

	Activity	Category	Project	Year of Spend	Est. Expenditure	Notes
	3 Weekly collections commence	Milestone				
New Service Three-weekly	Agree key messages and branding		Three-weekly		0	
	Stakeholder implementation packs		Three-weekly			
	Pre-engagement leaflet in council tax bill	Printed	Three-weekly	24/25	TBC	
	App and App launch	App	Three-weekly	24/25	44,000	Including set up costs. (promotion linked in other comms)
	Parish Council communication	Email	Three-weekly		0	
	Launch of "name your vehicle" competition	Social media	Three-weekly	24/25	1,000	their collection vehicles. Will ask public to vote for names. Could
	Change FAQs on both website	Website	Three-weekly		NA	Details on deliveries, missed deliveries and when you use new
	Intro to changes leaflet (inc day change) delivery/postage	Printed	Three-weekly	25/26	100,000	Based on 2nd class postage (85p) for 2 page leaflet. Alternatives still being researched
	Delivery of new wheeled bins	Milestone	Three-weekly			
	Day Change signs for villages	Printed	Three-weekly	25/26	1700	May not be required if App procured
	Website banner - introducing changes	Website	Three-weekly		NA	
	Webpage update - introducing changes	Website	Three-weekly		NA	
	Website all page update inc soft plastics	Website	Three-weekly		NA	
	Envelope inc leaflet and 2 x bin stickers	Printed	Three-weekly	25/26	92000	Delivered with bins. Full instructions for residents inc. bin relabelling
	Bin change stickers	Printed	Three-weekly		included in E10	based on 10p per sticker (No food waste sticker quote)
	3 x Bins intro roadshows per authority	Roadshow	Three-weekly	25/26	6000	Overtime for staff included in this estimate
	Vehicle Livery changes to services	Livery	Three-weekly	24/25	5000	5 in each district
	Website FAQs if people report a missing bin.	FAQ	Three-weekly		0	
	Social media/reception explanation video	Website	Three-weekly	25/26	2,000	Design time/animation, excludes boosting posts
	Social Media - Post boosting	Online		25/26	1,000	

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Service change presentations (parishes) Q&A and video	Online	Three-weekly		0	Assumed no overtime required
Use councils e-news and email circulation for additional updates	Online	Three-weekly	25/26	0	Established network, need hook to increase read rates.
Engage parishes local newsletters, info boards, groups (distribution of leaflets)	Online	Three-weekly		0	Ask for features in local publications, engage representatives and engage via WhatsApp community chats.
Staff presentations (inc food waste for East)	Online	Three-weekly		0	
Updating policies - publish	Internal	Three-weekly		0	
Council website updates	Website	Three-weekly		0	
Crew engagement	Roadshow	Three-weekly		0	Face to face workshop/news letter
CSC training and engagement	Roadshow	Three-weekly		0	Face to face workshop
Outlook Full page spread on changes (North Only) Summer edition	Printed	Three-weekly		0	North Only (copy for other publications)
Engage local radio stations for promotion	Press	Three-weekly		0	Offer details but no apaid advertising
Attendance at Cllr surgeries and town talks to present changes (engage housing associations for any of their events)	Roadshow	Three-weekly		0	Ensure various officers can deliver presentation for maximum attendance.
Engage local press	Press	Three-weekly		0	Provide press with lots of details and ask for support NB: Press
Utilise Outlook Dec 24 for waste minimisation messages to prepare residents	Printed	Three-weekly		0	Opportunity to prepare residents for reducing either residual waste

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EH Weekly Food	Design of food waste flyer/leaflet	Printed	East Food	25/26	TBC	East Herts house design team based on WRAP COMMS
	No food waste stickers	Printed	East Food	25/26	5,000	To be stuck on residual bins.
	Food waste flyer (delivered with caddies)	Printed	East Food	25/26	4700	
	Vehicle Livery changes to services	Livery	East Food	25/26	3,000	Estimate based on 6 vehicles
	Webpage update - new food waste page	Website	East Food		NA	
Garden waste 25	Garden waste DD info change emails	Email	Garden waste 25		0	free using Govnotify
	Additional promotional leaflet inc. day changes	Printed	Three-weekly	25/26	1000	
	Garden waste letters (including info on changes)	Printed	Garden waste 25	25/26	1000	Postage based on existing customer numbers without email addresses
Flex collect ext.	New participants welcome leaflet	Printed	Flex collect		0	Funded via Flexcollect trial
	Delivery of flyer and sacks	Printed	Flex collect		0	Funded via Flexcollect trial
Other	Press release winning contractor	Press	General		0	Reference to changes expected
	Annual print (contam, frozen, GW unpaid etc)	Printed	General	Both	14,000	
	Christmas Hanger	Printed	General	Both	4,000	Delivery included in contract. May not be required if App purchased
	Text alerts based on 30k each district	Text		Both	6,000	BH texts based on 8 texts not required if App procured
	Online bulky payment launch	Website	New Contract			
	Y2 App Costs	App	General	25/26	34000	

