

## **Appendix VI: Latest Communications and Engagement Plan**

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.

The communications plan is split into five main parts:

**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

**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.

**Section C** focusses on activity to support the changes to the Commercial Service (including businesses, schools and council offices we service) and households sharing a large communal 4-wheeled bins. This service will roll out Q3/4 2022/23, ahead of the main service change, in order that the Council and our customers can comply with new legislative obligations to collect separate recyclable items.

**Section D** 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.

**Section E** 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.

**Colour coding grid**

<b>Green</b>	<b>Essential activity</b>
<b>Orange</b>	<b>Optional activity</b>
<b>Yellow</b>	<b>Not a necessity, but nice to have</b>

**SECTION A: General recycling promotion May 2021 onwards**

<b>ACTION</b>	<b>TARGET AUDIENCE</b>	<b>PERSON RESPONSIBLE</b>	<b>WHEN</b>
Agree communications plan/approach	Board	Board / SO	May 2021 Completed
Review and revise text for the corporate website	All	<b>Lead JG</b> information provided by TD  Environmental Services / Corporate Comms	November / December 2021
Social media schedule - focus on enforcement process in problematic areas	Public	Corporate Comms	May 2022

Use 'Be Mighty' national campaign assets from WRAP on social media and other key channels	Public	Council/WRAP	Underway  Supported Recycling Week (September 20 – 26) with national assets
Establish regular meetings with WRAP to discuss assets and funding	Nicola Peake <a href="mailto:nicola@thevynes.com">nicola@thevynes.com</a>  Emma Hallett: <a href="mailto:Emma.Hallett@wrap.org.uk">Emma.Hallett@wrap.org.uk</a>  Lisa Chilcott: <a href="mailto:lisa.chilcott@wrap.org.uk">lisa.chilcott@wrap.org.uk</a>	SO	Underway and quarterly
Produce JD for part time resource to support Waste and Recycling Communications	Board	Lead SO  TD	December 2021
Produce instructional comms material for roll out of food waste to remaining households in Denbigh and some rural areas	Targeted households not currently offered the food waste service	WRAP  TD	January/ February 2022
Costing for all activity including WRAP contributions	Board and WRAP	SO / TD	May/ June 2021

Work with Caru Cymru on a campaign around dog foul waste	Public		Autumn 2021
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**SECTION B: West Rhyl Phase 1 Service Change (Enhance engagement / weekly Sack collections and microchipping trials) February 2021 to September 2021**

<b>ACTION</b>	<b>TARGET AUDIENCE</b>	<b>PERSON RESPONSIBLE</b>	<b>WHEN</b>
Promotion of Bulky Waste Service via leaflet drop	Residents / landlords	WRAP/Council	Complete 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	Complete - in distribution  April 2021
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 – in distribution
Internal Engagement activity	Frontline staff, including Customer Contact Centre staff, collection crews and Members, including West Rhyl Ward members	West Rhyl project Officer (AC)	December/ January 2021/22
External Engagement activity to prepare for service change	Landlords/RSLs	AC	December 2021 to April 2022
Develop comms plan around microchipping project to be launched in February 2022	Members Residents Media	MJ /TD	Dec 2021 – Jan 2022
Develop and print leaflets to accompany new sack system (gull proof sacks) to be launched April/May 2022	Residents Landlords	AR / WRAP	Jan – March 2022
Press Release to be issued on the day scrutiny papers are released for May Communities Scrutiny report including briefing spokesperson for media interview	Residents	MJ (paper provided by TD in advance)	Scrutiny meeting on the 13 <sup>th</sup> May Papers due to be published on the 6 <sup>th</sup> May  <a href="#">Completed</a>
Press Release to be issued on the day scrutiny papers are released for December	Residents	MJ (paper provided by TD in advance)	Draft release prepared pending meeting

2021 Communities Scrutiny report including briefing spokesperson for media interview			
Engagement with Councillors on Communities Scrutiny in advance of the meeting	Councillors on scrutiny and all ward members – email to encourage attendance of meeting and provide sneak preview of some comms material (A to Z and first edition of the B INformed newsletter	TW	Week Before December 9 <sup>th</sup> Meeting

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

<b>ACTION</b>	<b>AUDIENCE</b>	<b>PERSON RESPONSIBLE</b>	<b>WHEN</b>
Consult trade customers on the Environment Act requirements  Develop questionnaire and information leaflet	Trade Waste customers (approx. 600)	AR/ Comms	April to June 2022
Expand and improve trade waste content on Council's website	Public / new and existing customers	Corporate Comms/ AR	March/April 2022

Direct marketing to Promote food waste recycling and offer free trials to existing customers (SME's)	SME customers and new all customers	AR	April 2022 onwards
Develop branding for trade waste service (ensure on all correspondence)	Potential new customers	Comms/ AR	Feb 2022
Design Trade Waste vehicle wraps x 2	New Customers	Comms/Fleet/ Waste Service	Awaiting confirmation of delivery date
Agree bin colours and branding for trade waste containers and develop refurb programme	Existing Customers	COMMS/ AR	Complete
Develop landlord / property management engagement packs for all bin store locations	Property management companies and/or landlords with communal bin stores.	Waste Team / COMMS	April to May 2022
Develop bin store signage for source segregated	Aimed at residents/tenants using bin stores	WRAP	April to May 2022
Develop instructional leaflets for residents sharing communal bin stores	Aimed at residents/tenants using bin stores	AC in conjunction with Comms	Complete – currently in trial at Bron Y Crest

Bron y Crest Source Segregated Bin store Trial	Residents	DCC housing/ Comms/ Waste Team (AC)	December 2021 onwards – in progress
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#### SECTION D: 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 – Ongoing updates provided
Briefing for wider Members	Members	Board / Corporate Comms	<p>May 2021 – as part of wider attendance updated on overall Service Change proposals to Communities Scrutiny –</p> <p>Completed – Attended Communities Scrutiny May 2021</p> <p>Further attendance at Cabinet and Scrutiny at key stages in run up to</p>



			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 – <a href="#">Completed – Updated via Denbigh MAG and local letter drop by Main Contractor</a>
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 – <a href="#">Completed – local letter drop and comms to local residents and businesses via Main Contractor</a>
Comms around the commencement of Phase 1 enabling works  (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	Members  Town Council  Local businesses/ residents  Media  The public  Staff	Corporate Comms	Late June 2021  <a href="#">Completed – see link to Press Release</a>

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)			
Comms around the completion of Phase 1 enabling works	Members Town Council Local businesses/ residents Media The public Staff	Corporate Comms	Spring 2022 – exact date TBC
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	Local businesses	Environmental Services	Spring 2022 – exact date TBC

Contractor (via newsletter) – timescales etc.	and residents		
Comms around the commencement of Phase 2 building works for proposed DCC Waste Transfer Station	Members Town Council Local businesses/ residents Media The public Staff	Corporate Comms	Late Spring 2022 – exact date TBC
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	Corporate Comms	March 2023 – exact date TBC

	<p>Local businesses/ residents</p> <p>Media</p> <p>The public</p> <p>Staff</p>		
<p>Announcement of site becoming operational (briefing, news release, social media)</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>Anticipated May 2023 – exact date TBC</p>
<p>Media opportunity – briefing / photos</p>	<p>Media</p>	<p>Corporate Comms</p>	<p>Completion of new Depot – May 2023 – exact date TBC</p>

## SECTION E: General changes to the service

ACTION	AUDIENCE	PERSON RESPONSIBLE	WHEN
Production of schedule and content for web/ social media/ press releases- including FAQ's	Members Staff Public Media Key stakeholders	Council/WRAP	March-May 2022
Production of "bin tag" to signpost all residents to recycling a to z and B INformed newsletter	Public	Comms Team/ WRAP  TD	Dec 2021-January 2022
Articles for Council publications -  e.g. quarterly  B INformed newsletter	Residents	Council/WRAP	January 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 the West Rhyl project	Residents	Council/WRAP	November 2022 – April 2023
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	March 2023
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
DCC employees awareness campaign	DCC employees – ambassador recycler campaign	Business Development Manager (W and R) to be lead officer	September 2022 – December 2022 (Will tie in with roll out of new service to all DCC buildings (signed up to trade service
Eco schools campaigns	Teachers and pupils  Residents/ Parents and Carers	Comms Sub group	September 22 – April 23 (Will tie in with roll out of new service to all our school customers.
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