

Appendix 4 - 2025 Waste Service Change – headline external communications plan

Key messages:

New waste and recycling collection service launch: North Herts and East Herts Councils launched 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 increased 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 are 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 were to remain on their current collection cycle.

Bin deliveries: New bins were delivered to households, this started in May, with instructions not to use them until 4 August.




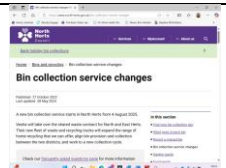

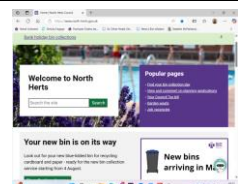
Government recycling targets: The changes are designed to meet the Government's 'Simpler Recycling' requirements which call for the separate collection of cardboard and paper and the recycling of soft plastics.












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.




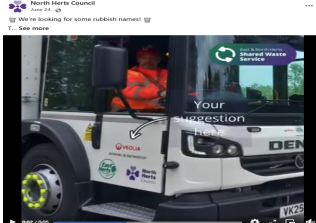

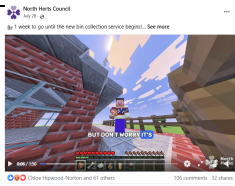


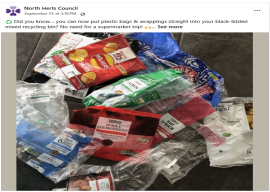
Support for extra capacity households: Households with special medical needs, multiple babies in nappies, and larger households received separate communication regarding extra support.

Communication of changes: Information about the changes was 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 	

MARCH LAUNCH, THEN ONGOING	Press releases issued to local media (non-digital & digital) <ul style="list-style-type: none">MARCH – introducing the changesMAY – reminder re new bins arriving/changesJULY – final – service changing on 4 August	Three-weekly bin cycle to be rolled out New collections set to start in August 	Countdown to bin collection changes New contract starts in North Herts 	East Herts Council updates householders about new refuse and recycling regime By Sarah Cox - seniorcorrespondent.co.uk Published: 13.33, 22 July 2023 Updated: 14.06, 22 July 2023 
MARCH LAUNCH, THEN ONGOING	Social media promotion (digital) <ul style="list-style-type: none">MARCH – introducing the changesMAY – reminder re new bins arriving/changesJULY – countdownAUG – go live			
MARCH LAUNCH, THEN ONGOING	E: Newsletter countdown (digital) <ul style="list-style-type: none">MARCH – introducing the changesMAY – reminder re new bins arriving/changesJULY – countdownAUG – go live			
MARCH LAUNCH, THEN ONGOING	Parish and Town Council updates (digital & non-digital) <ul style="list-style-type: none">MIS/MIB (digital) – Regular updates •Letters – sent w/c 9 June			
APRIL & ONGOING	Extra Capacity letter (non-digital) <ul style="list-style-type: none">Printed and distributed to all homes with extra capacity needs. 1000+ sent (based on the data we hold)			
MAY	Reminder of the changes leaflet (non-digital) <ul style="list-style-type: none">Printed and distributed to all homes alongside their new blue-lidded/Purple lidded bibs and caddies, East Herts residents has an additional food waste leaflet.			

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 North (digital) <ul style="list-style-type: none"> Staff and Cllr emails – with click-through to service change webpage. 	
	Town event pop-ups (in-person) <ul style="list-style-type: none"> 10 May – Hitchin Eco Day Bin deliveries with stickers and info Delivery of 200k+ containers	
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) 	 
JULY	<ul style="list-style-type: none"> Minecraft video for social media explaining the changes Day change letters and Service Leaflet 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 Updates to web pages to reflect new collection information. Significant increase in customer contact to Customer Services and client team 	
SEPTEMBER	<ul style="list-style-type: none"> New service social media and comms posts 	
OCTOBER	<ul style="list-style-type: none"> Still to come: Results of vehicle naming competition Resident collections app 	