

Falkirk Council's Sustainable Waste Management Service Communication Strategy

1 Strategy and Communication Methods

This Communication Strategy is an evolving document that will be continuously reviewed and updated to support the delivery of the Council's Sustainable Waste Management Services including:

- the change in collection frequency for the non-recyclable waste bin;
- the change in collection dates for the recycling containers (where applicable);
- the ongoing promotion of the full range of Waste Management Services;
- optimise participation in all recycling services; and
- the Council's Charter for Household Waste Services.

1.1 Strategy Structure

This strategy consists of two separate communication strands: internal and external.

1.1.1 Internal Communication Strategy

This will be used to engage, review and increase understanding and awareness across relevant Council Services of the forthcoming service changes to help support efficient and effective implementation. The implementation of this strategy began in January 2014 and will continue throughout the phased rollout implementation.

The key activities that will be carried out as part of the Internal Communications Strategy will include:

- Establishment of internal Sustainable Waste Services Working Groups
 - Project Board
 - Communications Working Group
 - Operational Working Group
- Reporting to Executive Committee
- Progress update reports for elected Members
- Service Managers and staff Briefings
- Update to Staff Waste Services Changes handbooks
- Collection crew briefings by waste officers
- Recycling Centre Attendant briefings by waste officers
- Collection Crew Waste Smart training (Albion Environmental)
- Contact Centre and Customer Service Centre briefing sheet
- Contact Centre and Customer Service Centre briefings

- Falkirk Community Trust briefings
- Briefings for all other staff identified – Housing, Community Safety and Environmental Health
- Information Management & Customer Relationship Management systems
 - Customer Service Module
 - Waste Management Module
 - Customer Relationship Management
- Use of 'Underground' Intranet service
- Email to all staff from senior level
- Clarification of staffing resources to deliver external Communications Strategy

1.1.2 External Communication Strategy

This will be used to inform members of the public well in advance about the waste service changes and will provide clear and concise information on:

- The change in collection frequency for the non-recyclable waste bin;
- The change in collection dates for the recycling containers (where applicable);
- Optimisation of the use of existing recycling containers, including provision of additional recycling capacity, and reinforcement of the message to use the right containers for the right materials;
- Encouraging optimal participation in each of the recycling services provided;
- The ongoing promotion of the full range of the Council's sustainable waste management services.

This external strategy will comprise the following phases:

- **Get Ready: Engage:** pre-intervention strategy. This will be implemented 6 weeks in advance for each phased introduction of the waste services changes across the Council area and will be used to raise awareness and inform the public of the forthcoming changes.
- **Go: Enable:** intervention strategy. This will be implemented during the phased introduction of the waste services changes across the Council area and used to inform and encourage the public to fully utilise their recycling containers and follow the new collection schedule both for the frequency of the non-recyclable waste bin and any date changes to their recycling containers.

This strategy will be supported by a detailed:

- Community Engagement Plan;
- Digital and Social Media Plan; and
- Press and PR Plan.

1.1.2.1 Community Engagement Plan

The Community Engagement Plan is an essential component of the overall external communication strategy to ensure customer confidence and “buy in” to the sustainable waste services changes. This will deliver direct engagement with members of the community during the ‘Get Ready’ and ‘Go’ phases within each operational area.

The key activities that will be carried out as part of the Community Engagement Plan will include:

- Community Councils’ ‘Get Ready’ Letter
- Community groups’ ‘Get Ready’ Letter
- Community support organisations’ ‘Get Ready’ Letter
- Community engagement ‘Get Ready’ presentations
- Community Councils’/Groups’ engagement ‘Get Ready’ presentations
- Community support organisations’ ‘Get Ready’ communications
- Community events
- Information stands and sessions
- Classroom talks and high school fairs
- Educational recycling trips
- Information and displays in partnership with Falkirk Community Trust
- Information and displays at Customer Service Centres
- Door knocking activities
- Engagement with local press
- Articles in schools newsletter
- Links to Waste Watchers programme

1.1.2.2 Digital and Social Media Plan

The digital and social media plan will provide further communications support for members of the public to inform them and encourage participation in the new Waste Services Changes. This will include:

- Council website update - content and copy on the Council’s waste pages to ensure the style and key messages from the printed communication materials are reflected online;
- Web banners - promoting the service change which can be placed across the Council website to provide quick links direct to the relevant waste pages;
- Email signatures - promoting the service change in outgoing emails from the Waste Team and other Services as appropriate;
- Social Media – use of Twitter account to promote the service change and engage with followers;
- QR codes can be applied to container decals, calendars or bin hangers, each with a different QR code that will take the user to specific target locations when scanned. At any stage of the QR code’s life the target of the code can be changed, allowing it to point to new information that becomes available;

- A Google network advertising campaign could be considered using demographic- and topic-targeting to present materials to users. Re-marketing can be used to continually display ads to users who have been on certain pages of the Council website or express an interest in certain services.

1.1.2.3 A Press and PR Plan

The PR campaign will reflect the wider communications to inform, engage and encourage action around the sustainable waste services changes. This strategy will focus on providing the public with factual information detailing the service changes and managing any negative issues that may arise. The PR strategy will be informed from the Sustainable Waste Management Service Communication Strategy, the Falkirk Council Customer Charter for Household Waste Services and key messages identified during public focus groups. A protocol will also be developed to manage any negative media situation that may occur over the course of the campaign to ensure we are able to coordinate a response.

The following sections detail the activities to be undertaken as part of the Press and PR activities:

- Media focus - we envisage that this will be a very locally focused campaign within the Falkirk Council area therefore the media/PR focus would be as follows:
- Regional broadcast media
 - Central FM
- District press
 - Falkirk Herald
 - Bo'ness Journal
 - Falkirk and Grangemouth Advertiser Series
- Other targets
- Community Council communication channels (newsletter, websites, social media platforms)
- Schools newsletter 'Education Matters'
- Appropriate social media such as the Falkirk Council Twitter account
- Campaign spokespersons

1.1.2.4 Development of Communication Materials

A comprehensive range of communication materials will be developed. Zero Waste Scotland is producing national communication materials which will be localised for the phased rollouts of the changes to the non-recyclable waste bin collection frequency. These materials are likely to include:

Table 1: Communication Materials

<u>Get Ready (Pre-Intervention) - April</u>	<u>Go (Intervention) - May</u>	<u>Reminder - July</u>
Letter	Full Service Leaflet	Advertising
Pull-Up Banners	Calendar	Outdoor Advertising
Vehicle Livery	Bin Decal	Vehicle Livery
Posters	Falkirk Wheel	Press Adverts
Outdoor Advertising	Vehicle Livery	Radio Adverts
Press Adverts	Posters	Web Copy
Radio Advert	Outdoor Advertising	Twitter Feed
Bin Hangers with QR Codes	Press Adverts	
Web Copy	Radio Advert	
Twitter Feed	Web Copy	
Presentations	Twitter Feed	
	Presentations	