

# **ACTION PLAN: Changes to Recycling Rounds and the arrival of the new Blue Bins!**

## **Rationale for campaign**

- **To alert people to changes in recycling collections**
- **To encourage people to recycle more**
- **To encourage people to come to a roadshow near them**
- **To encourage people to look out for and KEEP their leaflet so they can get the right receptacle out on the right day**

## **Aims and Objectives**

- **Get as many people signed up to the blue bins as possible for the roll out, to save £ in doing the majority at one time**
- **To promote ordering online via our website, rather than ordering via our Contact Pendle Centre**

## **Key messages**

- **There are NO CHANGES to grey bin and green bin garden waste collections – they will continue to be fortnightly**
- **The FREE blue bin is optional – you don't have to have one!**  
**You can continue to recycle paper and card using a green box, cardboard box or carrier bag**
- **How much the recycling and waste collection costs per week**
- **Recycle for Pendle**
- **Recycle it right – avoid contaminating the recycling by putting the right thing in the right bin**
- **Easy to order online via [www.pendle.gov.uk/bluebin](http://www.pendle.gov.uk/bluebin)**

## **Key dates**

**People can order their blue bin from Mon 5 Feb – Fri 2 March**

**Roadshows are on 22<sup>nd</sup> Feb, 24 Feb & 28 Feb**

**Delivery of calendars to every household in Pendle from 1<sup>st</sup> – 11<sup>th</sup> March**

**Delivery of blue bins from 12 – 29 March**

**First collection of recycling from blue bins starts 9 April**

## Action plan

Action	Notes	Dates & Deadlines	Who's involved	Costs	Completed
<b>Book roadshows</b>	4 staff Asda 4 staff Morrisons 3 staff Co-op Asda Thurs 22 <sup>nd</sup> Feb 12 noon – 6pm Morrisons Sat 24 Feb 10am – 2pm Co-op Weds 28 2pm – 6pm	By end January	Sarah & Carole	<b>FREE</b>	<b>DONE</b> ✓
<b>Order recycled plastic pen give aways inc web address</b>	For roadshows	By Fri 26 Jan	Carole	<b>£335 for 1,000</b>	<b>DONE</b> ✓
<b>Design artwork for T shirts</b>	Inc web address	In time to get delivery on Thurs 1 Feb	Stuart	<b>FREE</b>	<b>DONE</b> ✓
<b>Order T shirts</b>	8 X large T shirts 2 x EXTRA large Stuart contacting Razamataz	Will be delivered by Thurs 1 Feb	Stuart	<b>£184.00 for 10 T shirts</b>	<b>DONE</b> ✓
<b>Photo shoot</b>	5 or 6 members of staff who live in Pendle	Arrange by Thurs 1 Feb Photos needed by Fri 2 Feb	Sarah & Carole photographer Stephen Garnett	<b>£225 + £17.10 mileage</b>	<b>DONE</b> ✓
<b>Update web pages &amp; create user friendly url for web page</b>	<b>Use FAQs</b> <b>Stephen to design web form (Andrew Bean getting zones ready for In My Area)</b>	By Fri 2 Feb	Carole, Sarah & Kathryn	<b>FREE</b>	<b>DONE</b> ✓
<b>News story – order your blue bin</b>	Use photo of David Clegg BEFORE Purdah period starts in March	Issue it once web pages ready Mon 5 Feb	Sarah	<b>FREE</b>	<b>DONE</b> ✓

<b>Calendar leaflet for all homes X 10 variations for every zone</b>	Hand delivery will be from 1 <sup>st</sup> – 11th March	Start artwork Mon 5 Feb To print Fri 9 Feb Delivery allow 10 working days Print delivery 23 Feb	<b>Stuart, Sarah Carole</b>	<b>£1,747 for print</b>	<b>DONE</b> ✓
<b>Double page feature in Leader/Times pages 16 &amp; 17</b>	With model photo & blue bin – choose a member of staff who is ordering a bin & quote them	By Mon 5 Feb for Fri 9 Feb edition	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Design website carousel advert</b>	Order your blue bin & roadshows Link to new page with details inc roadshow dates	By Mon 5 Feb	Stuart & Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Billboard adverts</b>	2 sites in Colne Order your blue bin Billboards up from Mon 26 Feb – 5 March.	Artwork deadline Mon 5 Feb Billboards go up Mon 26 Feb for 2 weeks	Stuart, Sarah, Carole	£478 per bill board = £944	<b>DONE</b> ✓
<b>Design general A 5 flier</b>	Inc front cover design of new calendar leaflet – lookout for your calendar & keep it! Inc FAQs	Start artwork Mon 5 Feb To print 7 Feb Delivery by 14 Feb	Carole, Stuart, Sarah	<b>5,000 general leaflets £447</b>	<b>DONE</b> ✓
<b>Facebook adverts &amp; graphics</b>	Order your blue bin	By Mon 5 Feb	Stuart & Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Message of the day</b>	To staff, councillors, Liberata staff, Pendle Leisure Trust staff Order your blue bin Link to the FAQs	By Mon 5 Feb	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Email footer for Pendle Council emails</b>		By Mon 5 Feb if possible	Sarah, Stuart, Alice puts it up	<b>FREE</b>	<b>DONE</b> ✓
<b>Pendle Leisure Centre</b>	Find out turn around time for	By Mon 5 Feb if	Sarah	<b>Corporate</b>	<b>DONE</b> ✓

<b>GovRadio ad</b>	advert	poss.		<b>budget.</b>	
<b>2BR campaign radio ads</b>	Order your blue bin	From Mon 5 Feb for 4 weeks until Fri 2 March	Sarah	<b>£1,000</b>	<b>DONE</b> ✓
<b>Contact Centre briefing</b>	Contact Centre staff have a 30 min briefing every Tuesday.	Tues 6 Feb	Carole	<b>FREE</b>	<b>DONE</b> ✓
<b>Design pull up banners</b>	For roadshows etc 2 different designs	Went to production Tues 6 Feb Delivery around 13 Feb	<b>Stuart</b>	<b>£40 each = £80</b>	<b>DONE</b> ✓
<b>Pendle Leisure Centre GovRadio ad</b>	Find out turn around time for advert	Tues 6 Feb.	Sarah	<b>Corp budget.</b>	<b>DONE</b> ✓
<b>Discuss social media with Colne Talk &amp; Nelson Now &amp; Then</b>	Talk to administrators to manage responses to posts	By Thurs 8 Feb	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Display pull-up banners in different places</b>	Contact Pendle Centre Ask Pendle Leisure if we can display in foyers – eg ahead of roadshows in that area.	Delivery Weds 14 Feb	Sarah	<b>FREE</b>	<b>NOT DONE</b> Saved banners in storage for roadshows. Then demand outstripped supply
<b>Photos sent to all models &amp; request to share social media posts etc</b>	Flagging up to models when they are appearing and where	Ongoing			<b>DONE</b> ✓
<b>News release</b>	Order your blue bin Local people are stars of campaign Come to a roadshow near you	Issue news story by Weds 14 Feb	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>2BR Leader board advert on 2BR's website</b>	On each page of their website with a link to <a href="http://www.pendle.gov.uk/bluebin">www.pendle.gov.uk/bluebin</a>	Design it by Fri 16 <sup>th</sup> Feb	Stuart & Sarah	<b>PAID FOR by Comms budget £150</b>	<b>NOT DONE</b>

<b>Facebook graphics &amp; adverts &amp; boosts</b>	Promote roadshows	By Mon 19 Feb	Stuart & Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Dotmailer graphic email</b>	Come to a roadshow near you! Order a blue bin. Will go to 2,000 people (Full e mail lists not complete yet)	By Mon 19 Feb	Stuart	<b>FREE</b>	<b>DONE</b> ✓
<b>Message of the day</b>	Promote roadshows & order your blue bin	Mon 19 Feb	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>On the wagon with reporters inc video filming</b>	With Jack, reporter for Leader/Times & Kelvin, video maker – to look at brown bin recycle it right issues and last push to order blue bins to recycle more.	By Mon 19 Feb for 23 <sup>rd</sup> Feb edition  Mon 19 <sup>th</sup> agreed with David & Ed Lee	David, Carole, Sarah Ed Lee at Leader/Times	<b>FREE</b>	<b>DONE</b> ✓
<b>Graphic design for roadshow – inc competition slips and any sign up forms for blue bins.</b>	Agree competition and any other graphics needed with Carole	By Mon 19 Feb	Stuart	<b>FREE</b>	<b>DONE</b> ✓
<b>News release</b>	Look out for your new calender being delivered from 1 <sup>st</sup> – 11 <sup>th</sup> March Last chance to order your blue bin is Fri 2 March	Out by Weds 21 Feb	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Directors' Update</b>	Intranet – for staff	By 21 Feb for 26 Feb edition	Sarah & Alice	<b>FREE</b>	<b>DONE</b> ✓
<b>News release blue bin deliveries</b>	The blue bins will roll out from 12 March – 29 March. Feature a Pendle resident getting their blue bin	News release out by Weds 7 March for Leader/Times edition Fri 9 March	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Facebook &amp; Twitter mastheads</b>		By Fri 9 March	Stuart & Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Leader/Times double page</b>	Pages 16 – 17 The bins roll out	By Weds 7 March	Sarah	<b>FREE</b>	<b>DONE</b> ✓

<b>spread</b>	Stories behind the news.	2pm for Fri 9 March edition			
<b>In my Area page on website</b>	Update with new collections	Update by 26 March	Stephen – after Andrew Bean has input the information.	<b>FREE</b>	<b>DONE</b> ✓
<b>Update web pages with new information on deliveries</b>	Create a table and update it with new details	By end March	Kathryn & Carole & David	<b>FREE</b>	<b>DONE</b> ✓
<b>Respond to social media enquiries</b>		Ongoing	Sarah, Kathryn, Alice	<b>FREE</b>	<b>DONE</b> ✓
<b>Targeted social media posts on individual community Facebook sites.</b>	Time them for when different zones will be starting the new collection regime	Agree best dates with Carole - early April.	Sarah	<b>FREE</b>	<b>DONE</b> ✓
<b>Update web pages</b>	Update with new information on deliveries and reasons for delays	Ongoing – April & May	Kathryn, Carole, David	<b>FREE</b>	<b>DONE</b> ✓
<b>Evaluate effectiveness of communications plan &amp; lessons learnt</b>	See measures below.	Summer 2018	Carole & Sarah	<b>FREE</b>	

## Action Plan

### How will we measure the effectiveness of the communications campaign?

- Attendance at Roadshows – gate count using flipcharts
- Social media statistics including reach, shares and re-tweets
- Boost in numbers of people visiting our website – calculated via links to blue bin page

- **Calls at Contact Centre for blue bins**
- **Orders of blue bins**
- **Number of people reading dotmailer graphic email**
- **Number of people following the link in dotmailer graphic email**
- **Media coverage**

### **Blue Bins campaign – Initial Evaluation**

**The key messages agreed for our campaign:**

- **There are NO CHANGES to grey bin and green bin garden waste collections – they will continue to be fortnightly**
- **The FREE blue bin is optional – you don't have to have one!**  
**You can continue to recycle paper and card using a green box, cardboard box or carrier bag**
- **How much the recycling and waste collection costs per week**
- **Recycle for Pendle**
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- **Easy to order online via [www.pendle.gov.uk/bluebin](http://www.pendle.gov.uk/bluebin)**

**Website**

- All our communication including fliers, billboard adverts, news releases and Facebook posts and Twitter tweets clearly flagged up the web address: [www.pendle.gov.uk/bluebin](http://www.pendle.gov.uk/bluebin) for all the details.

- During the period 1 Feb to 31 May:

[www.pendle.gov.uk/bluebin](http://www.pendle.gov.uk/bluebin) was visited 43,269 times

The Order a new bin form was completed 24,562 times

- The website has always made it clear that the blue bin is optional and that people can continue to recycle paper and card using a green box, cardboard box/es and carrier bag/s, as follows:

### **Bins for recycling**

- Blue bin - paper and card
- You can order a free blue bin if you need more room to store your paper and card. You can order more than one if you want. There is a 240 litre blue bin, which is the same size as your grey bin.
- Order a blue bin
- You do not have to have a blue bin. You can still use a green box, carrier bags and/or cardboard boxes if you want.

### **News stories**

- We issued three news releases for all local media and two feature length news releases for the Leader/Times series.
- Each news release stressed that the blue bin was optional – here are the links to these news stories which are also on our website and go out onto social media automatically.

6th Feb 2018 [https://www.pendle.gov.uk/newsroom/news/article/256/recycling\\_collections\\_in\\_pendle\\_are\\_changing](https://www.pendle.gov.uk/newsroom/news/article/256/recycling_collections_in_pendle_are_changing)



15th Feb [https://www.pendle.gov.uk/newsroom/news/article/259/roadshows\\_for\\_recycling\\_%E2%80%93\\_the\\_blue\\_bins\\_are\\_coming](https://www.pendle.gov.uk/newsroom/news/article/259/roadshows_for_recycling_%E2%80%93_the_blue_bins_are_coming)

12th April [https://www.pendle.gov.uk/newsroom/news/article/278/pendle\\_changes\\_to\\_four\\_weekly\\_recycling\\_collections](https://www.pendle.gov.uk/newsroom/news/article/278/pendle_changes_to_four_weekly_recycling_collections)

- And two examples of news coverage are attached and here are links to coverage in the Lancashire Telegraph and Craven Herald of our news stories, which pick up the message that the blue bins are optional.

[http://www.lancashiretelegraph.co.uk/news/15989918.Recycling\\_bin\\_collections\\_in\\_Pendle\\_set\\_to\\_change\\_from\\_April/](http://www.lancashiretelegraph.co.uk/news/15989918.Recycling_bin_collections_in_Pendle_set_to_change_from_April/)

[http://www.cravenherald.co.uk/news/15924709.Recycling\\_collections\\_in\\_Pendle\\_to\\_change\\_from\\_April/](http://www.cravenherald.co.uk/news/15924709.Recycling_collections_in_Pendle_to_change_from_April/)

### **Social media activity**

- As well as regular posts and tweets on Pendle Council's Facebook and Twitter we shared Facebook posts on community sites across Pendle which were seen by thousands of people – messages included:

Pendle Council here sharing news about our recycling collections.

You can order a FREE blue bin for paper and card via our website. Details below... (Facebook ad)

### **Reaching people via social media**

- One Facebook post on Feb 7<sup>th</sup> reached 24,428 and was shared 98 times & a tweet on the same day was seen by 747 people with 295 either clicking on the link or commenting on the tweet.
- Total Facebook reach for February = 94,312 people and posts on the blue bins were shared 234 times in total
- Total Facebook reach for March = 94,094 and posts on the blue bins were shared 204 times
- Staff in the Communications Team monitored Facebook and Twitter Monday to Friday and answered enquiries and concerns about the blue bins – making it clear that the blue bins are optional.

## Roadshows

- We estimated that over 200 people attended each roadshow, with over 250 at Asda, Colne.
- Following the Asda roadshow, 397 blue bins were ordered between Thurs 22nd Feb am to Fri 23rd Feb . We had 139 requests taken via the clipboards alone, at the ASDA roadshow.