Detailed Marketing/ Communications Plan

ANNEX 3

As at 15/01/18

	Service changes		Actions Complete
	Activity Schedule		Not Started

		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																																																																											
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	News 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	Leaflets to 'Sack Collection' Residents																																																																											
22	Letters to Flats/Communal residents																																																																											
23	New service video clips on website (Food Waste)																																																																											
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	Bin hangers to encourage GW sign up																																																																											
36																																																																												
37	Christmas Bin Hangers & Collection details																																																																											