

**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