

Appendix 3 - Public Consultation on Waste Service Collections Marketing Campaign

Week 1 29 Oct – 4 Nov	Week 2 5 – 11 Nov	Week 3 12 – 18 Nov	Week 4 19 – 25 Nov	Week 5 26 Nov – 2 Dec	Week 6 3 – 9 Dec	Week 7 10 – 16 Dec	Week 8 17 – 23 Dec	Week 9 24 – 30 Dec	Week 10 31 Dec – 6 Jan
Social media FB x 2 TW x1	Social media TW x1	Social media FB x1 TWx1	Social media FBx1	Social media FB x1 TWx2	Social media FBx1	Social media FBx1 TWx1	Social media FBx1 TWx2	Social media FBx1	Social media FBx3 TWx2
Internal screens	Internal screens	Internal screens	Internal screens	Internal screens	Internal screens	Internal screens	Internal screens	Internal screens	Internal screens
Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings	Posters in libraries and Council buildings
Letter and poster to VCS groups							BSL sign language sessions 19 th and 22 nd Dec		BSL sign language session 3 rd Jan
Love Your Door Step (LYDS) Facebook	LYDS newsletter			LYDS Newsletter and Social media posts	Loving Local Enfield FB		LYDS Newsletter and Social media posts		LYDS Newsletter Loving Local Enfield FB
Hardcopies sent to 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House	Hardcopies in 4 hub libraries / Civic / John Wilkes House
	Council E-newsletter – Have your say			Council E-newsletter – News from the Council	Council E-newsletter and Banner ad in jobs/training	Banner ad in things to do places to go e-newsletter	Banner ad in Health & Wellbeing e-newsletter		
	Digital campaign – borough wide				Digital campaign – targeting the east of the borough			Start of last phase digital	Digital campaign – last chance
	Ethnic Press Londra /Parikiaki / Haber live HP EN Magazine	HP – Independent Newspaper		Our Enfield published QP in Londra and Parikiaki HP Enfield		Independent Newspaper QP	Ethnic Press Londra /Parikiaki / Haber live		

				Dispatch					
	Outdoor advertising – Posters	Outdoor advertising – Posters	Outdoor advertising – Posters (final date 21st)						
					Street surveys targeted areas	Street surveys targeted areas	Street surveys targeted areas		