



## Local Authority Pod Membership (2021-22)

### Introduction

[Wastebuster](#) is a not-for-profit Community Interest Company on a mission to inform, inspire and empower young people to care for the environment by adopting more sustainable lifestyle choices. Wastebuster has been delivering its local authority waste education programme since 2008 to address the significant challenges in developing and delivering strategies to promote waste reduction, reuse, and recycling. Wastebuster campaigns recognise the need to be responsive to local needs, to effectively support positive attitude and behaviour change in local communities.

In 2020, Wastebuster merged with the multi-award-winning environmental education and campaign platform, the Pod. Creating a combined network of over 17,000 registered schools in the UK and 24,000 globally in 94 countries.

The Pod has a proven track record of working with local authorities to help communities take practical action to help mitigate against climate change, through high quality education resources on energy, waste, biodiversity, climate science and a range of other environmental topics, with a particular focus on Science, Technology, Engineering, and Mathematics (STEM).

The *Pod* and *Wastebuster* specialise in engaging, informing, and inspiring children and young people to carry their learning beyond the school gates, so they might activate positive change in the home. The Pod's annual national campaigns; *Switch-Off Fortnight*, *Waste Week*, *What's Under Your Feet?* in association with *BBC Countryfile*, have assisted over 200 UK local authorities to help schools, parents, and the local community to engage with important sustainability issues.

All Pod resources are curriculum linked and aimed at 4 – 16-year-olds. With lesson plans, practical activities, campaign toolkits, waste and energy audits, assemblies, films, games and information packs as well as posters, stickers, and badges and enriching home learning activities, that engage the whole family.

Visit [www.jointhepod.org](http://www.jointhepod.org) and [wastebuster.co.uk](http://wastebuster.co.uk) for further information.

### The Opportunity – Turning the Dial on Climate Change with Local Action

Over 300 UK local authorities have declared a climate emergency. Never has it been more important to prepare young people and communities with the tools and mindset to work towards a more sustainable future.

With young people ever aware of climate change, wider sustainability issues and increasing calling for communities to act to address these now, the *Pod's* education programme and national campaigns, provide an effective way for local authorities to support schools with a fully integrated programme, covering a wide range of sustainability issues (waste, energy, climate science, biodiversity). These can be powerfully coupled with localised community engagement campaigns that focus on activating change and unlocking considerable social, economic, and environmental benefits for local communities.

It is known that quality education empowers people to lead more sustainable, healthier lifestyles, thus benefiting society as a whole. Therefore, guaranteeing inclusive, equitable and quality education is SDG 4 of the 17 UN Sustainable Development Goals



## Local Authority Pod Membership Options 2021-22

We would like to invite your local authority to work with us, to adopt a collective impact approach (SDG 17) to support delivery of SDG 4 and 12 (responsible consumption and production) by informing, inspiring and empowering positive climate action (SDG 13) to help turn the dial on climate change.

By joining the Pod, your authority will be helping to ensure your local community are informed and engaged in the industry funded, cross-sector supported national Pod campaigns. So, they can benefit from high quality, free education resources, and join a growing community of change makers, coming together to work together towards achieving net zero (carbon dioxide emissions)/carbon neutrality.

There are a range of local authority service subscriptions available, ranging from free access to Pod resources and campaign assets to a fully localised and supported school education and community engagement service with social, economic and environmental impact reporting. We have tried to cater for the widest range of needs for our local authority members and are happy to discuss your requirements.

### Level 1 Pod Membership (Free)

**Promote the Pod's free environmental education resources and campaigns to your community, to activate positive change with this Pod Membership package.**

Includes:

- ✓ Ability to sign up to Pod campaigns and access posters and resources
- ✓ Your local authority's logo in the member's section of the Pod
- ✓ Quarterly member newsletter
- ✓ A press release for all Pod campaigns
- ✓ **Annual national performance data**

### Level 2 Pod Membership (£2,000 pa)

**Support cross-departmental working (across waste and recycling, climate change, energy, travel and transport), access all Pod resources, benefit from localised communications and school engagement support from the Pod, and receive local impact reporting, so you can see the positive change in your local community with this Pod Membership package.**

Includes all the benefits of *Level 1 Pod Membership*, plus:

- ✓ A localised homepage to promote associated local services and information to schools and householders
- ✓ Your local authority's profile in the member's section of the Pod to promote your climate change mitigation strategy and positive impact achieved through the Pod
- ✓ Access to the entire Pod resource library including Officer use of Pod resources to support office, school and community engagement
- ✓ Localised, dual-branded emails released to schools in your area from the Pod to encourage sign up to all Pod campaigns
- ✓ A click through web/ social media banner promoting your local authority homepage and membership to the Pod
- ✓ Your local authority logo dual branded with all Pod campaign logos e.g. Take Part in Recycle to Read/ Switch Off Fortnight/ Waste Week 2022 in XXX authority
- ✓ Template press releases for each Pod campaign that recognises your local authorities support of the Pod
- ✓ **Termly localised performance reporting** on all Pod campaigns, including school and householder engagement and environmental impact e.g. KGs of toys and tech recycled and funds raised for local schools for books (Recycle to Read)



### Level 3 Pod Membership (£135 p/school pa\*)

Benefit from a tailored support package designed to respond to specific local needs including a dedicated Pod support team, targeted contract KPIs and detailed impact reporting with this Pod Membership package.

Includes all the benefits of *Level 2 Pod Membership*, plus:

- ✓ All schools to be assigned a Pod School Liaison Officer who will contact every school to identify key contacts and their specific needs
- ✓ A Local Authority Project Manager assigned to liaise directly with the local authority and provide tailored support
- ✓ A localised communications plan
- ✓ Monthly emails to school contacts and local authority school bulletins, plus supporting social media feeds
- ✓ A localised, interactive Pod Year Planner including local environmental events and opportunities for schools
- ✓ Termly contract management team meetings to monitor progress of activity
- ✓ Community consultation report (schools and householders and other identified key stakeholders)
- ✓ **Monthly localised performance reporting** against agreed KPIs (linked to community participation and environmental impact)

The cost of the contract is on a per school basis. The cost is £135.00 (+VAT) per school per academic year with a minimum contract cost of £10,000 (+VAT).

Local Authority Pod Membership has an operational start date of August, and completion in July each year to be in alignment with the academic year. Local authorities must sign up a minimum of 3-months prior to the operational start date to secure a Pod Membership. See the 'Local Authority Pod Membership Programme' presentation deck and FAQs for further details

## Contact Us

Please contact *The Pod team* to discuss the programme further.

Jules Billings – Local Authority Partnerships Manager - [Jules@wastebuster.co.uk](mailto:Jules@wastebuster.co.uk)

David Ingham – Local Authority Senior Programme Advisor – [David@wastebuster.co.uk](mailto:David@wastebuster.co.uk)

Ian Milton - Local Authority Programmes, Operations Manager – [ianm@wastebuster.co.uk](mailto:ianm@wastebuster.co.uk)

Katy Newnham – Founder, Wastebuster – [Katy@wastebuster.co.uk](mailto:Katy@wastebuster.co.uk)