

THE TRANSITION FROM PAPER TO DIGITAL WASTE COLLECTION CALENDARS

1.0 INTRODUCTION

- 1.1 In June 2018 the Environment, Development and Infrastructure (EDI) Committee approved the transition from the annual distribution of paper waste calendars to digital calendar provision; albeit with the safety net of an on demand printed calendar facility for those customers who could not or would not use digital. The aim was to make efficiencies of circa £23k in direct design, print and distribution costs of 48,000 paper calendars, with consequential environmental benefits. These efficiencies to be reinvested in electronic and web services to promote the waste hierarchy.
- 1.2 Between September and November 2019 the last of the paper waste calendars expired and a series of digital options were introduced to allow customers to determine their uplift dates for the different types of waste. This paper details the success of that transition, which has seen 96% of calendar related transactions being fulfilled through digital and only 3091 printed calendars being issued on request. The paper provides an update to the EDI committee following the report in June 2018 on a service initiative.

2.0 RECOMMENDATIONS

- 2.1 It is recommended that EDI notes:
- the success of this collaborative digital transition
 - that a post implementation review is scheduled to identify further improvements for 2020.

3.0 DETAIL

- 3.1 As part of an efficiency proposal the June 2018 EDI Committee approved that the annual distribution of waste calendars to 48,000 households should cease and be replaced by digital alternatives, but with some provision for customers who were unable or unwilling to use digital. The aim was to reduce the number of paper

calendars, provide our service users with an electronic solution including a post code search and phone app and make some service efficiencies in direct design and production costs for the paper calendars and was based on the assumption that only circa 2,500 households would require printed calendars.

3.2 To achieve a successful transition to digital required Roads and Infrastructure took the lead in progressing this transformational project. This joint piece of work included:

- The Operations Team coordinated and providing the detailed information regarding bin/bag uplift dates for every domestic property and every waste type across Argyll and Bute and to fulfil on demand requests for printed calendars
- The ICT Development Team to build and maintain the master database that could generate the online calendars and be used by the property based online and voice automated customer lookups
- The Web Team to build the online look up, host the pdf downloadable calendars and create the device downloadable iCalendars.
- The CSC and Digital Team to build the voice automated calendar request form and bin day look ups, log requests for printed calendars and print calendars in service points, also to provide Keep In the Loop pro-active awareness campaigns
- The Communication Team to publicise the new service and its benefits in the local press and across social media.

3.3 A range of digital solutions were developed that tapped into the new master database, including:

- An online property based bin day uplift lookup
- Over 200 downloadable and printable pdf calendars that can be updated immediately if route changes occur
- An iCalendar equivalent of the pdf calendars that can be downloaded into customers mobile devices to display in their calendars and provide alerts when bins are due for uplift
- A bin uplift day display in the MyAccount page of the 7000+ customers signed up to MyAccount
- A voice automated bin day uplift service on the 01546 605514 Amenity Golden Number
- Service disruption announcements online, through voice automation and through Keep in The Loop when the bin uplift service is disrupted

3.4 As requested by EDI, provision was also made to allow customers who did not use digital to be able to request a printed calendar, either at a Service Point, through a 24/7 voice form or through the contact centre. Only 3091 printed calendars were requested and provided free of charge; in line with the original estimate of circa 2,500.

3.5 In contrast digital options were used to download 69,515 calendars and the web pages with bin day lookups etc. were viewed 133,358 times. Appendix 1 gives a per week and per request type breakdown during the transition period, but in

summary 96% of calendars were accessed using digital self-service and 4% were printed. Hence the switch to digital has been very successful, with little negative feedback from customers. However, a post implementation review is being held between all the teams to identify further improvements e.g. a potential downloadable app, to make this service even easier to support and access.

4.0 CONCLUSION

4.1 The successful transition from paper to digital waste calendars was achieved through:

- Close collaborative working between council teams
- Development of a range of easy to use digital options to suit customer preferences and abilities, backed by a database of relevant and topical information
- Strong promotion of these solutions and their benefits to ensure awareness of the change and its justification.

6.0 IMPLICATIONS

6.1 Policy – Is in line with the Digital First Policy

6.2 Financial – The transition from paper calendars saves £23k pa in direct costs.

6.3 Legal – none

6.4 HR - none

6.5 Fairer Scotland Duty: (please refer to guidance on Hub) - none

6.5.1 Equalities - protected characteristics – Provision was made for Assisted Digital

6.5.2 Socio-economic Duty- none

6.5.3 Islands - none

6.6. Risk – Reputational risk was avoided; little negative feedback

6.7 Customer Service- A range of topical 24/7 digital calendar options was provided and the high level of uptake indicates satisfaction.

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APPENDICES

Appendix 1: Detailed Breakdown of Waste Calendar Transactions, September – November 2019.

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Contact Medium	14-20 th Sept	21-27 Sept	28/9 – 4/10	5/10-11/10	12/10-18/10	19/10-25/10	26/10-1/11	2/11-8/11	9/11 -15/11	16/11-22/11	23/11-29/11	TOTAL
Web Page Views	10946	12,838	17,166	12,096	10,300	9,690	17,013	14,280	13,139	9,450	6,440	133,358
Web Calendar Downloads	4524	7216	9193	6019	4071	4162	8702	10260	5595	3485	2905	66,132
iCal Calendar downloads	0	0	151	315	251	205	648	866	434	229	154	3,253
Total CSC/CSP Enquiries	400	407	479	426	316	256	339	393	210	95	87	3,408
Directed to online etc	47	27	37	33	24	24	39	31	28	15	12	317
Calendar Reqs to back office	314	231	273	209	142	107	162	198	80	40	30	1,786
Printed Calendars at CSPs	39	149	169	184	150	125	138	164	102	40	45	1,305
Voice Automated Helpline	N/A	N/A	N/A	N/A	N/A	N/A	N/A	46	47	23	13	129
TOTAL	15870	20461	26989	18856	14938	14313	26702	25,799	19,378	13,259	9,586	206,151

Total Self Service Calendars = 69,514 (96%)

Total Printed Calendars = 3091 (4%)