Waste & Recycling Contract
Detailed Marketing/ Communications Plan - Update
As at 30/05/19

Service changes
Activity Schedule

	Nov 18	Dec 18	Jan 19	Feb 19	Mar 19	April 19	May 19	June 19	July 19	Aug 19	Sept 19	Oct 19	Nov 19	Dec 19	Jan 2020	Feb 2020	Mar 2020
	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 19	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30			
1 Urbaser Introduction leaflet mailed to all residents						COMPLETED											
2 New Service flyer mailed out with Council Tax bills						COMPLETED											
3 New Service Website Live						WEBSITE LIVE FROM 3RD MAY 2019											
4 Joint press release on new contract start						COMPLETED											
5 New service pull up banners displayed						PROGRESSED/ONGOING											
6 T&M New contract starts with 'AS' IS Service						PROGRESSED/ONGOING											
7 Garden Waste Early Bird sign up period						COMMENCED 7 MAY - CLOSES 2ND AUGUST											
8 Social Media Posts - Garden Waste Sign up						PROGRESSED/ONGOING											
9 Facebook Ads - Garden Waste sign up						PROGRESSED/ONGOING											
10 Posters Displayed - Garden Waste sign Up						POSTERS DISPLAYED											
11 Media Advertising - Garden Waste sign up						PROGRESSED											
12 Digital Marketing Campaign Garden Waste Sign Up						PROGRESSED/ONGOING											
13 Interim Vehicle Livery - New Service						LIVERY ON SOME BUT NOT ALL VEHICLES											
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						PROGRESSED/ONGOING											
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				COMPLETED													
27 Roadshows/events promoting new service						PROGRESSED/ONGOING											
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						PROGRESSED/ONGOING											
33 Parish Partnership Panel Meetings																	
34 Tonbridge Forum Meetings																	
35 Local Newspaper Advertising							PROGRESSED/ONGOING										