Example communications delivery schedule - new food waste collection service (option 2)

Activity to be carried out	Notes	Timescales	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Project Start									new service X					
Website update	Raise awareness of the issue of food waste . Highlight the food waste hierarchy and offer simple tips and solutions to reduce waste. Use the Food Cycle diagram and Love Food Hate Waste to do this. Highlight the new collection service is coming soon for the food that can't be eaten. Include an FAQ page about the new service. Ensure this is live before you start any other communications and keep updated regularly. Try to highlight from the council homepage and make sure the information is easy to find and visual	Start 2-6 months in advance of your service roll-out. Once started continue communications												
Social media - Twitter, Facebook, You Tube etc	See example tweets in guidance document.. Raise awareness of the issue of food waste . Highlight the food waste hierarchy and offer simple tips and solutions to reduce waste. Use the Food Cycle diagram and Love Food Hate Waste to do this. Highlight the new collection service is coming soon for the food that can't be eaten. Keep the communications regular, current and topical.	Start 2-6 months in advance of your service roll-out. Once started continue communications												
Residents/Estates newsletters	Start raise awareness of the issue of food waste. Highlight the food waste hierarchy and offer simple tips and solutions to reduce waste. Use the Food Cycle diagram and Love Food Hate Waste to do this. Highlight the new collection service is coming soon for the food that can't be eaten. Then closer to the roll-out focus more on the service and how to use it. Post roll-out revert back to prevention messages alongside a thank you for using the service	Throughout campaign												
Roadshows/community events	as above	Throughout campaign												
Posters	as above	Throughout campaign												
Prompts in the kitchen	For example shopping lists, spaghetti measures, aprons.	Through events, as prizes for competitions etc												
PR	Use Love Food Hate Waste template PR materials at the very start. 4-6 weeks before roll-out start to raise awareness that the new service is coming, during roll-out focus on the service, and afterwards thank residents for using the service, share how well the service is doing and offer reminders about the benefits of reducing food waste. Photo opportunities with local residents is a good way to bring your PR to life.	monthly												
Internal Communications	For example call centre and crew training, member and staff briefings. Include the food waste hierarchy, the issue, the benefits of reduction. Ideally arrange a second session to then brief/train on the details of the service closer to roll-out.	In advance of roll out												
Love Food Hate Waste Leaflet	Raise awareness of the issue of food waste . Highlight the food waste hierarchy and offer simple tips and solutions to reduce waste. Use the Food Cycle diagram and Love Food Hate Waste to do this. Highlight the new collection service is coming soon for the food that can't be eaten.	Start 2-6 months in advance of your service roll-out. Once started continue communications												
Radio	As per newsletters													
Pre service roll-out 'teaser' leaflet	Let people know that the new service is coming soon :	Distribute 4-6 weeks before roll-out												
Doorstepping	Focus on queries the householder has in order to help them use the service effectively but have wider information and messaging on the hierarchy and prevention to hand.	Just before rollout, during, and after												
Instructional Leaflet	Keep the sole focus on the how, when, where and why of using the new service	Deliver with new bins												
New service calendar (if needed)		With instructional leaflet												
Food waste bin - bin stickers	Where possible stick to the bin before delivery	With bins												
Food waste caddy - bins tickers	Where possible stick to the caddy before delivery. Include a food waste prevention money saving message or tip alongside the more important instructional information	With caddy												
Thank you leaflet	Recycling food waste is good, preventing food waste is even better. Thank residents for continuing to participate in the service and highlight progress. Re-highlight the food waste hierarchy and offer simple tips and solutions to reduce food waste. Use the Food Cycle diagram and Love Food Hate Waste to do this.	8 weeks after roll-out												
Project Closure	As a minimum continue to keep the website updated, use social media to keep the issue current and offer solutions													