

PR and Communications Plan – Garden Waste

Start date: October 2022

End date: March 2023

Key audiences/stakeholders:

- DBC Members
- Town and Parish Councils
- Residents/public (external)
- Pressure groups (tbc)
- DBC staff (internal)
- Press/media

Communications Objectives:

- Promote awareness of the new green waste collection charge
- Manage comms messaging and reputational ‘fall out’ from this new charge
- To introduce the paid service for all garden waste starting from the end of February 2023

Key messages:

- Overview of green waste collection service and how it works (e.g. new stickers)
- Timeline for introduction to the new charge
- Rationale for new charged service, how this will impact or affect customers and address areas of concerns

Key dates for this Communications Plan:

- 8 November – SPEOSC
- 15 November – Cabinet
- 16 November – Commence communications plan
- January/February 2023 – Commence marketing plan

COMMUNICATIONS ACTION PLAN – INTERNAL

Description	Comments/further details/audience	Start date	End date (if applicable)	Responsible officer/s	Status/notes
Briefing note/session for SLT and Members (Informal Cabinet)	Briefing note explaining the impact, considerations and next steps.	TBC		Richard Lebrun	
Members News (weekly newsletter)	Provide updates at key stages – schedule to be agreed	TBC		Richard Lebrun/ Communications	
Intranet (DENNIS)	News page – key contact/phone number	TBC		Communications	

COMMUNICATIONS ACTION PLAN – EXTERNAL

Description	Comments/further details/audience	Start date	End date (if applicable)	Responsible officer/s	Status/notes
Press/media: Reactive statement	Reactive statement to be prepared for media enquiries pre-cabinet approval	8 Nov	8 Nov	Richard Lebrun/ Communications	
Press/media: Press release	Press release prepared for post Cabinet approval on 15 November 2022	16 Nov	16 Nov	Richard Lebrun/ Communications	
Dacorum Life	Include calendar in Winter 2022 issue, signposting to website for more details	24 Oct	24 Oct	Communications	To be distributed mid-November 2022
Dacorum Life (Digital)	Provide updates at key stages – schedule to be agreed	17 Nov	TBC	Communications	

Description	Comments/further details/audience	Start date	End date (if applicable)	Responsible officer/s	Status/notes
FAQs	Compile list of likely questions and answers to prepare for reactive social media/press enquiries	14 Nov	TBC	Richard Lebrun/ Communications	To be added to webpage and provided to CSU for social media
Social Media	Campaign to support at all key stages – all channels Respond to questions/negative posts	16 Nov	TBC	CSU/ Communications	FAQs would be useful to develop standard responses for reactive social media.
Website	To update relevant pages re: new charges/process https://www.dacorum.gov.uk/home/environment-street-care/recycling-refuse-waste	14 Nov		Communications	
Website	To prepare e-commerce pages for payments: https://www.dacorum.gov.uk/home/environment-street-care/recycling-refuse-waste	TBC		Web development team	
Town and Parish Councils	Update on key stages / Share press release	16 Nov		Communications	
Marketing plan: Mail shots (letters and emails) to new and existing customers	Additional garden waste bin database	January 2023 / TBC	TBC	Communications	Marketing timeline and supporting materials TBC