

Project: Recycling and Waste Review Communications Plan

Dates: November 2016 – September 2017

Project Overview

To communicate possible changes to waste and recycling collections from June 2017. Cabinet is due to make a formal decision in December 2016 as to what these changes will look like. Throughout the campaign there will be a continued focus on providing ongoing promotion of core waste and recycling activity.

Background

It was recognised that to make the next substantial improvement to Colchester's recycling and waste performance it was necessary to engage closer with residents, which has been achieved through formal consultation. The results of the consultation has led to the following refinements to Colchester recycling and waste collection service:

- End of free black sacks
- Introduction of fortnightly residual waste collections
- Limit of three black sacks per household, per collection
- Free garden sacks
- Introduction of wheeled bins to specific Wards (*to be identified*)
- Continuation of current recycling of paper; card; cans; glass and plastic
- Continuation of the weekly collections of food waste
- Additional free recycling box for glass

Cabinet is due to make a formal decision in December 2016 as to what these changes will look like.

In Context

A proactive communications programme has been developed to deliver the key messages detailed below, to Colchester residents over the next 12 months.

This Plan will allow the department to co-ordinate promotional activities with service delivery. It will also ensure a focus on communicating key recycling and waste messages to residents using a range of channels to ensure maximum engagement, understanding and participation.

Business Objectives

- Colchester's waste and recycling collection service needs to change to meet future challenges of a thriving borough
- To effectively promote waste prevention and recycling to Colchester residents, motivating and enthusing residents to take responsibility for managing their waste in a more sustainable way
- To contribute towards meeting Colchester's targets for reducing waste and increasing the sustainability of waste collection operations
- Colchester had a recycling rate of 45% in 2015/16. We want to support residents' efforts to increase this percentage significantly, but more importantly reduce the amount of waste going to landfill.

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Marketing Objectives

- Build awareness in residents that the Council is looking to make changes to the way waste and recycling collections operate
- Ensure ongoing customer messaging is clear, non-technical, open and effective, whilst being honest, positive and accurate. Working with all frontline services to ensure consistent messaging
- Communications to have a built in flexibility, to enable all plans and messages to develop whether referring to changes that affect all residents, or those in new wheeled bin areas
- Use a wide promotional mix to motivate customers in behaviour change to increase recycling and reduce black sack waste
- Increase social media activity; using posts to provide regular publicity for motivational boosts, encouraging residents to continue to participate and responding to residents' questions
- Use environmentally friendly products for the production of all campaign, communication, promotional and publicity materials where practicable and whilst maintaining value for money
- To monitor and evaluate communications and adjust where necessary

Target Audience

- Colchester Borough residents (all), Colchester Borough residents (wheeled bin specific areas); Council staff involved with the service; Ward and Parish Councillors, all other Council staff and the local media

Key Messages

- How to understand and use the new collection service and reminder of collection days
- Recycling is easy in Colchester; motivate what you can do to reduce and recycle more of your rubbish
- What can be reused, recycled and composted
- Information on waste prevention; e.g. Love Food Hate Waste (LFHW)
- Environmental and financial benefits of increasing recycling and reducing waste for residents and the Borough
- Increasing recycling contributes towards a substantial improvement in the Borough's recycling performance and reduce the waste sent for disposal/landfill

Communications Project Team

Matthew Young, Head of Operational Services (MY)

Laura Hardisty, Communications Business Partner (LH)

Jolene Rogers, Recycling and Waste, Strategy and Performance (JoR)

Andrew Rogan, Recycling and Waste Operations Manager (AR)

Charlotte Holl, Waste Services Project Manager (CH)

Jay Bolaky, Customer Services Call Centre Manager (JB)

Jay Regan, Community Zone Operational Manager (JR)

Report to: Ann Hedges, Chief Operating Officer, Executive Management Team (AH)

Portfolio Holder: Cllr Dominic Graham, Waste and Sustainability (Cllr G)

Chris Dowsing, Group Manager – Recycling, Waste and Fleet (CD)

Recycling and Waste Review Communications Action Plan

Date	Activity Description	Action
Oct 2016		
1 -19 Oct	Email engagement with Members on consultation results	MY/AH/ Comms
Monthly	<ul style="list-style-type: none"> • Zone Managers and Collection crew update • Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer • Proactive social media messaging and engagement • Review messages and monitor public response 	JR/JoR LH LH LH
Nov 2016		
Monthly	<ul style="list-style-type: none"> • Zone Managers and Collection crew update • Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer • Proactive social media messaging and engagement • Review messages and monitor public response 	JR/JoR LH LH LH
w/c 14 Nov	Collection crew internal digital messaging on in-house screens at Shrub End Christmas webpage drafted and ready to go live 28 Nov	LH JoR
16 Nov	Leadership meeting	MY/AH/C
22 Nov	Postcard for collection crew and Zone teams as a tool for customer engagement. Messaging to include: Looking at changes and timescale on decision, reduce reuse recycle (3Rs), food waste and Christmas collection details. Promote Green Living e-newsletter subscription.	LH
25 Nov	Annual messaging for Christmas collection dates reminder as a countdown to Christmas: <ul style="list-style-type: none"> • Social media – ongoing to New Year and share with Colchester Borough Homes • Press release: Christmas collection dates, save money by 3Rs seasonal message • Screen slide design for Community Hub • Internal messaging for Council staff • Email update to Members for Christmas webpage • Postcard artwork as download from website 	LH LH LH LH JoR JoR
28 Nov	<ul style="list-style-type: none"> • Design starts for two month recycling calendar to be issued with council tax bill -Clarity on changes that will be made - sack collections – love recycling and reduce waste • Design start for postcard for collection and Zones team for distribution after Cabinet decision 	LH LH
29 Nov	Local media briefing in Braintree 1pm. Including: <ul style="list-style-type: none"> • Underline changes for all households 	Cllr G/ MY/CD

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	<ul style="list-style-type: none"> Confirmation of wheeled bin areas and exemptions - underline that specific details still to be worked on. Include postcard image Update webpage ready to go live 1 Dec Press release: Cabinet decision Customer Service Centre update 	LH JoR LH JB
30 Nov	Scrutiny Panel agenda published	
Dec 2016		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/JoR LH LH LH
5 Dec	Work starts to build customer relationship management system with waste collection details to enable targeted collection day reminder texts - to be launched within four months	JB
6 Dec	Green Living e-newsletter: Christmas	LH
8 Dec	Cabinet agenda published	
9 Dec	Borough News e-newsletter: Cabinet decision	LH
w/c 12 Dec	Website banner on www.colchester.gov.uk residents tab: Christmas dates reminder Work with St Helena Hospice for Christmas tree collection promotion	LH LH/JoR
12 Dec	Scrutiny Panel meeting	
13-18 Dec	Reactive media responses to Scrutiny feedback	Cllr G/ MY/LH
19 Dec	Normal Press release, reminder Christmas collections and LFHW seasonal messaging	LH
20 Dec	Cabinet meeting	
21 Dec	Press release to confirm Cabinet decision	LH
21 Dec	<ul style="list-style-type: none"> Collection crew, Zone team and Customer Service Centre briefing in Colchester Update webpage: Cabinet Normal Customer Service phone line message for Christmas missed collections 	Cllr G/ AH/MY/CD/JR JoR AR/JB
Jan 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH LH

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w/c 2 Jan	<p>Draft leaflets</p> <ul style="list-style-type: none"> • Clarity on changes that will be made • Wheeled Bins: Timescales for delivery & start • Sack collections: love recycling & reduce waste • Calendar in council tax bill 	LH LH
7/8 Jan	<p>St Helena Christmas tree recycling</p> <ul style="list-style-type: none"> • Media promotion of collection: St Helena Hospice to lead 	LH
w/c 9 Jan	Update Zone team waste and recycling School presentation slides; alongside Schools' food waste messaging	JR
w/c 16 Jan	<p>Review and promote Green Living e-newsletter for waste and recycling</p> <ul style="list-style-type: none"> • Press release • Customer Service Centre update • Add sign up to e-newsletter to /recycling webpages • Web banner on www.colchester.gov.uk residents tab • Screen slide at Community Hub • Social media post boost 	LH JB LH/MY LH LH LH
30 Jan	<ul style="list-style-type: none"> • Design of stickers for new recycling tubs and wheeled bins • Add two month recycling calendar to council tax e-bill – first item viewed 	LH LH/JB
Feb 2017		
Monthly	<ul style="list-style-type: none"> • Members Information Bulletin update • Zone Managers and Collection crew update • Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer • Proactive social media messaging and engagement • Review messages and monitor public response 	MY JR/AR LH LH LH
w/c 6 Feb	Draft updated design for collection vehicle advertising – 'collection changes coming soon' message	LH/MY
14 Feb	Green Living Newsletter issued	LH
20 Feb (tbc)	<p>Distribute leaflet - door drop for wheeled bin areas:</p> <ul style="list-style-type: none"> • Clarity on changes that will be made • Wheeled Bins: Timescales for delivery & start • Sack collections: love recycling & reduce waste <p>Add URL on exemptions policy, page 3</p>	LH MY/LH
Mar 2017		
Monthly	<ul style="list-style-type: none"> • Members Information Bulletin update • Zone Managers and Collection crew update • Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer • Proactive social media messaging and engagement • Review messages and monitor public response 	MY JR/JAR LH LH LH

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w/c 6 Mar – throughout month	<p>Messaging on clear sack dates, no black sacks and sack limits. Tie in messaging on Easter collection changes:</p> <ul style="list-style-type: none"> • Social media • Borough News e-newsletter • Press release • Web banner on www.colchester.gov.uk residents tab • Screen slide at Community Hub • Posters at recycling stockist locations • Update Zones team educational leaflet - clarify what this is • Article in Colchester Borough Homes Housing News & Views magazine • Coordinate communication with other social housing landlords • Coordinate communication with the University and the Garrison • Updates to Members for Ward newsletters 	<p>LH LH LH LH JR/LH LH LH LH LH LH LH LH</p>
w/c 6 March	Design and agree wheeled bin delivery communication leaflets	LH
TO BE AGREED	PH decision on purchase of wheeled bins – PR support	MY/LH
TO BE AGREED	<p>New collection vehicle advertising launch:</p> <ul style="list-style-type: none"> • Press release and media photo opportunity • Social media 	<p>LH LH</p>
Apr 2017		
Monthly	<ul style="list-style-type: none"> • Members Information Bulletin update • Zone Managers and Collection crew update • Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer • Proactive social media messaging and engagement • Review messages and monitor public response 	<p>MY JR/AR LH LH LH</p>
w/c 3 Apr	<p>Distribution starts of annual recycling calendar and launch of new text message alerts for collection reminders:</p> <ul style="list-style-type: none"> • Door drop for delivery • Press release and media photo opportunity • Social media • Website update <p>Design of leaflet: reminder new collection changes start</p> <p>Design collection vehicle livery for after June</p>	<p>JR LH LH LH LH LH</p>
Early Apr	<ul style="list-style-type: none"> • Additional customer service and customer facing staff start • Communications training workshop 	<p>JB/JR LH</p>
Early Apr	Update to CBC website - includes pages for waste and recycling	LH

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w/c 10 Apr	Engage with Estate Agents and Developers on changes from June Advertising with Rightmove for new residents moving into Borough (tbc)	AR/JR LH
11 Apr	Greener Living e-newsletter issued: Easter collection changes	LH
May 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH
May (tbc)	National Compost Awareness Week <ul style="list-style-type: none"> Press release 	
w/c 1 May – throughout month	Display van in key community locations to engage with residents on changes, e.g. supermarkets <ul style="list-style-type: none"> Press release and media photo opportunity Social media Text alert for areas where van will be Website update with locations Web banner www.colchester.gov.uk residents tab FAQs on collection changes to upload on website Stickers ready for new recycling tubs and wheeled bins: bright and motivational messaging YouTube educational videos – to be used through social media and online communications	JR/LH LH LH JB LH LH LH AR LH
9 May	Customer Services phone line message: new collections	AR/JB
12 May	Borough News e-newsletter article: Display van locations	LH
15 May (tbc)	Clear sack delivery <ul style="list-style-type: none"> Web page update Member email update Customer Service phone line Social media Screen slide at Community Hub Web banner on www.colchester.gov.uk residents tab 	LH AR/MY AR/JB LH LH LH
w/c 15 May	Waste and recycling trends data capture	AR/JR
w/c 22 May	Delivery of wheeled bins to households	
w/c 22 May	Heart Radio advert for 3 weeks: Main message alternate weekly collections. Mention areas for wheeled bins and direction to website for info.	LH
w/c 22 May	Distribution of leaflet to all households : your new collection All messaging focus on ‘coming soon’: <ul style="list-style-type: none"> Social media Website update 	LH LH

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	<ul style="list-style-type: none"> Green Living mailshot 	LH
Jun 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH
June (tbc)	National Recycling Week <ul style="list-style-type: none"> Press release 	
5 June	Collection vehicle livery goes live	Service
Early June	New waste and recycling collection changes start <ul style="list-style-type: none"> Web banner www.colchester.gov.uk residents tab Update webpage /recycling Screen slide at Community Hub Customer Services phone line message Member email update 	LH LH LH AR/JB AR
June – onwards	Print, online and outdoor advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling.	LH
13 June	Greener Living e-newsletter issued	LH
Jul 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH
July – onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
Aug 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH
Aug – onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
15 Aug	Greener Living e-newsletter issued	LH
Sep 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update 	MY JR/AR

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	<ul style="list-style-type: none"> Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	LH LH LH
Sep-onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
Sep (tbc)	Work with University of Essex for students that live off campus, engage on new collections as come back to courses	LH/JR
Oct 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH
Oct – onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
17 Oct	Greener Living e-newsletter issued	LH
Nov 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH
Nov – onwards	Print, online and outdoor advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
Nov-onwards	Christmas communications as Nov/Dec 2016 focussed on first year alternate weekly collections	LH
Dec 2017		
Monthly	<ul style="list-style-type: none"> Members Information Bulletin update Zone Managers and Collection crew update Internal staff messages: E-newsletters Spotlight and Spotlight Plus and Yammer Proactive social media messaging and engagement Review messages and monitor public response 	MY JR/AR LH LH LH
Dec-onwards	Print and online advertising (tbc): motivational and behaviour change messaging to encourage a reduction in waste and increase in recycling	LH
5 Dec	Greener Living e-newsletter issued	LH

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Dec	Christmas communications as Nov/Dec 2016 focussed on first year alternate weekly collections	LH
18 Dec (tbc)	Heart Radio advert campaign for 2 week. Christmas collections and recycling message	LH

Evaluation

Monitoring will take place throughout and following conclusion of the project to assess the effectiveness of communications to residents, members and staff. This will include:

- Participation rates
- Press coverage, including specialist publications
- Website hit
- Uptake on offers (text service)
- Calls received
- Leaflets distributed
- Roadshows / events attended
- Opportunities to see (OTS)
- Social media reach and engagement
- Resident, Member and staff feedback

Communications monitoring can be reviewed alongside reporting information provided by Recycling and Waste services, on satisfaction. These will assist with the overall project evaluation including the success of behaviour change, increased recycling rates and reduced landfill.