

Appendix MS7.2 Bidders' consultations media protocol 1

Introduction

Gloucestershire County Council (GCC) has selected Urbaser Balfour Beatty and Complete Circle as the two remaining bidders to manage the county's residual waste. Both bidders propose to develop a facility at Javelin Park.

This media protocol has been drawn up to ensure media communications in relation to the project and in particular Public Exhibition No.1 (15th to 19th July 2011) is consistent and co-ordinated. It is designed to ensure that all media relations activity follows an agreed set of procedures.

The protocol assigns responsibilities for dealing with media enquiries during and after Public Exhibition No.1. Protocol1 covers:

- GCC and any communications advisers.

The Bidders:

- Urbaser Balfour Beatty and its communications advisers Sauce Consultancy.
- Complete Circle and its communications advisers Camargue PR.

1. Areas of responsibility

GCC will lead on enquiries relating to:

- The procurement process, project timeline, Waste Core Strategy, Joint Municipal Waste Management Strategy, site ownership, and the ultimate contract.
- Previous public and stakeholder consultations undertaken.
- The pre-planning consultation process (Exhibition 1 & 2).
- The existing Javelin Park Community Forum and Gloucestershire Waste Partnership.

Bidders will lead on enquiries relating to:

- Pre-planning consultation content (Exhibition 1 & 2).
- The eventual planning application.
- Environmental permitting.
- Technical project content: site proposals, technology, construction.
- Facility operation.

2. Media Enquiries

Spokespeople

GCC and each Bidder will select appropriate spokespeople to represent them on specific issues, providing the spokesperson speaks only within the agreed Protocol1 and does not answer queries outside his/her remit. Each organisation will have its own internal protocol to define who the appropriate spokesperson/people on various topics is.

Press contacts

Regardless of who is responding to the media, the proposed responses should always be channelled through the relevant press contacts at the Gloucestershire County Council prior to release.

Organisation	Contact	Contact details
Gloucestershire County Council		
Urbaser Balfour Beatty		

Table MS7.2a - Press contacts

3. Process for dealing with enquiries

1. Enquiry arrives at either GCC or with a Bidder.
2. Lead press contact is identified from list above. Where it is unclear who has responsibility for dealing with an enquiry, the recipient should circulate the enquiry via email and follow up with a telephone call to GCC where a lead person will be determined.
3. If a joint response is needed, GCC will liaise with Bidders to agree a response.
4. Copies of the final statement will be sent to all parties.
5. Known media coverage e.g. at press briefings, newspaper coverage, as well as notification of an arranged radio or television interview, along with key messages, should be sent to all parties.

All media enquiries are to be responded to on the day received (or the first working day thereafter in the event of weekend press calls – unless the enquiry is sufficiently urgent to warrant immediate response). If queries are outside the scope of the initial responses, the agreed respondent will draft a suitable press response and share it with other spokespersons prior to issue.