

Coventry City Council Public Engagement Training

BACKGROUND

M-E-L Research were commissioned by Coventry City Council to deliver public engagement training to Council officers to assist the communications campaign for the roll out of their new kerbside recycling service. The training provided was interactive so that views could be voiced and was not just about delivering a presentation on doorstepping techniques. It involved various interactive activities to encourage learning, understanding and the discussion of barriers residents may face to recycle.



METHODOLOGY



The training took place over a 3 day period; each advisor was presented with an information pack on arrival. Over the training period the following was explored:

- ◆ Introduction to the Council and the project
- ◆ The reason why the recycling service has changed
- ◆ Market Research Guidance and Health & Safety guidelines
- ◆ An introduction to face-to-face interaction with the public
- ◆ Site visit
- ◆ Barriers to recycling at home
- ◆ Role plays

Once the desk based training was complete the advisors commenced with the door-to-door engagement under the supervision of M-E-L staff. This provided the advisors with the opportunity to challenge their knowledge in a controlled environment under mentorship.

OUTCOMES

The training delivered by M-E-L allowed Coventry City Council to effectively interact with residents about the new recycling collection and overcome any barriers residents may have had when using the service. This is vital in the Council's waste management strategy as it will inevitably make it more convenient for residents to recycle, allow more to be recycled and therefore conserving natural resources by converting used materials into new products.

TESTIMONIAL

"Prior to the introduction of a city wide co-mingled roll out there was a need to equip our 'Recycling Champions' with doorstepping skills. Despite the short timescales M-E-L developed a custom made training course in partnership with the Council. The training was planned to cover all the required theoretical aspects of doorstepping plus real on the street training. A useful section on health and safety was also included. Rather than provide standard off the shelf training module M-E-L were happy to adapt and develop to cover local needs. The training was delivered quickly and successfully in a professional and motivating manner. The training equipped our 'Recycling Champions' with the required skills which in turn complimented our communications campaign and city wide roll out."

Julie Bird, Strategy Implementation Officer, Coventry City Council

For further information about public engagement training, please contact
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