

Revised Waste Management Arrangements Implementation Project Plan

November 2009

Following Committee Approval commencement of procurement processes for food waste kitchen caddies.

December 2009 to March 2010

Working in conjunction with Council's Communication Team commence Waste Aware Scotland exemplar householder communication campaign strategy - Phase 1, teaser phase involving;

- Information leaflets to participating households
- FAQ guides to participating households
- Waste prevention information guides to participating households
- Press adverts
- Bus shelter, bill board, adverts

March 2010

Distribution of food waste kitchen caddies and biodegradable liners together with information leaflets incorporating the new collection schedule calendar to participating households.

April - May 2010

Commencement of alternate weekly collection system and Phase 2, main phase of householder communication campaign involving;

- Information leaflets to participating households
- Emphasising improved recycling frequencies
- Information displays
- Home support visits to resolve any initial problems
- Press adverts
- Bus shelter, bill board, adverts

May/June 2010

Implementation of householder communication Phase 3, follow up 1 phase, involving feed back of initial results using

- Information leaflets
- Press adverts
- Information displays
- Adverts on refuse collection vehicles

July / August /September 2010

Implementation of householder communication Phase 4, which will involve surveying participating householders on the new service to identify satisfaction levels, provide additional information and resolve any problems.

October 2010

Implementation of householder communication Phase 5, final follow up phase, involving;

- Feedback of positive results and thank you messages using leaflets, displays, press adverts, bus shelters, bill boards adverts on refuse collection vehicles

A copy of the Waste Aware Scotland alternate weekly collection exemplar campaign strategy is attached for the Committee's review