

Making recycling work for people in flats: Toolkit for the Flats Recycling Package

Version 1



Resource London

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If you must print, please print double-sided on recycled paper.



Introduction

Introduction to the toolkit

This toolkit is for housing providers, building managers and service providers that want to make improvements to the recycling and rubbish services at their flats, by implementing the Flats Recycling Package. It provides a full set of downloadable assets and guidance for their use.

Resource London has developed a Flats Recycling Package for purpose-built flats (flats) to bring the look and feel of the bin areas up to a common standard, and to provide residents with clear and reliable information about recycling and rubbish services.

The Flats Recycling Package was rolled out across 12 Peabody Housing Association estates in six London boroughs in 2018/19 and was successful in significantly improving recycling performance (<https://resourceLondon.org/resources/research-and-innovation/making-recycling-work-for-people-in-flats/>). Following this success, Resource London recommends that the Flats Recycling Package is rolled out to all existing flats.

Our research shows that effective recycling is achieved when residents;

- have the correct **knowledge** – lack of easy access to accurate information can undermine confidence
- find it sufficiently **easy** – services that fit with people's existing routines will feel easier to use and
- are **motivated** – poor experiences and an apparent lack of accountability can be demotivating.

The Flats Recycling Package (detailed on page 5) is designed to address these challenges.

This toolkit is an interactive PDF. You can jump backwards and forwards to any section you like directly from the contents page – or you'll notice arrows in the top right corner of each page, with which you can move back and forward a page at a time.

← Use these symbols in the top right corner to navigate the toolkit



Flats Recycling Package

Table 1: Flats Recycling Package for recycling and rubbish facilities in purpose built flats

Challenge addressed	Flats Recycling Package	Outcome
Operational		
<p>Inventories highlighted the poor state of many bins and bin areas. Communal bin areas were seen to be unsafe, dirty and not well looked after.</p> <ul style="list-style-type: none"> Dark and uninviting communal bin areas made some residents feel uneasy, especially on some estates where respondents said they had seen anti-social behaviour. People wanted to move away from the communal bin area as quickly as possible and were not taking time to consider what they were doing with their waste. 	Clean, well maintained bins and bin areas (rubbish and recycling)	Using the bins is a more positive experience. Residents are more motivated to recycle.
<p>Residents expressed frustration that communal bins were often overflowing and there was no space for them to put their waste. They were not sure what to do in these situations, often resorting to using the incorrect bins or leaving rubbish on the ground.</p> <ul style="list-style-type: none"> If residents feel that their recycling efforts are wasted, then their individual motivation is likely to be affected. It can be difficult to restore confidence in the system when it appears 'broken' by others. Some people felt that a lack of bins and inadequate collections were indication that the council doesn't care about recycling, prompting people to wonder why they should care themselves. 	Adequate collections to prevent overflows (rubbish and recycling) and appropriate recycling capacity (minimum 60 litres/hh/wk)	Using the bins is a more positive experience. Residents are more motivated to recycle.
<p>Residents use carrier bags to transport recycling to the communal bin and often threw them away along with recyclable items, meaning communal bins were getting contaminated. They did not want to return to the bag to their flat or carry it with them.</p> <ul style="list-style-type: none"> The apertures on many of the existing recycling bins were not big enough to accommodate a full carrier bag of recycling. 	Appropriate aperture on recycling bins big enough to accept plastic bags of recycling and with locked reverse lids	Residents can use the same carrier bag to store, transport and dispose of their recycling. They find it easier to recycle.
<p>Inventories highlighted numerous examples of recycling bins located in areas that were less easily accessible e.g. at the back of the building.</p> <p>Residents wanted to be able to drop off their recycling on their way out of the building, using their normal preferred routes, including back routes or cut-throughs</p>	Recycling bins conveniently located for residents	Residents do not have to make a special trip to drop off their recycling. They find it easier to recycle.
Communications		
<p>Inventories highlighted poor quality signage on the bins that had deteriorated over time. Most bin stores had no signage on the doors or walls. None of the waste chutes had signage.</p> <ul style="list-style-type: none"> Residents perceived information from different channels as contradictory and were unlikely to take time to go through information if it looked complex or overwhelming. Instead they used their own 'rules of thumb' based on physical characteristics (e.g. feel, weight) and associations with other items People think they already know what's recyclable, but don't know where that knowledge comes from. They do not tend to investigate if they are unsure. Tonnage monitoring before the project showed high levels of contamination (average 30.7%). 	Clear and visible signage on recycling and rubbish bins and at bin storage areas.	<p>Residents have easy access to clear and reliable information.</p> <p>They know which items should go into the recycling bin and that the recyclable materials collected are the same no matter what purpose built flat they live in.</p>
	Collection of six main recyclable materials	
	Posters highlighting recycling messages displayed in a central location (where possible).	
	Recycling leaflet sent to residents once a year.	
	Residents informed of what they should do with bulky waste items (signage/posters).	

Key stages for delivery

The following are some essential stages to consider when delivering the Flats Recycling Package. It is important to remember that every site is unique and one size does not fit all. Pages 7-9 provide more detail about each stage.

- 1** Identify site(s) to be targeted for the Package
- 2** Ensure that you have enough budget and resources
- 3** Identify and engage stakeholders
- 4** Complete site assessment
- 5** Document the details of the Flats Recycling Package requirements and get stakeholder sign-off
- 6** Planning for roll out
- 7** Roll out
- 8** Monitor the impact

Key stages for delivery (stages 1-3)

1 Identify site(s) to be targeted for the Package – this could be done at the start of the project using existing knowledge of the flats. You may need to spend time visiting some of the flats to aid your decision.

2 Ensure that you have enough budget and resources to manage and deliver the Flats Recycling Package to the flats you identify. Don't over-promise. It is important to note that all the stages detailed below take up significant resource, as the Package will need to be tailored to each individual site. Note: You may only be able to identify the sites and therefore resources you need once the site assessments are complete.

3 Identify and engage stakeholders from the outset and encourage buy-in through clear communication, liaison and information. Stakeholders are likely to include for example, housing providers, managing agents, local authorities (including collection crews) and tenants or residents' groups. Where stakeholders cover multiple sites consider meeting them to talk through the Flats Recycling Package, the stages for delivering it and agree responsibilities before proceeding.



Key stages for delivery (stage 4)

4 Complete site assessment – meet with key stakeholders at each site to review the existing rubbish and recycling services, identify any operational issues, and to agree improvements to be made in line with the Package. This may need to be split into more than one visit.

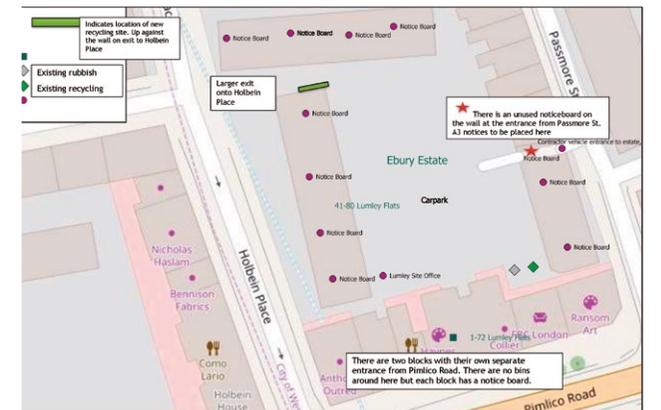
Examples of data that the assessment needs to record for existing services and operational issues include: location, number, types and condition (including signage) of all bin stores/areas and bins; bulky waste issues and how this is cleared; problems with overflowing bins, untidy bin stores and unreliable collections; poor quality or lack of signage; and cleansing schedules.

During the site visit consider and agree with your stakeholders how you would best deliver all elements of the Flats Recycling Package and who will take responsibility for each element. This will include, for example, agreeing locations for any new bins and signage; measuring for signage; number of poster sites; and installation of improvements. Remember to consider risk assessments.

An example of a site assessment template is available on our website – amend as required.

Ensure that you take two paper copies of the site block plan to detail existing infrastructure and changes to be implemented as part of the Package. Depending on the size of the site and number of blocks/ flats within it, this stage could take up to one day and may require you to revisit.

Block Plan for Estate A



Key stages for delivery (stages 5–8)

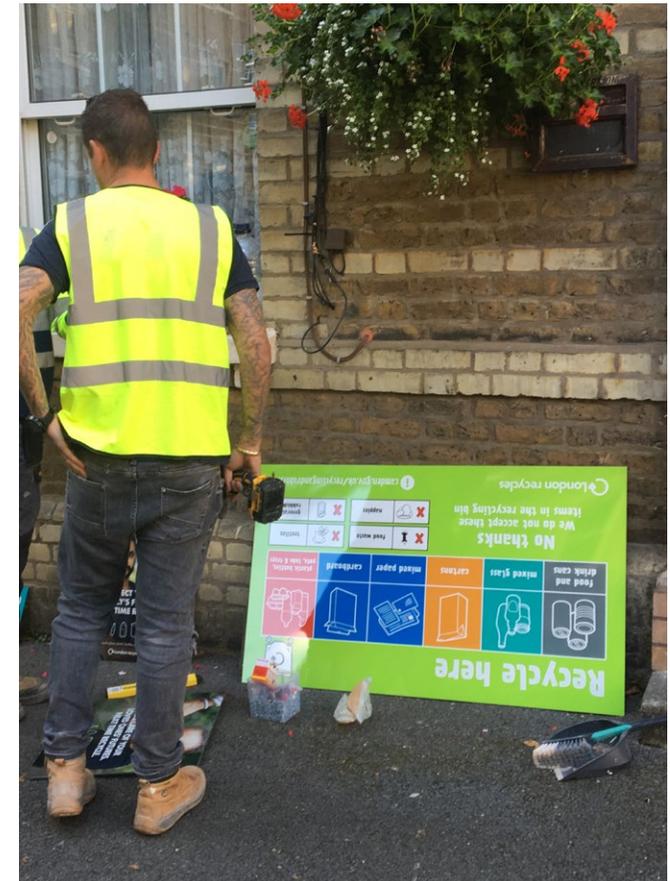
5 Document the details of the Flats Recycling Package requirements and get stakeholder sign-off – use the information from your stage 4 site assessment to produce an improvement plan. An example template improvement plan is available on our website – amend as necessary. This should detail the agreed elements of the Flats Recycling Package with accompanying map of the changes and key stakeholders’ responsibilities both for roll out and maintenance. This document should be signed off by all stakeholders.

6 Planning for roll out - Use the information agreed in stage 5 to put together an implementation project plan for rolling the Package out; An example template implementation project plan is available on our website – amend as required.

You need to consider all elements of roll out for example procurement, communications plan, delivery, responsibilities, timescales and costs.

7 Roll out - We recommend that you oversee the installation of the signage and new bins to provide guidance to the contractor.

8 Monitor the impact of the Flats Recycling Package. Visit the site within a week of the roll out in order to resolve any initial problems that might arise. Set up regular visual site inspections (we suggest at least monthly) and seek regular feedback from stakeholders to check that all elements of the Flats Recycling Package are maintained.



Operational elements of the Flats Recycling Package

This section provides tips and advice on key things to consider when designing and rolling out the operational elements.

Operational elements of the Package

The Flats Recycling Package ensures that good operational and communications standards are in place for recycling and rubbish services in flats. Pages 12-15 provide more detail about each operational element.

In summary the operational elements of the Flats Recycling Package are:

1. Clean and well-maintained bins and bin areas for all waste streams are an essential part of the service. This should include ensuring the bin areas are well-lit; at least a weekly clean of the bin lids and apertures; regular cleaning of bins and floors around the bins; and ensuring any issues, i.e. broken wheels, are promptly rectified. Bulky waste should be cleared regularly.

2. Adequate collections to prevent overflows for all waste streams and appropriate recycling capacity.

Where overflows are commonplace you should consider either increasing the number of collections and/or installing additional recycling bins. We suggest ensuring a minimum recycling capacity of 60 litres per household, per week.

3. Appropriate apertures on recycling bins big enough to accept plastic bags of recycling and with locked reverse lids.

Provide a large enough aperture to put items such as cardboard boxes or plastic/carrier bags of recyclables in. This also stops residents having to lift the whole bin lid to put larger items in, thus preventing locks from being broken or recycling being left by the bins. A reverse lid helps to prevent contamination from large items, such as black sacks of waste, as residents are unable to access the lock to prise open the lid. They also help protect signage during collections as the signage is effectively on the back of the bin. New bins with reverse lids and a larger aperture could be installed or you can retrofit

the reverse lids to existing bins. Consult with your reprocessors to ensure that plastic bags can be accepted in the recycling and will be recycled.

4. Collection of the six main recyclable materials – ensuring that your recycling service collects paper, card, glass, food and drink cans, plastic bottles, and mixed rigid plastics (tubs, pots and trays).

5. Convenient location of recycling bins for residents – ensuring that recycling bins are on the main walking entrance/exit routes for residents. You may want to redistribute the recycling bins around the site if there are multiple routes.

Clean & well-maintained bins and bin areas

Clean and well-maintained bins and bin areas for all waste streams are an essential part of the service. This should include ensuring the bin areas are well-lit; at least a weekly clean of the bin lids and apertures; regular cleaning of bins and floors around the bins; and ensuring any issues, i.e. broken wheels, are promptly rectified. Bulky waste should be cleared regularly.

Things to consider

- 1 What is the current cleansing schedule and what changes are required for the following?**
 - a. Cleaning bin aperture and lids (include chute hoppers)
 - b. Cleaning signage
 - c. Sweeping around the bins
 - d. Cleaning the bin rooms/chute rooms.
 - e. Clearing bulky waste.
- 2 Who owns the bins and is responsible for ensuring that;**
 - a. Lids and apertures present and in usable condition (undamaged and in working order)
 - b. Bin lid locks are in working condition
 - c. Stickers are readable and in good condition
 - d. Wheels and wheel locks are in working order
 - e. Bins are without major dents and scratches
 - f. Bins are cleaned on a regular schedule
- 3 Collection contractor responsibilities.**
 - a. Bin areas left tidy after collection
 - b. Bins returned to correct location after collection. Ensure recycling, rubbish and food waste bins are placed under the relevant signage.
 - c. Bin lids locked after collection
 - d. Wheels locked

Adequate collections to prevent overflows

Where overflows are commonplace you should consider either increasing the number of collections and/or installing additional bins.

Things to consider

- 1 Make sure that the existing recycling capacity is sufficient

We suggest ensuring a minimum recycling capacity of 60 litres per household, per week.

Calculate this using:



Consider additional bins or additional collections if the capacity is not sufficient.

- 2 Find out if there are any existing overflow issues (all materials)
 - a. Liaise with stakeholders to understand if overflowing bins is a problem and what is causing this e.g. missed collections, insufficient collections.
 - b. Find out bank holiday collection arrangements

- 3 If extra containers and/or collections are required, consider most appropriate location(s), and inform collection contractor. Consider cost implications of changes and agree with budget holder.

Appropriate apertures

Ensure there are appropriate apertures on recycling bins big enough to accept plastic bags of recycling and with locked reverse lids.

A reverse lid helps to prevent contamination from large items, such as black sacks of waste, as residents are unable to access the lock to prise open the lid. They also help protect signage during collections as the signage is effectively on the back of the bin.

Things to consider

- 1** Ensure that all recycling bins on site have reverse lids with large aperture – note lids can be retrofitted to existing bins.
- 2** Ensure the collection contractor has training on how to empty reverse lidded bins and re-lock.
- 3** Speak to your contractor to ensure that plastic bags can be accepted in the recycling and will be recycled.

Appropriate aperture



Inappropriate aperture



Key materials/convenient recycling bins

Collection of the six main recyclable materials¹

Your dry recycling service should collect paper, card, glass, food and drink cans, plastic bottles, and mixed rigid plastics (tubs, pots and trays) as a minimum.

Things to consider

- 1 Check what materials are currently accepted.**
- 2 Speak to your contractor to see if additional materials can be accepted for recycling.**
- 3 Update your communication materials accordingly – see communications section.**

Convenient location of recycling bins for residents

Inventories highlighted numerous examples of recycling bins located in areas that were less easily accessible e.g. at the back of the building. Residents want to be able to drop off their recycling on their way out of the building, using their normal preferred routes, including back routes or cut throughs.

Things to consider

- 1 Ensure that recycling and food waste bins are on the main walking entrance/exit routes for residents.**
- 2 Redistributing the recycling bins around the site if there are multiple routes.**

¹ In line with London Environment Strategy and Resources and Waste Strategy

Communications elements of the Flats Recycling Package

This section provides tips and advice on key things to consider when producing, printing and installing signage and stickers on your sites.

Communication elements of the Package

To improve residents' knowledge on which items should go into the recycling bin, they need to have easy access to clear and reliable information. Pages 18-24 provide more detail about the communication elements.

In summary the communication elements of the Flats Recycling Package are:

1. Clear and visible signage on and above the bins.

All recycling, food waste and rubbish bins should have clear signage on the front of the containers. This includes signage on chute hopper doors. Additional stickers by the aperture of recycling bins can remind users that rubbish is not accepted in these bins.

Recycling bin area signage, fixed on walls above recycling bins or as standalone signs, provides further clear instructions about what can and can't be recycled.

Rubbish bin area signage, also fixed on walls above rubbish bins or standalone, can include details of how to get rid of large or 'bulky' items which can often cause problems in bin stores and on estates.

Bin store signage should be used on bin store doors to remind people where they can dispose of and recycle their waste.

2. Recycling leaflet sent to residents once a year will help reinforce how residents should use their recycling and rubbish services, as well as informing new residents in your flats.

3. Posters highlighting recycling messages, displayed in a central location (where possible).

Use internal recycling posters to promote the items that can be recycled from around the home.

4. Residents informed of what they should do with large items or bulky waste

Where required, stand-alone "large items" signage and stickers can be installed and used

either in bin stores or alongside chutes to inform residents of how to dispose of these items.

Use internal posters to inform residents how to get rid of large items and help prevent these items from just being dumped.

"No dumping waste" signs can be used in areas where the dumping of waste is problematic.

Once you have completed your site assessment for all your flats, think about how the communications requirements should be recorded. This is essential to help ensure consistency across all your sites. We documented everything in an Excel spreadsheet and kept only one copy in a place where it could easily be updated. This proved especially useful when confirming design, print and installation requirements i.e. number and sizes of each communications element.

Bin area considerations

5 key things to consider when designing bin area signage:

- 1 Use size guide in this toolkit as a basis for the dimensions of all signage.
- 2 For recycling/rubbish signs (on wall/posts) – approx. 1 sign to 2 bins.
- 3 Consider light and space in internal bin room as this will determine how many signs are needed – if dark, the colours may need to be reviewed e.g. developed on a white background rather than green. The provision of good lighting is also a major consideration!
- 4 Be aware of signage overload otherwise key messages may be lost.
- 5 Think about how signs can be displayed e.g. wall mounted, free standing – what would work best?



Signage and communications guidance

5 key things to consider when developing bin area signage:

- 1 Measure in millimetres (mm).
- 2 Measure twice to double check you have not made a mistake.
- 3 Do a very quick sketch to record the dimensions on and where possible take a photo. This is really helpful to the designer, especially if there is something unusual about the site. If you are not sure of the measurement, take a picture of the item with the tape measure next to it.
- 4 Create a document to record all your measurements and sketches clearly.
- 5 Document all your signage requirements and dimensions in a table/spreadsheet. This can also be used by the designer to make sure they have the right dimensions for the signage at each site, and to confirm print and installation requirements.

Pages 30-43 provides detailed information on all of the communications assets for the Flats Recycling Package. All assets can be downloaded from our website.



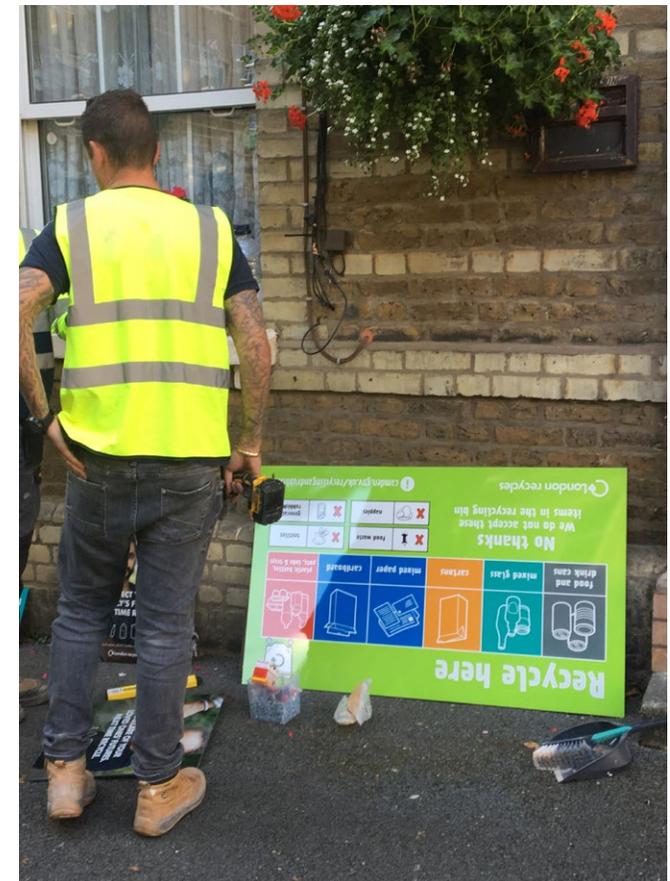
Signage and communications guidance

Image	Type of signage & material	Suggested size	Image	Type of signage & material	Suggested size
	Bin area signage recycling dimensions. Material: Dibond. Indicative print cost: £50 each Indicative design cost: £60 each	1260 x 750 mm Wall mounted or stand-alone post		Rubbish chute signage. Material: Dibond. Stickers may work better for older chutes with convex fronts. Indicative print cost: £4.50 each Indicative design cost: £20 each	230 x 230 mm There are lots of chute sizes, so measure carefully.
	Bin area signage rubbish dimensions and number. Material: Dibond. Indicative print cost: £55 each Indicative design cost: £60 each	1310 x 750 mm Wall mounted or stand-alone post		Large items chute (A4) / bin room (A2) sign Material: Dibond. Indicative print cost: £5.50/£16 each Indicative design cost: £40 each	A4, A2
	Recycling bin aperture Material: Stickers. Where possible apply to bins prior to distribution. Indicative print cost: £1.50 each Indicative design cost: £20 each	115 x 115 mm	  	Recycling and bin store door sign. Material: Dibond. Indicative print cost: £5 each Indicative design cost: £20 each	297 x 180 mm
	Recycling bin Material: High tack stickers. Where possible print and apply before delivery. Indicative print cost: £8 each Indicative design cost: £60 each	850 x 75 mm 850 x 300 mm			
	Rubbish bin Material: High tack stickers. Where possible print and apply before delivery. Indicative print cost: £5 each Indicative design cost: £20 each	750 x 250 mm		Don't dump your waste here signs. Material: Dibond. Indicative print cost: £5 each Indicative design cost: £20 each	297 x 180 mm

Guide to costs and installation times

The information below provides approximate costs to manufacture and install signage based on the Resource London trials:

- 1 The costs for delivering the communication materials in this guide onto an individual estate will vary depending on the number of households, number of noticeboards, amount of signage required, how it is fixed and the types of waste service available. From our experience of the trial estates, Resource London can provide some indicative costs below.
- 2 Indicative costs of for signage production are provided in the table above on p28. These prices should be achieved when printing a large number of signs for a number of estates.
- 3 Indicative design costs are provided in the table on page 28.
- 4 The cost of installation, including putting up signs, line painting, applying stickers will be dependent on the contractor used – an indicative cost of c£600/day (for 2 people). Anticipate completing 2 estates per day although larger installations could take longer. The time taken will depend on the services and how much additional work needs to be done, for example, installing pole mounted signs and painting lines in bin stores takes more time.

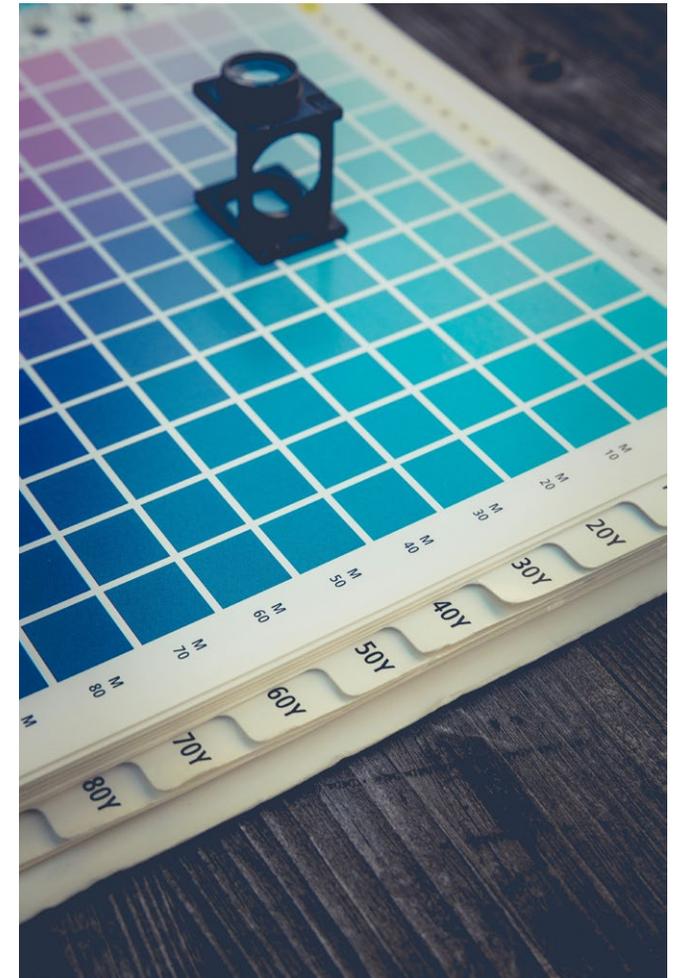


Note: Indicative costs exclude VAT

Getting materials printed

Key things to consider when getting stickers and signs printed:

- 1 Create a table/spreadsheet to document the estate requirements. Include details of what signs and stickers are needed for which estate, the required sizes and type of material they should be printed on. Use this as a reference document for quotations, print and sorting signage for the installer. **Remember to save all amends and apply version controls!**
- 2 Signs tend to be printed on a plastic/aluminium sandwich material called **Dibond**, which is also commonly used for road signs. Be clear whether signs are to be wall mounted or on posts. Post-mounted signs need rails on the back to take the fixing clips, and the screws used to mount the signs look better with caps over them. **The rails, screws, caps and posts themselves will need to be ordered in advance.**
- 3 To make sure your stickers last longer make sure they are printed on a robust vinyl and if there is an option **get the printer to apply a protective laminate.**
- 4 Make sure your printer is using **UV proof ink** for stickers and signs. Signs will fade over time, especially if they are outdoors, but this will ensure they last as long as possible.
- 5 Make sure you **carefully check the final artwork** before sending it to print. Key things to check are images and their positions, spellings, website addresses and phone numbers which often get overlooked!



Getting materials installed

Key things to consider when installing the stickers and signs:

- 1 Make sure you have a relevant contact with the housing association or estate management company so you can keep them informed of your plans.** Some flats have caretakers, and liaising with them can make a big difference and help with the installation process as they will know the estate.
- 2 Use a professional installer** who has the experience and skills to do the job. Don't expect your crews do this! See page 29 for estimated installation times.
- 3 Make sure the installer has a schedule of work for each site** so they are clear what needs to be installed where and when. Also, determine if they need any power or water requirements in advance so this can be arranged with the housing providers. Make sure you have arranged access for them. If this is not possible, organise relevant parking permits where necessary.
- 4** Where possible, **make yourself available onsite** when materials are being installed to answer and manage any queries from the installer. Provide the installer with a map, including photos where possible, showing signage locations.
- 5 If working on more than one site, group and label materials according to each location.** This will really help the installer and avoid the wrong signs being installed.
- 6 Clean bins thoroughly before applying stickers to ensure they stick.** This applies as much to new bins which may have a mould release oil which will stop stickers adhering.

Signage installation – lessons learnt

9 key lessons learnt during the installation process:

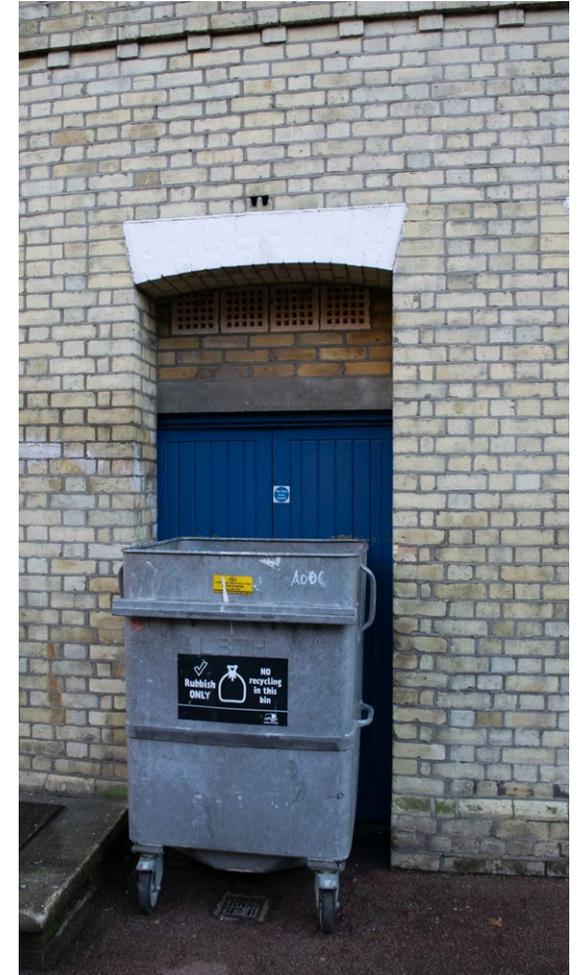
- 1** Allow enough time for each installation e.g. signage posts being installed into concrete took a long time to dig out.
- 2** Create a schedule of work as per example on page 32 so you know what is happening and when.
- 3** Double check the signage when it first arrives, then check sizes and quantities again when it arrives on-site.
- 4** Work with the installers to check the correct signs are being installed!
- 5** Organise access in advance to all areas that require signage e.g. internal (chutes) and external (bin stores), keys for noticeboards etc.
- 6** Check all the signs once they have been installed to make sure you are happy with the way they look. Address any issues immediately.
- 7** Di-bond chute door signs can be too rigid to fit on older style chute doors (which have a convex front) so stickers are a better option.
- 8** Make sure you have pins/Blue Tak!
- 9** Build in a 'mop up' day to complete any additional work not originally planned for.



Monitoring & evaluation

Monitoring and evaluating the impact of the operational and communication interventions is key. Consider the following:

- 1** Visit your sites regularly (we suggest monthly) following the changes. On-going monitoring of the site is important to ensure that the Flats Recycling Package is being maintained e.g. bin apertures clean.
- 2** Consider regular meetings with caretakers or housing provider contacts to discuss any issues.
- 3** Ensure that you regularly engage with collection crews to resolve any issues
- 4** Monitor recycling and waste tonnages to determine impact of interventions.
- 5** Monitor call centre calls, website traffic and bulky collections to determine impact of communications.
- 6** Monitor reports on dumping, resident complaints re: bin stores, collections etc.



Style guide

This section provides guidance on the NEW 'London recycles' brand. This brand should be used in conjunction with the 'London recycles' guidelines.

NEW 'London recycles' branding

New social norming messaging, developed by the national Recycle Now campaign, has been shown to increase recycling rates. People are strongly influenced by what others do so we now try to reinforce positive recycling behaviours using phrases such as: London does, 'London recycles'.



Whatever materials you create for use in flats, they should carry the recycle mark. This contains the recycle icon and text, and is based on the national Recycle Now brand.

In London we now use 'London recycles' (rather than 'Recycle for London'), to present recycling as a social norm.



Where can I download the recycle mark?
partners.wrap.org.uk/campaigns/recycle-for-london

TM

The recycle icon copyright and intellectual property are owned by WRAP. The icon is a registered trademark, however it should not be used with the ™ symbol. The 'London recycles' campaign and associated marketing materials are created and managed by LWARB, on behalf of the GLA.

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N.B. This document must be read in conjunction with the London recycles Guidelines, which give details on how to use the branding:

<https://partners.wrap.org.uk/assets/9609/>

London recycles guidelines

Please review the following brand requirements when modifying existing assets or creating new ones. All this information can be found in the London recycles guidelines - <https://partners.wrap.org.uk/assets/9609/>

Fonts, colours & sizing

To find out more about:

- Colours
- Fonts
- Sizing

Material stream icons

These icons use distinctive colours and images to represent a broad variety of material categories, with each one representing a generic material type. These can be used to tailor artwork templates to your service.

CGI images

A range of individual computer-generated images representing all materials commonly collected for recycling are available when developing internal posters/leaflets to support flats artwork.

Colour

Recycle Now lime green is the principal colour for the London Recycles brand, although you may also use the brand in black or reversed out in white.

Positive versions



Reversed versions



You may reverse out the recycle mark/icon from any background colour, with Recycle Now lime green or black preferred.

Whether positive or reversed out, ensure the recycle mark has clear contrast from the background.

Colour

PANTONE 376
 e50 m0 y100 k0
 Web #8DC63F
 RAL 110 70 70
 Vinyl 50-72 Light green

Material stream iconography

The material icons were initially developed in 2004 to raise awareness and increase capture of the materials that can be recycled. Designed to support the Recycle Now brand, the icons provide a consistent look and feel across recycling communications.

The material icons use distinctive colours and images, which can be recognised nationally across recycling services. The icons are designed to represent a broad variety of material categories, with each one representing a generic material type.

Many London authorities use the iconography, in particular as signage and stickers on recycling containers. There is familiarity with the icons amongst householders, which should be maintained by using them appropriately.

There are three options for the style of icon shown to the right and they should be used consistently to aid recall. The icons and guidelines for their use, providing much more information, can be downloaded from partners.wrap.org.uk/assets/9609/

Option 1



Option 2



Option 3



You are free to choose whether to use the imagery based on the Recycle Now icon or the illustrations. Do not mix different options on the same application. The choice of which to use may depend on the requirements of the particular application, e.g. communications, bin stickers, signage etc.

The suite of material stream colours has been tested for visibility, visibility and consumer engagement. They are suitable for use across the various print and digital processes. For colour specifications visit the material streams download area.

Where can I download the material stream icons?
partners.wrap.org.uk/assets/9609/

CGI images

A range of individual computer generated images representing all materials commonly collected for recycling, are available for use when developing London Recycles promotions. There are images for paper, card, glass, plastic and metal items. Use the appropriate images to reflect your recycling services.



Where can I download the CGI images?
partners.wrap.org.uk/campaigns/recycle-for-london

Information for designers

All artwork has been created using the latest version of Adobe InDesign. The artwork templates are available for download from www.resourceLondon.org/resources/toolkits/ and are fully editable within the parameters laid out in this toolkit. We have also provided these as PDFs so they are accessible to people without design software.

You will need your own copies of Futura and Prater Sans fonts to be able to amend these templates, see link to typography on page. Recycle Now has a licence to supply the EF and Prater Sans OT fonts to local authorities. Email: partnerenquiries@wap.org.uk to request copies of the fonts.

All artwork must be compliant with the London recycles brand guidelines.



N.B. This document must be read in conjunction with the London recycles Guidelines, which give details on how to use the branding:

<https://partners.wrap.org.uk/assets/9609/>

Communication assets

This section provides examples of the communication assets developed for the Flats Recycling Package and includes details about how the templates can be modified.

Bin store door signage

To be used on bin store doors to remind people where they can dispose of and recycle their waste.



Single store signage
Size: 297 x 180 mm

Dual purpose bin store
Size: 297 x 180 mm

How to modify

- Localise with the council or housing provider logo as required.
- Suggested sizes provided - tailor as required.

No dumping waste signage

These can be used in areas where the dumping of waste is problematic.



How to modify

- Localise with the council or housing provider logo as required.
- Suggested size: 297 x 180mm. Tailor as required.

Recommendation

- Work with the housing provider and give them the opportunity to brand this sign as the requirement should be coming from them not the local authority.

No dumping signage
Size: 297 x 180 mm

Recycling bin area signage

To be used on walls above recycling bins or as stand alone signs. They provide clear instructions about what can and can't be recycled.

Recycle here



					
food and drink cans	mixed glass	cartons	mixed paper	cardboard	plastic bottles, pots, tubs & trays

No thanks

We do not accept these items in the recycling bin

X	✖	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
X	X	X	X
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X	X	X	X
X	X	X	X
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X	X	X	X
X	X	X	

Recycling bin stickers

These should be high tack stickers and applied to bins either by suppliers or crews. If using crews, make sure you brief them carefully about how and where to apply stickers.



Recycling bin sticker
Size: 850 x 75 mm



Recycling bin sticker
Size: 850 x 300 mm

How to modify

- Material stream icons can be tailored according to the items collected.
- Tailor size of sticker depending on size and style of bin (dimensions shown here are for a 1,280 litre recycling bin as pictured).
- Localise with the council logo.



Recycling bin aperture sticker

Apply high tack stickers to the apertures of recycling bins to remind people that rubbish is not accepted in the recycling bins.



Aperture sticker
Size: 115 x 115 mm

How to modify

- The size shown (115 x 115 mm) is based on a 1,280 litre bin and will need to be tailored depending on the type of bin being used.
- Localise with the council logo.



Smaller recycling bin stickers

Here are some variations to the bin sticker that can be used for smaller bins.



Front sticker
Size: 357 x 706 mm



Side sticker
Size: 357 x 489 mm

Lid sticker
Size: 250 x 250 mm



Recycling sticker
Size: 357 x 70 mm

How to modify

- Tailor the material stream icons as required, including re-sizing them according to the size of the bin.
- Localise with the council logo.

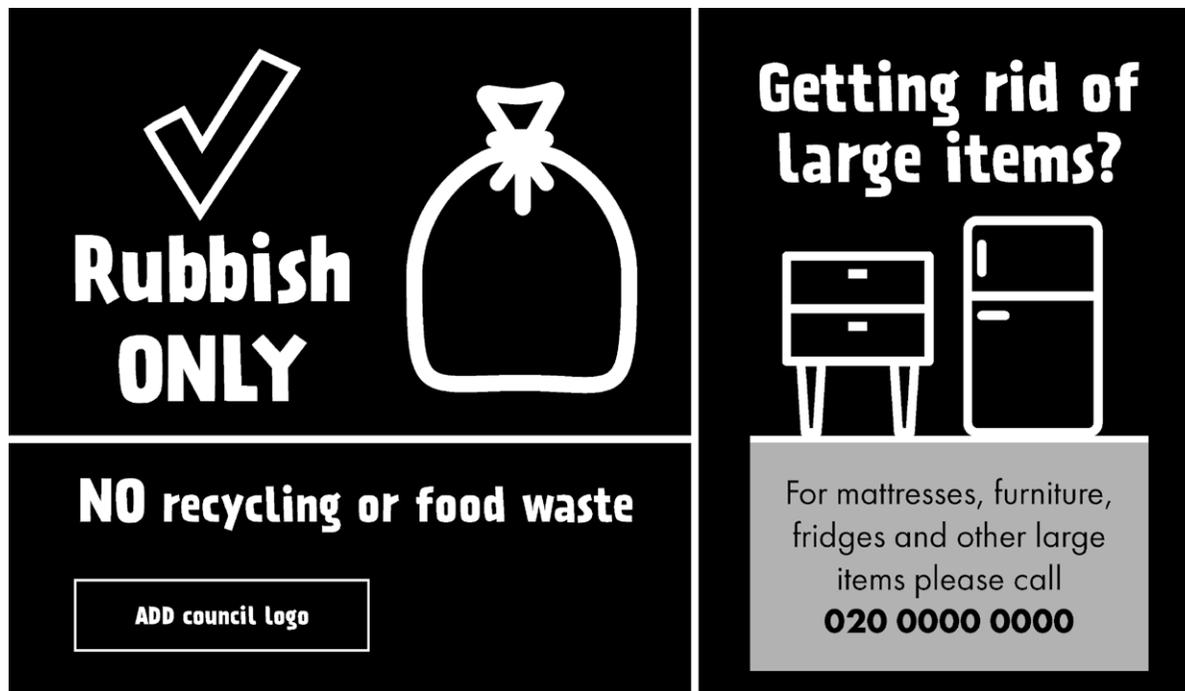
Recycling wall/stand alone sign also available



Wall/stand alone sign
Size: 1000 x 300 mm

Rubbish bin area signage

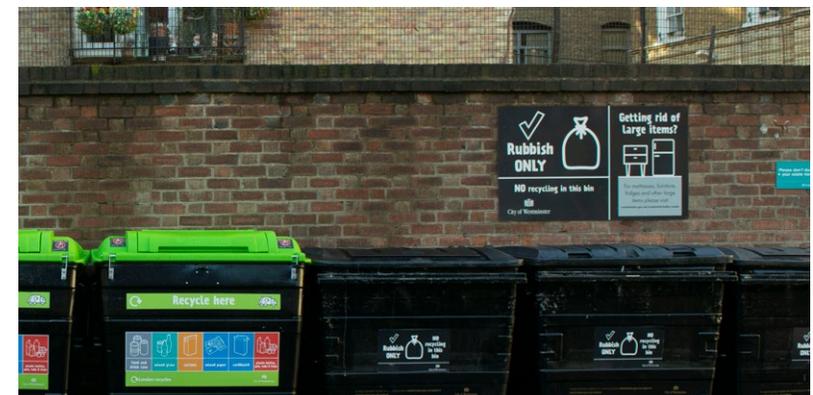
To be used on walls above rubbish bins or as stand-alone signs. They include details of how to get rid of large or 'bulky' items which can often cause problems in bin stores and on estates.



Rubbish bin store signage
Size: 1310 x 750 mm

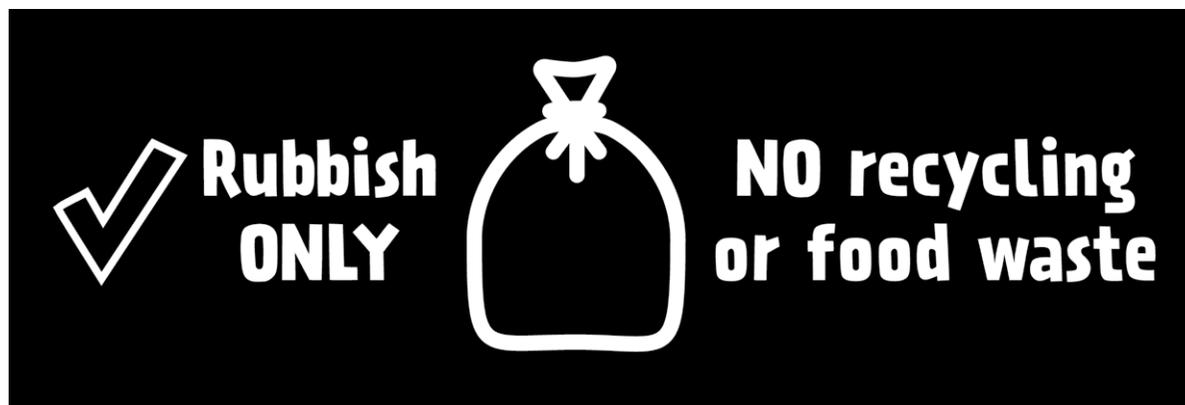
How to modify

- Suggested size: 1310 x 750 mm. Tailor as required.
- Wording to be tailored to the services provided. For example, if councils don't provide food waste it should simply read NO recycling.
- Large items contact details should include either a telephone number or URL depending on the local authority service.
- Localise with the council logo.



Rubbish bin sticker

For use on the front of rubbish bins and to be applied as high tack stickers by suppliers or crews. If using crews make sure you brief them carefully about how and where to apply stickers.



How to modify

- Tailor to be bold and legible as required, depending on the size of the bin

Rubbish bin sticker
Size: 750 x 250 mm

Rubbish chute sign

Residual sign/sticker to be applied to the rubbish chute hatch or door of rubbish chute. This reminds people what they can put in the chute.



How to modify

- Tailor the signs to reflect your service e.g. if food waste can be accepted in the rubbish chute.
- Localise the signs to either the local authority or housing provider logo. This will depend on who is responsible for sorting out problems with the chute as their details need to be included on the sign.
- Suggested size: 230 x 230mm. Tailor as required.
- Please note, some chutes can be curved so a sticker would work best!

Rubbish chute signage
Size: 230 x 230 mm

Large items signage and stickers

Where required, stand-alone large items signage and stickers can be created and used either in bin stores or alongside chutes to inform residents of how to dispose of these items.



Rubbish chute signage
Size: 297 x 210 mm

How to modify

- Suggested size: 297 x 210 mm (A4). Tailor as required.
- Large items contact details should include either a telephone number or URL depending on the local authority service.
- Localise with the council logo.



Internal posters – Large items

Use internal posters to inform residents how to get rid of large items and help prevent these items from just being dumped.

Getting rid of Large items?

Don't just dump it - call us to arrange a collection on 020 0000 0000 or visit www.council.gov.uk/bulkywaste

				
furniture	white goods	fridges and freezers	bikes	computers & televisions
				
beds	electricals	sofa	mattresses	wardrobes

This is a free service

 www.council.gov.uk/bulkywaste ADD council logo

Poster Large items
Size: 297 x 210 mm

How to modify

- Include local authority contact details so residents can organise a collection.
- A4 works well and allows posters to be used on internal notice boards. These could be resized to A3, A2 if required. Laminate if possible to make them last longer!
- This has not been printed on the London recycles green as these items are not normally recycled.
- Tailor images depending on collection service.
- Localise with the council logo.

Internal recycling posters

Use internal recycling posters to promote the items that can be recycled from around the home.



Recycling posters
Size: A4



Recycling posters
Size: A4

How to modify

- Tailor CGI images/material stream icons to support service
- Suggested size A4 but can be resized to A3 or A2 as required.
- These can be printed double-sided and laminated to protect them and make them last longer. This means they can be turned regularly to help generate interest and show variety.
- Localise with the council logo and direct URL.

Instructional leaflet for residents

A5, 6 page, leaflet for residents to reinforce how to use their recycling and rubbish services.

Recycling in flats

We provide large communal recycling bins or blocks of flats and on estates so residents living in flats can recycle.

Please make sure you **put the right thing in the right bin**. Follow the instructions in this leaflet to see whether what you are throwing away can be recycled instead.



The benefits

Saving energy

Recycling saves energy and helps us transform existing items into something new.

Increasing recycling

The council recycles over XX% of its waste but we need to do more!

Making savings

Recycling is a cheaper way to treat our waste than landfill or incineration, and helps save money that can be spent on other important council services.

XX%
The council recycles over XX% of its waste



Did you know?

Clothes and textiles

There are clothes banks located around the borough (your nearest is at LDCATCH) for getting rid of unwanted clothes and other textiles. Alternatively, take unwanted clothes to your local charity shop.

Furniture, mattresses, fridges or other large items

You can use our bulky collection service to get rid of large items. Contact us on 020 0000 0000 to arrange a collection. Fees may apply. Pensioners and those in receipt of full benefits are eligible for two free collections a year.

Batteries and small electrical items

Household batteries and small electrical items can be recycled in special bags provided by the Council. Just leave your tied bag at your estate's 'bulky waste' collection point or ask your councillor for more information. Contact us on 020 0000 0000 to order bags.

Your recycling and rubbish service

NEW
INFORMATION
LEAFLET



council.gov.uk/recycling

recycling@council.gov.uk

020 0000 0000

London recycles ADD council logo

This leaflet is printed on recycled paper Leaflet Flats 1

London recycles ADD council logo

How to modify

- Localise with the council logo.
- Text and information to reflect council services, facts and a maximum of four 'did you know?' items.
- Tailor bulky collection items.
- Update contact information as required.
- Remember to add a reference to your leaflet to keep track of versions.
- Insert images as requires based on items collected.
- Include a direct URL to relevant recycling pages where possible to signpost readers to more information.
- Do not add more than 5 items to the column lists on the inside spread – any more than what is shown here is off-putting to residents and unlikely to be read.

RECYCLING

Use for **GLASS, PLASTIC, PAPER and CARD, CANS, FOIL, CARTONS and AEROSOLS**

Empty and rinse all containers before putting them into the bin.

Remove film lids from plastic pots, tubs and trays and put them in the rubbish.

Do not use black sacks. However, you can keep your recycling in a plastic carrier bag and put the whole bag into the recycling bin.



YES PLEASE ✓	NO THANKS ✗

6 If in doubt, leave it out of the recycling bin

FOOD RECYCLING

Use for **ALL FOOD WASTE including PEELINGS, EGG SHELLS, BONES and PLATE SCRAPINGS**

Camden Council recycles food waste to turn it into electricity or compost. We provide kitchen caddies and compostable liners for free.

Line your kitchen caddy with a compostable liner and put your food waste in it.

When you need to empty your caddy, tie the top of the liner and put it in the outside food bin.



YES PLEASE ✓	NO THANKS ✗

6 To order a kitchen caddy and compostable liners, visit council.gov.uk/recycling

RUBBISH

ONLY use for **WHAT CAN'T BE RECYCLED**

Please only dispose of items that cannot be recycled using the chute in your block or in the communal rubbish bin.

The more you recycle, the less you will need to put into this bin.

For tips on how to recycle more, visit: www.recycleforlondon.com



YES PLEASE ✓	NO THANKS ✗

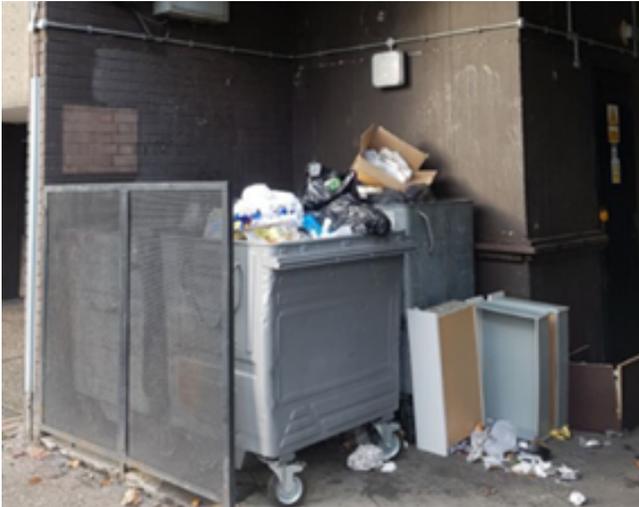
6 Please remember to use the food waste bin for food recycling

Flats Recycling Package in action

Examples of the Flats Recycling Package in action

The Package in action – pre intervention

Examples of bin areas prior to the Flats Recycling Package.



The Package in action – post intervention

Examples of bins areas following the delivery of the Flats Recycling Package



The Package in action – post intervention

Examples of bin areas following the interventions.



Clearly designated recycling and rubbish areas with details of what can and can't be recycled, where to put rubbish and how to get rid of large items. This layout works particularly well when you have a similar number of recycling and refuse bins.

Marking out the designated areas on the floor using paint helps ensure bins are kept in the right places, helping both caretakers and crews!



Contacts and further help

Please contact Resource London for more information:

Communications queries

violetta.lynch@lwarb.gov.uk

07732 681820

Flats project queries

gemma.scott@lwarb.gov.uk

07732 681850

For general information visit: www.resourcelondon.org

