

Appendix 3 – Communications Plan

Round Reconfiguration 2016

Communications Plan

Key Messages

- New day of waste collections
- Why we have reschedule the waste rounds
- What goes in which bin – Recycling and Refuse Guide to be reissued
- Bins need to be out by 6.30am for collection
- No excess waste will be taken
- No black sacks will be collected

Actions	Start Date	Expected End Date	Status (G, A, R)	To involve	Responsible Officer
<ul style="list-style-type: none"> • Information Hangers – Christmas collection arrangements and info about possible new collection days from 6 February <p>To be placed on grey bins starting w/c 5 December. Info will also be attached to sacks which are to be delivered in December</p>	5 December 2016	9 December 2016			HF/JK
<ul style="list-style-type: none"> • Councillors' Brief – sent out weekly by Corporate Office • Parish Brief – sent out monthly by Corporate Office 	November and December 2016			Corporate Office	HF
<ul style="list-style-type: none"> • HDC Website notifications • Calendar updates 	December 16			IMD	HF/Joe Beddingfield/Will Wilton
<ul style="list-style-type: none"> • RECAP website notifications 	December 16				HF
<ul style="list-style-type: none"> • Letters to households affected and also including bank holiday arrangements for 2017 <ul style="list-style-type: none"> ○ Make available in other languages <p>Meeting with the doc centre scheduled for 1 December</p> <ul style="list-style-type: none"> ○ Up to 80k letters to be sent ○ Inclusion of the Recycling and Refuse Guide – Include Frozen bins & smaller bins update info ○ Clear plastic envelope ○ Ordering 	W/C 16 January 2017		ON TARGET	Doc Centre	HF/Doc Centre
<ul style="list-style-type: none"> • Agripa signs – 'your waste collection days will be changing from 6 February. Download your collection calendar at www.huntingdonshire.gov.uk/bins 	7 January 17		ON TARGET		Workshop
<ul style="list-style-type: none"> • Councillors and parish council pack which includes a copy of the letter and any other material. <p>Could also include list of affected streets/villages with new collection days and particular areas which may have changed weeks for the collection of a certain waste type</p>	w/c 16 January 2017		ON TARGET	Corporate Office	HF/AC

<ul style="list-style-type: none"> • Call Centre: <ul style="list-style-type: none"> ○ E-mail signature notifications ○ Advisors to speak to callers at the end of each call reminding of the possible changes to collection days 	7 January 2017		ON TARGET	Call centre	AE/SK
<ul style="list-style-type: none"> • Social Media: <ul style="list-style-type: none"> ○ Recycle with Huntingdonshire and Huntingdonshire District Council Facebook and twitter feeds <ul style="list-style-type: none"> ▪ Post & tweets to be scheduled <ul style="list-style-type: none"> • Changes happening and your information is on its way (Jan 2016) • You should now have received your new collection day (Jan 2016) • The online bin calendar has now been updated with your new collection dates (end Jan 2016) • Don't forget you waste collections are changing (w/c 6 February) 	w/c 16 January 2017		ON TARGET	Social Media Group	HF/AC
<ul style="list-style-type: none"> • E-newsletter – Huntingdonshire Online – scheduled for Dec: <ul style="list-style-type: none"> ○ Possibly a special edition could be created 	16 January 2017		ON TARGET		HF
<ul style="list-style-type: none"> • Green News page with in the Hunts Post – scheduled for Dec: <ul style="list-style-type: none"> ○ Possibly include the page within January edition <ul style="list-style-type: none"> ▪ Reminder to look out for your letters, take note of the changes to your waste collection days 	11 January 2017 Hunts Post edition		ON TARGET		HF
<ul style="list-style-type: none"> • Press releases: <ul style="list-style-type: none"> ○ Local newspapers ○ Parish publications, social media feeds and websites 	Early January 2017		ON TARGET	Corporate Office	HF
<ul style="list-style-type: none"> • Key Issues and intranet 	January 2017		ON TARGET	Corporate Office	HF
<ul style="list-style-type: none"> • Info cards for crew (waste, streets and grounds) that they can give to residents who ask about the changes 	7 January 2017		ON TARGET		HF/AC
<ul style="list-style-type: none"> • Posters for One Leisure Sites, Customers service centres, Libraries and the Q-Matic screens 	7 January 2017		ON TARGET	Doc Centre	HF/Peter Archer