

Waste & Recycling: Communications Plan 2017

PROJECT NAME – <i>All stand alone campaigns</i>	DATE/DETAIL	APPROACH TO TAKE	OBJECTIVE /BACKGROUND
1. Waste collection changes review	29 December - report published - Phase 1 of the review Decision Session on 9 January decision expected	Media briefing - press release - FAQs - Internal communications: - staff sessions - Buzz article/feature - FAQs - information on screens	To seek approval and promote changes to the service. This will affect half of all York households where recycling collections will no longer be on the same day of the week
	HOW WE WILL PROMOTE THE CHANGES:		
	Promotion February 2017 onwards Commencement of new arrangements at the start of April	Sent by direct mail/addressed to resident - Myth busting/FAQs/ press release/infographics - Artwork for social media /posters for neighboured notice boards and key partners - Artwork on internal/external screens - Artwork on sides of waste vehicle - Paid for adverts on social media - 5min interview with staff (video) used internal/external. - Local and regional interviews/features - Trade media features e.g. Recycle Now magazine - Article in January's Our City - Article in Streets Ahead (Jan or Feb edition) which goes to 8,000 council tenants homes - Internal comms feature in Buzz	To promote as widely as possible, the changes to the service to affected households Optimising routes to improve efficiency, costs etc.

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2. New waste vehicles	Early 2017 comms	<ul style="list-style-type: none"> - To feed into the above comms but can also do separate press release/features/ interviews - Trade media features - Artwork for social media /posters/ infographics - Myth busting about new vehicles - FAQs for website - Photo opp with the new vehicles (internal and external) - Artwork on internal/external screens - Internal comms feature in Buzz 	Procure new waste vehicles to optimise collections – improve reliability etc.. two new vehicles will be used
3. New garden waste collections for Kexby	Expanding the green waste collection service to Kexby	<p>In addition to the above:</p> <ul style="list-style-type: none"> - Artwork for social media /posters/ infographics - Targeted communications to Kexby (mail out) - Myth busting/FAQs - Trade media features - Artwork on internal/external screens - Internal comms article in Buzz - Potential to include an article in January's Your Ward City (specific area edition) – dates of distribution TBC 	The first time homes in Kexby will receive a garden waste collection
4. Roll out of glass recycling collections in rural areas	Providing homes currently without a glass recycling collection with a collection	<p>In addition to the above:</p> <ul style="list-style-type: none"> - Artwork for social media /posters/ infographics - Targeted communications to Wards (mail out) - Myth busting/FAQs - Trade media features - Artwork on internal/external screens - Internal comms article in Buzz - Potential to include an article in January's Your Ward City (specific area edition) – dates of distribution TBC 	The first time these households will receive glass waste collections.



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Projects or campaigns which can support the review:			
5. One Planet York App	Ongoing promotion of the new app. Will be included in the new calendars and separate communications will be taking place		
6. New CRM	Spring/ Summer 'coming soon' End of 2016/start of 2017	<i>See separate comms plan for CRM</i>	Launch of new CRM – link to improved customer experience for waste and recycling services
7. Garden Waste Subscription	Start of season April To/ End of season November		Promote garden waste subscription service 7am – 7pm message