

BROMSGROVE DISTRICT COUNCIL

EXECUTIVE CABINET

13th June 2007

Winter and Christmas Working Arrangements

Responsible Portfolio Holder	Councillor M Sherrey
Responsible Head of Service	Michael Bell

1. Summary

- 1.1 This report seeks to offer alternative arrangements for future Christmas holiday publicity in relation to the changed working arrangements for the refuse and recycling services and the postponement of the garden waste service during the winter months.

2. Recommendation

- 2.1 It recommended that:

Members agree to the changes proposed to the publicity of Christmas working arrangements as detailed within the report.

3. Background

- 3.1 There has been some criticism this year of the method of communicating the changes to the Christmas working arrangements for the refuse and recycling services on the grounds that not everyone was able to view a newspaper with the various advertisements, and that Parish Council notice boards were insufficient for communicating within the rural area.
- 3.2 My department believed that the approach taken would be sufficient and was the most cost effective way of getting the message across. However with hindsight we may have underestimated the difficulties within some areas of the District.
- 3.3 One of the difficulties we as a department have had this year was in negotiating the Christmas working arrangements with crews. This has in the past been carried out each year prior to Christmas because the changes to working patterns caused by the holiday period have never been included within Contracts of Employment. I was determined that this year that would be rectified and that arrangements for future years would be agreed now, in order to avoid similar delays in future. The negotiations took longer than

expected and delayed the commencement of leaflet delivery and issuing of advertisements and press releases

- 3.4 Because this negotiation is complete for next Christmas and subsequent years and will be written into staff Contracts of Employment we are in a position to know what arrangements will be in place for future holidays. We are therefore in the position of being able to agree communication processes for the next Christmas holiday and this report suggests some proposals for doing so.

4. Proposals

- 4.1 The only way to ensure that every property receives communication from the Department is to deliver it through the letter box. This is the most expensive method but the only one that guarantees every household receives the communication. It does not guarantee that every household will read the communication.
- 4.2 It is therefore proposed that the calendars for 2008 are produced during this year to include information about the collection over the Christmas holiday. They will become effective from 1st December and last for 12 months until 30th November 2009 when a further calendar will be issued. This will ensure that over the Christmas holiday every household will be in possession of the necessary information to know what days refuse and recycling will be collected.
- 4.3 This calendar will be posted through letter boxes prior to 1st November 2007.
- 4.4 In addition advertisements will be placed in local papers, Parish Councils will be advised and the Council web site populated with the relevant information.
- 4.5 As a further aid to communication 'Together Bromsgrove' will contain the necessary information and a page has already been booked in the edition with a delivery time closest to the appropriate date. The Councils CSC will also place a pre recorded message on the phone system so that any caller waiting to be connected will be given the message that Christmas working arrangements will change collection days and where to look for the relevant information.
- 4.6 A more recent innovation is the introduction of the text messaging service that will allow those residents that have registered for the scheme to be sent messages at pre determined times about changes to the service. This is dependant upon residents registering but it is anticipated that this method of communication will grow and become more important as more users register.

4.7 In addition to all of the above a monthly press release will be produced about one aspect of the work carried out by the Street Scene department. This may be a different topic each month but will always remind readers about the waste collection and recycling activities. As Christmas approaches this will focus more on the Christmas working arrangements and the postponement of the garden waste service.

4.8 By carrying out the above we will ensure that every resident in the District has the opportunity to access the relevant information easily. We cannot however ensure that everyone reads the information provided.

5. Financial Implications

5.1 The production of the calendars themselves, press releases and text messaging service are all covered by existing budgets. There is therefore no additional financial cost for this work.

6. Legal Implications

6.1 There are no specific legal implications arising from this report.

7. Corporate Objectives

7.1 To provide an effective, efficient and environmentally sound service.

8. Risk Management

8.1 The changes need to be carefully publicised and communicated to residents, through press release and leaflet drops.

9. Customer Implications

9.1 There will be an improvement in customer communications.

10. Other Implications

Procurement Issues:	None
Personnel Implications:	None
Governance/Performance Management:	None
Community Safety including Section 17 of Crime and Disorder Act 1998:	None
Policy:	None
Environmental:	See Report

Equalities and Diversity:	None
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11. Others Consulted on Report.

Portfolio Holder	Yes
Chief Executive	Yes
Corporate Director (Services)	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	No

12. Appendices

None

13. Background Papers

None

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