Appendix 4 2017/18 Waste Marketing and Behaviour Change Programme

Activity	Notes	Lead	Support	Designer	Funded by	Indicative Costs	2016/17			2017/18											
							Q4			Q1			Q2			Q3			Q4		
							Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Projects and campaigns																					
Helping people to recycle more.	Removal of unauthorised excess residual waste capacity, commence in FoD and prepare for roll-out in other areas.	**Andy**	**Kim / Marsha**	**Marsha**	**FoD**	**£2k**	Commence	Forest ongoing	Forest ongoing	Forest ongoing	Forest ongoing	Forest ongoing	Plan rollout	Plan rollout	Commence rollout	rollout	rollout	rollout	rollout	rollout	rollout
Support of Stroud service change continuing Real Nappy promotional activity for newborns in the district	Continue the 12 month giveaway of real nappies to newborns in the district.	**Andy**	**Kate**	**n/a**	**GCC**	**£4k**															
Further promotions of Stroud new service as per 'incentive agreement'.	Follow-up comms in order to maintain performance levels.	**Andy**	**SDC**	**SDC / Claire Marshall**	**GCC**	**£25k**															
Love Your Clothes campaign	Following the Feb 2017 local campaign, we will continue to promote the issue using the ongoing WRAP media output.	**Kate**	**Marsha**	**Marsha / WRAP**	**GCC**	**£4k**		Local campaign		Promote national campaign											
Hubbub - Forest of Dean litter reduction project.	Continuation of Hubbub project in 2016, extending coverage and potential impact.	**Rachel**	**Marsha**	**Hubbub**	**Hubbub (external grant)**	**n/a**	Ongoing														
Spring clean competition (Cotswolds)	Competition funded by Ubico	**Bob**	**JWT**	**CDC**	**CDC / Ubico**	**£1k**				plan & design	commence										
Advice to residents moving house	Leaflet produced in conjunction with Ubico. Information to new residents regarding recycling and disposal of oversized packaging and other waste generated during a house move.	**Kate**	**Ubico**	**GCC**	**GCC**	**£500**				design	print	commence distribution									
Home Composting promotions	Ongoing through the year, but focus on Compost Awareness week. Maintain compost bin subsidy.	**Kate**	**Master Composters**	**Marsha**	**GCC**	**£4k**															
Cheltenham Service Change		**Karen Watson**	**Katie Sandey**	**CBC**	**CBC**	**tba**					Commence comms										
Maintain support for Repair Café and other 'reuse' groups.	Ensure initiatives are widely promoted and assist in their delivery with third parties.	**Kate**	**-**	**-**	**GCC**	**£2k**	As per third party schedule														
Build in 'what happens to your recycling' messages during appropriate comms opportunities.	Awareness raising in order to encourage more recycling.	**Andy**	**Kate**	**Marsha**	**All**	**n/a**	Across the year														
CDC Depot development comms		**Bob McNally**	**-**	**-**	**CBC**	**tba**				Commence comms											
Recycle Week' promotions	Delivery of national campaign at a local level (theme not yet announced)	**Kate**	**Andy**	**Marsha**	**GCC**	**£4k**															
Hempsted HRC temporary closure notifications	Closure for safety during site development works.	**Andy**	**Kate**	**GCC**	**GCC**	**£1k**					deliver										
Christmas Campaign	WEEE and food waste?	**Kate**	**Marsha**	**Marsha**	**GCC**	**£4k**															
Regular Activities																					
Garden Waste Promotion (FOD)	Direct mail; email reminder; bin hangers	**Marsha**	**-**	**FoD**	**FoD**	**£10k**												plan		mail out	
Annual Waste Calendar (FOD)	Direct mail	**Marsha**	**-**	**FoD**	**FoD**	**£10k**												plan		mail out	
Garden Waste Promotion (CDC)	Adverts, posters, media PR	**Bob McNally**	**-**	**CDC**	**CDC**																
Garden Waste Promotion (CBC)	Posters, media PR	**Scott**	**-**	**CBC**	**CBC**																

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Garden Waste Promotion (TBC)	direct mail - ongoing to customers to remind them of renewal date	**TBC customer services team**	**-**	**TBC**	**TBC**																
Produce and distribute the annual waste collection calendar (TBC)	leaflet, letter, postage	**Julie**	**TBC comms team**	**TBC**	**TBC**																
Your Guide Advert (All)	link to the key messages in each district	**Andy**	**Kate**	**all**	**GCC / all**	**£4k**										plan design			finalise design	publish	
Quarterly internal news bullitin	News and partnership information, aimed primarily at members and senior officers of all seven GWP authorities.	**Kate**	**Andy**	**Kate**	**GCC**	**negligible**															
Bi-monthly comms planning meeting	with all district comms and media officers from all seven GWP authorities	**Andy**	**Kate**	**n/a**	**n/a**	**n/a**															
County-wide Real Nappies Campaign	Ongoing	**Kate**	**-**	**n/a**	**GCC**	**break even with landfill savings**	ongoing throughout year														
RFG website maintenance	Ongoing	**Marsha**	**Kate**	**n/a**	**GCC**	**negligible**	as necessary														
Cotswold News articles		**Bob**	**Kate**	**n/a**	**CDC**	**n/a**															
Tewkesbury Borough News articles		**Lisa Davis**	**Julie / Rachel**	**n/a**	**TBC**	**n/a**															
Bad weather messages (FoD)	Press releases and website	**Marsha**	**-**	**n/a**	**n/a**	**n/a**	as necessary														
Bank holidays and bad weather messages (CDC)	Press releases and website	**Bob McNally**	**-**	**n/a**	**n/a**	**n/a**	as necessary														
Bank holidays and bad weather messages (CBC)	Press releases and website	**Katie Sandey**	**-**	**n/a**	**n/a**	**n/a**	as necessary														
Bank holidays and bad weather messages (TBC)	Press releases and website	**Lisa Davis**	**-**	**n/a**	**n/a**	**n/a**	as necessary														