

Appendix 1 .

Communications Plan – chargeable garden waste service and changes to recycling and waste services

May 2019 updated

Introduction

At its meeting on 19 September 2018, Cabinet agreed significant changes for the Council's recycling and waste service.

A chargeable garden waste service was introduced from February 2019 and a new collections system for recycling and waste will be brought in on a phased basis from April 2020 with an estimated completion of roll-out in September 2020.

This Communications Plan is intended to give a framework to press, PR and marketing activities for the change programmes and should be seen as "living document" which will evolve and change to ensure maximum support for both of these significant projects.

Key messages – changes to recycling and waste services

1) One week we will collect:-

- Blue-lidded bin and blue bag which fits inside. The bin is for plastics, glass, tin cans and other recyclables which can be put together inside. The bag is for paper and card and this sits alongside the wheelie bin on collection days.
- Brown-lidded bin – for garden waste if residents have paid the £36 annual subscription.
- Food waste.

Second week we will collect:-

- Grey-lidded bin – non-recyclable waste.
- Food waste.

2) Changes to the service are planned following a consultation with residents. Around 1,300 people took part in a survey which found six out of 10 were unhappy with the current service and wanted change. This was one of the biggest ever consultation exercises undertaken by the Council. We have listened to what residents have said about wanting a different system which is easier for them to use.

3) Across the United Kingdom the target is for 50 per cent of all household waste to be recycled by 2020.

Channel	Service area	Actions/ notes	Start	Finish	Responsible
Council website	Garden waste	Messaging for renewals – new web content Stop taking 2019 subscriptions on 30 September Start taking 2020 subscriptions on 21 October	Sept 19	May 20	JF/MS
	Main service change	Produce “teaser” pages for new recycling and waste service Produce new pages for all elements of revised service New service phased launch in April 2020 New bins going out Feb 2020	Aug 19	Apr 20	JF/MS
Branding design	Garden waste	Complete			
	Main service change	Develop branding for new service – icons, leaflets, typography and style.	March 2019	June 2019	JF/DM
Service leaflets	Garden waste	To be confirmed.			
	Main service change	Service leaflet and calendar going out with new bins delivered to homes	Feb 20		AB/DM

Sentinel quarter page adverts	Garden waste	May – mini comms campaign around first May Bank Holiday October – tie in with launch of renewals for 2020	May 19 Oct 19	May 19 Oct 19	JB/AB
	Main service change	September 2019 March 2020	Sept 19 Mar 20	Sept 19 Mar 20	JB/AB
Channel	Service area	Actions/notes	Start	Finish	Responsible
Direct contact with residents	Garden waste	E-mail to those who gave details with first subscription payment.	Oct 20	Oct 20	AB
	Main service change	This will go out using PSL and letters will be delivered to all households. It will be timed to go out as close to delivery of the new bins as possible.	Early Feb 20		PJ/AB
Social media	Garden waste	Regular Twitter and Facebook messages predominantly linked to key milestones – messaging to be agreed with the service and portfolio holder.	Oct 19	May 20	SH/JF
	Main service change	As above	Aug 19	Aug 20	SH/JF
Plasma screens	Garden waste	Produce series of short videos for use in variety of channels such as council plasma screens and YouTube channel, presentations etc.	Oct 19	May 20	NM/DM/JF
	Main service change	Produce series of short videos for use in variety of channels such as council plasma screens and YouTube channel, presentations etc.	Aug 19	Aug 20	NM/DM/JF

Service calendars	Garden waste	With collections from January 2020?? To be confirmed.	???		
	Main service change	Send out shortly before new service starts	w/c 16 and 23 March		
Channel	Service area	Actions/notes	Start	Finish	Responsible
Media activity	Garden waste	Link to key milestones and activities – liaise with service and portfolio holder.	Oct 19	May 20	PJ
	Main service change	Link to key milestones and activities – liaise with service and portfolio holder.	Aug 19	Aug 20	PJ
Renewals	Garden waste	e-mails – more than 80 per cent of subscribers gave e-mails – organise reminder e-mail shots with ICT.	Sept 19		AB
Internal messaging	Garden waste	Monthly bullet-point-bulletins – use on an ad hoc basis when required.	Oct 19	May 20	PJ
		Monthly On The Agenda to elected members – use on an ad hoc basis when required.	Oct 19	May 20	JB
	Main service change	Monthly bullet-point-bulletins – use on an ad hoc basis when required.	Aug 19	Aug 20	PJ
		Monthly On The Agenda to elected members – use on an ad hoc basis when required.	Aug 19	Aug 20	JB
		Roadshows – for staff	Summer 19		AB/JF

Research and consultation	Garden waste	Monthly briefings with service using Experian data to target Comms	May 19	May 20	CH/AB/JF
	Main service change	Monthly briefings with service using Experian data to target Comms	May 19	May 20	CH/AB/JF
		Working with Keele University students on profiling activity	May 19	Aug 19	CH/AB/JF
Channel	Service area	Actions/notes	Start	Finish	Responsible
Briefings	Garden waste		May 19	May 20	AB/JF
	Main service change	a) Informal Cabinet b) Every meeting of the Economy, Environment and Place Scrutiny Cttee c) Residents' association meetings	May 19	May 20	AB/JF
Bin tags	Garden waste	To be confirmed			AB/JF
	Main service change	To be confirmed			AB/JF

AB – Andrew Bird
 PJ – Phil Jones
 NM – Nick Moore
 SH – Simone Harris
 CH – Chris Hewetson

JF – Jane Finnemore
 JB – Janet Baddeley
 DM – Della Mobberley
 MS – Martin Summerfield

Phil Jones
 Head of Communications
 May 2019