Appendix 2 - Communications Plan

	September	October	November	December	January	February	March	April	Implementation	May	June
Phase 1											
"Did you know campaign" - social media / engagement sessions / website videos											
Recycling Education - increased promotion of services and equipment (link to national campaigns)											
Increased promotion of food waste recycling - resident engagement / walkarounds / social media											
Phase 2											
Promotion of clear bag policy at HRCs											
"Lets get it sorted" how to campaign roll out - PR / members briefing / website/ social media / resident engagement											
FAQs & promotion of weekly recycling service - members email / resident engagement / website / leaflets											
Christmas campaign - social media											
Promotion of new collection schedules											
Phase 3											
Move to 3-weekly - door knocking campaign											
Delivery of new collection schedule calendar											
"Lets get it sorted" how to campaign continued with focus on reduced black bin collections (key things to prepare) - residents engagement / FAQ sessions / informative videos / staff comms / social media											
Are you ready campaign - leaflets / bin stickers / social media / member workshops / staff comms											
Staff training & FAQs											
Round up of key messages and reminders - social media / connect centre & HRC messaging / toolbox talks / member workshops / resident engagement / leaflets											
Phase 4											
Continued promotion of change and education, door knocking and route monitoring, develop FAQs where required.											