

New recycling and waste collection: Communications Strategy

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Working together to tackle waste









What's coming up

Current service model
Key reasons to change
New and improved waste collection service
Three lines of communication
Objectives
Key timelines for direct lines of communication
Supporting communication channels
Any questions?

Current service model

General waste

Garden waste (subscription)

Fully commingled dry mixed recycling with paper & card

Food waste









Key reasons to change

- Move from 37% to over 45% within 12 months making us one of the highest recycling boroughs in London.
- To save money the new service will save £1.6 million per year – help protect vital services that residents rely on.
- To keep our streets clean the wheelie bin will avoid spillages on collection day and store your recycling and rubbish more securely between collections, reducing litter

New and improved service: Live date 1 October

General waste Garden waste

Paper and card

Container Mix

Food waste

Paper & card and plastics, glass, cans and cartons stickers included in Service Info Pack











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....a few more changes

75% of the properties will have a day change

Householders will be able to recycle textiles and batteries for the first time



Three lines of communication

- 1) Direct line one: Delivery between 9 20 July Leaflet one posted by London Letterbox
- 2) Direct line two: Delivered with new bins 30 July 28 August Service Information Pack includes calendar in a polybag with: Garden waste promotion flyer Paper and card sticker (Houses only) Plastics, glass, cans and cartons sticker (Houses only)

3) Direct line three:

Plastics, glass, cans and cartons sticker and paper and card sticker (converted flats only) – applied by doorknockers in October

Postcard reminder on last collection day to start using the new bins (Houses only)

Key timelines

Leaflet one introduces the upcoming service changes

Delivery between 9 – 20 July to:

- 1. Houses with bins
- 2. Converted flats
- 3. Blue and purple bags (time banded properties)
- 4. Communal flats

Leaflet one: four service type leaflets

Leaflet one and a letter from the Cllr Brunt enclosed in an envelope delivered to residents' homes











Houses





Converted flats

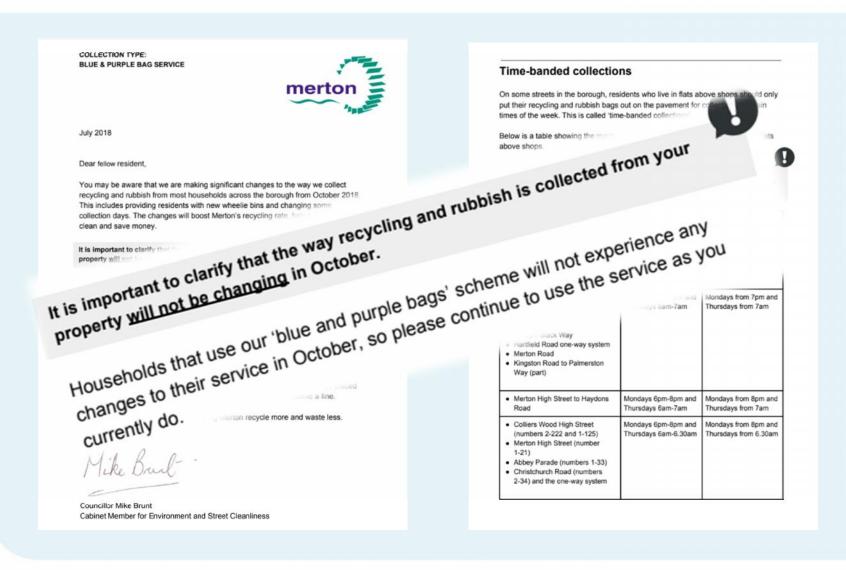




Communal flats



Blue and purple bags: time banded properties



Key dates: Road show events

Wimbledon Town Centre Wednesday 8 th August 2018 11am - 4pm The Piazza, Wimbledon, SW19 1QB	Morden Tuesday 14 th August 2018 12pm - 4pm Sainsbury's Morden, London Road, Morden, SM4 5HT
Morden Thursday 16 th August 2018 12pm - 4pm Garth Road Household Reuse and Recycling Centre, 63-69 Amenity Way, off Garth Road, Morden, SM4 4AX	Colliers Wood Wednesday 22 nd August 2018 2pm - 7pm The Colliers Wood Plaza (opposite Colliers Wood Tube Station)
Mitcham Saturday 25 th August 11am - 4pm Mitcham Market (near to Mitcham Clock Tower), Mitcham Town Centre	

Supporting communication channels

- Outdoor advertising
 1 October for 4 weeks
- Social media posts –
 2 July onwards
- Website updates
- My Merton magazines
- Lamppost banner
- Local media relations
- Collection vehicles



Key dates: Service Info pack and bins

- Delivery of Service Information Pack with the new wheelie bins and tape: 30 July - 28 September
- Service Information Pack includes calendar in a polybag with: Garden waste promotion flyer
 Paper and card sticker (Houses only)
 Plastics, glass, cans and cartons sticker (Houses only)



Thank you for listening Any questions?

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