

## 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	<b>Media briefing</b> - 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 <b>will no longer be on the same day of the week</b>
	<b>HOW WE WILL PROMOTE THE CHANGES:</b>		
	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.

### Waste & Recycling: Communications Plan 2017

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



### Waste & Recycling: Communications Plan 2017

Projects or campaigns which can support the review:			
<b>5. One Planet York App</b>	Ongoing promotion of the new app. Will be included in the new calendars and separate communications will be taking place		
<b>6. New CRM</b>	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
<b>7. Garden Waste Subscription</b>	Start of season April To/ End of season November		Promote garden waste subscription service  <b>7am – 7pm message</b>