

Appendix 1 - Supporting Communication Channels

This document summarises the additional communication channels currently being considered to support the core activities promoting the changes in the waste collection service.

Below is a table summarising the channels that the Council may want to consider using to support the core activity

Activity
<p>Email footers Digital artwork available for boroughs to add footers to all corporate emails.</p>
<p>Organic social media Digital artwork is available to support organic social media activity - use Sutton service change campaign social media schedule as a guide Animated gif digital artwork available to support.</p>
<p>Contact centre briefings Briefings for borough contact centre staff at two key stages: 1. Just before Direct line 1 communications is delivered 2. Just before service change takes effect Veolia/SLWP comms to provide support</p>
<p>Web content Boroughs to provide updates to web content at two key stages: 3. Just before Direct line 1 communications is delivered 4. Just before service change takes effect Veolia/SLWP comms to provide support.</p>
<p>Community group engagement Targeted briefings/engagement with recognised community groups, including:</p> <ul style="list-style-type: none"> ● Environmental groups ● Faith Groups ● Resident Associations ● Staff groups <p>x</p>
<p>Staff communications Boroughs to consider how best to communicate the service changes to staff - particularly those who support vulnerable residents (social care etc). Plans to highlight the role council staff can play as advocates for the service change .</p>
<p>Resident magazine - editorial Articles in resident magazines</p>
<p>Envelope messaging Include a service change message on the franking marks of outgoing post</p>
<p>Briefing pack for elected Members Guide to the Veolia contract for Councillors</p>

Posters/leaflets

Make posters and leaflets available in local libraries, council reception areas, Neighbourhood notice boards etc.

Paid-for social media

Short animations available for use in paid-for social media advertising.
Animated gif digital artwork available to support.

House number stickers

Could be made available in local libraries for residents to use on their new bins
Guide cost: £2,000

Outdoor advertising - six sheets

Boroughs have preferential rates with JCDecaux

Outdoor advertising - six sheets: additional

Additional six sheet and 'Street Talk' sites available to boroughs at commercial rate

Sky AdSmart

Targeted Sky TV advertising - TV adverts delivered to Sky TV customers that live in the boroughs. Could re-format the advert used in the Sutton campaign (would require a new voiceover and and freeze frame).

Sutton campaign delivered: 30-second ad, 94,000 views from 14,000 households.

Cost: £6,000.

Animated service film

Short film for use on website / social media channels providing a summary of the new service. Could use film created for Sutton as a starting point.

Guide cost: £5,000

Drop-down banners on lamp-columns