

APPENDIX 1



Waste Management in Christchurch

Communications Strategy

DRAFT – July 2019

Communication Strategy: Waste Management in Christchurch (2020/21)**Responsible Officers: Kate Ryan / Larry Austin / Ian Poultney / Georgina Fry****Our overarching communication objectives:*****Ensure all residents/business customers***

- have an understanding that from 1 April 2020, all waste services in Christchurch will be provided by BCP Council
- understand that they will receive a similar level of service provision as they do now
- understand how changes which will affect them
- understand that Dorset Council will no longer provide any waste services in Christchurch from 1 April 2020
- know where they can go to access information about their waste services, including reporting issues
- are clear that until 31 March 2020 services in Christchurch will still be carried out by Dorset Council

Our narrative:***BCP Council***

- is ready and equipped to provide all waste services in Christchurch
- has worked closely with Dorset Council to ensure the transition causes minimal disruption to residents
- has invested in new vehicles to service Christchurch
- is committed to providing a good level of service for Christchurch residents and businesses
- understands the needs of residents and businesses in Christchurch
- values the refuse staff who currently serve Christchurch

Background to project and current position:

Dorset Council's 12-month delegated function commitment ceases on 31 March 2020. BCP Council is preparing to provide all waste services in Christchurch from 1 April 2020.

Timeline

To avoid confusion, BCP Council will not directly communicate with Christchurch residents prior to 1 February 2020. An agreed timeline of key communications will be included in the detailed Communications Plan, which will support this strategy.

A media release will be issued, prior to the BCP Council cabinet meeting in September, which will be jointly agreed by Dorset Council and BCP Council.

Stakeholder engagement:

Stakeholders	Engagement Type	Channels
Residents / Business customers	Inform	BCP News magazine BCP Council waste e-newsletter BCP Council website BCP Council's social media channels Direct letters to those who will have a change in service (approx. 400)
Councillors	Inform Involve Consult	Emails Meetings Cabinet reports Progress updates
Dorset Council	Inform Involve Consult	Emails Regular Board meetings Progress updates
Customer Services	Inform Involve Consult	Regular Board meetings Regular customer service/comms meetings Progress updates
Christchurch Town Council Highcliffe & Walkford Parish Council Burton & Winton Parish Council Hurn Parish Council	Inform	Emails Meetings, if requested
Christchurch Residents' Associations	Inform	Emails Meetings, if requested
Media	Inform	Media statements