

Revised Waste Management Arrangements - Implementation Plan for AWC Phase 2 – Clydebank and Surrounding Areas.

December 2010 to February 2011

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 2011

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

March 2011

Commencement of alternate weekly collection system and main phase 2 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

June 2011

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

September 2011

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.

November 2011

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