

Communications Implementation Plan 2015-2016

Strategy referred to	Sub-Area	Action	Start Time	End Time	Status	Cost	Policy Objective	Strategy Objective	Target
Strategy action relates to	e.g. legislation, awareness	The actions should relate back to our strategy and policy objectives	mmyy	mmyy	On target Not on target Complete	Yes No Possible	Specific Policy reference	Strategy objective ref and/or Legislation ref	Target
General environmental	Communication	Run a range of environmental engagement activities within the halls of residence.	Oct-15	May-16	Complete, programs implemented with Hub Engagement Manager	Yes	1, 5, 6	COM	T2
Energy	Communication	Engage with building occupants regarding building heating policies, especially switch on and off and holiday shutdowns	Oct-15	May-16	Complete, publicity activities undertaken.	No	1,2,3,4,6	COM	T2
Energy	Communication	Run Sustainability initiatives in Labs called 'S-labs'	Oct-15	Jul-16	On target, a range of activities including switch off competitions completed.	Possible	1,2,3,4,6	COM	T2

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Waste	Communication	Develop implement and monitor a communications plan at the University owned and leased halls of residences focusing on increasing recycling and food waste with reduction in general waste delivering financial savings.	Oct-15	Aug-16	On target, Sustainability Engagement Manager delivered a programme of communications at the halls based on audit information	Yes	1,2,3,4,6	COM	T2
Waste	Communication	Run waste reduction and reuse initiatives including 'The Big Give' and 'End of Term Waste Campaign' . including University leased properties, the Bristol Community Partnership and Love Where You Live partnership.	Oct-15	Sep-16	On target, Bristol Big Give was delivered in 2015/2016 with UoB as the Project lead. The End of Term waste was successfully	Yes	1,2,3,4,6	COM	T2

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Waste	Communication	Run specific recycling campaigns to increase capture rate of recyclables specifically in student use areas and halls	Oct-15	Jun-16	On target, A food campaign was delivered in late 2015. The focus in 2016 was on reuse and the	Yes	1,2,3,4,6	COM	T2
Waste	MMR	Survey students through the use of doorstepping campaigns and focus groups to feedback on effectiveness of campaigns, through The Bristol Hub and Student Engagement Manager	Oct-15	Aug-16	On target, Students were surveyed in the majority of halls. A report was submitted to the residences	Yes	1,5,6	COM	T2

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Waste	Communication	Run specific waste and compliance campaigns for the University focusing on hazardous and clinical waste streams and lab waste recycling. Focus on S labs project and expansion of training programmes.	Oct-15	Aug-16	On target, Labwaste recycling was promoted in 2015/16 though S labs news letter. Annual audits were also completed. Partnership working with	Yes	1,2,3,4,6	COM	T2
Waste	Communication	Communicate national campaigns to University staff and students through the Student Engagement Manager, Bristol Green Capital and legacy channels and established staff communication channels	Oct-15	Aug-16	On target, Campaigns were communicated through Yammer, and Facebook and there staff bulletin. In particular	Yes	1,2,3,4,6	COM	T2
All	Communication	Produce an annual report on sustainability	Jul-16	Sep-16	Complete, published in November 2016.	Yes	5,6	COM	T3

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All	Communication	Run initiatives to engage with students on general sustainability themes, via student hub, e.g. social enterprise conference	Sep-15	Jul-16	Complete, working mainly with Hub engagement officer.	Yes	1,2,3,4,6	COM	T2
All	Communication	Run initiatives and events relating to the 2015 European Green Capital initiative.	Sep-15	Dec-15	Complete, range of initiatives run including HEFCE funded work.	Yes	1,2,3,4,7	COM	T3
All	Communication	Run Green Impact Awards	Sep-15	May-16	Complete, 25 teams worked on Green Impact, awards ceremony in June 2016.	Yes	1,2,3,4,5,6	COM	T2

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Transport	Communication	Run awareness campaigns for specific modes of transport and general campaigns for all modes. Including, cycling, public transport, car sharing, car clubs etc.	Aug-15	Jul-16	Complete, Specific and General campaigns delivered and well received	Yes	1,2,6	COM	T2
Transport	Communication	Deliver the University's Travel Options Programme	Apr-15	Feb-16	Complete, Fully delivered and well received	Yes	1,2,6	COM	T2
Transport	Communication	Participate, where necessary, in National and Local campaigns, including the Big Uni Travel challenge, the Big Travel Challenge and Bristol's Big Commuter Count	Aug-15	Jul-16	Complete, Participated in the Big Uni Travel Challenge, the Big Travel Challenge	Yes	1,2,6	COM	T2

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Transport	MMR	Survey Service 16 bus users to ascertain their level of satisfaction and undertake the Staff travel survey to ascertain effectiveness of the communication strategy and Travel Options Programme	Aug-15	Mar-16	Complete, Bus Satisfaction survey and Student survey complete. The Staff travel survey was listed in error	Yes	1,2,6	COM	T2

Reference EMS: Issued by Martin Wiles. Approved by Martin Wiles. Issue date October 2016. Version 6. Issue 2.