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## **Committee: Sustainable Communities Scrutiny and Overview Panel**

**Date: 21st June 2018**

Wards: ALL

### **Subject: Waste collection Service – Communications Campaign**

Lead officer: Anita Cacchioli Assistant Director Public Space

Lead member: Cllr Mike Brunt, Cabinet Member for the Environment and Street Cleanliness

Contact officer: Charles Baker – Commissioning Manger Waste and Fleet Services

#### **Recommendations:**

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1. The panel note the plans to communicate the changes in the waste collection service and the introduction of wheelie bins.

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## **1 PURPOSE OF REPORT AND EXECUTIVE SUMMARY**

- 1.1. In line with the procurement and commencement of the waste and street cleaning contract with Veolia, a new waste collection service will be introduced from 1st October 2018.
- 1.2. This report aims to update the panel on the communication strategy informing all residents of the new waste collection service.

## **2 DETAILS**

- 2.1. Households will continue to receive weekly collections, with two collections (food and recycling) one week and three collections (food, recycling and general waste) the following week. Each household will be provided with, one wheelie bin for non-recyclable household waste along with a wheelie bin for paper and card; they will continue to use their existing recycling box for plastics, glass and cans and their caddy for food waste.
- 2.2. The service is designed to encourage recycling and reduce the volume of general waste along with assisting in helping keeping our streets cleaner.
- 2.3. The proposed service change will affect every household in the borough and is the biggest change in waste collection they have experienced in recent years. In order to minimise the disruption and to support the roll out of the new service Veolia and council officers have been working collectively to design and implement a communications and engagement plan which will reach every household in the borough.
- 2.4. Communication is a distinct work stream with a dedicated project board which includes Veolia , lead communication adviser from SLWP and the Head of Communication in Merton.
- 2.5. The range of communication methods is varied, with the core material being managed by Veolia. This will be further supported by additional communication material which will be under the direct management of our communications team.

2.6. The service changes will be communicated to all households that will be experiencing a change via three ‘direct lines’ of communication:

- Service Information Pack 1 - summary leaflet sent 4-8 weeks prior to the new bins being delivered
- Service Information pack 2 - detailed service information pack delivered with the new bins
- Post card - Reminder postcards/bin hangers delivered on last collection day of the current service.

2.7. Other activity included as ‘core activity’ includes:

- Roadshows - to take place in August The Locations / dates will be advertised in the first information pack.
- Additional Veolia communications resource (4 FTEs for three months)
- Campaign evaluation.

### Key Activities

Service Information Pack 1	<b>9<sup>th</sup> July – 20<sup>th</sup> July</b> Information pack will be delivered to each house hold containing generic information regarding the new waste collection service. This will be accompanied by a covering letter. This will be tailored for Communal properties and non standard house holds
Service Information Pack 2	<b>30<sup>th</sup> July – 21<sup>st</sup> Sept</b> Information pack will be delivered at the same time as the new wheelie bins. The pack provides greater detail on the new service and advises residents of any day change and a printed calendar will show the frequency of collection per waste stream.
Bin hanger / postcard	Delivered to each household following last day of collection under the current service. This advises them to start to use the new containers
Road Shows	<b>Wimbledon Piazza – Wed 8<sup>th</sup> August</b> <b>Morden Sainsbury's – Tue 14<sup>th</sup> Aug.</b> <b>HRRC Garth Road – Thu 16<sup>th</sup> Aug</b> <b>Mitcham Market – Sat 25<sup>th</sup> Aug</b>

Container Delivery	New wheelie bins will be delivered between <b>30<sup>th</sup> July – 21<sup>st</sup> September</b> . This provides 1 week contingency before the new service commences.
Merton new waste service begins	<b>1<sup>st</sup> October 2018</b>
Campaign Evaluation	<b>Date to be confirmed</b>

**See appendix 1 for additional communication options currently under consideration**

### **3 ALTERNATIVE OPTIONS**

- 3.1. The Council could decide not to put its own additional communications capacity into this project but this would run the risk of residents not understanding the new arrangements and benefitting fully from the service change.

### **4 CONSULTATION UNDERTAKEN OR PROPOSED**

- 4.1. The communications strategy has been developed following the lessons learned from the service change in Sutton.
- 4.2. At the end of the service roll out a campaign evaluation will be conducted

### **5 TIMETABLE**

- 5.1. The time table is contained within the report

### **6 FINANCIAL, RESOURCE AND PROPERTY IMPLICATIONS**

- 6.1. The core activities listed in this report which is provided by Veolia form part of the core service. The communication package delivered by the contractor is estimated to be c £78,000.
- 6.2. The enhance communication plan, which is managed by our communications team is estimated to cost an additional £50,000. This will be funded for the current Waste Services revenue budget.

### **7 LEGAL AND STATUTORY IMPLICATIONS**

- 7.1. There are no legal and statutory implications as a result of this report

### **8 HUMAN RIGHTS, EQUALITIES AND COMMUNITY COHESION IMPLICATIONS**

- 8.1. There are no human rights, equalities or community cohesion implications as a result of this report.

### **9 CRIME AND DISORDER IMPLICATIONS**

- 9.1. There are no crime and disorder implications as a result of this report.

### **10 RISK MANAGEMENT AND HEALTH AND SAFETY IMPLICATIONS**

- 10.1. There are no risk management and health and safety implications as a result of this report

- 11 APPENDICES – THE FOLLOWING DOCUMENTS ARE TO BE PUBLISHED WITH THIS REPORT AND FORM PART OF THE REPORT**
- Appendix 1 – Additional communication options
- 12 BACKGROUND PAPERS**
- 12.1. None