Appendix 4

2015/16 Waste Marketing and Behaviour Change Programme

Activity	Notes	Lead	Support	Designer	Funded by	Indicative Costs	2014/15 Q4 Jan	2014/15 Q4 Feb	2014/15 Q4 Mar	2015/16 Q1 Apr	2015/16 Q1 May	2015/16 Q1 Jun	2015/16 Q2 Jul	2015/16 Q2 Aug	2015/16 Q2 Sep	2015/16 Q3 Oct	2015/16 Q3 Nov	2015/16 Q3 Dec	2015/16 Q4 Jan	2015/16 Q4 Feb	2015/16 Q4 Mar
Projects and campaigns																					
Refuse bin retrieval project	Project plan will define comms need. No separate comms plan required.	Scott Williams	Karen Watson	n/a	CBC	minimal															
Food waste (AD) promotions	carry and and complete the current campaign	Kate Cole	Marsha Llewellyn	GCC designers	GCC	£10k				AD plant opening											
Food waste follow-up promotions	review success of previous campaign and undertake surveys and further work to communicate benefits and successes to the public in order to maintain and improve participation levels.	Kate Cole	Marsha Llewellyn	GCC designers	GCC	£25k				draft comms plan					baseline monitoring	baseline monitoring	baseline monitoring		promotion	promotion	promotion
Textiles reuse and recycling campaign	in response to the high levels of textiles still in the residual waste stream	Kate / Marsha		Marsha Llewellyn	GCC	£6k				draft comms plan		Recycle week									
Home Composting campaign - International Year Of The Soil	raise awareness of good practice home composting via a schools challenge and other activities using the skills of the master composters.	Kate Cole	Hannah Gray / Gillian Traverse	Marsha Llewellyn	GCC	£1k				draft comms plan											
Repair Cafe set-up and promote	promotions to support the new recycle Cafe's that	Kate Cole	Andy Pritchard	GCC designers	GCC	£1k				draft comms plan											
Be a sport' recycling campaign	to co-incide with the Rugby World Cup	Marsha Llewellyn	Kate Cole	Marsha Llewellyn	GCC	£8k				draft comms plan											
Street litter prevention campaign (FOD)	press releases & street cleansing livery competition	Marsha Llewellyn	Rachel Capon	Marsha Llewellyn	FOD	minimal															
District specific performance improvement campaign (CBC)	flexibility to deliver a local campaign during the year if necessary	Karen Watson / Scott Williams	Katie Sandey / Scott Williams	CBC	CBC	-															
District specific performance improvement campaign (CDC)	Food waste	Bob McNally	Bob McNally	Nick Westwood	CDC	minimal				draft comms plan											
District specific performance improvement campaign (CDC)	gRRReen scheme follow-up (dates to be decided)	Bob McNally	Bob McNally	Nick Westwood	Ubico	£2K				draft comms plan											
District specific performance improvement campaign (TBC)	to include intensive work in at least one low performing area (dates to be decided)	Clare Evans / Julie Davis		TBC designers	TBC	£2k				draft comms plan											
Cotswold DC new waste depot project	Relocate Ubico Ltd ops to new depot	Bob McNally	Bob McNally	Nick Westwood	Ubico/CDC	minimal	planning application			preparations							projected relocation				
Stroud District Council service change support		Kam Mistry (Stroud)	Andy Pritchard	SDC	GCC	nil in 2015/16	comms planning	project support	project support	project support	project support	project support	project support	project support	project support	project support	project support	project support	delivery	delivery	delivery
Joint Strategy Review	possible consultation (internal and external)	Andy Pritchard	Kate Cole	Marsha Llewellyn	GCC	£5k															
FoD service development consultation	to inform the 2018 service change	Rachel Capon	Marsha Llewellyn	n/a	FoD	minimal							Plan	Implement	Implement						
Christmas Campaign	Adverts, waste min messages; WEEE/ foodwaste focus	Kate Cole	Marsha Llewellyn	GCC designers	GCC	£6k				draft comms plan					Planning	Production	Production	Delivery			
Regular Activities																					
Garden Waste Promotion (FOD)	Direct mail; email reminder; bin hangers	Marsha Llewellyn		Marsha Llewellyn	FoD	£20k										Planning					
Annual Waste Calendar (FOD)	Direct mail	Marsha Llewellyn		Marsha Llewellyn												Planning					
Garden Waste Promotion (CDC)	Adverts, posters, media PR	Bob McNally		Nick Westwood	CDC	minimal										Planning					
Garden Waste Promotion (CBC)	Posters, media PR	Judy Hibbert	Karen Watson	CBC designer	CBC	minimal										Planning					
Garden Waste Promotion (TBC)	PR, email regular customers	Clare Evans / Julie Davis		TBC designers	TBC	minimal		Planning	delivery	delivery										Planning	delivery
Produce and distribute the annual waste collection calendar (TBC)	leaflet, letter, postage	Clare Evans / Julie Davis		TBC designers	TBC	£6k		Planning	delivery	delivery										Planning	delivery
Your Guide Advert (All)	link to the key messages in each district	Marsha Llewellyn	Kate Cole	GCC designers	GCC	£5k												Plan	Produce	Finalise	Mail
Quarterly internal news bullitin	News and partnership information, aimed primarily at members and senior officers of all seven GWP authorities.	Andy Pritchard	Kate Cole	Marsha Llewellyn	GCC	minimal					preprare	circulate		preprare	circulate		preprare	circulate		preprare	circulate

Appendix 'C'

Appendix 4

2015/16 Waste Marketing and Behaviour Change Programme

Activity	Notes	Lead	Support	Designer	Funded by	Indicative Costs	2014/15 Q4 Jan	2014/15 Q4 Feb	2014/15 Q4 Mar	2015/16 Q1 Apr	2015/16 Q1 May	2015/16 Q1 Jun	2015/16 Q2 Jul	2015/16 Q2 Aug	2015/16 Q2 Sep	2015/16 Q3 Oct	2015/16 Q3 Nov	2015/16 Q3 Dec	2015/16 Q4 Jan	2015/16 Q4 Feb	2015/16 Q4 Mar
Quarterly comms planning meeting	with all district comms and media officers from all seven GWP authorities	Andy Pritchard	Kate Cole	n/a	-	nil															
Real Nappies Campaign	Ongoing	Kate Cole	n/a	n/a	GCC (projects budget)	£45k	evaluate tenders	award contract	mobilise	Real Nappy Week end of April											
RFG website maintenance	Ongoing	Marsha Llewellyn	Kate Cole	Marsha Llewellyn	GCC	minimal															
Cotswold News articles		Bob McNally	Bob McNally	Now Media	CDC	£8k										prepare		circulate			
Tewkesbury Borough News articles		Clare Evans / Julie Davis		TBC designers	-	nil	planning	planning	delivery		planning	planning	delivery		planning	planning	delivery				
Bad weather messages (FoD)	Press releases and website	Marsha Llewellyn	Rachel Capon / Michala Lee	Marsha Llewellyn	-	nil															
Bank holidays and bad weather messages (CDC)	Press releases and website	Bob McNally	Bob McNally	N/A	-	nil				Easter	May Day / Whitsun			August				Christmas			Easter
Bank holidays and bad weather messages (CBC)	Press releases and website	Scott Williams	Katie Sandey	N/A	-	nil															
Bank holidays and bad weather messages (TBC)	Press releases and website	Clare Evans / Julie Davis		N/A	-	nil															
Schools education programme	On-going; support specific campaigns (eg SDC service change)	Hannah Gray	Gillian Traverse	n/a	GCC (Education budget)	£18k															
Other activities																					
Search engine optimisation	Improving search facility for JWT	Kate Cole	Nigel Boors	n/a	-	nil															
Raise profile of JWC on the RFG website	improve visibility of partnership	Marsha Llewellyn	n/a	Marsha Llewellyn	-	nil															
Review waste pages on TBC website	bring them up to date	Julie Davis	-	-	TBC	nil															
Review use of JWT branding on letterheads and other stationary	define need	Marsha Llewellyn	Kate Cole	Marsha Llewellyn	-	nil															
Flytipping enforcement & awareness campaign	FoD to undertake and share findings throughout partnership	Rachel Capon / James Holland	Michala Lee	-	FOD	minimal															
Flytipping publicity		Sarah Clarke	Katie Sandey	-	CBC	-															
Home composting bin special offer	promote home composting through reduced price compost bins	Kate Cole	straights	straights	GCC (projects budget)	£10k			plan												
Literature review and possible reprint (FoD)	check accuracy and bring up to date	Marsha Llewellyn	Rachel Capon	Marsha Llewellyn	FOD	minimal															
Literature review and possible reprint (CDC)	check accuracy and bring up to date	Bob McNally	Bob McNally	tba	CDC	tba															
Literature review and possible reprint (TBC)	check accuracy and bring up to date	Clare Evans / Julie Davis		TBC designers	TBC	£1k								planning							
Literature review and possible reprint (HRC's and Real Nappy leaflet)	check accuracy and bring up to date	Kate Cole	-	GCC designers	GCC	£2k															
HRC contract decision	inform stakeholders of contract options decision	Tony Childs	GCC media	n/a	-	nil															
HRC queuing awareness	to be decided	Kate Cole	-	GCC designers	GCC	£1k		draft comms plan													
Events/Roadshows																					
Attend events	roadshows, displays and talks	Marsha Llewellyn												Ruardean Carnival		Forest Food Showcase					