

	COMMUNICATION TYPE	FREQUENCY / DATE	OBJECTIVE	MEDIUM	COMMS FORMAT
PHASE 1	Roll out of Christmas waste & recycling calendars	October (TBC)	To inform residents/media that the changes to the service are being made	<p>Push our comms out via proactive press releases/ Interviews.</p> <p>Design and production of calendars in house</p> <p>Distribution TBC following procurement</p>	<ul style="list-style-type: none"> - Press release and FAQs - Social media - Website content including FAQs/leaflet - Internal comms - Reception boards (internal/external) - Posters (sent to partners) - Residents Association notice boards.
	City wide newsletter	November (start of – TBC)	To inform residents/media that the changes to the service are being made	Page lead article in the citywide newsletter Our City	<ul style="list-style-type: none"> - Our City’s Autumn edition - 90,000 households plus businesses
	Interviews/features	Extended coverage to coincide with roll out of calendars	To support the citywide distribution of calendars	Push our comms out via proactive press releases/ Interviews.	

PHASE 2	Poster campaign	November	To remind residents of the impending changes to collections and that information is being distributed.	Posters to be distributed to community venues city wide inc Garden Centres/ partners/groups/ Parish/Ward cllrs/staff at CYC...	- Posters designed in-house.
	Composting Campaign	TBC as above	Possible introduction of new campaign to sit alongside the changes to garden waste		- Press release - Social media - Website content - Internal comms - Reception boards (internal/external) - Posters (sent to partners) - Residents Association notice boards.
	CYC owned	As above	To support the citywide distribution of calendars		- Recycling/waste vehicles - Bus stop timetable posters (citywide). - Mansion House notice board
	Streets Ahead	Dates to be confirmed	To support the citywide distribution of calendars	CYC owned newsletter to 8,000 tenants	Write articles for the CYC tenant magazine (quarterly)

PHASE 3	Ongoing social media advertising and engagement	December - January	To support the distribution of the calendars primarily and following this to promote additional garden waste collections and Christmas recycling.	Facebook/Twitter/web updates	Scheduled updates in accordance with operational plan
	Reminder press release	December – before Christmas	Garden waste collections and Christmas recycling reminder press release	Supported by social media	Scheduled updates in accordance with operational plan