



**Making your service customer-friendly for the
Tik-Tok generation**

**APSE Conference
October 2022**

How do we stay relevant
in a fast changing society?





Accessibility



The Youth of Today






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Fresh from the 'gram

Check out what our customers have to say about their HelloFresh experience! 

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iPhone 14 Pro



A healthy leap

Ease of Use

https://www.youtube.com/premium

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YouTube Premium

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1-month free trial • Then £11.99/month

We'll remind you 7 days before your trial ends
Recurring billing • Cancel at any time


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Ease of Use

× Complete your purchase

 YouTube Premium Membership Trial

Monthly charge £11.99/mo
Billing starts: 3 Nov 2022

Total today £0.00

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Billing starts on 3 Nov 2022, the end of your free trial, and will renew automatically every month. Payments won't be refunded for partial billing periods. Cancel at any time in Settings. [Learn more](#).

All prices include VAT. By continuing, you verify that you are at least 18 years old and agree to , [which include details of your right to withdrawal within 14 days. No refunds for partial billing periods.](#)

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abc@gmail.co.uk

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●●●●●●●●

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Log In

or

Sign Up



Ease of Use



Welcome to YouTube Premium!

Your membership is now active and benefits start immediately.

An email receipt has been sent to [redacted]!@gmail.com.

Your membership information is available in [purchases and memberships](#).

DONE



Is the service simple?

- **Why 'Annual from April'?**
- **Added complication of mid season discounts?**
- **Why do we need forms?**
- **Does the user feel good?**



Collective Portal

The screenshot shows the 'Collect & Collect' portal for Fareham Borough Council. The page includes a navigation bar with 'My Services', 'My Subscriptions', 'My Profile', and 'Logout'. The main content area features a sidebar with service management options and a central calendar view for September 2022. The calendar highlights collection dates for 240L Garden Bins on Wednesday, September 7th and Wednesday, September 21st.

Waste and Recycling Service...
THE OLD POST OFFICE...
[Manage](#)

THE OLD POST OFFICE 2 ...

Your Bins

You have:
1x 240L Garden Bin

Clip & Collect Service

Your service started on the 7th February 2022

View additional collection information by clicking on the collection.

September 2022

Monday	Tuesday	Wednesday	Thursday	Friday
29	30	31	Sep 1	2
5	6	7 240L Garden Bin	8	9
12	13	14	15	16
19	20	21 240L Garden Bin	22	23
26	27	28	29	30



Fareham Isn't Perfect

The screenshot shows the website for Fareham Borough Council. At the top, there is a navigation bar with buttons for "Contact Us", "Accessibility", and "MyAccount". The main header features the council's name "FAREHAM BOROUGH COUNCIL" and a "A to Z of Services" menu with letters A through Z. A search bar is located below the header, with the text "Search ENHANCED BY Google".

Below the search bar is a secondary navigation menu with buttons for "What's On", "Latest News", "Report it", "Apply for it", and "Pay for it". A "Navigation" button is also present on the left side of this menu.

The main content area is dominated by a large blue banner. On the left side of the banner, there is a dark blue box containing the text "Energy rebate" and "Updated information about energy rebates for council tax payers", with a link for "More details...". On the right side of the banner, the text "Energy rebate for Council Tax payers" is displayed in large white font. The banner has left and right navigation arrows and a series of five small white dots at the bottom center, indicating it is a slide show.

Below the banner is a grid of service icons. Each icon is a blue square with a white icon and a dark blue curved bottom section containing the service name. The visible services are:

- Cost of Living Help (Icon: hand holding coins)
- About the Council (Icon: person at a desk)
- Benefits (Icon: two people at a table)
- Bereavement (Icon: dove)
- Business and Economy (Icon: factory)
- Clean & Tidy (Icon: person with a broom)
- Climate Change (Icon: sun and star)
- Council Tax (Icon: house with pound sign)

At the bottom of the page, there is a footer area with a "Fareham" logo and a "Contact Us" button.

Fareham Isn't Perfect



Fareham Isn't Perfect

www.fareham.gov.uk/waste_collection_and_recycling/garden_waste_and_composting/inf...

Email - Tim Hobbs - Outlook Garden Waste and Composting cupra formentor - Google Search

FAREHAM
BOROUGH COUNCIL

Contact Us Accessibility MyAccount

A to Z of Services
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z


Search

Navigation What's On Latest News Report it Apply for it Pay for it

You are here: Home / Waste Collection And Recycling / Garden Waste And Composting

Garden Waste and Composting


[Garden Waste Subscription Service](#)
[Bank holiday collections](#)
[Garden waste collection](#)
[Problems with collections](#)
[Composting at home](#)



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[How to get here](#)

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RES

Fareham Isn't Perfect

www.fareham.gov.uk/waste_collection_and_recycling/garden_waste_and_composting

Email - Tim Hobbs - Outlook Garden Waste Collection cupra formentor - Google Search

FAREHAM
BOROUGH COUNCIL

Contact Us Accessibility MyAccount

A to Z of Services
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Search ENHANCED BY Google

Navigation What's On Latest News Report it Apply for it Pay for it

You are here: Home / Waste Collection And Recycling / Garden Waste And Composting

Sign up to our garden waste subscription service!

For a small annual fee, plus the one-off cost of a new brown lid wheelie bin, we will collect your garden waste every two weeks.

Subscribing is easy - you can [sign up online](#) or call 01329 236100 and ask one of our officers to sign you up over the phone. [Take a look at the terms and conditions here](#) and [view the privacy notice here](#).

You can find a pdf of the terms and conditions here [PDF](#) (148 KB).



Benefits of the new 'Clip and Collect' service

- Choose from two bin sizes
 1. 140 litre wheelie bin
 - Annual subscription £50
 - One-off bin purchase £34
 2. 240 litre wheelie bin
 - Annual subscription £60
 - One-off bin purchase £36
- Three times larger than current garden waste bags, dispose of more in one go!
- Keeps your waste contained so less messy
- Option to share with a neighbour
- By having your bin collected you are helping reduce carbon emissions - every bin collected is one less trip to the tip
- You can have up to five bins (subscription charges apply for each bin).

FAQs

How do I sign up for the new service?
To sign up for the new service and order your new brown lid bin, [use the online service](#) or call 01329 236100.

How do I pay?



Fareham Isn't Perfect

www.clipandcollect.fareham.gov.uk/Identity/Account/Login?ReturnUrl=%2F

Email - Tim Hobbs - Outlook Fareham Borough Council - My Services cupra formentor - Google Search

FAREHAM BOROUGH COUNCIL

[Register](#) [Login](#)

Log in

Enter your email and password to access your waste services

User ID (email address)

Password

Remember me?

[Log in](#)

[Forgot your password?](#)

Use another service to login

[Google](#)

[Facebook](#)

Don't have an account? Register now!

ⓘ You must register for the new garden waste service even if you already have a "MyAccount".

[Register](#)

Not received your confirmation email? [Re-send email confirmation](#)

Fareham Borough Council

Fareham Isn't Perfect

Waste and Recycling Services for:
THE OLD POST OFFICE 2 FISHERS...
[Manage](#)

[THE OLD POST OFFICE 2 FISHERS...](#)

Your Bins

You have:
1x 240L Garden Bin

Clip & Collect Service

Your service started on the 7th February 2022

Your last collection will be on the 7th February 2023

[View Subscriptions](#)

[Add Subscription](#)

[View additional collection information by clicking on the collection.](#)

September 2022

Monday	Tuesday	Wednesday	Thursday	Friday
29	30	31	Sep 1	2
5	6	7 240L Garden Bin	8	9
12	13	14	15	16
19	20	21	22 240L Garden Bin	23
26	27	28	29	30

Collective Portal

- **More people use the service now than when it was free**
- **Fareham have a live view of subscription performance and channels**
- **Renewals will be largely zero-touch and automatic**
- **Residents have an obvious added value**
- **Fareham can build additional services**



So What?

Waste and Recycling Services for:

9 ORCHARD CLOSE, ST ...

[Manage](#)

9 ORCHARD CLOSE, ST NICHOLAS AT WADE, BIRCHINGTON, CT 7 0DP

Your Bins

- You have:
- 1x Food Waste
 - 1x Mixed Recycling - 240L
 - 1x Paper & Card - Redbag
 - 1x Refuse - 180L

Garden Waste Service

Garden Waste sign-up is unavailable.

View additional collection information by clicking on the collection.

October 2022					Today	Month	Agenda
Monday	Tuesday	Wednesday	Thursday	Friday			
26 Food Waste Refuse - 180L	27	28	29	30			
3 Food Waste Mixed Recycling - 240L Mixed Recycling - 240L Paper & Card - Redb...	4	5	6 Food Waste	7 Food Waste			
10 Food Waste Refuse - 180L				14			
17 Food Waste Mixed Recycling - 240L Paper & Card - Redb...				21 Food Waste Food Waste			
24 Food Waste Refuse - 180L	25	26	27	28			
31 Food Waste Mixed Recycling - 240L Paper & Card - Redb...	Nov 1	2	3 Food Waste	4 Food Waste			

Mixed Recycling - 240L: CONTAMINATED

Date: 03/10/2022 00:00
Event: CONTAMINATED
Sub Event(s): FOOD



So what?

What you should put in:

- Clean milk bottle tops
- Clean baking foil
- Glass bottles
- Glass jars
- Food tins
- Food/drink cans
- Foil trays
- Plastic bottles
- Plastic pots (eg yoghurt pots)
- Plastic tubs/trays (eg margarine tubs)

What you shouldn't put in:

- Plastic film
- Plastic lids (eg from yoghurt pots)
- Juice cartons
- Carrier bags
- Kitchen foil
- Aerosols
- Broken glass
- Light bulbs
- Pyrex
- Window glass
- Other metals
- Other plastic items

Mixed Dry Recycling

Blue lidded wheelie bin or blue box

All recycling must be loose - no plastic bags or liners please



Aerosol cans



Jars & glass bottles



Plastic tubs, bottles, pots & trays



Tins & cans



- Paper & cardboard
- Plastic bags
- Plastic film
- Polystyrene
- Cartons (e.g. Tetra Paks)
- General Rubbish
- Drinking glasses
- Lightbulbs
- Oven-proof glass
- Sheet glass/windowpanes
- Garden Waste

Paper & Card

Red bag/red box & red handled bin insert

All recycling must be loose - no plastic bags or liners please



Cereal boxes



Paper bags



Junk mail



Newspapers



Cardboard



Envelopes



Catalogues



Magazines



- Hardback books
- Greeting cards with metallic or shiny finishes
- Glass
- General rubbish

Educate and innovate



Meeting the user where they are



Upselling



duolingo



Where do we go from here?

- **We don't have to keep providing the same service.**
- **Technology exists to allow us to be innovative with the services we offer.**
- **Create something that residents will value.**

