

Report to	Waste and Recycling Project Board
Date of meeting	April 28th 2021
Lead Member / Officer	Liz Grieve, Head of Customers and Communications
Report author	Sian Owen Principal Officer – Communications, Marketing and Engagement
Title	Draft Communications Plan – Waste and Recycling Changes

1. What is the report about?

1.1. The report outlines communications around the forthcoming changes in our waste and recycling services in Denbighshire. This includes

1.1.1. General Recycling Behaviours. May 2021 –April 2022

1.1.2. West Rhyl Phase 1 Service Change. Feb 2021 –September 2021

1.1.3. Trade Waste and Communal Bin Service Change. Launch Autumn 2021

1.1.4. Denbigh Waste Transfer Station

1.1.5. General changes to the service. March 2022 – November 2023

2. What is the reason for making this report?

2.1. Approval is required on the proposed communications plan for the forthcoming changes in service provision.

3. What are the Recommendations?

- 3.1. To approve the outlined communications plan, subject to full costing and resource allocation.

4. Report details

- 4.1. This report outlines communications activities to promote changes in the waste and recycling service. The activity would provide residents with clear, accurate and timely information about the changes and ensure that our communications assist the community to be ready for the changes and understand how to use the new system.

- 4.2. The communications plan is split into four main parts.

- 4.2.1. **Section A** is around **general promotion of recycling** and behaviour change that is needed ahead of the service changes. This is business as usual activity, but critical to ensure that we continue to encourage more recycling. We will be utilising national assets produced by

- 4.2.2. **Section B** focusses on activity in **West Rhyl** where a new weekly sack collection will be introduced to try and reduce problems with littering and to encourage residents to use the facilities provided to them. The WRAP 'Keeping Up with the Joneses' branding will be used on literature to communicate with residents about the specific changes.

- 4.2.3. **Section C** focusses on the **waste transfer station development in Denbigh**. These proposed activities aim to keep relevant stakeholders informed of key milestones around the project development, and to ensure that any negative coverage is minimised.

- 4.2.4. **Section D** is around the **main changes to the waste and recycling services**. These communications activities are high level, with a detailed communications plan listing all the activities to be undertaken to be developed by the Council and WRAP. The proposed activities have been categorised into 'essential' activity, 'optional' activity and 'nice to have' actions for discussion purposes. The activities include direct marketing,

media relations, social media, advertising, community events and internal communications. These activities, if approved, will be carried out by the Council's Communications team, WRAP and external designers/printers/producers.

- 4.3. The activity will be managed on a day-to-day basis by the Council's Communications team and WRAP, with significant input from Environmental Services. The Board will be updated with regular progress reports. Once service changes are implemented, there will be daily meetings between operations, communications and customer service teams, to react to any issues, feedback or changes necessary to the communications. There will also be regular updates for the Lead Member and input into the communications activity.
- 4.4. This communications plan will be aligned with the Mobilisation Plan to assist in managing the activity, for monitoring progress and to ensure that all deadlines are met within the timescales.

5. What will it cost and how will it affect other services?

- 5.1 The cost of the activity will be absorbed through the project budget, as well as through WRAP's local authority funding support. These costs are still to be established and allocated to either the project or WRAP funding, a costing exercise is included in the plan.

Communications and Engagement Plan (DRAFT)

Colour coding grid

Green	Essential activity
Orange	Optional activity
Yellow	Not a necessity, but nice to have

SECTION A: General recycling promotion May 2021 onwards

ACTION	TARGET AUDIENCE	PERSON RESPONSIBLE	WHEN
Agree communications plan/approach	Board	Board MSO	May 2021
Review and revise text for the corporate website	All	Lead James Gillet information provided by TD Environmental Services / Corporate Comms	May 2021
Social media schedule - focus on enforcement process in problematic areas	Public	Corporate Comms	May 2021
Use 'Be Mighty' national campaign assets	Public	Council/WRAP	Underway

from WRAP on social media and other key channels			
Establish regular meetings with WRAP to discuss assets and funding	Nicola Peake nicola@thevynes.com Emma Hallett: Emma.Hallett@wrap.org.uk Lisa Chilcott: lisa.chilcott@wrap.org.uk	Sian Owen	Underway and quarterly
Produce JD for part time resource to support Waste and Recycling Communications	Board	Lead MSO TD	September 2021
Costing for all activity including WRAP contributions	Board and WRAP	MSO and TD	May/ June 2021
Work with Caru Cymru on a campaign around dog foul waste	Public		Autumn 2021

SECTION B: West Rhyl Phase 1 Service Change (Enhance engagement / weekly Sack collections and microchipping trials) February 2021 to September 2021

ACTION	TARGET AUDIENCE	PERSON RESPONSIBLE	WHEN
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Promotion of Bulky Waste Service via leaflet drop	Residents / landlords	WRAP/Council	Completes February 2021
Production of 'Keeping Up with the Joneses' leaflet For residents of West Rhyl	Residents Tenants Landlords	Council/WRAP	Complete in distribution
Translation of the above leaflet into non-English or Welsh languages spoken amongst the residents, to produce a basic Word document version	Residents Tenants Landlords	Council/WRAP	April 2021 (currently with WRAP)
Poster – for communal areas, such as on noticeboards and bin store areas	Residents Tenants Landlords	Council/WRAP	Complete – in distribution
Container contamination sticker – to be placed by collections crews	Residents	Council/WRAP	Complete – in circulation
Info stickers for communal bins (contamination etc...)	Residents of shared bin stores	Council/ WRAP	Complete – awaiting refurb bin delivery (April 2021)
Internal Engagement activity	Frontline staff, including Customer Contact Centre staff, collection crews and Members, including West	Tara Dumas and Jane Williams	February 2021 to September 2022

	Rhyl Ward members		
External Engagement activity to prepare for service change	Landlords/RSLs	West Rhyl Project Officer	March 2021 to June 2021
Develop comms plan around microchipping project to be launched in May 2021 (Post Communities Scrutiny)	Members Residents Media	Matthew Jones Comms team/ Waste Service Manager	May – June 2021
Develop and print leaflets to accompany new sack system (gull proof sacks) to be launched July 2021	Residents Landlords	Alan Roberts WRAP	May 2021-June 2021
Press Release to be issued on the day scrutiny papers are released for May Communities Scrutiny report including briefing spokesperson for media interview	Residents	Matthew Jones (paper provided by TD in advance)	Scrutiny meeting on the 13 th May Papers due to be published on the 6 th May
Engagement with Councillors on Communities Scrutiny in advance of the meeting	Councillors on scrutiny	Tony Ward	Before 13 th May

SECTION C: Trade Waste and Communal Bin Service Change (Launch Autumn 2022)

ACTION	AUDIENCE	PERSON RESPONSIBLE	WHEN

<p>Consult trade customers on the Environment Act requirements</p> <p>Develop questionnaire and information leaflet</p>	<p>Trade Waste customers (approx. 600)</p>	<p>Alan Roberts / Comms</p>	<p>April to June 2021</p>
<p>Expand and improve trade waste content on Council's website</p>	<p>Public / new and existing customers</p>	<p>Corporate Comms/ Alan Roberts</p>	<p>April-June 2021</p>
<p>Direct marketing to Promote food waste recycling and offer free trials to existing customers (SME's)</p>	<p>SME customers and new all customers</p>	<p>Alan Roberts</p>	<p>TBC as awaiting delivery of new food waste vehicles (June to August 2021)</p>
<p>Develop branding for trade waste service (ensure on all correspondence)</p>	<p>Potential new customers</p>	<p>Comms/ Alan Roberts</p>	
<p>Design Trade Waste vehicle wraps x 2</p>	<p>New Customers</p>	<p>Comms/Fleet/ Waste Service</p>	<p>Expected delivery of vehicles July 2022</p>
<p>Agree bin colours and branding for trade waste containers and develop refurb programme</p>	<p>Existing Customers</p>	<p>COMMS/ Alan Roberts</p>	<p>April to June 2021</p>
<p>Develop landlord / property management engagement packs</p>	<p>Property management companies and/or landlords with</p>	<p>Waste Team / COMMS</p>	<p>September 2021</p>

for all bin store locations	communal bin stores.		
Develop bin store signage for source segregated	Aimed at residents/tenants using bin stores	WRAP?	April 2022 onwards
Develop instructional leaflets for residents sharing communal bin stores	Aimed at residents/tenants using bin stores	Alan Roberts in conjunction with Comms	April 2022 – June 2022
Bron y Crest Source Segregated Bin store Trial	Residents	DCC housing/ Comms/ Waste Team (Abi Chadwick)	April 2021- December 2021

SECTION C: Denbigh Waste Transfer Station

ACTION	AUDIENCE	PERSON RESPONSIBLE	WHEN
Update to Member Area Group on the current position	Denbigh MAG	Board via PM	Standing Item on every Denbigh MAG Agenda
Briefing for wider Members	Members	Board / Corporate Comms	May 2021 – as part of wider attendance updated on overall Service Change proposals to Communities Scrutiny

			Further attendance at Cabinet and Scrutiny at key stages in run up to Service Change as required
Briefing for Town Council following appointment of Phase 1 Contractor	Denbigh Town Council	Environmental Services / Corporate Comms/ Contractor	Early June 2021
Work with appointed contractor to agree comms protocol	Contractor	Comms/ Peter Clayton	June 2021
Update content on Council's website following appointment of Phase 1 Contractor	Public	Environmental Services / Corporate Comms/ JG	Early June 2021
Update for businesses on the Colomendy site and nearby residents following appointment of Phase 1 Contractor (via newsletter) – timescales etc.	Local businesses and residents	Environmental Services	Early June 2021

<p>Comms around the commencement of Phase 1 enabling works</p> <p>(NOTE: Phase 1 Enabling Works Contract will see DCC leading a collaboration with 4 businesses looking to extend their current sites on the Estate in order to deliver initial earthworks, drainage works, servicing and access to the site with each member then able to go on and develop out their sites according to their own Planning Permissions and at their own timescales to suit individual requirements following completion of Phase 1)</p>	<p>Members</p> <p>Town Council</p> <p>Local businesses/ residents</p> <p>Media</p> <p>The public</p> <p>Staff</p>	<p>Corporate Comms</p>	<p>Late June 2021</p>
<p>Comms around the completion of Phase 1 enabling works</p>	<p>Members</p> <p>Town Council</p>	<p>Corporate Comms</p>	<p>Spring 2022 – exact date TBC</p>

	Local businesses/ residents Media The public Staff		
Update content on Council's website following appointment of Phase 2 Contractor	Public	Environmental Services / Corporate Comms/ JG	Spring 2022 – exact date TBC
Update for businesses on the Colomendy site and nearby residents following appointment of Phase 2 Contractor (via newsletter) – timescales etc	Local businesses and residents	Environmental Services	Spring 2022 – exact date TBC
Comms around the commencement of Phase 2 building works for proposed DCC Waste Transfer Station	Members Town Council Local businesses/ residents Media The public	Corporate Comms	Late Spring 2022 – exact date TBC

	Staff		
Key milestone in the project – six months to go	Members Town Council Local businesses/residents Media The public Staff	Corporate Comms	October 2022 – exact date TBC
Key milestone in the project – projected date of completion	Members Town Council Local businesses/residents Media The public Staff	Corporate Comms	March 2023 – exact date TBC
Announcement of site becoming operational (briefing, news release, social media)	Members Town Council	Corporate Comms	Anticipated May 2023 – exact date TBC

	Local businesses/ residents Media The public Staff		
Media opportunity – briefing / photos	Media	Corporate Comms	Completion of new Depot – May 2023 – exact date TBC

SECTION D: General changes to the service

ACTION	AUDIENCE	PERSON RESPONSIBLE	WHEN
Production of schedule and content for web/ social media/ press releases	Members Staff Public Media Key stakeholders	Council/WRAP	March-May 2022
Articles for Council publications	Residents	Council/WRAP	March 2022 onwards

Production of a poster to be placed at Council-managed outlets such as community centres and libraries	Residents	Council/ WRAP	March 2022 onwards
Internal Communications activity (briefing of frontline staff, Denbighshire Today, Intranet, team briefings, Member briefings)	Frontline staff, including Customer Contact Centre staff, collection crews and Waste Wardens General DCC staff Members	Council/WRAP	March 2022 onwards
Sign-up leaflets (nappies and incontinence service)	Residents	Council/WRAP	April 2022 – October 2022
Production of householder packs	Residents	Council/WRAP	September 2022- April 2023
New containers leaflet (draft text, design and translate)	Residents	Council/WRAP	November 2022 – April 2023
Production of contamination stickers – use those produced for	Residents	Council/WRAP	November 2022 – April 2023

the West Rhyll project			
Production of collections calendars	Residents	Council/WRAP	April 2023
Production of 'Sorry We Missed You' calling cards	Residents	Council/WRAP	November 2022 – April 2023
Production of RRV livery	Council	COMMS/WRAP/FLEET	November 2022 – April 2023
Production of FAQs which will be regularly updated before and after the service change is implemented (in light of customer feedback)	Residents	Council/WRAP	Continually updated
Production of animation	Residents	Council/WRAP	June 2022 – March 2023
Production of pull-ups for roadshows	Residents	Council/WRAP	June 2022 – March 2023
Publish FAQs on the Council's website	Residents	Council/WRAP	June 2023
Issue householder packs to residents	Residents	Council/WRAP	April 2023
Release animation	Residents	Council/WRAP	June 2023
Bus stop advertising	Residents	Council/WRAP	June 2023

Production of leaflet dispensers	Residents	Council/WRAP	June 2023
Advertising screens	Residents	Council/WRAP	June 2023
Cinema adverts	Residents	Council/WRAP	June 2023
<p>Launch of a Coming Soon campaign:</p> <p>What are the main changes?</p> <p>Estimated timescale.</p> <p>Countdown how many days until delivery</p>	All stakeholders	Council/WRAP	March2023
Attendance at Denbigh and Flint Show marquee	All stakeholders	Comms Sub Group	August 2023
Drop-in sessions in the county's libraries	Residents	Comms Sub Group	March onwards 2022
Eco schools campaigns	<p>Teachers and pupils</p> <p>Residents/ Parents and Carers</p>	Comms Sub group	October 22 – April 23
Paid for advert in local press – Journal and Free Press	Residents	Comms Sub Group	May/June 2023

Delivery of bins to depot (photo opportunity)	Media	Comms Sub Group	May 2023
Paid for advertising on social media	Residents	Comms Sub Group	June 2023
First bins being delivered to residents. (Video and vox pop)	All stakeholders	Comms sub Group	June 2023