

## Appendix 1: Communications and Marketing Plan Template

Working through the following sections can help guide you through the development of your marketing and communications planning for the commercial food waste collection service.

<b>1. Background</b>
1.1 The make-up of your target area
1.2 Your current and/or proposed waste and recycling service
1.3 Any waste data and targets
1.4 Any further research available on sources of feedstock
1.5 Any external funding and/or support
<b>2. Situational analysis</b>
2.1 Analyse your current position as a business
2.2 Outline where you need /want to be
2.3 Explain what you will do to get there
2.4 Any further research available on sources of feedstock
2.5 Any external funding and/or support
<b>3. Aims and Objectives</b>
3.1 <b>S</b> pecific
3.2 <b>M</b> easurable
3.3 <b>A</b> chievable
3.4 <b>R</b> ealistic
3.5 <b>T</b> ime-bound
<b>4 Target Audience</b>
4.1 Provide information on who you want to target
<b>5 Branding &amp; Messaging</b>
5.1 Visual identity
5.2 Tone of voice
5.3 Type of messages
<b>6 Strategy and Marketing and Communication Methods</b>
6.1 Overall approach
6.2 Methods to support services
6.3 Methods to reach audiences
6.4 Assess the likely impact of each method
6.5 Establish distribution methods

**7 Marketing and Communication Activities**

7.1 Agree individual aims and objectives

7.2 Marketing and communication tactics – provide details of what you plan to do e.g. design and print sales literature

7.3 Agree individual monitoring and evaluation mechanisms

**8 Planning, Monitoring and Evaluation Activities**

8.1 Schedule your activities and provide indicative costs

8.2 Assess the impact of the individual activities