## Appendix 1

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## **Approach**

- An A5 postcard will be going out to inform residents of bin collection dates over the Christmas and New Year period. These are going to be sent to all households (excluding those on communal collections), starting w/c 19 November
- There will also be posters and A6 pull off pads being distributed to over 600 community buildings, as well as press work, social media and website campaigns, digital screens and roadshows

## Key messages

- Bin collections will continue as normal up until and including Saturday 22 December
- A revised schedule will be in place for the two week period between Christmas
  Eve Monday 24 December and Saturday 5 January
- During the revised schedule, bins will be emptied one day earlier or later than normal, with the exception of New Year's Eve – Monday 31 December – when collections will take place on the usual scheduled day
- The usual service will resume from Monday 7 January

## Call to action

I would be grateful if you could share this message widely and encourage people to:

- download the <u>Leeds Bins app</u> so they can receive collection day reminders straight to their phone
- visit <u>www.leeds.gov.uk/xmasbins</u> for handy hints on how to reduce, reuse and recycle common items generated around the home during the festive period, such as greetings cards, wrapping paper and food waste
- like, re-tweet and share festive messaging from the RecycleForLeeds Facebook and Twitter accounts