
BRIEFING - EXECUTIVE DECISION FOR GARDEN WASTE KERBSIDE COLLECTION ONLINE REGISTRATION



1.1 Circa 45% of the population put out garden waste for collection at some point during the season. Those that present infrequently in streets with low participation may be missed as we do not have any data to direct crews. The data captured when customers register for the service online will provide this information to crews.

1.2 Data will be uploaded onto in cab devices and crews will be guided by this data on what addresses to collect from. This will improve missed garden waste bin collections supporting the reduction in avoidable garden waste missed bin reports. Registration data will enable route optimisation using route smart technology making the Garden Waste collection service more efficient and effective maximising use of resources such as staff, vehicles and fuel.

1.3 A targeted marketing campaign encouraging residents to register online has been developed. This will advise customers that they must register online if they wish to continue to receive garden waste collections. The campaign has been designed to run over a sustained period to allow the Council to communicate the change through various channels to ensure that residents are appropriately informed about the change. Social Media marketing messages will ensure that residents know that they can support a relative, neighbour or friend to register online or through their smartphone. The registration form has been purposely kept simple and succinct for ease of use. The URL for the web page has been designed to make access to the registration page simple and additional support is available at libraries for any customers that may struggle with accessing digital services. In addition to this information packs will be shared with Housing Associations as well as other partner organisations advising on how they can support residents to register.

1.4 Customers must be registered if they wish to continue to receive Garden Waste collections in 2020. Registration will be annual to ensure that each year the Garden Waste data is suitably refreshed to enable optimisation of routes and resources.

1.5 Customers who provide their email address when registering for the service will receive further updates relating to the service and be prompted to re-register for the service annually. A marketing campaign will also run alongside these reminders to ensure that residents are reliably informed of their requirement to register to continue to receive the service.

1.6 Customers who register by Feb 28th 2020 will receive garden waste collections from the beginning of the collection season in April 2020. Customers may register late but it may take up to one month to add them to a round in the scheduling software.