

Cabinet – 18 June 2008

Review of the Waste Collection Service – Marketing and Communications Plan and Revised Policies

Portfolio: Councillor Rachel Walker - Environment

Service: Street Pride

Wards: All

Key decision: Yes

Forward plan: Yes

1. Summary of report

On 19 September 2007, Cabinet approved changes in the waste collection service comprising the retention of weekly collections of refuse using a 140 litre wheeled bin; fortnightly collection of co-mingled recyclable materials including paper, glass, cans, plastics and cardboard in a 240 litre wheeled bin to all low rise properties; and the fortnightly collection of garden waste in a 240 litre wheeled bin to existing residents.

On 19 March 2008, Cabinet approved the Implementation Plan for the new collection service and were advised that a further report would be presented in June 2008 to agree revisions to the waste policies and approve a communications plan in relation to the introduction of the improved service.

2. Recommendations

- 2.1 That Cabinet approves the updated Waste Policy for the new waste collection service, with effect from 1 February 2009. (**Appendix A**)
- 2.2 That Cabinet approves the Marketing and Communications Plan for implementing the new waste collection service (**Appendix B**).with any amendments to the plan agreed with the Portfolio Holder in advance.

3. Background information

- 3.1 On implementation of the revised collection service in February 2009 residents at single residential properties will receive the following collection service:
 - (i) The current 240 litre green coloured bin previously used for general waste will be used to store all the dry recyclates that households generate and will

include glass, paper, cans and foil, plastic bottles and cardboard. This will be collected on a fortnightly basis.

- (ii) The new 140 litre grey coloured wheeled bin will be distributed to all households over this period and will be used to store the general waste. This will be collected on a weekly basis.
- (iii) The current garden waste for compost scheme, 240 litre brown coloured wheeled bin, will remain unchanged for the 82000 properties that receive this service. This will be collected on a fortnightly basis over 9 months from March to November. This service will be reviewed annually and non participants will be offered assistance on home composting.
- (iv) The kerbside 55 litre green box service will cease.

The new collection service will maximise participation in the recycling service and reduce the amount of general waste sent to landfill. This will help the Council meet statutory recycling and landfill diversion targets.

Walsall Council limits the volume of waste that it will collect from households. This practice of 'waste minimisation' is necessary to help the Council in its aims to achieve strict targets for diverting as much waste as possible from landfill. Attempts are then made to reuse or recycle as much of the waste that is collected.

Under the Environmental Protection Act 1990, guidance is given to local authorities as to what policies they may adopt in providing a collection scheme. This includes advice on side waste, closed lid, bin charging, and the type and size of receptacles.

Walsall for a long time has adopted policies on waste collection arrangements under the Act but, given the large scale revisions to the collection scheme now proposed, the opportunity has been taken to review and update these policies with reference to national targets, equality, and encouraging recycling participation. The policies follow the objectives set out in the Council's Municipal Waste Management Strategy and the waste hierarchy (Reduce – Re-use – Recycle & Compost – Recover - Landfill).

Residents will be engaged and advised on the revisions to the collection scheme and policies through a comprehensive communication plan that is scheduled to be launched from September 2008.

4. Resource considerations

4.1 Financial:

Waste diverted from landfill reduces the risk and potential liability for the Authority to pay LATS penalties. LATS penalties can be incurred at £150 for every tonne of waste delivered to landfill above an agreed limit. In 2009/10 without the introduction of the new waste collection arrangements an additional 10,000 tonnes of waste could go to landfill which may exceed the Council's LATS limit. 10,000 tonnes could incur penalties of £1.5 million.

A budget of £125k has been identified to deliver a comprehensive communications plan to all residents regarding the new collection service and associated policies. This has been funded through the Street Pride revenue communication budget for 2008/09 via one off in year efficiencies and budget re alignment.

4.2 **Legal:**

In respect of Legal considerations, Legal and Procurement advice has been and will be taken throughout the process to ensure probity. Policies have been the subject of consultation with Pinsent Masons who are advising on this matter and their recommendations have been reflected in the new policies. Further advice will be sought as necessary.

4.3 **Staffing:**

A Project Team is in place to manage the implementation of the new service, and includes officers from Finance, Communications, the First Stop Shop, Operational Waste Management and the Waste Management Policy Team. Officers from the First Stop Shop and Contact Centre will play a vital role in communicating with the public on the delivery of the new service and providing advice and clarification on the revised policies.

In addition to residents receiving communication in relation to service and policy changes, all personnel within the waste service will undergo training with regard to their particular role to ensure a smooth and efficient service transition. This forms a separate element to the overall project.

Members will also receive further briefings as the project progresses.

5. **Citizen impact**

The improvements will involve significant changes in the way that residents' waste is collected and it will be important that the Council communicates these effectively to residents well in advance. It is proposed that this will be managed by a comprehensive publicity and education campaign.

All waste policies have been reviewed as part of the planning and implementation of the new waste collection service. Policies have been reviewed on the bases of maximising recycling activities and providing residents with an effective waste collection and recycling service. Good practice within other authorities, operational efficiency and financial constraints have also been taken into account

A copy of the proposed Waste Collection Policy is attached (**Appendix A**). The following table summarises the changes from current policy that are proposed:-

Policy Summary:

Policy	Current policy summary	Revised policy summary New Service from February 2009
Green waste collection service	82,000 currently receiving service.	No change
Charges for bins	£18.50 per 240 litre bin. Green boxes – Free of Charge.	£TBA per 240 litre bin £TBA per 140 litre bin
Side waste/closed lid policy	No side waste - other than specific pull back/recovery arrangements over the Christmas period. Wheeled bin lid must be closed.	No change
Additional capacity/larger family	Households with 7 or more occupants are entitled to a second bin. Additional green boxes on request – Free of Charge.	Households with 6 or more occupants are to be entitled to 240 litre bins as opposed to 140 litre bin. Green box scheme superseded by switch to a 240 litre bin for recycling
Bank holiday working	Work 8 of the 12 bank holidays with re-alignment to service at Christmas.	No change
Contamination (i.e. where waste has been placed in a container that is not acceptable e.g. food waste in with paper, glass and cans)	Container not emptied – householders responsibility to remove contaminated materials and present correctly for next collection or use Household Waste Recycling Centre sites.	No change
Bin too heavy	Same as contamination	No change
Bins left on footpath	Monitor and communicate to residents. Communication is done via direct mail shot to households advising on their obligations to remove bins from the footpath following a collection	No change

Policy	Current policy summary	Revised policy summary New Service from February 2009
Access for collection vehicles	Where access for collection vehicles is restricted, return same day, if still no access, collect following week and take excess.	No Change
Assisted collections	Elderly or infirm – collect from householders' premises as opposed to kerbside.	No Change

There is no change to the policy for the charging for replacement bins. Costs for replacement bins reflect the actual cost incurred by the Council to purchase and distribute a bin and encourage householders to be responsible and look after their bin appropriately.

With regards to additional capacity for larger families, an exercise has been carried out to determine projected tonnages of waste that will be produced once the new scheme has been implemented. From the capacity available for residual waste disposal, it has been determined that it is appropriate to offer families of 6 or more a larger bin as these families may require a greater capacity than a 140 litre bin collected every week.

6. Community safety

None arising directly from this report.

7. Environmental impact

Landfill waste produces landfill gases which contribute towards global warming and have significant negative impact upon the environment. Walsall Council is committed to reducing the amount of biodegradable waste sent to landfill. Recycling and composting are very important in meeting the challenge of diverting waste from landfill.

The new service will make a positive impact to climate change, reducing the amount of residual waste to landfill and reducing the number of vehicle movements on the highway. Many residents are keen to play their part in tackling the problems associated with climate change and the proposed improvements to the waste collection service will further assist them to do this.

Some of the individual policies address environmental issues in that the preclusion of side waste minimises wind blown litter and vermin and encourages waste minimisation. The move away from a box collection service will minimise or eliminate altogether vermin and wind blown litter. Addressing issues such as

contamination and informing residents on acceptable materials for each bin will increase recycling participation and performance and minimise the amount of rejected loads at the re-processing facilities that could otherwise end up in landfill if high levels of contamination were present.

8. Performance and risk management issues

In 1999, the European Union Landfill Directive set targets to reduce the amount of Biodegradable Municipal Waste (BMW) to be land filled. The UK Government has introduced the Directive through the Waste and Emissions Trading Act (2003). The Act forms a legal framework to control the amount of waste sent to landfill and sets up a system of tradable permits. Landfill allowance trading scheme (LATS), restricts the amount of waste that authorities can send to landfill by allocating specific 'landfill allowances'.

The Government's waste strategy aims to minimise the production of waste, and either recycle or compost as much as the remaining waste as practicable. This approach is reflected through relevant Best Value Performance Indicators, Defra's PSA targets and the Governments Waste Strategy for England 2007.

Failure to meet Government targets will negatively impact on Walsall becoming an excellent local authority.

In 2007/08 a rate 31% for recycling and composting was achieved. It is anticipated with the introduction of the new service a further 10,000 tonnes of waste will be recycled. This will be a recycling rate of approximately 40% for 2009/10, an increase of 9%.

8.1 Risk:

Policies will specifically address risks associated with health and safety in that:

- (i) The new service eliminates the need to lift and carry recycling boxes for both residents and collection staff alike in accordance with guidance from the Health & Safety Executive.
- (ii) All receptacles will have wheels and lids.
- (iii) Closed lid policies avoid overloading and the risk of waste falling out of containers onto the street scene.
- (iv) No side waste discourages vermin and prevents wind blown litter.

8.2 Performance management:

The proposed policies place emphasis on the prevention and re-use of waste. As such, they will help meet the landfill directive diversion targets, with particular emphasis on target years under the landfill allowance trading scheme being 2010, 2013, 2020, and so deliver on the Council's obligations under the National Waste Strategy for England.

9. Equality implications

Waste and recycling services affect all sectors of the local community and future provision will help to ensure equality of choice and opportunity for all.

An Equality impact assessment for domestic household collections including refuse, garden waste and recycling was completed in 2006/07. A Key recommendation as a result of the assessment was that options for supplying lids for the boxes of the dry recycling collections be investigated.

The new service will address these needs through the switch to lidded wheeled bins for recycling materials.

It was also recognised that the Council provides a service that offers equal opportunity for all including assisted collection service for the elderly and infirm.

The change to service will benefit residents in that:

- (i) Containers will be on wheels, eliminating lifting and handling issues associated with box collections.
- (ii) Containers will be lidded to stop materials getting wet and displaying consumption to neighbours.
- (iii) It will minimise the number of containers necessary to facilitate card and plastics recycling.
- (iv) It will reduce the number of vehicle movements on the highway as a result of route optimisation and fewer journeys to tip sites.

10. Consultation

Walsall residents will play a vital role in helping to implement the changes to the service, so it is important that we listen to their views about the changes and to understand how the changes will affect them. A marketing and communication plan has been developed to ensure the public are fully informed on the changes to the service. The draft plan is attached to this report for Cabinet to approve (**Appendix B**).

Background papers

1. Municipal Waste Management Strategy 2004
2. Cabinet report – 19 September 2007
3. Cabinet report – 19 March 2008
4. Domestic Waste Collections Equality Impact Assessment

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9th June 2008



DRAFT

**WALSALL MBC
WASTE COLLECTION POLICY
JUNE 2008**



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a. General

Following implementation of the revised collection service in January/February 2009 residents at single residential properties will receive the following collection service;

- (i) The current 240 litre green coloured wheeled bin previously used for general waste will be used to store all the dry recyclates that households generate and will include glass, paper, cans and foil, plastic bottles and cardboard. This will be collected on a fortnightly basis.
- (ii) The new 140 litre grey coloured wheeled bin will be distributed to all households over this period and will be used to store the general waste. This will be collected on a weekly basis.
- (iii) The current garden waste for compost scheme - 240 litre brown coloured wheeled bin, will remain unchanged for the 82,000 properties that receive this service. This will be collected on a fortnightly basis over 9 months from March to November. This service will be reviewed annually and non participants will be offered assistance on home composting.
- (iv) The kerbside 55 litre green box service will cease.

Each wheeled bin listed at (i) to (iii) above shall collectively be known as the "Bins" for the purpose of this policy

The new collection service will maximise participation of the recycling service and reduce the amount of general waste sent to landfill. This will help Walsall Council (the "Council") meet its statutory recycling and landfill diversion targets.



b. Waste Minimisation

The Council limits the volume of waste that it will collect from households. This practice of 'waste minimisation' is necessary to help the council in its aims to achieve strict targets for diverting as much waste as possible from landfill.

Attempts are then made to reuse or recycle as much of the waste that is collected.

This policy therefore follows the objectives set out in the Council's Municipal Waste Management Strategy and the Waste Hierarchy:

Step 1	Reduce	The amount of waste being created for example using real nappies instead of disposables.
Step 2	Reuse	Items instead of throwing the away. For example donating unwanted clothing, games and books to charity.
Step 3	Recycle or Compost	Items so they can be made into other products. For example paper and glass can be recycled back into paper and glass products, garden waste can be composted to produce a compost or mulch for gardens.
Step 4	Recover	Value from the remaining waste. For example through energy-from-waste plants which produce electricity . The bottom ash can also be 'recycled' as an aggregate.
Step 5	Disposal	The last option, only to be undertaken when as much possible or practical has been recycled and recovered . Final disposal will be to landfill.

The Council will promote this hierarchy through its;

- (i) Educational programme to schools;
- (ii) Service Standards;
- (iii) Waste audits and advice to householders;
- (iv) Web site and;
- (v) Road shows and exhibitions.



c. Green Waste Collection

The garden waste for compost scheme currently serves 82,000 properties and is used to treat organic waste to be reprocessed to an approved soil conditioner standard.

In addition, householders are offered access to home composting scheme via the national WRAP campaign on www.recyclenow.com

The criteria for selecting the most appropriate areas for the scheme are as follows:-

- (i) Those that are willing to participate;
- (ii) Those that fit current operational requirements and viability- Properties must be grouped into areas that cover 1,200 properties as this represents a day's work for one crew; and/or
- (iii) Those that can accommodate a third wheeled bin and have large gardens that can generate acceptable levels of green waste.

The collection service runs from March to November.

Opportunities to extend the service are reviewed each year, but are subject to funding constraints. The council will keep a record of households that have requested the service.

In order to maximise coverage of the scheme across the borough only 1 bin for green waste collection per household is allowed, additional or larger green waste can be recycled at the Household Waste & Recycling Centres.



d. Charges for Bins

The circumstances for providing Bins at no charge to the resident are set out as follows:-

- (i) A second bin where there are more than six occupants in one household and an application for a second bin has been approved;
- (ii) Bins which have been damaged by Council operatives or equipment during the collection process;
- (iii) First bins allocated as part of the extension of the garden waste or;
- (iv) First bins allocated as part of the new collection scheme.

The current circumstances for charging for replacement bins (for all services) are as follows:-

- (i) Bins reported lost;
- (ii) Bins reported stolen;
- (iii) Bins reported vandalised;
- (iv) Bins reported to have been damaged (except those which have been damaged by Council operatives or equipment during the collection process);
- (v) Bins for new properties or;
- (vi) Bins for new occupants of existing properties.

Where a replacement bin is purchased from the Council, the householder will be charged an amount equal to the costs incurred by the Council in purchasing the bin such costs will be reviewed on an annual basis to reflect this.

The charge made by the Council for a replacement bin may be reviewed by the Council for households receiving means tested benefits, such costs will be reviewed on an annual basis".

The householder does not have to buy a replacement or new bin from the Council, they can make arrangements to purchase a Bin from an outside supplier.

However, in each case, replacement bins must be of the same size, colour and specification as those bins which are and would on each occasion be supplied by the Council.



e. Side Waste/Closed Bin Lids

The Council recognises that waste has a major impact on the environment and is a growing problem. It also recognises that waste reduction/minimisation is the top priority in the waste hierarchy and that Walsall Council should encourage residents to reduce the amount of waste they generate and throw away.

Under the new service each householder is entitled to 140 litres of general waste per week.

The Council will not:

- (i) Collect more than 140 litres of general waste contained within the grey coloured wheeled bin from each property each week. The waste must be contained within the relevant bin which is presented with the lid closed;
- (ii) Take any waste that is left, beside or on top of the bin, or which prevents the bin from closing will be left. A sticker will be placed on relevant bins by the collection crew to notify the householder why a bin has not been emptied. Information gathered by collection crews about the side waste is given to the Waste Minimisation Team to enable them to target their information work on households that are leaving this waste out for collection;
- (iii) Give any householder a second bin to store general waste. Where there is a second bin at one property only one bin will be emptied, unless other arrangements have been made.

The Council will:

- (i) Provide waste minimisation advice free to householders.
- (ii) When missing a general waste collection for a 2 week period the Council will take 2 additional bags of waste.
- (iii) Take any additional dry recyclates that are correctly stored in boxes or bags for collection.
- (iv) Give residents the opportunity to have a larger bin when there are certain circumstances (see Additional Capacity Requirement).



f. Additional Capacity Requirements

The Council will only collect 140 litres of general waste contained within the grey coloured wheeled bin as we support waste minimisation and recycling.

The Council recognises that some households produce more than 140 litres of waste each week; despite taking part in the recycling service, and therefore need a larger bin. Where this is the case we will exchange the 140 litre wheeled bin for a 240 litre grey coloured wheeled bin free of charge.

In order to qualify for a 240 litre bin households need to meet one of the following criteria:

- (i) There are 6 or more people in permanent residence at the property,
- (ii) There are large quantities of non hazardous medical waste generated,

Households that request a larger bin will have to fill in an application form (Appendix A) and may be subject to a waste audit.



g. Missed Collections

All collections will take place on a scheduled day. However, when a collection is missed due to operational problems or inclement weather, the following will apply:-

- (i) The collection crew wherever possible return on the next working day, if not then a collection will take place on the next scheduled collection. This will apply for general waste and recycling collections.
- (ii) If a household misses a general waste collection for a 2 week period then 2 additional bags of waste will be taken.
- (iii) If a household misses a recycling collection for a 4 week period then any additional materials that are boxed or bagged will be taken.



h. Bank Holiday Working

The collection crews operate a normal service on all bank holidays except the Christmas and New Year period. During the Christmas and New Year period householders will be advised of their revised collection days via the following options;

- (i) A sticker placed on the bin.
- (ii) A calendar detailing collections for the following year.
- (iii) The Council web site.
- (iv) Walsall Pride.



i. Contaminated Contents in the Bin

The wheeled bin for the general waste collection will not be emptied if found to contain large bulky items or non domestic waste i.e. soil, rubble bricks, concrete and cement, that will cause damage to the vehicle if emptied into it,

The wheeled bin for the garden waste collection will not be emptied if found to contain any waste other than those that can be accepted at the composting re-processors , as this will lead to the whole load being rejected and send to landfill.

The wheeled bin for dry recyclates will not be emptied if found to contain materials that have not been specified for recycling, this prevents the whole load from being rejected and send to landfill.

Where any bins have been found to be contaminated, the householder will be notified by means of a sticker on the relevant bin to remove the incorrect material, properly dispose of it and notify the council this has been done. The collection service will then resume on the next collection date.



j. Bin too Heavy

When a bin is presented by a householder with contents that make it difficult; due to the overall weight of the bin, for the collection crew member to manoeuvre and position onto the vehicle lift safely this bin will be left un-emptied. The most likely reason for the grey coloured wheeled bin containing general waste to be heavy is that it contains unacceptable amounts of building material.

Where any bins have been found to be too heavy the householder will be notified by means of a sticker on the relevant bin to remove the offending material, properly dispose of it and notify the council this has been done. The collection service will then resume on the next collection date.



k. Preparation for Collection

All relevant bins should be placed by the householder, no later than 7.30 am on the collection day and no earlier than the evening prior to collection;

- (i) In a safe location at the boundary of the property; and
- (ii) not causing an obstruction to the public footpath or public highway.

After emptying by the collection crew all bins will be returned to a safe location (being as close to the original position as possible).

Once emptied all bins should be collected and returned to the property by the householder.



I. Access for Refuse Vehicles

In order for collection crews to empty bins from all premise type and configuration across the borough residents will be reminded to leave reasonable vehicular access for the trucks.



m. Assisted Collections

Where a resident due to an infirmity or ill health are unable to wheel the bin to the edge of the property for collection, the Council is able to offer an assisted collection, subject to satisfactory completion of an application form.

Upon satisfactory acceptance of their application their details will be entered on the collection crew's round schedule. The crew will then collect, empty and return to the property.

Householders that request assistance to empty their bin will need to fill in an application form – Appendix B. This system will be reviewed to ensure that households still qualify for this assistance.



APPLICATION FOR A LARGER WHEELED BIN

Reference No:	Application for a Larger Wheeled Bin	Date Received:
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The Council collects 140 litres of general waste contained within a wheeled bin each week.

The only exceptions to this policy are as follows;

- (i) There are 6 or more people in permanent residence at the property.
- (ii) There are large quantities of non hazardous medical waste generated.

Where this is the case we will exchange the 140 litre wheeled bin for a 240 litre bin free of charge.

If you meet the above criteria and wish to apply for a larger bin please complete the attached form.

Name:	
Address:	
Postal Code:	
Telephone Number:	
E-mail address: (if available)	



1. Details of ALL permanent residents – please list name of main contact first

Title	Forename	Surname

2. Is your wheeled bin full every week? Yes No

3. How much extra waste, which does not fit in your wheeled bin, does your household produce each week?

----- bags

4. How often do you take waste to the Household Waste Recycling Centres?

5. Please tell us which of these you have

Green bin – dry recyclates Yes No

Brown bin – organic waste Yes No

Home Compost bin Yes No



Walsall Council

Please explain your reasons for needing a larger bin:

Thank you for completing this form.

Please allow 7 working days for the Council to receive and process your form. An Officer may contact you for additional information. Please supply us with a contact number that can be used to contact you during the day.

Please return this form to:

Walsall MBC
Street Pride
Waste Management
Norfolk Place
WALSALL
WS2 7BA



ASSISTED COLLECTION FORM

Your Ref:

Our Ref:

Date:

Please Ask For: Contact Centre

Direct Line: 01922 653344

Email: Streetpride@walsall.gov.uk

Dear Sir/Madam

WHEELED BIN – ASSISTED COLLECTION FORM

Thank you for your recent enquiry. If by virtue of disability or infirmity you are unable to wheel your bin to the boundary of your property, and have ***no-one able to assist you***, please complete the form below.

All sections must be completed

Name:	
Address:	
Postal Code:	
Telephone Number:	
E-mail address: (if available)	



Nature of Infirmary:

Please list details of **any** adults living with you, and please state whether they have any infirmity/disability:

A decision on your request will be made as soon as possible and may involve a visit to you. In cases of extreme difficulty please contact our office on the above number.

Yours faithfully

STREET PRIDE

DRAFT MARKETING & COMMUNICATIONS PLAN A NEW WASTE AND RECYCLING COLLECTION SERVICE FOR WALSALL

1. Background – Communication Context

Walsall Council has to achieve tough statutory recycling and landfill diversion targets. The targets get tougher year on year until 2020. In order to meet these targets the council has strategic short and medium term plans.

In the short term the council wants to increase the amount of recyclable materials collected from the kerbside and is subsequently changing the waste and recycling collection service. Residents will be given a new grey coloured 140 litre wheeled bin for residual waste which will be collected on a weekly basis. The existing green coloured 240 litre residual bin will be used for recyclable materials, including glass, paper, cans, cardboard and plastic bottles, this bin will be collected fortnightly. The 'brown bin' service will remain the same.

These changes do not apply to residents living in flats, as they use communal facilities.

A maximum budget of £125,000 has been ear-marked for this project.

2. Communication Objectives

The objectives for this campaign are:-

2a. Residents

- To raise awareness of all residents that the way in which their waste is collected will be changing from January 2009 onwards.
- To inform residents that the old collection system is coming to an end.
- To give residents clear and simple instructions on how they will recycle more of their waste and dispose of less of it to landfill, therefore changing the emphasis from disposal to recycling.
- To ensure that adequate timescales are allowed for the communication of this information.
- To ensure that adequate communication and information resources are in place to inform all residents of the changes.
- Sense test communications materials to a resident workshop to ensure clear understanding is achieved through the campaign materials.

- To remind all residents that we are a three-star council delivering excellent services – our new waste service aims to continue this standard of service delivery.

2b. Employees & Elected Members

- To raise awareness of employees and members.
- Provide regular, quality updates to both employees and elected members on the changes, as well as how they can access further information.
- To remind employees and members that we are three-star council delivering excellent services – our new waste service aims to continue this standard of service delivery.

2c. Partners & Stakeholders

- To raise awareness of partners and stakeholders that the recycling and waste collection service is changing from January 2009 onwards.
- To utilise partner communication channels and forums to promote the changes to our recycling and waste collection services.
- To leave our partners and stakeholders with the clear feeling that Walsall is delivering excellence and will continue to do so in the way in which it collects, recycles and disposes of waste.

3. Key Message(s)

3a Residents

- These changes are essential if we are to hit tough statutory targets set nationally by the Government.
- If we fail to deliver against these targets we face heavy fines that could mean an increase in the amount of council tax we need to collect to pay for this and the hundreds of other services we provide.
- Recycling is important and many of us could do more to play our part – as a Council, we are committed to recycling and other practices that can help to safeguard our environment.
- We will make council services accessible and tailored to meet the needs of all regardless of age, gender, ethnicity, religion, lifestyle or disability.

3b Employees

- These changes are essential if we are to hit tough statutory targets set nationally by the Government.
- If we fail to deliver against these targets we face heavy fines that could mean an increase in the amount of council tax we need to collect to pay for this and the hundreds of other services we provide.
- Recycling is important and many of us could do more to play our part – as a Council, we need to lead by example if we are to expect residents to recycle more of their waste.
- We will make council services accessible and tailored to meet the needs of all regardless of age, gender, ethnicity, religion, lifestyle or disability.

4. Call to Action

All residents need to be aware of, and respond to, changes in the way in which we will collect their waste and recyclable materials from January 2009 onwards. The new service will be a big change in habit for residents, their support is essential because without their co-operation the scheme will not succeed.

Our communications activity and materials will need to effect real change in order for this new service to be successful.

5. Target Audiences(s)

- Residents – except those living in flats that are serviced by communal facilities
- Employees
- All elected members
- Partners & stakeholders
- Media

6. Communication Deliverables Required

Our marketing and communications materials must be clear, simple and effective in explaining the changes to this service.

Existing artwork is available for our use, from national campaigns and other initiatives – this will need to be looked at closely and assessed as to whether it can deliver what the Council wants, and Walsall residents' need.

The range of awareness raising material and collateral required includes:-

<p>Pre- launch frequently asked questions leaflet This will give easy to follow guidance on the planned changes</p>
<p>Information Leaflets Information leaflets will be made available during the implementation of the new service</p>
<p>Information handbook including calendar A simple to follow pictorial guide to the new collection arrangements. To be delivered to all 101,000 homes in the borough, plus made available upon request. Tapes to be produced for partially sighted and blind residents.</p>
<p>Display and promotional materials Mobile displays, posters, book markers to be used at road shows and static display locations</p>
<p>Council Website Develop dedicated website area, clearly found from homepage, with full details of collection changes, pictorial guide, plus advice line details</p>
<p>Advice Line (through the Council's contact centre) Establish dedicated advice line for direct queries on the waste collections</p>
<p>AdVans To travel around borough during the launch and implementation phases to raise awareness of changes. AdVans can be parked up in areas of specific collection/ recycling problems as well as areas of high resident footfall/traffic, e.g. supermarkets, DIY stores etc.</p>
<p>Advertising on Council vehicles Utilise advertising panels on the side of the waste and recycling vehicles</p>
<p>Media Releases Using Walsall Pride and other local media, local government and specialist media</p>
<p>Photography To support both targeted media releases and for use in awareness-raising materials</p>

7. DRAFT Communications Programme

Activity	Sept	Nov	Dec	Jan 09	Feb	Mar
Soft launch						
Road shows/displays						
Advertising						
Press releases						
Update web pages						
Information handbook distribution						

8. Review & Evaluation

We need to build in from the start, systems that will allow us to monitor and evaluate the success of the campaign.

The evaluation will include:-

- The tonnage of recyclable materials collected
- Monitor number & quality of press releases published
- Analyse all feedback and responses
- Calculate the number of hits to the relevant area of the website
- Calculate the number of campaign generated phone calls
- number of enquiries from CRM
- Was the campaign delivered to time and to budget?
- Were the campaign's original communications objectives met?