

COMMUNICATIONS PLAN FOR 'SIMPLY WEEKLY RECYCLING'

1. Purpose

The purpose of the campaign is to inform, educate and publicise 'Simply Weekly Recycling', both before and during launch. We aim to ensure that residents know what's going to happen, and when it will happen to them.

This will include preparing residents for 'The Big Switch', especially those who may not currently have a standard wheelie-bin set (240-litre green and 180-litre black).

In this way, we aim to maximise interest, knowledge and belief in the recycling opportunity presented by 'Simply Weekly Recycling' so that we maximise recycling rates and collect as little refuse as possible.

2. Key messages

- Refuse and recycling collections are improving for all residents.
- We're moving to weekly collections (not garden waste).
- 'The Big Switch' will give residents loads of recycling capacity.


We must make residents aware of the changes, to maximise performance and avoid the risk of dissatisfaction and increased collection costs. Residents must know exactly what to recycle and how, to avoid costly contamination of recycling bins.


This includes ensuring that 'The Big Switch' message is put across clearly so that residents use the right bins once the new service is launched. And we must drive home the positive blend of benefits in 'Simply Weekly Recycling' so that residents have the belief to make the most of it.


3. Target audience:

Our initial launch phase will target residents living in houses. This will take place between late April and early July 2017 (exact dates to be confirmed at the time of writing).

4. Summary of communications programme elements

<p>Late 2015/early 2016</p> <p><i>First news</i></p>	<ul style="list-style-type: none"> • Presentations at various resident meetings and events. • Articles provided for Ward magazines.
<p>Jun/Jul 2016</p> <p><i>Advance publicity</i></p>	<ul style="list-style-type: none"> • Borough Insight summer issue: two-page article ‘Simply Weekly Recycling’ coming in spring 2017 / get ready for ‘The Big Switch’. Also and e-Borough Insight feature. • EEBC website page to mirror the above. • Bin label (‘hookies’) campaign to highlight ‘The Big Switch’. This will offer residents with non-standard wheelie-bins the chance to get a standard wheelie-bin set now, in advance of launch. It will also advertise the change generally, to help get people excited and asking questions. • Information to EEBC staff through E-hub and Team Brief.
<p>Jul/Aug 2016</p> <p><i>Roadshow advertising</i></p>	<ul style="list-style-type: none"> • Pre-publicity for roadshow events taking place in September/October: <ul style="list-style-type: none"> – Borough Insight summer issue and e-Borough Insight. – Media and social media releases. – EEBC website Homepage feature link. – Posters: litter bins, Borough Boards, Banner boards, Council venues, Sainsbury’s, schools.
<p>Sep/Oct 2016</p> <p><i>Roadshows</i></p>	<ul style="list-style-type: none"> • Programme of roadshow events: details still to be finalised but already confirmed is a full week of roadshows at Sainsbury’s, Epsom (photos are of similar events in 2008): 

	 <ul style="list-style-type: none"> • Supported by media, social media, website and e-Borough Insight releases. • We will also run a roadshow for EEBC staff in the Town Hall Atrium.
<p>Nov 2016</p> <p><i>Feedback and trial</i></p>	<ul style="list-style-type: none"> • Borough Insight autumn/winter issue: case studies with three representative Borough households who will trial 'Simply Weekly Recycling' and 'The Big Switch'. • e-Borough Insight: Feedback from the recent roadshows, and general updates.
<p>Jan/Feb 2017</p> <p><i>Refresher</i></p>	<ul style="list-style-type: none"> • New Year refresher in e-Borough Insight, e-Hub, website, Team Brief, social media.
<p>Mar/Apr 2017</p> <p><i>Prepare for launch</i></p>	<ul style="list-style-type: none"> • Borough Insight spring issue: launch issue and front cover, plus e-Borough Insight and website features. • Media release. • Internal: e-Hub, Team Brief.
<p>Apr – Jul 2017</p> <p><i>Launch</i></p>	<ul style="list-style-type: none"> • Launch operations and specific launch communications (see section 5, below). • EEBC website, social media launch update.
<p>Post-launch May 2017→</p> <p><i>Reinforcement</i></p>	<ul style="list-style-type: none"> • Borough Insight summer issue and e-Borough Insight: 'Simply Weekly Recycling' and 'The Big Switch' have happened. • Social media, EEBC website updates. • Posters: litter bins, Borough Boards, Banner Boards, Vehicle graphics e.g.:

	 <ul style="list-style-type: none"> • Internal: e-Hub, Team brief.
<p>Post-launch Nov 2017 →</p> <p>Reassurance</p>	<ul style="list-style-type: none"> • Borough Insight autumn/winter issue: potential ‘Recycling Champions’ competition, feedback on the new service and information updates, launch to flats and businesses. • Media, social media and EEBC website updates.
<p>Post-launch Mar 2018→</p> <p>Retention</p>	<ul style="list-style-type: none"> • Borough Insight spring issue, e-Borough Insight: thank you to all residents, feedback on performance, ‘Recycling Champions’ awards. • Media, social media, EEBC website. • Internal: e-Hub, Team Brief

Throughout the process there will be regular updates and summaries specifically for Members, through the weekly Members’ Briefing process. Officers remain keen to assist Ward, Member or resident groups with individual talks, information or magazine copy wherever possible.

5. Launch operations and specific launch communications


The launch will be phased across our four collections routes (roughly the four quarters of the Borough). This will allow us to manage the size of launch, monitor its success and learn any lessons from the early launches. Specific phase location and timings will be advised in due course.

Each launch will take place over a three-week period, as illustrated below:

WEEK 1 – a fortnight before the start of new collections

It’s **REFUSE WEEK** (because more bins are generally out on refuse week, so we can spread the message as widely as possible). We empty the green bin and **seal its lid shut with a sticker:**

Sticky label:
"PUT BOTH YOUR BINS
OUT NEXT WEEK –
THE BIG SWITCH IS
HAPPENING "



A 'tongue' on the bin sticker seals the bin shut and must be pulled off before you can use the bin again.

So there's no way you can fail to notice the label on your bin, ensuring that it gets people's attention.

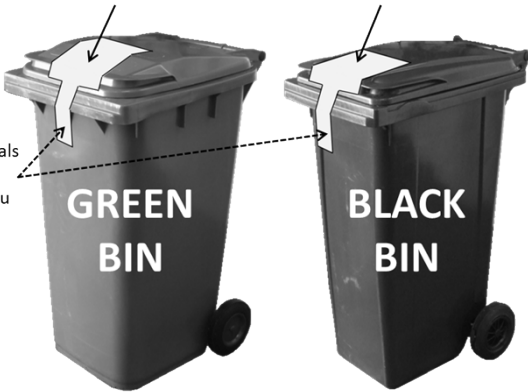
If there's no bin out we'll put a leaflet through the door.

WEEK 2 – one week before the start of new collections

Prompted by the previous week's bin sticker, residents put both green and black bins out. We empty them both, and seal the lids shut with new stickers:

Sticky label:
"THIS IS NOW YOUR
RECYCLING BIN".
Includes information about what to put in it.


Sticky label:
"THIS IS NOW YOUR
REFUSE BIN".
Includes instruction not to put any recyclables in it.



'Tongue' again seals the bins shut so there's no way you can fail to notice the stickers.

We also put a cover across the top of their recycling box after it's been emptied, to instruct that it is now for **glass only**:

Box cover:
"YOUR BOX IS JUST FOR
GLASS NOW"



The cover will be designed to enclose the top of the box so that there's no chance of it being missed. It will also act as a handy box cover thereafter.

WEEK 3 – new collections start

Residents start using 'Simply Weekly Recycling'.



As one might imagine, we will need to have contingencies in place at launch, and afterwards. Some residents will have forgotten to put their bins in Weeks 1 or 2 (or may be on holiday) and so may miss our messages. Therefore, between now and launch, officers will put contingencies in place so that we can quickly identify and rectify such situations.

6. Flats and businesses

Some flats and businesses are already using elements of the new service structure. We will convert remaining flats and businesses to 'Simply Weekly Recycling' once the launch to houses has been completed.

A project team will assess the needs of each flat or business and make changes accordingly. Specific information will be given to each flat household, or business, to reflect the change.

It should be noted that – where space allows – all flats will be issued with food waste recycling facilities (very few flats recycle food now). Businesses will continue to be able to choose and pay for the elements of the service that they wish to have, such as food waste recycling in restaurants, separate glass recycling in pubs or mixed dry recycling in offices.