

Revised refuse rounds

DRAFT communications plan

Version 1 - 8 June 2021

Version 2- 27 January 2022

Background to the campaign

New refuse rounds will be introduced from Monday 5 September 2022, the biggest change in more than 10 years.

About 80% of our residents will have a new collection day.

Despite the change, we will continue to collect residents' waste once a week.

Big wins:

- All garden waste will be collected on the same day waste/recycling is collected
- An opportunity to change how we hold the refuse round data (UPRN as opposed to by road). This means online refuse collection data will be closer to 100% accurate. It will also be more efficient when communicating changes to collection days for example around Christmas.

Budget

Most communication would be funded from within existing budgets.

Depending on the final communication actions, there would be a cost for producing:

- A direct communication to all residents with their collection days
- A professionally produced video
- Social media marketing/advertising.

These actions would cost approximately £20,000 to £25,000.

Objectives

- All residents are informed of their waste collection day from 5 September 2022
- All residents, whether their day is changing or not, are aware they should put their waste out at 7am
- Waste collection staff are regularly engaged and listened to
- Customer Solutions are briefed prior to go live

- All staff, Members and partners are made aware of the bigger picture.

Audience insight

- Residents - all will be affected - comms should be clear, concise with simple messages and calls to action. Some residents are used to putting their waste out at a specific time. Going forward it will need to be 7am. Likely to cause some consternation.
- Refuse collectors - may respond better to face-to-face communications. Any written material should be to the point and in plain English.

Strategy/ideas

Eye catching, creative graphics - the big change - new day and time. These run through all of our communications.

Include some 'human' interest stories: "John is still collecting your waste but may be coming on a different day." Staff tell the story of the changes in a professionally produced social media video.

Implementation

External:

- Planned communications activity in advance of 5 September
- New collection days are available online shortly before the new rounds begin. (The IT Development Team and Fraser will need a development brief and adequate time to complete this work)
- Webpage with details of the changes, with a link to online collection days, is flagged up on the website homepage
- Direct mail - postcard to all residents with their collection day and 7am business rule (about £15k)
- Organic social media
- Consider paid for Facebook boosts (budget to be agreed)
- Consider a professionally produced video featuring waste collection staff, promoted on social media (£3 to 4K for the video plus a budget for a Facebook boost)
- Media relations - one or two new releases with general info.
- Feature in In Shape magazine with general info.

Internal:

- Face to face briefings with refuse round staff. Consider a newsletter
- Customer Solutions - brief and FAQs

- One or two articles in grapeVine
- Member emails
- Town and parish council emails
- Partner emails – West Kent Housing, Swanley Local Office (CAB)
probably others to be decided.

Evaluation

- Online refuse collection webpage goes live at agreed time-
measure unique visitors to page
- Card delivered to every home in the District with collection
date
- Article produced in In Shape
- Media coverage – online and hardcopy
- Social media views – compare to SDC average
- Briefing with staff and/or newsletter delivered

Suggested Action Plan

These are my initial ideas...

Issues	Action	Approximate date	Responsible Team
Inform residents early about the new arrangements	News release, social media and webpage. Provide high level information and timescales	Around the time Members consider the revised schedules	Communications
	In Shape feature. Provide high level information and timescales Ask residents to look out for our postcard with their collection day in August	June/July 2022 issue	Communications
	Supply copy to key partners with publications. Copy contains high level information about the changes	July 2022	Communications
Inform Council staff and Members early about the new arrangements	Briefings and/or direct comms with Direct Services staff	Around the time Members consider the revised schedules	Direct Services
	grapeVine feature for Council staff with access to a PC	Around the time Members consider the revised schedules	Communications
	Email to Members. Include details of our proposed communications	Around the time Members consider the revised schedules	Communications
Inform residents about their new collection days	Social media – ask people to look out for our postcard with the collection day in	Early August	Communications

	<p>their coming days</p> <p>Consider a paid-for boost</p>		
	Direct mail - addressed postcard to all residents with their collection day	Mid-August 2022	Communications
	<p>Website with new collection times goes live</p> <p>Ensure we provide a web form where residents can report a missed collection (currently this form is available on our online waste collection website, which is due to be retired when the new rounds begin)</p>	Mid-August 2022	IT Development Team
	Update all of the short website links when new round begin	September	Communications
	Flag up waste collection times webpage on the homepage	Mid-August 2022	Communications
	Short, professionally produced video, shared on paid-for social media	Mid-August	TBC
Inform staff and Members the changes are imminent	Customer Solutions briefed about changes with FAQs.	Early August	Communications
	Briefings and/or direct comms with Direct Services staff	Early August	Direct Services
	Email to Members	Early August	Communications
Inform residents the changes are imminent and how to find out their	Press release and social media	Late August 2022	Communications
	Re-share short, professionally	Late August	Communications

new collection day	produced video	2022	
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