

APPENDIX IV:**Waste and Recycling Changes to Services - Communications Plan (2019-2021)****1. Microsite – To publicise our current offer and new service**

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Website meeting to discuss requirements	Communications/ Web	End of July 2019
Draft content and arrange translation	Gareth Watson/ Tara Dumas	End of November 2019
Design of pages	James Gillett	End of November 2019
Proofing stage	Communications	15 December 2019
Sign off from head of service	Communications	20 December 2019
Micro-site goes live	Communications	4 January, 2020
Publicity issued to the media on current collections.	Communications	On-going
Create section on Keeping Up With the Jones's	Communications	End of October 2019
Create page about the proposed new depot	Gareth Watson/James Gillett	End of October 2019
Information about the proposal for the new depot	Communications	February 2020
Develop FAQ section	Alan Roberts/ Communications	February 2020
Monthly features – Orange food waste	Communications	January 2020
Monthly features – Grey wheelie bins/ pink sacks	Communications	February 2020

Monthly Features – Green wheelie bin/ Green dumpy bags	Communications	March 2020
Blue wheelie bins / Blue dumpy bags	Communications	April 2020
Production of videos for the new services	Communications	End of March 2021
Create pages of new service for the website	Communications	End of May 2021
Proof reading and designing	Communications	During June 2021
Instructional Information booklet to be provided in accessible format on website	Communications	End of July 2021
Pages explaining the new service go live	Communications	End of July 2021

2. Production of annual calendar booklet 2019/2020

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Obtain quotes for booklet	Communications	5 October
Draft content	Tara Dumas/ Communications	10 October
First proofs of booklet	Tara Dumas/ Communications	20 October
Sign off booklets	Tara Dumas/ Communications	30 October

3. Appointment of communications support

ACTIVITY	PERSONS RESPONSIBLE	BY WHEN
Agree budget	Tara Dumas/ Gareth Watson	11 October

Draft job specification	Tara Dumas/ Gareth Watson	11 October
Approach freelancers	Communications	15 October
Appointment	Communications	15 December
Start date for new role	Communications	4 January

4. Production of information booklets for new service

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Obtain quotes for photography and draft brief	Communications	End of July 2020
Choose photographer	Communications	End of November 2020
Arrange photography	Communications	End of January 2021
Draft contents for booklet	Communications	End of March 2021
Information sent to designers	Communications /Tara Dumas	End of March
Proofing stage	Communications / Tara Dumas	May 2021
Sign off from head of service	Communications/ Tara Dumas	End of May 2021
Booklet goes into production	Communications/ Tara Dumas	End of May 2021

Distribution of booklet	Tara Dumas	End of July 2021
Publicity issued to the media	Communications	March 1, 2020

5. Preparing for the new service – March 2021 onwards

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Food Caddy Microchip trial to approx. 1000 households across 5 areas	Communications	During and After November Launch 2019
Gull Proof sack launch West Rhyl	Communications	March 2020
New communal bin provision (including signage)	Communications	Summer 2020
General comms detailing dates and venues for roadshows	Communications	March 2021
Vehicle signage/adverts on all RCVs to be retained promoting positive recycling behaviours	Tara Dumas/ Communications	July 2020
Launch of the AHP service	Communications	March 2021
Delivery of the new 240 litre wheeled bins – residents urged to put tag	Communications / Tara Dumas	July 2021

on bins if they want a larger bin (plus sign posting to roadshows)		
All new Recycling vehicles to be “wrapped” in recycling information promoting new service	Danielle Richards/ Chris Brown	April 2021 onwards
2 weeks before Trolliboc delivery.... Residents reminded to put out their blue bin on their next collection day and it will be collected, with a Trolliboc left in its place. This info can have some general comms about our new depot and the benefits of the new service. Residents to place a tag on their bin if they wish to keep blue bin to use it for storage or to turn into a water butt.	Communications/ Tara Dumas Potential partnership with NRW/Welsh Water re provision of water butt conversion kits.	Two weeks before delivery
Trolliboc delivery: Instructional information about how to use the new Trolliboc, annual calendar.	Communications/ Tara Dumas	At same time as Trolliboc arrival

6. County Voice special editions

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN

December 2019	Gareth Watson/ Tara Dumas	End of November 2019
February 2020	Gareth Watson/ Tara Dumas	End of January 2019
February 2020	Gareth Watson/ Tara Dumas	End of January 2020
April 2020	Gareth Watson/ Tara Dumas	End of March 2020
June 2020	Gareth Watson/ Tara Dumas	End of May 2020
August 2020	Gareth Watson/ Tara Dumas	End of July 2020
October 2020	Gareth Watson/ Tara Dumas	End of September 2020
December 2020	Gareth Watson/ Tara Dumas	End of November 2020
February 2021	Gareth Watson/ Tara Dumas	End of January 2021
April 2021	Gareth Watson/ Tara Dumas	End of March 2021
June 2021	Gareth Watson/ Tara Dumas	End of May 2021
September 2021	Gareth Watson/ Tara Dumas	End of August 2021
November 2021	Gareth Watson/ Tara Dumas	End of October 2021

7. Business and residents – Colomendy Industrial Estate

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Produce newsletter for staff and inform residents	Gareth Watson/ Tara Dumas	October 2019

businesses on the Colomendy Industrial Estate (ahead of pre-planning consultation)		
Information to Denbigh Town Council	Gareth Watson/ Tara Dumas	October 2019
Information to Denbigh Business Group	Gareth Watson/ Tara Dumas	September 2019
Q and A and mythbuster to be prepared to microsite	Gareth Watson/ Tara Dumas	January 2020
Drop-in session for local residents/ businesses to go through the proposal	Gareth Watson/ Tara Dumas	November 2019
Update newsletter for staff	Gareth Watson/ Tara Dumas	December 2019
Update newsletter after planning application – explain what happens next	Gareth Watson/ Tara Dumas	February 2020

8. Events to promote the main service changes

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Production of pull up banners for public events	Gareth Watson/ Tara Dumas	End of April 2021
Production of merchandise to promote the new service	Gareth Watson/ Tara Dumas	End of April 2021
Denbigh carnival	Gareth Watson James Gillett	June 2021
Ruthin carnival	Gareth Watson/ Tara Dumas	June 2021

Prestatyn Carnival		July 2021
Denbigh and Flint Show	Gareth Watson	August 2021
Rhyl Air Show	Gareth Watson	August Bank Holiday 2021
<p>A programme of drop-in sessions in the main towns:</p> <ul style="list-style-type: none"> • Rhyl – Former Granite Shop • Prestatyn – Shopping Park • Rhuddlan – Library • St Asaph Library • Denbigh Library • Ruthin – County Hall • Corwen – One Stop Shop and Library • Llangollen – One Stop Shop and Library <p>Plus 1 day events in key shopping areas, visitor attractions and major supermarkets across the county.</p>	Gareth Watson / Tara Dumas	During summer 2021
Promotion of service changes at HWRC's (Displays and web link)	Alan Roberts/CAD Recycling/ Comms	April 2021- November 2021
Empty Shop displays in town centres (Recycled displays from school display project)	Tara Dumas / Comms / Property teams	August- October 2021

9. Media

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Promotion of food leaflet trial	Gareth Watson	5 October 2019
Promotion of micro-chipping trial (to coincide with scrutiny report)	Tara Dumas/ Gareth Watson	12 October 2019
Launch the Keeping Up with the Jones' campaign	Tara Dumas/ Gareth Watson	1 November 2019
Promotion of Orange Caddy food waste	Gareth Watson/ Tara Dumas	End of October 2019
Promotion of grey wheelie bin/ grey dumpy sacks	Gareth Watson/ Tara Dumas	End of November 2019
Promotion of Blue wheelie bin	Gareth Watson James Gillett	End of December 2019
Promotion of our recycling parks	Gareth Watson	End of February 2020
Promotion of pre-planning consultation on Colomendy Estate depot.	Gareth Watson	End of November 2019
Case study with the Rhewl Family	Gareth Watson / Tara Dumas	End of December 2019
Countdown to changes	Gareth Watson / Tara Dumas	End of January 2021

Delivery of the bins (for a photo shoot)	Gareth Watson / Tara Dumas	End of March 2021
Promotion of drop-in sessions and summer events	Gareth Watson / Tara Dumas	End of June 2021
Promotion around the booklet distribution.	Gareth Watson / Tara Dumas	End of September
Feature with the Rhewl family around the new waste model	Gareth Watson	Summer 2021
Promotion around the roll-out	Gareth Watson / Tara Dumas	September 2021

10. Internal Communications

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Newsletter	Tara/ Gareth	December 2019
Newsletter	Tara/ Gareth	March 2020
Newsletter	Tara/ Gareth	June 2020
Newsletter	Tara/ Gareth	September 2020
Newsletter	Tara/ Gareth	January 2021
Newsletter	Tara/ Gareth	April 2021
Newsletter	Tara/ Gareth	July 2021
Newsletter	Tara/ Gareth	September 2021

11. Schools

ACTIVITY	PERSON(S) RESPONSIBLE	BY WHEN
Meeting with the School Council representatives	Brian Jones	December 2019

Closing date for submissions for Eco Schools Awards	Tara Dumas	February half term 2020
Biogen Visitor centre “package” launched to schools to include opportunities for subsidised transport through encouraging recycling in their communities.	Tara Dumas	March / April 2020
Eco-Schools Awards Ceremony	Tara Dumas	April 2 nd
Rotary Club Competition (Rhyl and Prestatyn Area)– Young People to create recycling messages through music: Targeting confusion over plastic packaging. Includes school visits to raise awareness of what plastic we accept and why.	Tara Dumas/ Communications	November 2019 to March 2020
Parc Adfer Visitor Centre Experience: Selection of DCC teachers to visit the education centre and inform the development of support materials for KS2 and 3.	Tara Dumas	December 2020
Schools invited to create a “display for their school fayres to promote launch of the new service (April-	Tara Dumas	April – July 2021

<p>July 2021) and encourage positive recycling behaviours. (Classroom activity with pre-visit from DCC recycling team... (use to signpost residents to website and recycling survey) Schools provided with Eco-based fundraising ideas for school to run an activity at the stall to raise money for their school funds. Promote via PTA's and Eco school Clubs.</p>		
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