

Communications Plan Overview

There will be a comprehensive information campaign before any services change, to ensure that residents are aware of the changes and when they will be implemented. This will involve providing information to as many recipients as possible including area boards, schools, community groups, parish councils and, of course, householders. Leaflets, newspaper articles, road shows and much more will be used to get the message to residents. Below is an overview of some of the planned communication activities.

Communication activity	Key aim of communication	Date
Leaflets		
New service 'coming soon' leaflet	To introduce the changes to waste and recycling collection service to all Wiltshire residents.	From 4 July 2011
Plastic bottle and cardboard recycling service instructional leaflet and collection calendar	To advise residents about their new service and give collection date details	Before bin delivered in each area. From Aug 2011 to Oct 2011
Fortnightly refuse collection instructional leaflet and collection calendar	To advise residents about the changes to their refuse services and give collection date details	Jan and Feb 2012
Garden waste service instructional leaflet	To give details about the new garden waste collection service to those who have applied for the service.	Jan and Feb 2012
Generic leaflets	To provide generic information for events, road shows and area boards	From July 2011
Posters		
Posters	To advertise service changes and aspects of the changes in communal and public spaces	From July 2011
Events / Road Shows		
Road shows	To engage with residents about service changes	Jul 2011 – Feb 2012
Events	To engage with residents about service changes	Jul 2011 – Feb 2012
Talks and presentations	To engage with residents about service changes	Jul 2011 – Feb 2012
Area boards	To engage with residents and partners about service changes	Jul 2011 – Feb 2012

Bin Hangers		
Fortnightly refuse bin hangers	To advise of fortnightly residual waste collections	From Feb 2012
Side waste bin hangers	To introduce the side waste policy	From Sep 2012
Advertising		
Radio advertising	To advise residents about the change to fortnightly collections of residual waste	Jan - Mar 2012
Newspaper advertising	To reinforce relevant waste messages	Aug 2011- Mar 2012
Publications		
Wiltshire Residents Magazine	To advise of current messages	Mar 2011 - Mar 2012
Wiltshire Wildlife Trust Magazine	To advise of proposed service changes	Jun 2011 – Mar 2012
Wiltshire Wildlife Event Publication	To advise on road show dates	Jun 2011 – Mar 2012
Hills Waste Group internal magazine	To advise of service changes	Jun 2011 – Mar 2012
Council Housing Matters Publication	To advise on garden waste opt-in and fortnightly residual waste collection	Jun 2011 – Mar 2012
Selwood residents magazine	To advise on new plastic bottle and cardboard collection	Jun 2011 – Nov 2011
Parish newsletter - Council publication	To advise of current messages	Mar 2011 - Mar 2012
Parish newsletters - articles	To advise on current messages in the particular area	Mar 2011 - Mar 2012
Housing association magazines	To advise on current messages in the particular area	Mar 2011 - Mar 2012
Council website	To advise on current messages in the particular area and to answer frequently asked questions	Mar 2011 - Mar 2012
Wiltshire world changers website and Recycle for Wiltshire website	To advise on current messages in the particular area	Mar 2011 - Mar 2012
Livery of waste and recycling collection vehicles	To provide generic recycling messages to encourage and reinforce messages	From April 2011
Press/Media		
Regular press briefings	To keep local press/media up to date and informed about the new service changes	From Jul 2011
Press briefing and visit to Waste Management Facility at Lower Compton	To give local press/media the opportunity to attend a briefing to ask questions about the new service and tour the Hills Waste Management Facility	Jul 2011