

Appendix Two - 2025 Waste Service Change – headline external communications plan

Key messages:

New waste and recycling collection service launch: North Herts and East Herts Councils will launch a new waste and recycling service on 4 August 2025, offering more recycling options and a more efficient service.

More recycling options: The new service will increase the range of materials that can be recycled at home, including increased capacity for cardboard and paper, and the addition of plastic bags and wrapping recycling.

Collection frequency changes: Collections will be on an alternating three-week cycle for non-recyclable waste, mixed recycling, cardboard and paper, while food waste will continue to be collected weekly and garden waste fortnightly for subscribers. Flats with communal bins will remain on their current collection cycle.

Bin deliveries: New blue-lidded bins, for cardboard and paper, will be delivered to households starting in May, with instructions not to use them until 4 August.




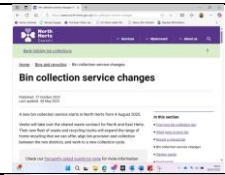
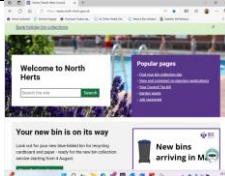
Government recycling targets: The changes are designed to meet the Government's 'Simpler Recycling' requirements which call for the separate collection of cardboard and paper and the recycling of soft plastics.


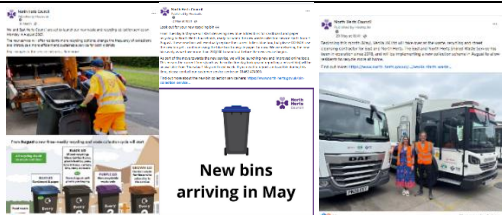


Public consultation: The decision to change the collection cycle and align services between North and East Herts follows a public consultation held in Summer 2022 and a competitive contract procurement process.




Support for extra capacity households: Households with special medical needs, multiple babies in nappies, and larger households will receive separate communication regarding extra support.

Communication of changes: Information about the changes will be communicated to residents across both digital and non-digital channels (see overleaf) over several months.

Headline External Comms plan:

Month	Activity	Item
OCTOBER 2022	Changes to bin collections coming in 2025 (non-digital & digital) <ul style="list-style-type: none"> Press - featured in printed version of The Comet plus digital version of other local papers. E: Newsletter inclusion Social media promotion 	
SEPTEMBER 2024	Veolia announcement and three-weekly reminder (non-digital & digital) <ul style="list-style-type: none"> Press - featured in printed version of The Comet & Royston Crow plus digital version of other local papers. E: Newsletter inclusion Social media promotion 	
2025		
MARCH	Introducing the changes A5 leaflet (non-digital & digital) <ul style="list-style-type: none"> Printed and distributed to all homes who have their Council Tax bill posted to them Sent digitally to all homes who receive their Council Tax bill by email 	
PUBLISHED OCT 22, THEN ONGOING	FAQs/Service change webpage (digital)	
MARCH LAUNCH, THEN ONGOING	Website homepage promotion (digital) <ul style="list-style-type: none"> MAY – reminder re new bins arriving/changes JUNE – introducing the changes film JULY – countdown AUG – go live 	

<p>MARCH LAUNCH, THEN ONGOING</p>	<p>Press releases issued to local media (non-digital & digital)</p> <ul style="list-style-type: none"> MARCH – introducing the changes MAY – reminder re new bins arriving/changes JULY – final – service changing on 4 August 	
<p>MARCH LAUNCH, THEN ONGOING</p>	<p>Social media promotion (digital)</p> <ul style="list-style-type: none"> MARCH – introducing the changes MAY – reminder re new bins arriving/changes JULY – countdown AUG – go live 	
<p>MARCH LAUNCH, THEN ONGOING</p>	<p>E: Newsletter countdown (digital)</p> <ul style="list-style-type: none"> MARCH – introducing the changes MAY – reminder re new bins arriving/changes JULY – countdown AUG – go live 	
<p>MARCH LAUNCH, THEN ONGOING</p>	<p>Parish and Town Council updates (digital & non-digital)</p> <ul style="list-style-type: none"> MIS (digital) – 15 updates sent so far Letters – being sent w/c 9 June 	
<p>APRIL & ONGOING</p>	<p>Extra Capacity letter (non-digital)</p> <ul style="list-style-type: none"> Printed and distributed to all homes with extra capacity needs. 700 sent so far, 363 still to send (based on the data we hold) 	
<p>MAY</p>	<p>Reminder of the changes leaflet (non-digital)</p> <ul style="list-style-type: none"> Printed and distributed to all homes alongside their new blue-lidded bins 	

MAY	Poster (non-digital) <ul style="list-style-type: none"> A3 poster created for Parishes/Libraries/council-owned buildings To be displayed at all future Cllr surgeries and Forums too 	
MAY	Email footer added to external emails (digital) <ul style="list-style-type: none"> Staff and Cllr emails – with click-through to service change webpage. 	
MAY LAUNCH, THEN ONGOING	Town event pop-ups (in-person) <ul style="list-style-type: none"> 10 May – Hitchin Eco Day 	
JUNE	<ul style="list-style-type: none"> In-person attendance at Area Forums (in-person) Vehicle naming competition launches 'Tag that truck' (digital & non-digital) Introducing the changes (graphical) film (digital) Detailed service change leaflet distributed to homes (non-digital) Outlook magazine double page spread (non-digital) Extra capacity other letters - NHS/midwifery services/Careline /care agencies etc (non-digital) 	
JULY	<ul style="list-style-type: none"> Village day change signs displayed (non-digital) Vehicle livery updated with service change info (non-digital) Day change letters to residents (non-digital) Stakeholder packs (Cllrs, Customer service, Community Partnerships, Media) emailed (digital) 	
AUGUST	<ul style="list-style-type: none"> 4 AUGUST GO LIVE Real-life example film of the new service working (digital) 	