## <u>Appendix Two - 2025 Waste Service Change – headline external communications plan</u>

## 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)     Press - featured in printed version of The Comet plus digital version of other local papers.     E: Newsletter inclusion     Social media promotion	Bin collections could change  Pen disposed to with no excyclide wate fragency to every flore value fragency flo		
SEPTEMBER 2024	Veolia announcement and three-weekly reminder (non-digital & digital)     Press - featured in printed version of The Comet & Royston Crow plus digital version of other local papers.     E: Newsletter inclusion     Social media promotion	North Herts bin collections to become three-weekly under new contract  The second of t		
<mark>2025</mark>				
MARCH	<ul> <li>Introducing the changes A5 leaflet (non-digital &amp; digital)</li> <li>Printed and distributed to all homes who have their Council Tax bill posted to them</li> <li>Sent digitally to all homes who receive their Council Tax bill by email</li> </ul>	IMPORTANT  Bin collection changes  And the collection chan		
PUBLISHED OCT 22, THEN ONGOING	FAQs/Service change webpage (digital)	Bin collection service changes  were the service of the service changes  were the service changes  And the service changes  were the service changes		
MARCH LAUNCH, THEN ONGOING	<ul> <li>Website homepage promotion (digital)</li> <li>MAY – reminder re new bins arriving/changes</li> <li>JUNE – introducing the changes film</li> <li>JULY – countdown</li> <li>AUG – go live</li> </ul>	Welcome to North Herts  Voor new bin is on its ways water and you have been and you want of the search of the sear		

MARCH	Press releases issued to local media (non-digital & digital)	Three-weekly Countdown to bin collection changes
LAUNCH, THEN	MADOLL introducing the changes	bin cycle to  New contract starts in North Herts
ONGOING	MARCH – introducing the changes  MAY reminder to pay hims arriving (changes)	be rolled out  New collections set to tast in August
ONGOING	MAY – reminder re new bins arriving/changes  A May – finel – conting changing on 4 August	** A SEASON**  **The control of the
	JULY – final – service changing on 4 August	The control of the co
MARCH	Social media promotion (digital)	September 1 Septem
LAUNCH,		In sources in Production recognition and production
THEN	MARCH – introducing the changes	this can write a control of the COSD.  This can write a control of the COSD control of
ONGOING	MAY – reminder re new bins arriving/changes	PAT SIGN
	JULY – countdown	Fee Super cone has seller such as an effective peops of any
	AUG – go live	New bins arriving in May
		On Clares She An Orace She An O
MARCH	E: Newsletter countdown (digital)	In the cares this wave!
LAUNCH,		
THEN	MARCH – introducing the changes	Sew bins arriving in May
ONGOING	MAY – reminder re new bins arriving/changes	Market in clinical teas and control assessment for access 2025  United and control and control assessment of the control a
	JULY – countdown	The Spart is the accession of the Control of the Co
	AUG – go live	The state of the s
MARCH	Parish and Town Council updates (digital & non-digital)	
LAUNCH,	(-19)	
THEN	MIS (digital) – 15 updates sent so far	
ONGOING	Letters – being sent w/c 9 June	
APRIL &	Extra Capacity letter (non-digital)	
ONGOING		
	Printed and distributed to all homes with extra capacity needs. 700	
	sent so far, 363 still to send (based on the data we hold)	
	Reminder of the changes leaflet (non-digital)	Contraction  Contr
MAY		NEW bin Please do not use
	Printed and distributed to all homes alongside their new blue-lidded	it yet
	bins	The Section 1. The Se
		The state of the s
		Windows American Control of the Cont
		・

MAY	Poster (non-digital)     A3 poster created for Parishes/Libraries/council-owned buildings     To be displayed at all future Cllr surgeries and Forums too	Bin collections are changing from 4 August  [3 manages - Lordon allow on the source  2 manages - Lordon allow on the source  2 manages - Lordon allow on the source  3 manages - Lordon allow on the source  4 manages - Lordon allow on the source  5
MAY	Email footer added to external emails (digital)     Staff and Cllr emails – with click-through to service change webpage.	Bin collections are changing from 4 August Learn more
MAY LAUNCH, THEN ONGOING	Town event pop-ups (in-person)  10 May – Hitchin Eco Day	
JUNE	<ul> <li>In-person attendance at Area Forums (in-person)</li> <li>Vehicle naming competition launches 'Tag that truck' (digital &amp; non-digital)</li> <li>Introducing the changes (graphical) film (digital)</li> <li>Detailed service change leaflet distributed to homes (non-digital)</li> <li>Outlook magazine double page spread (non-digital)</li> <li>Extra capacity other letters - NHS/midwifery services/Careline /care agencies etc (non-digital)</li> </ul>	
JULY	<ul> <li>Village day change signs displayed (non-digital)</li> <li>Vehicle livery updated with service change info (non-digital)</li> <li>Day change letters to residents (non-digital)</li> <li>Stakeholder packs (Cllrs, Customer service, Community Partnerships, Media) emailed (digital)</li> </ul>	
AUGUST	4 AUGUST GO LIVE     Real-life example film of the new service working (digital)	