock Sports and Social Club in Lostock Gralam on Wednesday 24th and Thursday 25th June 2009 between 3.00pm and 8.00pm.
- 3.2 The exhibition was promoted through a door drop leaflet delivered to local residents and businesses within a catchment area of 2,000 households as agreed with Chester West and Chester council and through half page adverts in the Northwich Guardian which appeared on the 17th June and 24th June. There was also editorial press coverage in the local press (Northwich



Guardian and Mid Cheshire Chronicle) in the weeks preceding the public exhibitions. A copy of the door drop leaflet is attached as Appendix 4. The press advertisement is attached as Appendix 5.

3.3 Exhibition stands (Appendices 6) with information about the proposals were provided at the event. The information included:

- Background about the proposal
- Why the facility is needed
- Information about the Mechanical Biological Treatment process
- Benefits for the community
- Information about the site
- Information about operating hours, traffic and impact on the environment
- The consultation website address, a telephone enquiry line and a postal address

3.4 Feedback forms were also provided with a box to leave them in at the event or a freepost envelope to send it back later. A copy of the feedback form is attached as Appendix 7.

3.5 Consultation brochures were available at the event for visitors to take away.

3.6 Representatives of Viridor and Wardell Armstrong were on hand to answer any specific questions and to provide information about the proposals.

3.7 Visitors were recorded in a visitor book. 25 people attended on each of the two days (50 people in total). Visitors represented the local community and local businesses.

3.8 Comments received at the event were generally understanding and supportive of the proposed development. Visitors were reassured to find out that the scheme did not include plans for incineration/combustion at the Griffiths Road site. Some concerns were expressed about the impact of traffic on the local road network. The inclusion of the rail link to Runcorn was welcomed.

4.0 Parish Council meetings

4.1 In the letters of invitation to the stakeholder briefing dated 10th June 2009, parish councils were offered the opportunity to meet Viridor separately at their own convenience – this was in addition to the stakeholder briefing held on the 23rd June 2009.

4.2 A team of Viridor and Wardell Armstrong representatives attended the following parish council meetings:



- Northwich – 6th July at 6.00pm
- Lostock Gralam – 6th July at 7.30pm
- Wincham – 8th July at 7.30pm
- Rudheath – 13th July at 7.00pm

In common with the public consultation events, comments received at the meetings were generally understanding and supportive of the proposed development. Councillors and other attendees were broadly aware that the scheme did not include plans for incineration/combustion at the Griffiths Road site; a good reflection of the consultation process undertaken to date.

Some concerns were expressed about the impact of traffic on the local road network but the proposals to limit traffic movements coming from the area immediately to the north of the site were welcomed. The inclusion of the rail link to Runcorn, redeveloping a brown-field site and increasing local employment opportunities were all received positively.

4.3 Parish Council meetings summary

4.3.1 Northwich Town Council

6 July 2009, 6.00pm, Northwich Town council offices

Attendance at monthly town council meeting

Meeting attended by representatives from Viridor [Symon Grasby] and from planning consultants Wardell Armstrong [John Topping]

Viridor was invited to attend a meeting of the town council following an offer made by Viridor to meet with the council. Viridor spoke at the start of the meeting providing context to the proposed development, background to the proposal and to respond to questions from the council.

The conversation was generally positive. Questions were raised relating to potential traffic impact on the region's roads.

4.3.2 Lostock Gralam Parish Council

6 July 2009, 7.30pm, Lostock Green Methodist Church Hall

Attendance at monthly parish council meeting

Meeting attended by representatives from Viridor (Symon Grasby) and from planning consultants Wardell Armstrong (John Topping).



Viridor was invited to attend a meeting of the parish council following an offer made by Viridor to meet with the council. Viridor spoke at the start of the meeting providing context to the proposed development, background to the proposal and to respond to questions from the council.

Questions were raised relating to the proposed waste tonnages to be received at the site. Viridor responded that, although the facility would primarily manage Cheshire's residual municipal waste, there was potential capacity to treat a small proportion of commercial waste arising in the region, which would serve to underwrite the cost of treating municipal waste. This would provide better value to the residents of Cheshire and this point was welcomed by attendees at the meeting.

The number of traffic movements at the site was queried and the predicted traffic numbers were explained in some detail. The methodology for the Traffic Impact Assessment was explained, including the use of peak flows, projected future traffic on the road network and the inclusion of committed development. The attendees appeared satisfied that the main issues would be addressed.

The use of the northern part of Griffiths Road was discussed, including the junction with Manchester Road, and the attendees were comfortable that the main route for access to the site would be from the south. It was explained that some vehicles, i.e. refuse collection vehicles collecting waste from Lostock Gralam and other areas to the immediate north of the Lostock site, would access the site via the northern part of Griffiths Road and this point seemed to be accepted.

Overall, the meeting was constructive and allowed a good exchange of views on the development proposals.

4.3.3 Wincham Parish Council

8 July 2009, 7.30pm, Wincham Community Centre

Wincham parish council organised a special meeting to allow Viridor and RRS to present their plans and for members of the council to pose questions.

Meeting attended by representatives from Viridor (Dan Cooke) and from planning consultants Wardell-Armstrong (Alison Mitchell)

Questions were raised relating to the potential impact of traffic on the local highway network.

4.3.4 Rudheath Parish Council

13 July 2009, 7.00pm, Rudheath Leisure Centre

Attendance at monthly parish council meeting

Meeting attended by representatives from Viridor (Peter Wishart) and from planning consultants Wardell-Armstrong (Alison Mitchell)



Viridor was invited to attend a meeting of the parish council following an offer made by Viridor to meet with the council. Viridor spoke at the start of the meeting providing context to the proposed development, background to the proposal and to respond to questions from the council.

Questions were raised by members with respect to concern about the impact the proposed development may have on traffic on the local road network.

5.0 Cheshire West and Chester (CWAC) public consultation meeting

5.1 Viridor accepted an invitation from CWAC to present at a public consultation meeting on 16th July 2009 at 7.00pm at Northwich Memorial Hall. A team of Viridor and Wardell Armstrong representatives attended.

5.2 CWAC promoted the event with door drop flyers to residents in the local area and through advertising and press coverage in the local paper.

5.3 The format of the presentation was determined by CWAC and included a 30-40 minute presentation followed by questions and answers. The session was chaired by Cllr Mark Stocks, Northwich East and Shakerley.

5.4 Information about Viridor's proposals was made available to attendees before and after the presentation in the form of exhibition stands and brochures.

5.5 Summary of meeting

Meeting attended by representatives from Viridor (Dan Cooke, Symon Grasby) and planning consultants Wardell-Armstrong (Alison Mitchell).

The meeting was organised by CWAC with invitations extended to Viridor and RRS. Viridor took up the opportunity to attend the meeting and speak about the proposals. RRS did not attend.

The meeting was attended by c.20 people plus five councillors. The meeting lasted approximately 1.5 hours. Viridor presented their plans and answered questions. The plans were generally well received and the discussion was constructive. Concerns were raised with regard to traffic impact on the local road network. Questions were also raised with regard to the choice of technology proposed, and how the proposed development fitted with other development plans in the region.



6.0 Pre-application consultation materials (refer to Appendices)

6.1 Community brochure

6.1.1 A brochure was produced providing details on the proposals. A copy of this leaflet is included within the appendices.

6.1.2 The brochure included:

- Background about the proposal
- Why the facility is needed
- Information about the Mechanical Biological Treatment process
- Benefits for the community
- Information about the site
- Information about operating hours, traffic and impact on the environment
- The consultation website address, a telephone enquiry line and a postal address

6.1.3 The brochure was available in other formats, including large print and language translations, if required. The leaflet was printed in full colour on 80 per cent recycled stock.

6.2 Dedicated website

6.2.1 A website was set up displaying information about the proposals and is being updated through the public consultation and planning process. The website is currently hosted at www.viridor-consultation.co.uk/lostockgralam.

6.2.2 The website address was printed on newspaper advertisements, the community brochure, feedback forms, door drop flyers and relevant correspondence.

6.2.3 The website includes information about:

- Our proposals
- Location
- Why the facility is needed
- What is Mechanical Biological Treatment
- Design and layout of site
- Transport
- Environmental and health concerns
- The community benefits



- About Viridor
- News

6.3 Freepost and telephone comment facility

- 6.3.1 During the consultation, access to a telephone enquiry line was offered to those who wished to find out more about the proposals, or register their comments.
- 6.3.2 This telephone line was manned between the hours of 9.00am and 5.00pm, Monday to Friday – with a message facility out of hours.
- 6.3.3 The telephone number was 0844 875 1570. Calls were charged at local rates.

A pre-paid postal comments form was sent to all recipients of the information leaflet, so no postage had to be paid by respondents when commenting on the proposals. Two comment cards were completed by attendees with their responses being supportive of the proposal. They both referenced the proposed rail link as a key benefit of the scheme. We have also received two phone calls and one email from members of the public requesting further information about the proposal. These phone calls and emails were answered with consultation amongst the development team as required.

3 Monkeys Communications
21 September 2009