

# HRC SERVICE CONSULTATION AND REVIEW

**Communications plan for initial phase** (*up to the end of the consultation period*)

## **Business objectives**

- To support and facilitate the consultation process, maximising participation.
- To manage public expectations on possible changes to the HRC service.
- To fulfil legal obligations relating to communication of the consultation to the public.
- To promote the reputation of BCC as being financially prudent and responsive to public concerns.
- To mitigate reputational risk generated through misinformation or contrary campaigning.
- To address the requirements and manage expectations of key stakeholders.

## **Communications objectives**

- Provide information on the purpose, timing and content of the consultation.
- Provide the public with information on how to access the consultation.
- Promote the consultation to relevant participating audiences.
- Provide timely and transparent information about future plans and intentions for the HRC service.
- To counter misinformation or campaign material that seeks to misrepresent or skew the facts relating to the consultancy and service review.

## **Audiences and stakeholders**

- **Consultation participants - anyone resident in Buckinghamshire.**
- **FCC Environment management - on a direct team to team basis.**
- **BCC/FCC staff**

Contact centre	Libraries
Business support	Corporate complaints team

- **Other stakeholders:**

BCC members	District council officers and Councillors
Members of Parliament	Local businesses
Local Area Forums	Neighbouring authorities (county and district/borough)
Town and Parish councils	

## Strategy

- **To be prepared with a reactive statement explaining the purpose and scope of the consultation.**
- **To support the launch of the consultation with proactive communications.**
- **To promote the dissemination of information via stakeholders.**

- **Key elements for messages:**

Financial necessity	High customer satisfaction with current service
Pivotal role of residents' opinion	Comparable changes are already being made by neighbouring/similar authorities
Avoiding customer inconvenience is a priority	Future strategic development of HRC sites to accommodate population growth and improve amenities.
Changes to HRC opening times/days does not have an impact on fly tipping.	

- **Key milestones for tactical review:**

Conservative group meeting	Scrutiny committee papers published
Opposition meeting	Scrutiny committee meeting
Cabinet papers published	Commencement of pre-consultation
Cabinet meeting/decision	Start of consultation
Closure of consultation and next steps.	

## Implementation

- **Reactive statement issued in event of a media enquiry.**
- **Promotion of launch of consultation:**

Press release to all local press and media	Newsletters – MyBucks, local newsletters
BCC website	Internal BCC channels
Social media- using Recycle4Bucks and BCC main accounts, with paid Facebook boosts; elicit support from other Waste Partnership district accounts	On-site at HRCs.

- **Lower level 'drumbeat' promotion during consultation period.**
- **Press release and promotional burst in lead up to end of consultation period.**

## Evaluation

- Number of people taking part in consultation
- Balance of sentiment in media coverage
- Balance of sentiment on social media.