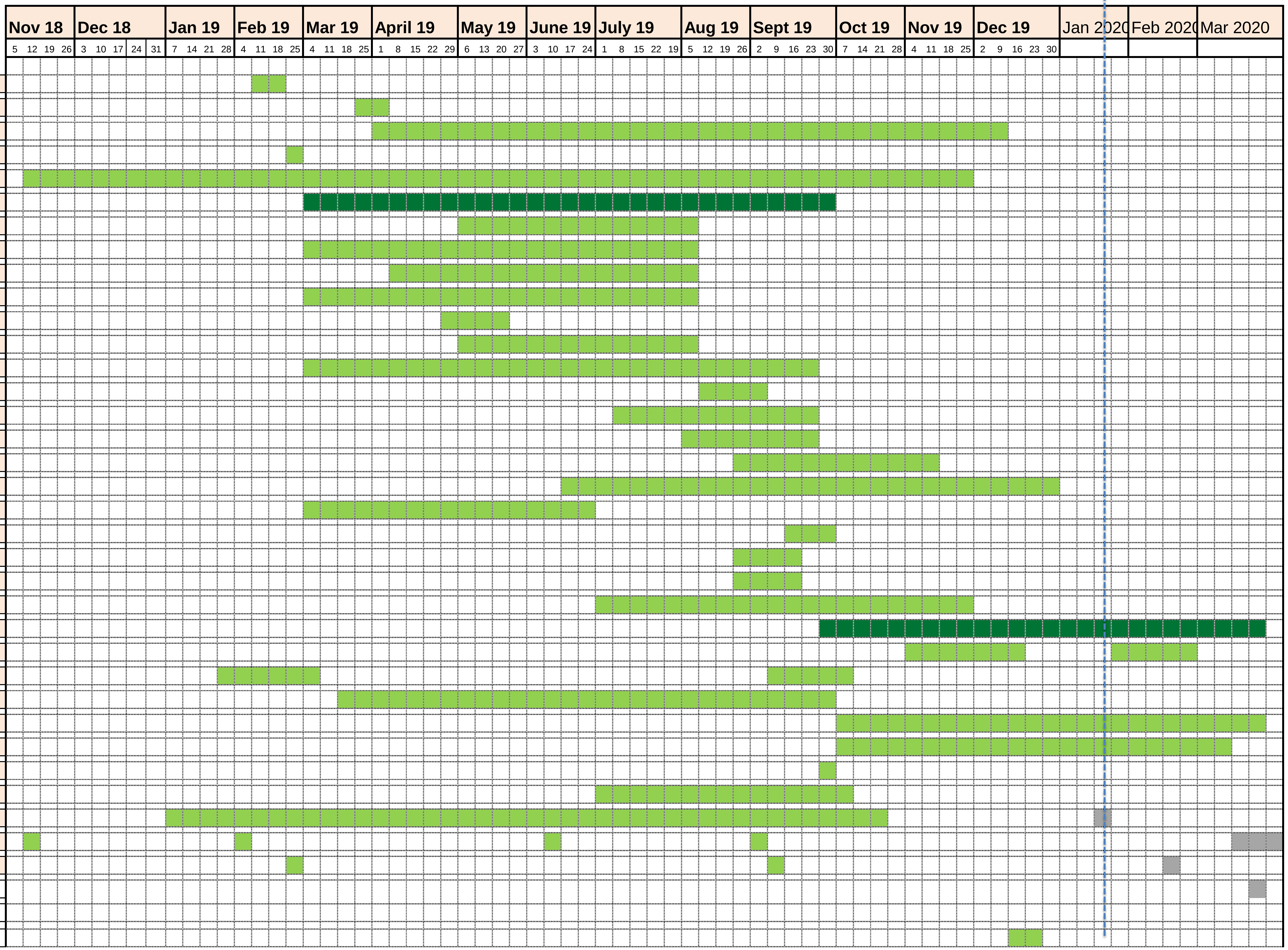
ANNEX 1

Detailed Marketing/ Communications Plan

As at 15/01/18

Legend: Service changes (dark green) · Activity Schedule (light green)

1	Urbaser Introduction leaflet mailed to all residents
2	New Service flyer mailed out with Council Tax bills
3	New Service Website Live
4	Joint press release on new contract start
5	New service pull up banners displayed
6	T&M New contract starts with 'AS' IS Service
7	Garden Waste Early Bird sign up period
8	Social Media Posts - Garden Waste Sign up
9	Facebook Ads - Garden Waste sign up
10	Posters Displayed - Garden Waste sign Up
11	Media Advertising - Garden Waste sign up
12	Digital Marketing Campaign Garden Waste Sign Up
13	Interim Vehicle Livery - New Service
14	New Recycling Service Guide posted to all residents
15	Garden Waste bins delivered-Early Bird subscriptions
16	Food Bins/Caddies delivered
17	Digital Marketing campaign New Recycling service
18	Social Media Posts -New Recycling Service
19	Parish Council Visits
20	Stickers attached to bins-what goes in which bin
21	Letters to 'Sack Collection' Residents
22	Letters to Flats/Communal residents
23	New service video clips on website & social media
24	Start New Recycling & Garden Waste collections
25	School Recycling Visits & Competition
26	Customer Services/Gateway staff Training
27	Roadshows/events promoting new service
28	Permanent Vehicle Livery
29	Urbaser collection App available for download
30	New Collections Start - Press Release
31	Posters Displayed - New Service
32	Presentation/talk requests - various groups
33	Parish Partnership Panel Meetings
34	Tonbridge Forum Meetings
35	
36	
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