



## Chargeable Garden Waste Year 2 Arrangements for System Build, Communications and Marketing

### 1. Background

Lichfield District Council and Tamworth Borough Council's Joint Waste Service successfully launched a chargeable garden waste scheme in 2018. The number of subscriptions at the end of September stood at 40,431 which represents an uptake of 52%. The subscription target for 2018 was 33,750 or 45% of the total number of properties. Approximately 75% of customers signed up for the service on line with the majority of the remaining transactions being processed over the telephone.

The price of the garden waste subscription has been held at £36 per bin for 2019 and the subscription window will re-open on 29<sup>th</sup> October 2018.

The proposed target for 2019 is 37,500 subscriptions (50% uptake) which will be quite challenging to achieve because both usage of the service and the total tonnage of waste collected were much lower than expected as a result of the warm summer. Therefore a significant risk exists that some of the existing customers might not subscribe again for next year and use alternative methods to dispose of their garden waste.

The subscription window for 2018 closed on 14<sup>th</sup> October and preparations for next year are well underway. They include building new on line forms for integration with Bartec and the sticker printer, delivery of a communications plan and developing a market strategy driven by intelligence and data.

### 2. Key messages

- We've held the cost of garden bin collections at £36 a year.
- Subscription period runs from 1 January – 31 December annually.
- You can subscribe from 29 October 2018 and we will send you a sticker to put on your bin.
- The easiest way to sign up is online – over 75% of customers signed up online in 2018.
- If you don't have access to the web, you can also sign up by phone or in person.
- If you have a small garden, you could consider bin sharing with a neighbour and split the costs.
- There's also the option to compost at home or to use a Household Recycling Centre (tip). You can find your nearest tip at [www.lichfielddc.gov.uk/tips](http://www.lichfielddc.gov.uk/tips).

### 3. Key audiences

Audience	Methods of Communication
Residents in Tamworth & Lichfield District	<ul style="list-style-type: none"> <li>• Printed media (leaflet/calendars) – proven to be successful in all other similar campaigns (e.g. food waste)</li> <li>• Press releases</li> <li>• Twitter and facebook</li> </ul>

	<ul style="list-style-type: none"> <li>Email</li> </ul>
Residents with additional needs	<ul style="list-style-type: none"> <li>Large print/other language/other formats</li> </ul>
Members	<ul style="list-style-type: none"> <li>Email briefings</li> </ul>
Staff working at the depot	<ul style="list-style-type: none"> <li>Face to face briefings</li> <li>Email briefings</li> <li>Printed briefings – on noticeboards</li> </ul>
All other staff	<ul style="list-style-type: none"> <li>Email briefings</li> </ul>
Customer services staff	<ul style="list-style-type: none"> <li>Face to face briefings/training</li> <li>Email briefings</li> </ul>
Partners	<ul style="list-style-type: none"> <li>Written communications – letter etc.</li> <li>Telephone communications</li> </ul>

## 4. Marketing phases

Phases	Summary	Dates	Who to action
<b>Phase 1</b>	Update website to notify potential new customers that subscriptions close on 14 October and re-open on 29 October	Early September	<b>Lizzie/Yelena</b>
<b>Phase 2</b>	Direct email marketing to existing email customers via email, letter and phone to encourage them to re-subscribe (marketing in batches over a 5-6 week period, depending on resulting contact centre call volumes)	W/c 29 October and onwards	<b>Lizzie/Vicki/Kevin</b>
	Direct letter marketing to existing customers that have not provided an email address. This will be done via Birmingham mailing house	W/c 29 October	<b>Lizzie/Vicki/Kevin/Ysanne</b>
	Direct telephone marketing to non-email address customers/vulnerable customers via contact centre	W/c 29 October	<b>Ysanne</b>
<b>Phase 3</b>	Direct marketing to all residents via calendars and leaflet – distributed to all homes	Late November/early December	<b>Lizzie/Vicki</b>
<b>Phase 4</b>	Direct letter/telephone marketing to customers/addresses, where emails have failed/house moves have taken place	Throughout November/December – dependent on data and volumes	<b>Lizzie/Vicki/Kevin/Ysanne</b>
<b>Phase 5</b>	Direct email marketing ‘we’ve noticed you have not signed up this year – why not?’ to previous customers who have not signed up by agreed deadline date (to be set, but likely mid Feb).	February/March – depending on data we can glean and volumes	<b>Lizzie/Vicki/Kevin</b>
<b>Phase 6</b>	New business marketing – using Mosaic and mapping data to identify new housing areas/potential areas for growth – Using leaflets.	February/March/April	<b>Nigel/Vicki and Lizzie</b>

## 5. Data

Data is going to be vital in both directing the marketing campaigns and monitoring the success of the promotion/take-up. The table below outlines the necessary activities that need to be carried out to prepare the data and monitor progress:

Date	Activity	Officer lead
w/c 15 October	<p>Extract customer database, including email address and name.</p> <p>Batch into distribution groups either by postcode area or round.</p> <p>Provide end of year data so total sales against various features (address, postcode etc.) is known.</p>	Kevin/Yelena/ Vicki/Ysanne
w/c 22 October	Import customer database into Campaign Monitor tool.	Lizzie/Vicki
w/c 29 October onwards	<p>Weekly updates on the success of the email campaign. The data will show:</p> <ul style="list-style-type: none"> <li>• How many emails reached their destination</li> <li>• How many people opened their emails</li> <li>• How many people clicked on links in the emails</li> </ul> <p>Unfortunately Campaign Monitor will not show which residents re subscribe to the service.</p>	Vicki
w/c 29 October onwards	<p>Collect weekly sales stats from the Jadu system – Initially this will be provided in an excel spreadsheet format (as per year 1 stats) which will enable limited critical analysis.</p> <p>Work has already commenced on creating dashboards using Microsoft Tableau which will enable a more detailed analysis of the subscription data by:</p> <ul style="list-style-type: none"> <li>• Date</li> <li>• Running totals</li> <li>• Time of day</li> <li>• Method</li> <li>• Payment time</li> <li>• Ward/Parish/District</li> <li>• Collection day</li> <li>• Mosaic categories</li> <li>• Multiple subscriptions</li> <li>• Replacement stickers</li> </ul> <p>The second phase should allow the 2018 and 2019 UPRN data bases to be compared against each other in order to identify all those properties which haven't re-subscribed.</p>	Richard/Neil/ Kevin/Nigel/ Vicki

## 6. Resident communications

### Calendars

Date	Activity	Officer lead
September 2018	Prepare calendars for approval and send for printing	Vicki and Lizzie
November/ December 2018	Issue calendars to all homes, with leaflets (see printed media).	Vicki

### Stickers/letter and envelope

Date	Activity	Officer lead
September 2018	Update sticker design/letter for 2018 - for Eurolabels.	Vicki and Lizzie

## Printed media

Date	Activity	Officer lead
September 2018	Prepare flyer for use at all information points (Council offices, community centres etc.) – and issue with calendars.	Vicki and Lizzie
November/ December 2018	LDC News – front cover article (only distributed to Lichfield District residents).	Esther
November/ December 2018	Issue flyer to information points	Vicki
February/ March 2019	Consider second issue of flyers to homes (may be geographically targeted using take up data).	Vicki, Nigel

## Online

Date	Activity	Officer lead
September 2018	Update current web form with subscription closure window timeframe.	Yelena, Ysanne, Vicki and Lizzie
September/ October 2018	Develop Jadu case type/new form for Year 2 sign up (including marketing question – where did you hear about the garden waste sign-up?)	Yelena, Ysanne, Vicki and Lizzie
October 2018	User acceptance test for the online form	Alison and Colin
October 2018	Update terms and conditions and FAQs for customers – re new queries (house moves policy, early receipt of stickers and collections etc.)	Vicki and Lizzie

## Press

Date	Activity	Officer lead
November/ December 2018	Press release (combine with Xmas collections) and social media feeds	Vicki, Esther and Linda
February/ March 2019	Press release and social media feeds	Vicki, Esther and Linda

## Reception screens/banners

Date	Activity	Officer lead
September 2018	Update banners for use in receptions and other locations (2 for Lichfield and 2 for Tamworth)	Vicki and Lizzie
November/ December 2018	Update 'how to sign up' signs for reception screens	Esther

## Agrippa panels/external banners

Date	Activity	Officer lead
October	Design replacement Agrippa panels with updated message	Nigel

## 7. Member Communications

Date	Activity	Officer lead
October/ November 2018	FAQs for members – to help answer residents queries to be sent to all members (email)	Vicki, Lizzie and Linda

## 8. Staff Communications

Date	Activity	Officer lead
October/ November 2018	FAQs for staff (particularly Connects/Tamworth customer services) and the front line crews – to help answer residents queries to be sent to all staff (email)	Vicki, Lizzie and Linda

## 9. Communication Costs

### Calendars and First Leaflets **£18,025**

Calendar print	£6,000
Calendar design	£800
Leaflet design	£225
Leaflet print	£1000
Distribution via in house teams	£10,000

### Second Leaflets **£8,225**

Leaflet design	£225
Leaflet print	£1000
Distribution via in house teams	£7,000

### Campaign Monitor **£800**

Fees	£800
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### Other printed items **£4,415**

Pull up design	£100
Pull up print (x4)	£540
Letter and sticker design update	£150
Distribution of leaflet to info points	£500
Agripa panel design (x2 panels)	£125
Agripa panel print (TBC)	£3,000

## **Total cost **£31,465****