Appendix 5 example schedules for Options 1 and 2

Example communications delivery schedule - NO food waste collection service (option 1)													
Activity to be carried out	**Notes**	**Timescales**	**Month 1**	**Month 2**	**Month 3**	**Month 4**	**Month 5**	**Month 6**	**Month 7**	**Month 8**	**Month 9**	**Month 10**	**Month 11**	**Month 12**
Project Start			■											
Website update	Raise awareness of the issue of food waste . Offer simple tips and solutions to reduce waste. Use Love Food Hate Waste to do this. Ensure this is updated regularly with new stories and ideas. Use template calendar theme information from Love Food Hate Waste. Embed videos from Love Food hate Waste free of charge. Try to highlight from the council homepage and make sure the information is easy to find and visual	Ongoing	■	■	■	■	■	■	■	■	■	■	■	■
Social media - Twitter, Facebook, You Tube etc	See example tweets in guidance document. Raise awareness of the issue of food waste. Offer simple tips and solutions to reduce waste. Use Love Food Hate Waste to do this. Keep the communications regular, current and topical.	Ongoing	■	■	■	■	■	■	■	■	■	■	■	■
Residents/Estates newsletters	Raise raise awareness of the issue of food waste. Offer simple tips and solutions to reduce waste. Use Love Food Hate Waste to do this. Use the template calendar information from Love Food Hate waste to help you.	ongoing	■	■	■	■	■	■	■	■	■	■	■	■
Roadshows/community events	Raise raise awareness of the issue of food waste. Offer simple tips and solutions to reduce waste.	Throughout campaign	■	■	■	■	■	■	■	■	■	■	■	■
Prompts in the kitchen	For example shopping lists, spagheti measures, aprons, recipe cards, etc.	Through events, as prizes for competitions etc	■	■	■	■	■	■	■	■	■	■	■	■
Love Food Hate Waste training	Offer tailored training sessions for community groups, businesses, residents associations etc to help them pass the messages on in their areas	Throughout campaign	■	■	■	■	■	■	■	■	■	■	■	■
Pop up banners for key community locations	Download templates pop ups and banners from Love Food Hate Waste. Place in key community locations such as libraries, town halls, etc	Throughout campaign	■	■	■	■	■	■	■	■	■	■	■	■
PR	Use Love Food Hate Waste template PR materials. Photo opportunities with local residents is a good way to bring your PR to life. Encourage local journalists to do a food waste challenge and write about it.	Monthly	■	■	■	■	■	■	■	■	■	■	■	■
Internal Communications	For example call centre and crew training, member and staff briefings. Include the food waste hierarchy, the issue, the benefits of reduction.		■	■	■									
Posters	Raise raise awareness of the issue of food waste. Offer simple tips and solutions to reduce waste. Download and use the evidence based, tested posters from Love Food Hate Waste. Use in the community, in partnership with local food retailers and where budgets allow secure targeted adshell sites.	Throughout campaign	■	■	■				■	■	■			
Love Food Hate Waste Leaflet	Raise awareness of the issue of food waste . Offer simple tips and solutions to reduce waste. Use Love Food Hate Waste to do this. Download and use the evidence based, tested leaflets from Love Food Hate Waste		■	■	■									
To raise awareness: Cookery demonstrations	Use local or celebrity chefs to bring the simple, every days actions to life within the community.	At the start	■	■	■	■	■	■						
Internal campaign	Use the Love Food Hate Waste Gide to Running a Love Food Hate Waste week to running an internal campaign.					■								
To help residents act: Cookery/kitchen skills workshops	Use local skilled trainers/cooks/chefs to teach cookery and food waste prevention skills to residents. Use the Love Food Hate Waste cookery skills toolkit to get you started	Midway onwards							■	■	■	■	■	■
Radio	Download the tested radio ads from Love Food Hate Waste or create your own. Combine with securing radio interviews, offer Q&A sessions for local residents and more.					■	■	■				■	■	■
Project Closure	As a minimum continue to keep the website updated, use social media to keep the issue current and offer solutions													■