March County Co	Do it offine - Bulky Waste Conections	<u>.</u>								
Passant Name	Activity	Deadline	Published	Details	Objective	Target Audience	Key message	СТА	Distribution	Contact
Appropriate Column Colum				Print Advertising						
To Group. To Group. To Group. The College Control of College Colleg	Stockton News	December	March	Bulky items collections feature.	1	Residents	Book online now	Website	84,000 homes	Emma Chudley/Press Team
Press Prices Treatment Treatmen	Agrippa	October	December	Bulky Waste Collection advert on side panels.	1	Residents	Book online now	Website		Emma/James
Part	13 Group	October	Nov-March	Approach 13 Group to pursue suitable opportunities in residents magazines/newsletters.	1	Residents	Book online now	Website	1	Emma Chudley
Proce Places For District Sequence interest parties placed positions surprise placed by historic Strict Sequence interest placed process of the sequence inter										
Editional Coverages Cut Provided Coverages Cut Coverages Cut Cut Cut Cut Cut Cut Cut Cu	Press Release	October	November	'	1	Residents	Book online now	Website	Local media	·
Soul Media Graythus Sould Media Grayth Sould Media Graythus Sould Media Graythus Sould Media Grayth Sould Media Graythus Sould Media Grayth Sould Media				(http://www.springcleaningweek.com/)	1					,
Social Media Capanita Oscope Congoring Control Period Social Media Capanita (in seein a Media (in seein a Social Media Capanita (in seein a Media	Editorial Coverage	Oct	Nov-March	Utilise opportunities for free coverage within local publications e.g. Thornaby Pride etc	1	Residents	Book online now	Website	Local media	Emma Chudley/Editorial Team
Social Media Fosials				Digital Marketing						
Social Media - Facebook assist or adversing - Greatering					1				Channels	-
Social Media - Faceback paid for advertising October 1 Media Media - Faceback paid for advertising October 1 Media Comprising Oct				schedule.	1				Channels	, , , ,
Evening Cazelle Weatlet Campaign October Oncome Set Webpuips October October Oncome Set Webpuips October October Oncome Set Webpuips October Oncome Set Webpuips October Oncome Set Webpuips October O					1				Channels	, , , ,
SBC Webpages October Ongoing Make sure bulky waste service is easy/prominent on homepspebulky waste page and on My Stocken system Nov				·	1				accounts	for Team
KYIT (online and print) Oct Nov-March Continenate Banners Oct Nov Nov-March Continenate Banners Continenate Banners Oct Nov Nov-March Continenate Banners Oct Nov Nov-March Continenate Banners Contine					1	Residents	Book online now			Website Team
KYT (orlino and print) Oct Nov-March Nov-March Nov-March Oct Nov-March Oct Nov-March Roller Banners Oct Nov Roller banners for displaye in Jouanne service centres 1 Residents Book online now Website Customer Contact Emma Chudley Emma Chudley Emma Chudley Emma Chudley Final Residents Book online now Website Customer Contact Emma Chudley Customer Contact Emma Chudley Customer Contact Customer Service Centres Emma Chudley Emma Chudley Customer Service Emma Chudley Customer Service Emma Chudley Emma Chudley Customer Service Emma Chudley Customer Service Emma Chudley Emma Chudley Customer Service Emma Chudley Emma Chudley Emma Chudley Customer Service Emma Chudley Customer Service Emma Chudley Emma Chudle	SBC Webpages	October	Ongoing		1	Residents	Book online now	Website	SBC Website	Emma Chudley/SBC Team
Intranet banners Oct Nov-March Nov-M										
Roller Banners Oct Nov Roller hanner for displaying in a sustainer service centres 1 Residents Book online now Websile Centres 2 Centres 2 Roller hanner for displaying in a sustainer service centres by Roller hanner for displaying in a sustainer service centres by Roller hanner for displaying in a sustainer service centres by Roller hanner for displaying in a sustainer service centres by Roller hanner for displaying in a sustainer service centres by Roller hanner for displaying in a sustainer service centres of the Roller hanner for displaying in a sustainer service centres in the Residents with details 1 Residents Book online now Websile Centre x 3 Remainder for displaying in a sustainer service centres in the Residents with details 1 Partners/Members Roll retailer/members/cust centres residents with details 1 Partners/Members Book online now Websile Residents Roll retailer/members/cust centres residents with details 1 Residents Book online now Websile Residents Resources Resources Roll retailer/members/cust centres resource for sustainer service Centre TV S Oct Nov Auto message on phone lines and hold message for Bulley waste collections bookings online. 1 Residents Book online now Websile Customer Centres Centres V S Oct Nov Side on Bulky waste collections online for customer service TVs 1 Residents Book online now Websile Customer Centres Centres V S Oct Nov Roll Residents Roll retailer/members/customer service TVs 1 Residents Roll retailer/members/customer service TVs 1 Residents Roll retailer/members Roll retailer/members/customer Service Centres V S Oct Nov Roll Roll retailer/members/customer services to give to residents with details 1 Residents Roll retailer/members/customer Service Centres V S Roll re	KYiT (online and print)	Oct	Nov-March	KYiT articles in staff newsletter	1	Staff/Members		Website	4,000 staff	Emma Chudley
Roller Banners Cct Nov Roller banners for display in 3 customer service centres Pesters Cct Nov Pesters (500) to put up in customer service centres, libraries, council buildings, toilet doors Business Cards Cct Nov Business cards (2,000) to distribute to furniture/electrical retailer/imembers/customer services to give to residents with details Customer Service Resources Customer Service Centre TVs Customer Serv	Intranet banners	Oct	Nov-March	Get 4 intranet graphics set up , schedule throughout Nov-March	1	Staff/Members	Book online now	Website	4,000 staff	Emma Chudley
Posters Oct Nov Posters (500) to put up in customer service centres, libraries, council buildings, toilet doors 1 Residents/Staff Book online now Website Customer Contact Centres x 3 Business Cards Oct Nov Business cards (2,000) to distribute to furniture/electrical retailer/members/customer services to give to residents with details 1 Partners/Members Book online now Website Key furniture/electrical retailer/members/customer Service Sources Contact Centre Tolophone lines Oct Nov Auto message on phone lines and hold message for Bulky waste collections bookings online. 1 Residents Book online now Website Outsomer Service Centre TVs Oct Nov Side on Bulky waste collections online for customer service TVs 1 Residents Book online now Website Customer Centres x 3 Emma Chudley to the following online. 1 Residents Book online now Website Outsomer Service Centre TVs Oct Nov Side on Bulky waste collections online for customer service TVs 1 Residents Book online now Website Centres x 3 Emma Chudley to the following online. 1 Residents Book online now Website Outsomer Centres Centres X 1 Residents Book online now Website Outsomer Centres X 1 Residents Description on the following online on the following on the followi				Print						
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Contact Centre Telephone lines Oct Nov Auto message on phone lines and hold message for Bulky waste collections bookings online. Customer Service Centre TVs Oct Nov Slide on Bulky waste collections online for customer service TVs Ward Councillor Surgeries Oct Nov Brief Ward Councillor Surgeries Oct Nov Brief Ward Councillor to encourage residents to do it online campaign and target requests for ward surgeries Parish and Town Councils Community Centre Oct Nov Send posters to all Community Centre buildings and promote at the next Community Centre Forum. Oct Nov Send posters to all Community Centre buildings and promote at the next Community Centre Forum. Oct Nov Generic slide on Do it online & importance as key campaign Oct Nov Generic slide on Do it online & importance as key campaign 1 Staff Campaign overview/staff role to play/signposting Presentation x 4 annually Corporate Induction Presentation Oct Nov Generic slide on Do it online & importance as key campaign 1 Staff Campaign overview/staff role to play/signposting Website Customer Contact Centres x 3 Emma Chudley/Councillor Team Parish and Town Councils Emma Chudley/Councillor Team Parish and Town Councils Oct Nov Send posters to all Community Centre Forum. 1 Residents Book online now Website Website All Emma Chudley/Count Team Presentation x 4 Emma Chudley/Centre Team Other Corporate Induction Presentation Oct Nov Generic slide on Do it online & importance as key campaign 1 Staff Campaign overview/staff role to play/signposting Presentation x 4 annually Emma Chudley/Induction Team Presentation x 4 annually	Posters	Oct	Nov	Posters (500) to put up in customer service centres, libraries, council buildings, toilet doors	1	Residents/Staff	Book online now	Website		Emma Chudley
Contact Centre Telephone lines Oct Nov Auto message on phone lines and hold message for Bulky waste collections bookings online. Customer Service Centre TV's Oct Nov Slide on Bulky waste collections online for customer service TVs 1 Residents Book online now Website Customer Centre TC's Centres x 3 Customer Service Centre TV's Oct Nov Slide on Bulky waste collections online for customer service TVs 1 Residents Book online now Website Customer Contact Centres x 3 Emma Chudley/Centre Team Chudley/Centre Team Chudley/Councillor Surgeries Oct Nov Brief Ward Councillors to encourage residents to do it online campaign and target requests for ward surgeries 1 Members Campaign overview/staff role to play/signposting Parish and Town Councils Oct Nov Promote through all Parish and Town Councils, encouraging Councillors and residents to use the online facility 1 Residents Book online now Website Semma Chudley/Councillor Team Ward Councillor Surgeries Oct Nov Send posters to all Community Centre Forum. 1 Residents Book online now Website All Emma Chudley/Town Team Residents Book online now Website All Emma Chudley/Centre Team Other Corporate Induction Presentation Oct Nov Generic slide on Do it online & importance as key campaign 1 Staff Campaign overview/staff role to play/signposting Parish and Town Councils and promote at the next Community Centre Forum. 1 Staff Campaign overview/staff role to play/signposting Parish and Town Councils and promote at the next Community Centre Forum. 1 Staff Campaign overview/staff role to play/signposting Parish and Town Councils and promote at the next Community Centre Forum. 1 Staff Campaign overview/staff role to play/signposting Parish and Town Councils and promote at the next Community Centre Forum. Staff Campaign overview/staff role to play/signposting Parish and Town Councils and promote at the next Community Centre Forum. Staff Campaign overview/staff role to play/signposting Parish and Town Councils and promote at the next Community Centre Forum. Staff Campaign overview/s	Business Cards	Oct	Nov	Business cards (2,000) to distribute to furniture/electrical retailer/members/customer services to give to residents with details	1	Partners/Members	Book online now	Website	retailer/Members/Cust	:
Customer Service Centre TV's Oct Nov Slide on Bulky waste collections online for customer service TVs 1 Residents Book online now Website Customer Contact Centres x 3 Residents Book online now Website Customer Contact Centres x 3 Customer Contact Centres x 3				Customer Services Resources						
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Ward Councillor Surgeries Oct Nov Brief Ward Councillors to encourage residents to do it online campaign and target requests for ward surgeries Parish and Town Councils Oct Nov Promote through all Parish and Town Councils, encouraging Councillors and residents to use the online facility Community Centres / Community Centres / Community Centre Forum Corporate Induction Presentation Oct Nov Brief Ward Councillors to encourage residents to do it online campaign and target requests for ward surgeries 1 Members Campaign overview/staff role to play/signposting 1 Residents Book online now Website All Emma Chudley/Councillor Team Website All Emma Chudley/Councillor Team Members Campaign overview/staff role to play/signposting 1 Residents Book online now Website All Emma Chudley/Centre Team Forum Corporate induction Team Presentation x 4 annually Annually	Customer Service Centre TV's	Oct	Nov	Slide on Bulky waste collections online for customer service TVs	1	Residents	Book online now	Website		Emma Chudley/Centre Team
Parish and Town Councils Community Centres / Community Centre Forum Forum Corporate Induction Presentation Oct Nov Promote through all Parish and Town Councils, encouraging Councillors and residents to use the online facility 1 Residents Book online now Website All Emma Chudley/Town Team Book online now Website All Emma Chudley/Centre Team Emma Chudley/Centre Team Forum Oct Nov Generic slide on Do it online & importance as key campaign The staff Campaign overview/staff role to play/signposting Parish and Town Councils Book online now Website All Emma Chudley/Centre Team Emma Chudley/Centre Team Forum Corporate Induction Presentation Oct Nov Generic slide on Do it online & importance as key campaign The staff Campaign overview/staff role to play/signposting Presentation x 4 annually										
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play/signposting Presentation x 4 annually	Company to Louis Book of	2 .	k i		4	0. "		147.1	0.000	France Ol. III. " I II. T
	Corporate Induction Presentation	Oct	Nov	Generic slide on Do it online & importance as key campaign	1	Staff	. 0	Website	Presentation x 4	Emma Chudley/Induction Team
The state of the s	Library TV Screen	Oct	Nov	Slide on Bulky waste collections online for customer service TVs	1	Residents	Book online now	Website	All available	Emma Chudley/TV Team