21 Manah

- Production of social media videos with operations and committee chair
- Internal Updates and Engagement staff, operations, hub this will continue until the bedding in period

- *Start of campaign Awareness Raising first push social media posts and videos will continue throughout the campaign
- BCC Website dedicated page update around campaign and bin safety (in hand)
- 7 April Begin informing bin washing entities of change in policy this will continue up until end of

- *Community engagement outreach activities to carry the message (schedule to be compiled for April and May engagement)
- ·City Matters article finalised and incorporated for release in June (in hand)
- •Press release appropriate channels

- *Awareness Raising continue to push social media posts and videos will continue throughout the campaign
- •Email to Members including social media/graphics so that they can amplify the message during the campaign
- •Additional messaging around bank holiday collections

•Internal communications to staff and stakeholder - Interlink, campaign is important and many

*Awareness Raising - continue to push social media posts and videos - incorporate other messaging promoting separation of waste and recycling/operational angle and front line staff

•Community Outreach activities

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- *Bank Holiday collections (5 May) messaging
- *Awareness Raising continue to push social media posts and videos 1 week until bedding in period starts (12 May). Focus on good behaviours and tips to reduce waste and overfilled bins
- Final briefings/FAQs for operatives, managers and hub teams
- ·Community Outreach activities

- ·Beginning of bedding in period amber tags
- •Crews will begin to report and tag overfilled bins and continue to empty them during this period
- Monitor reporting
- Community Outreach activities

- ·Continuation of bedding in period and amber tagging
- *Continuation of social media campaign and messaging around good behaviours, recycling and tips to reduce waste
- •Community Outreach activities

- ·Continuation of bedding in period and amber tagging
- •Continuation of social media campaign and messaging around good behaviours, recycling and tips to reduce waste
- •Community Outreach activities

- *Continuation of bedding in period and amber tagging
- Continuation of social media campaign and messaging around good behaviours, recycling and tips to reduce waste
- 2 June Community Outreach activities

- ·Continuation of bedding in period and amber tagging
- \cdot Continuation of social media campaign and messaging around good behaviours, recycling and tips to reduce waste
- Community Outreach activities

- ·Continuation of bedding in period and amber tagging
- *Social media campaign and messaging around good behaviours, recycling and tips to reduce waste final push before collecting to policy (23 June). WRV messaging relevant before collecting to policy
- 16 June Community Outreach activities
 - *Eeèdbackt6rpmlCuştomœerHubled/lined bins red tagged, reported and not collected with no follow up collections
 - •Monitor reporting daily identify problem areas/hot spots and determine if addiotnal steps or support is required in particular areas
- •Enlist OSS and contractor support for problem areas/hot spots/ Enforcement resources aligned and hot spot information shared
 - •City Matters article on the campaign re-enforcing messaging and embedding message around next project one bin per household/fair usage policy
 - Monitor results/outcomes and identify if further steps/support is required or a more tailored approach to particularly problematic areas

• Identify and remove orphan bins
• Lessons learned and application

•Lessons learned and application to Fair Usage Policy/One Bin per Household Policy