

Restricting waste communications templates USER GUIDE



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The templates shown in this guide can be downloaded by visiting:



For any help changing the templates, please contact

Introduction

This user guide has been produced to accompany the 'residual waste restriction' communications templates and to support waste authorities who are changing their collections in order to restrict residual waste.

The guide provides advice on planning and scheduling householder communications, as well as extra information on the

function of specific design elements, what text should remain unchanged and where locally specific information should be placed.

While the focus here is on communications about restricting waste by moving to fortnightly residual collections, further example templates are available for those considering simply reducing residents' bin sizes.

! User testing

The design and content of these templates has been user tested to ensure maximum engagement with your residents.

This guide explains what content should be adapted and what must not be as these tested well.



Planning your communications

While each borough is different, there are some key principles which research and testing have shown to work for service change communications:

- Be **positive but realistic** about the changes – they will show benefits in the long term but may not be seen positively by all residents, so **don't oversell** the changes and focus instead on the practical details;
- Invest in local research and consultation on the service changes to inform your final plans;
- Provide **initial 'warm-up' messaging** through local media such as residents' magazines, blogs and local papers;



For any help changing the templates, please contact

- Send direct communications (an initial leaflet) to all affected householders **at least 6–8 weeks before** the service change is due to be rolled out. This communication should explain the main facts and benefits of the changes;
- Follow this up with a second direct communication no more than **a week in advance** of the change, or **with any new bins or bags** (if provided), to give full details of the changes and explain how it will affect each resident and what they need to do next;
- Support the direct communications with **a range of 'background' messaging**, including advertising (both outdoor and digital), local PR and community events, vehicle livery, articles in council newsletters, direct emails to residents, social media and bin hangers;
- Follow up the service change with door-knocking, community consultation or focus groups to **find out how the change has been received** – and then **respond** to any issues with further targeted and specific communications.

The materials we're showcasing in the following user guide may be all you need to deliver the service change in your borough – so please read through and get familiar with the designs and templates and how we recommend using them.

At the end of the guide there is also a sample communications schedule, showing optimum timings for all of these materials and where you might use them to communicate effectively and deliver a successful service change.

Leaflet A Overview

The introductory Leaflet A seeks to alert residents to forthcoming changes.

It gives an overview of the changes being introduced, explains the reasons behind them, and answers some of the most common questions asked.

A simple A5 leaflet with 4 pages, the template may be amended to suit your particular requirements as laid out on the following pages.



Back cover

Cover

Inside spread

NB. Send this leaflet out to affected residents 6–8 weeks in advance of the service change. If you can use door-knockers to ensure that it is handed over directly and explained to householders, all the better – but otherwise it could go straight through the door (saving postage costs) or be sent in a branded envelope with a covering letter (more expensive but may have more impact).

This leaflet has been designed to be generic enough to cover all kerbside properties in your borough.

 For any help changing the templates, please contact

Leaflet A Cover

- 1** **Headline**
This should not be altered.
- 2** **Date**
Amend date to time of your change.
- 3** **Illustration**
There are icons available for bins, boxes, bags and food caddies. Use the correct ones to represent your service.
- 4** **Council colour bar**
Amend colour to match your council's main colour.
- 5** **Recycle for London logo**
This should not be altered.
- 6** **Council URL**
Amend URL to direct residents to the relevant area of your council website.
- 7** **Council logo**
Insert your council logo here.



NB. Choose a web address for your service change which is short, memorable and descriptive – and then use it for every bit of web-based information you produce about the changes. We have suggested /bins on the end of your council web address.

i For any help changing the templates, please contact

Leaflet A

Inside spread

- 1 **Headlines**
Headlines should not be altered in both leaflets.
- 2 **Date**
Amend date to reflect service change.
- 3 **Service change**
Amend to reflect service change. Bin and panel colours should be updated to reflect your bin colours.
- 4 **Statistics**
Insert relevant statistics for your council here.
- 5 **Council URL**
Amend URL to direct residents to the relevant area of your council website.
- 6 **Area specific information**
Amend to reflect details of your local collection service.
- 7 **Additional services**
Amend this list to include only additional services offered in your area.

- 1
- 2
- 3
- 4
- 5

HOW is my collection changing?

To increase recycling and reduce waste the council is making changes to your bin collections. From **May 2018**:

- Recycling will be collected every week**
- Food waste will be collected every week**
- Rubbish will be collected every 2 weeks**

WHY is it changing?

Increase recycling Fortnightly rubbish collections help encourage more recycling, making savings to protect other vital council services.	Meeting targets The council recycles over XX% of its waste but every year we need to improve. Recycling saves energy, costs less and frees up space in your rubbish bin.	Make savings Many items thrown away as rubbish should be recycled. This costs taxpayers over £XX million every year.
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Look out for more information

We will be sending your **new** collection calendar in the next few weeks along with additional information about your collection service.

i For further assistance, visit www.council.gov.uk/bins

Your questions answered

o **What if I run out of room in my bin?**

See if more of what you're throwing away can be included in your **weekly recycling collection**. However, if you have a larger than average household and think you will need a bigger bin, let us know.

b **Won't this make my bin smell?**

It's the food in your bin that causes smells. Food waste is collected weekly, so by recycling it in your **[green]** bin you can keep your rubbish smell-free.

Your food waste bin is lockable too, which keeps foxes and cats out.

c **Will my collection still be on the same day?**

We will let you know the exact details of your collection times closer to the time of change. [To be inserted as appropriate, depending on borough including day and time.]

Are there additional services?

We provide a variety of additional services to help people if needed.

These include:

- Extra recycling containers**
- Second wheelie bin, for households of 6 or more**
- Nappy collection service**
- Assisted collection service**
- Excess/bulky rubbish and furniture**
- Recycling advice and support**

To request an additional service, visit www.council.gov.uk/bins

i For any help changing the templates, please contact

NB. The content suggested here is what has tested well with residents across a range of London boroughs and beyond. You should stick as far as possible with these sections and their wording; but if you change them, stay simple and positive and focus only on what a resident really needs to know.

Leaflet A

Back cover

- 1 **Additional services**
Update content to reflect services available in your area. Be sure to replace all magenta copy.
- 2 **Mobile phone app**
If you have a mobile app, update the URL to direct residents to the appropriate area of your website. If not, the panel can be used to highlight another service/useful piece of information. An appropriate cut out image helps break up text.
- 3 **Council contact details**
Amend magenta copy with the appropriate council contact details.
- 4 **Alternate language**
Amend this section with up to three translations, most relevant to those spoken by your residents.
- 5 **Council colour bar**
Amend colour to match your council's main colour.
- 6 **Council logo**
Insert council logo here.
- 7 **Leaflet code**
Insert leaflet code to match the convention followed by your council. If you do not have a naming convention for printed materials leave as is.



NB. Bear in mind that some residents will want to contact you to find out more. If you do not have a call centre, consider setting up a temporary system to support such a major service change; but whatever the route you choose, make sure your residents know exactly how to communicate with you during the change and put contact details on every piece of communication.

i For any help changing the templates, please contact

Leaflet B Overview

Leaflet B gives residents an overview of the imminent changes to their service as well as more detailed information on their recycling and waste collection generally.

To help reduce or stop contamination, the leaflet shows what should, and should not, be included in each of the available bins. These items may be altered to fit your particular contamination and recycling priorities.

This 8-page A5 leaflet should be sent out no more than a week before the service change, or delivered with any new bins or bags you are providing, and is meant to be kept as a handy reference guide. You will need to customise this leaflet for each area of the borough where collection days and other details (such as containers) differ.

The addition of the calendar has been shown to increase retention by householders.



Cover



Spread 1



Spread 2



Spread 3



Back cover

i For any help changing the templates, please contact

Leaflet B Cover

- 1** **Headline**
This should not be altered.
- 2** **Collection timetable**
Delete/amend this line to match your timetable situation.
- 3** **Date**
Amend date to time of your change.
- 4** **Illustration**
This should not be altered.
- 5** **Council colour bar**
Amend colour to match your council's main colour.
- 6** **Recycle for London logo**
This should not be altered.
- 7** **Council URL**
Amend URL to direct residents to the relevant area of your council website.
- 8** **Council logo**
Insert your council logo here.



i For any help changing the templates, please contact

Leaflet B

Spread 1 – introduction to service change

- 1 **Date**
Amend date to reflect service change.
- 2 **Service change**
Amend to reflect service change.
Bins and panel colours should also be updated to reflect your residents bins.
- 3 **Additional services**
Amend this list to include only additional services offered in your area.
- 4 **Council URLs**
Amend URL to direct residents to the relevant area of your council website.
- 5 **Area specific information**
Amend magenta copy to reflect details of your local collection service.
- 6 **Statistics**
Amend magenta copy to include relevant statistics for your council here.
- 7 **Pull-out stat**
Amend magenta copy to include relevant statistics for your council here.

WELCOME to your new service

Your new collection service will begin on **4th May 2018**:

- Recycling will be collected every week
- Food waste will be collected every week
- Rubbish will be collected every 2 weeks





Additional services

We provide a variety of additional services to help people if needed.

To make a request, visit www.council.gov.uk/bins

These include:

- Extra recycling containers
- Second wheelie bin, for households of 6 or more
- Nappy collection service
- Assisted collection service
- Excess/bulky rubbish and furniture
- Recycling advice and support

USING your bins

<p>Collection time By 7am on your collection day leave your bin visibly at the edge of your property, close to the pavement (but not on it).</p>	<p>After collection After they have been collected, bins will be returned to their collection point.</p>	<p>Extra recycling Recycling must be placed in the [blue] bin. We will take extra recycling left alongside, but please try to fit it in the bin first.</p>
<p>Keep lid shut All rubbish must be placed inside the [black] bin and the lid kept shut. More recycling reduces the size of your rubbish.</p>	<p>Excess rubbish Extra rubbish put on top or next to the [black] bin will not be collected. See if what you're throwing away could be recycled.</p>	<p>Food waste Your food waste bin is lockable. This keeps the smells in and foxes and cats out.</p>

The benefits

<p>Increased recycling Fortnightly rubbish collections help encourage more recycling, making savings to protect other vital council services.</p>	<p>Meeting targets The council recycles over XX% of its waste but every year we need to improve. Recycling saves energy, costs less and frees up space in your rubbish bin.</p>	<p>Making savings Many items thrown away as rubbish should be recycled. This costs taxpayers over £XX million every year.</p>
--	---	---

XX%

The council recycles over **XX%** of its waste



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Leaflet B

Spread 2 – service specific information

- 1 **Collection frequency**
Amend date to reflect service change.
- 2 **Materials**
Amend materials to reflect local collection service.
- 3 **Useful information**
Include up to four useful tips.
Keep copy lines short and to the point.
Highlight key points in Futura Heavy.
- 4 **Bin image**
Update bin(s) to reflect those used in your local area.
- 5 **Dos and don'ts**
These should include the materials you need to focus on in your area.
A separate file (LWARB Restricting waste_CGI IMAGE SET_AW), containing all images at the correct size, is available to replace images.
In addition, all images can be found on the WRAP partner image library.
- 6 **Council contact details.**
Amend URL/email address to direct residents to the relevant places.

RECYCLING

This will be collected **EVERY WEEK**

Use for **PAPER, CARD, CANS, GLASS and PLASTICS**

Empty and rinse all containers before putting them into the bin

Put lids back on plastic and glass bottles

Remove film lids on plastic pots, tubs and trays

Leave labels on



YES PLEASE ✓	NO THANKS ✗
Shampoo bottles	Nappies
Sweet tins	Carrier bags and cling film
Battery packets	Pet litter
Kitchen cleaner	Crisp packets and sweet wrappers

For a complete list of what can and can't be recycled, visit www.council.gov.uk/bins

FOOD WASTE

This will be collected **EVERY WEEK**

Use for **FOOD SCRAPS and UNWANTED LEFTOVERS**

Line your kitchen caddy with one of the liners and put your food waste in it

Remember to not let your caddy get **too full** before emptying it

If you would rather **use your own indoor container** that's fine – do whatever works for you



Kitchen caddy **Kerbside container**

YES PLEASE ✓	NO THANKS ✗
Meat and bones	Food packaging
Leftovers and plate scrapings	Liquids and oils
Teabags and coffee grounds	Plastic bags
Fruit and veg peelings	Garden waste

If you still can't find the information you need, you can email at: email@Councilname.gov.uk

i For any help changing the templates, please contact

NB. These pages should be colour coded to match the colour of the bin, eg. blue for recycling, brown for food waste, etc. All 'no thanks' items should be in red.

Leaflet B

Spread 3 (left hand page) – service specific information

- 1 **Collection frequency**
Amend date to reflect service change.
- 2 **Materials**
Amend materials to reflect local collection service.
- 3 **Useful information**
Include up to four useful tips.
Keep copy lines short and to the point.
Highlight key points in Futura Heavy.
- 4 **Bin image**
Update bin to reflect those used in your local area.
- 5 **Council contact details**
Amend phone number to your council's relevant department. If you don't have a call centre, replace with appropriate contact details (web, email etc.).

RUBBISH This will be collected **EVERY 2 WEEKS**

Use for HOUSEHOLD RUBBISH ONLY

Please only include items that **cannot be recycled** in this 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



GARDEN WASTE This will be collected **EVERY 3 WEEKS**

Use for PLANTS, WEEDS, LEAVES and CUT GRASS

Twigs, small branches and fallen fruit from your garden may also be included

We do not accept soil, compost, sand, rubble or animal bedding in this bin

There is **[not]** a charge for the garden waste service. Visit: www.council.gov.uk/bins



Alternatively, you can get in touch with us by phone on: **020 7000 0000**

COLLECTION TIMETABLE 2018/19

! Your collection day is **MONDAY**
Please remember to put your bins out by **7am**

RECYCLING <small>Every WEEK</small>	FOOD <small>Every WEEK</small>	RUBBISH <small>Every 2 WEEKS</small>	GARDEN <small>Every 3 WEEKS</small>
---	--	--	---

May 2018	June	July	August
07* ✓ ✓ ✓	04 ✓ ✓ ✓	02 ✓ ✓ ✓	06 ✓ ✓ ✓
14 ✓ ✓ ✓	11 ✓ ✓ ✓	09 ✓ ✓ ✓	13 ✓ ✓ ✓
21 ✓ ✓ ✓	18 ✓ ✓ ✓	16 ✓ ✓ ✓	20 ✓ ✓ ✓
28* ✓ ✓ ✓	25 ✓ ✓ ✓	23 ✓ ✓ ✓	27* ✓ ✓ ✓
		30 ✓ ✓ ✓	

September	October	November	December
03 ✓ ✓ ✓	01 ✓ ✓ ✓	05 ✓ ✓ ✓	03 ✓ ✓ ✓
10 ✓ ✓ ✓	08 ✓ ✓ ✓	12 ✓ ✓ ✓	10 ✓ ✓ ✓
17 ✓ ✓ ✓	15 ✓ ✓ ✓	19 ✓ ✓ ✓	17 ✓ ✓ ✓
24 ✓ ✓ ✓	22 ✓ ✓ ✓	26 ✓ ✓ ✓	27* ✓ ✓ ✓
	29 ✓ ✓ ✓		31 ✓ ✓ ✓

January 2019	February	March	April
07* ✓ ✓ ✓	04 ✓ ✓ ✓	04 ✓ ✓ ✓	01 ✓ ✓ ✓
14 ✓ ✓ ✓	11 ✓ ✓ ✓	11 ✓ ✓ ✓	08 ✓ ✓ ✓
21 ✓ ✓ ✓	18 ✓ ✓ ✓	18 ✓ ✓ ✓	15 ✓ ✓ ✓
28 ✓ ✓ ✓	25 ✓ ✓ ✓	25 ✓ ✓ ✓	22 ✓ ✓ ✓
			29 ✓ ✓ ✓

Special collections | ★ Additional collection date for Christmas | * During a Bank Holiday week, your collection will be on a Tuesday

i For any help changing the templates, please contact

NB. The left page should be colour coded to match the colour of the bin, eg. brown for garden waste. If you update the bin, amend the colours accordingly.

Leaflet B

Spread 3 (right hand page) – calendar

- 1 **Timetable year**
Amend as appropriate.
- 2 **Collection day/time**
Amend the day and time (magenta copy) to reflect your collection service.
- 3 **Collection type/frequency**
Each collection type should be colour coded and contain a small image of the appropriate bin. Amend the frequency to reflect service change.
- 4 **Calendar***
Amend calendar to match your start date. Each month is set up as a table, with white ticks in every cell. To update a cell, highlight it and colour with the appropriate swatch. If no collection is taking place, colour the cell white. This calendar works with single day collections – this template will not work in all circumstances.
- 5 **Special collection details**
Update special collection dates on your calendar as appropriate.

RUBBISH

This will be collected
EVERY 2 WEEKS

Use for HOUSEHOLD RUBBISH ONLY

Please only include items that **cannot be recycled** in this 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

GARDEN WASTE

This will be collected
EVERY 3 WEEKS

Use for PLANTS, WEEDS, LEAVES and CUT GRASS

Twigs, small branches and fallen fruit from your garden may also be included

We do not accept soil, compost, sand, rubble or animal bedding in this bin

There is [not] a charge for the garden waste service. Visit: www.council.gov.uk/bins

Alternatively, you can get in touch with us by phone on:
020 7000 0000

COLLECTION TIMETABLE 2018/19

! Your collection day is **MONDAY**
Please remember to put your bins out by **7am**

RECYCLING
Every WEEK

FOOD
Every WEEK

RUBBISH
Every 2 WEEKS

GARDEN
Every 3 WEEKS

May 2018	June	July	August
07* ✓ ✓ ✓	04 ✓ ✓ ✓	02 ✓ ✓ ✓	06 ✓ ✓ ✓
14 ✓ ✓ ✓	11 ✓ ✓ ✓	09 ✓ ✓ ✓	13 ✓ ✓ ✓
21 ✓ ✓ ✓	18 ✓ ✓ ✓	16 ✓ ✓ ✓	20 ✓ ✓ ✓
28* ✓ ✓ ✓	25 ✓ ✓ ✓	23 ✓ ✓ ✓	27* ✓ ✓ ✓
		30 ✓ ✓ ✓	

September	October	November	December
03 ✓ ✓ ✓	01 ✓ ✓ ✓	05 ✓ ✓ ✓	03 ✓ ✓ ✓
10 ✓ ✓ ✓	08 ✓ ✓ ✓	12 ✓ ✓ ✓	10 ✓ ✓ ✓
17 ✓ ✓ ✓	15 ✓ ✓ ✓	19 ✓ ✓ ✓	17 ✓ ✓ ✓
24 ✓ ✓ ✓	22 ✓ ✓ ✓	26 ✓ ✓ ✓	27* ✓ ✓ ✓
	29 ✓ ✓ ✓		31 ✓ ✓ ✓

January 2019	February	March	April
07* ✓ ✓ ✓	04 ✓ ✓ ✓	04 ✓ ✓ ✓	01 ✓ ✓ ✓
14 ✓ ✓ ✓	11 ✓ ✓ ✓	11 ✓ ✓ ✓	08 ✓ ✓ ✓
21 ✓ ✓ ✓	18 ✓ ✓ ✓	18 ✓ ✓ ✓	15 ✓ ✓ ✓
28 ✓ ✓ ✓	25 ✓ ✓ ✓	25 ✓ ✓ ✓	22 ✓ ✓ ✓
			29 ✓ ✓ ✓

Special collections | ★ Additional collection date for Christmas | * During a Bank Holiday week, your collection will be on a Tuesday

NB. A three column calendar is available on a separate layer of the INDD file. Use this if your service only includes three collection types.

*** Calendar dates shown are indicative only. Please ensure all dates and details are correct when creating your calendar, including bank holidays and additional collection dates.**

i For any help changing the templates, please contact

Leaflet B

Back cover – further recycling advice

- 1 Additional services**

Update content to reflect services available in your area. Be sure to replace all magenta copy.
- 2 Mobile phone app**

If you have a mobile app, update the URL to direct residents to the appropriate area of your website. If not, the panel can be used to highlight another service/useful piece of information. Keep copy short and use an appropriate cut out image.
- 3 Council contact details**

Amend magenta copy with the appropriate council contact details.
- 4 Council colour bar**

Amend colour to match council colour palette.
- 5 Council logo**

Insert council logo here.

How do I recycle more?

1 Around the home
It's easy to recycle lots of items from around the home, like shampoo bottles and toilet tubes from the bathroom, and aerosols or tissue boxes from the bedroom.

2 Batteries
Household batteries can also be recycled. Put batteries in a tied up bag and place on top of your [blue] bin on your recycling collection day.

3 Textiles
Textiles such as clothes, bags, curtains, blankets, shoes, odd socks and lingerie can be recycled. Put these items in a bag and place on top of your [blue] bin on your recycling collection day.

4 Excess/bulky rubbish and furniture
If you have any excess rubbish, furniture or other large items, these can be collected by requesting a bulky items collection. To request collection, call 020 7000 0000

5 GET COLLECTION REMINDERS ON YOUR PHONE
Download our app and receive free collection reminders. Available for iOS and Android. www.council.gov.uk/binapp

6 IT'S BIN NIGHT!

7 For further information on your new collection service contact: www.council.gov.uk/bins email@councilname.gov.uk Tel: 020 7000 0000

8 recycle for London

9 Council logo here

10 This leaflet is printed on recycled paper

11 Leaflet B 1.0

i For any help changing the templates, please contact

Supporting materials

The following section gives extra information about supporting materials which can be used in conjunction with the leaflets. It outlines how each template should be used, what text should remain unchanged and where locally specific information should be placed.

! User testing

The design and content of these templates has been user tested to ensure maximum engagement with your residents.

This guide explains what content should be adapted and what must not be as these tested well.



Outdoor materials Overview

A range of templates for supporting printed materials have been produced for use at outdoor poster locations and on vehicles in your local area. They use the same style as the leaflets and will build greater awareness with residents that their service will be changing.

All materials should refer to the same core information source: your website, and specifically the page(s) on which residents can find out everything they need to know about the changes. Use the same short, memorable URL every time.

These templates can be used from 6–8 weeks before the service change and during the weeks of implementation. Check the wording to ensure that they don't become out-of-date once the service has been rolled out across the borough.



48 sheet advert



6 sheet advert



Vehicle livery

i For any help changing the templates, please contact

Outdoor materials

6 sheet advert

- 1** **Headline**
This should not be altered.
- 2** **Date**
Amend date to month and year of your change.
- 3** **Illustration**
There are icons available for bins, boxes, bags and food caddies. Use the correct ones to represent your service.
- 4** **Council colour bar**
Amend colour to match your council's main colour.
- 5** **Call to action**
Amend URL to direct residents to the relevant area of your council website.
- 6** **Recycle for London logo**
This should not be altered.
- 7** **Council logo**
Insert your council logo here.

1 Your recycling and rubbish collections **ARE CHANGING**

2 FROM May 2018

3 [Icons of a recycling bin, a general waste bin, and a rubbish bag]

4 [Green bar]

5 Visit council.gov.uk/bins to find out how the changes will affect you

6 recycle for London

7 Council logo here

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Outdoor materials

48 sheet advert

- 1** **Headline**
This should not be altered.
- 2** **Subhead**
This should not be altered.
- 3** **Date**
Amend date to month and year of your change.
- 4** **Illustration**
There are icons available for bins, boxes, bags and food caddies. Use the correct ones to represent your service.
- 5** **Council colour bar**
Amend colour to match your council's main colour.
- 6** **Recycle for London logo**
This should not be altered.
- 7** **Call to action**
Amend URL to direct residents to the relevant area of your council website.
- 8** **Council logo**
Insert your council logo here.

i For any help changing the templates, please contact



Outdoor materials

Vehicle livery

- 1** **Headline**
This should not be altered.
- 2** **Illustration**
There are icons available for bins, boxes, bags and food caddies. Use the correct ones to represent your service.
- 3** **Council colour bar**
Amend colour to match your council's main colour.
- 4** **Recycle for London logo**
This should not be altered.
- 5** **Call to action**
Amend URL to direct residents to the relevant area of your council website.
- 6** **Council logo**
Insert your council logo here.



i For any help changing the templates, please contact

NB. This template has been set up to standard vehicle livery size and may need to be resized to fit your exact specifications.

Outdoor materials

Bin hanger 1

- 1** **Headline**
This should not be altered.
- 2** **Date**
Amend date to time of your change.
- 3** **Illustration**
There are icons available for bins, boxes, bags and food caddies. Use the correct ones to represent your service.
- 4** **Call to action**
Amend URL to direct residents to the relevant area of your council website.
- 5** **Council logo**
Insert your council logo here.
- 6** **Recycle for London logo**
This should not be altered.



NB. Bin hangers are a useful prompt to remind residents that their service is changing. There are two designs: this first one is to be used 6–8 weeks in advance of service change; and the second to be put on bins once the service has actually changed.

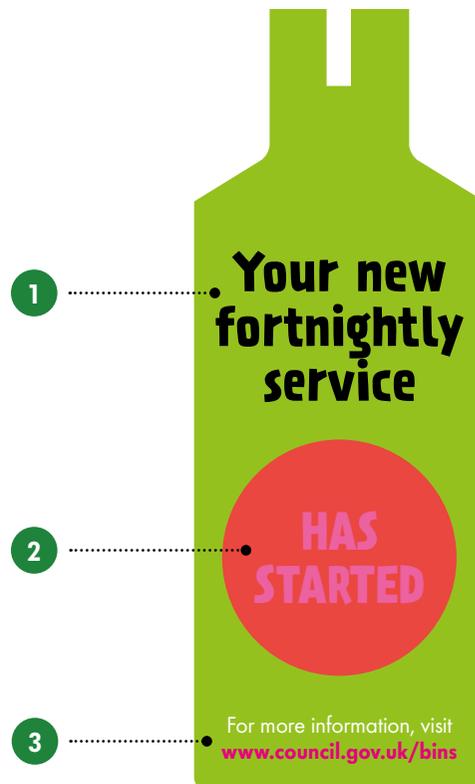
i For any help changing the templates, please contact

Outdoor materials

Bin hanger 2

- 1 Headline**
Amend the word 'fortnightly' to reflect the service change in your local area, or change to 'your new bin... HAS ARRIVED' if introducing new or smaller bins.
- 2 Flash**
This should not be altered unless introducing new bins (see point 1 above).
- 3 Call to action**
Amend URL to direct residents to the relevant area of your council website.
- 4 Council logo**
Insert your council logo here.
- 5 Recycle for London logo**
This should not be altered.

Front



Back



i For any help changing the templates, please contact

Digital materials Overview

The digital materials have been designed to support the printed materials, and can be used in the lead-up to the service change on your own website as well as local sites such as community blogs, local newspaper electronic editions etc.

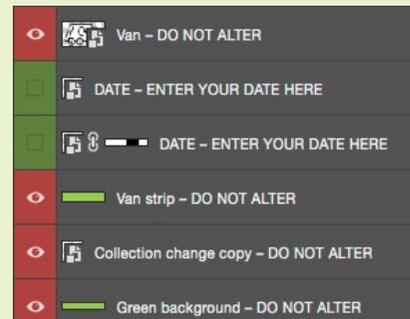
Digital advertising and social media activity will build wider awareness of the changes taking place. The messaging and visual style remains consistent to help build recognition, whilst animation has been added to create more eye-catching, engaging adverts.

Digital adverts can be geographically targeted by postcode if used in conjunction with an advertising channel such as xAds or other mobile in-app channel. Use your web address on all digital adverts in order to measure the performance of advertising spend; and if in doubt, consult your communications team on the best use of these templates.

 For any help changing the templates, please contact

Creating and exporting animated GIFs

1 Amend content

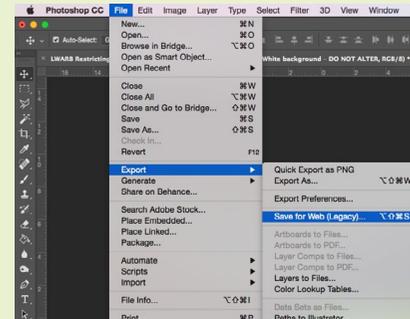


The editable layers (called smart objects) are highlighted green.

Double click the layer to open the editable smart object.

Amend content as appropriate, save and close smart object.

2 Save for Web (Legacy)

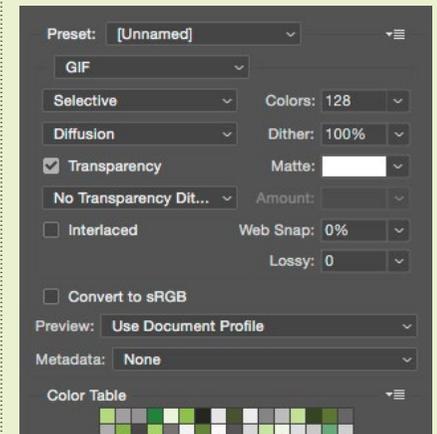


Go to Window>Timeline to open the animation timeline.

Check frames in timeline to confirm updated content is correct.

Go to File>Export>Save for Web (Legacy) to export file as an animated GIF.

3 Edit settings/export



Ensure file type is set to GIF

Use the settings in the image above for your export settings.

Under animation, set 'Looping options' to 'Forever'.

NB. You will need to check the maximum file size for where you are using your adverts before you export the final artwork.

Digital materials

Leaderboard – animated

- 1** **Headline**
This should not be altered.
- 2** **Animated elements**
Only amend the layers highlighted green within the Photoshop file. Don't alter the order or timing of animation frames.
- 3** **Date**
Click the layer labelled 'DATE – ENTER YOUR DATE HERE' to amend date to match the time of your change.
- 4** **Council logo**
Click the layer labelled 'COUNCIL LOGO – REPLACE WITH YOUR LOGO' to insert your council's logo.
- 5** **Recycle for London logo**
This should not be altered.
- 6** **Call to action**
This should not be altered. When uploading/supplying final artwork, include the appropriate URL you would like residents to be directed to when advert is clicked.

i For any help changing the templates, please contact

Animation stills



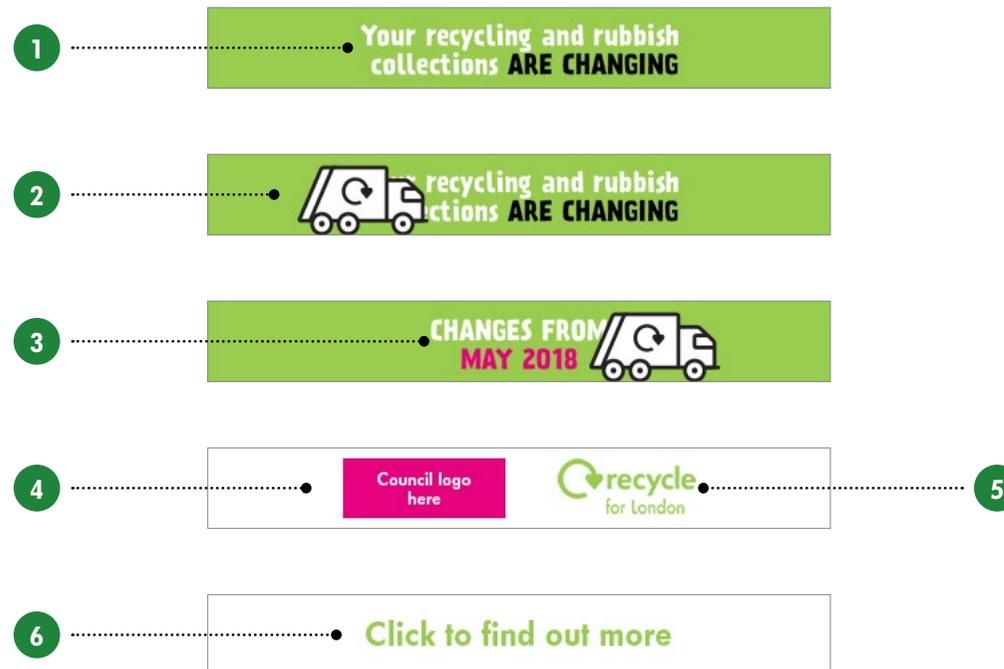
Digital materials

Banner – animated

- 1** **Headline**
This should not be altered.
- 2** **Animated elements**
Only amend the layers highlighted green within the Photoshop file. Don't alter the order or timing of animation frames.
- 3** **Date**
Click the layer labelled 'DATE – ENTER YOUR DATE HERE' to amend date to match the time of your change.
- 4** **Council logo**
Click the layer labelled 'COUNCIL LOGO – REPLACE WITH YOUR LOGO' to insert your council's logo.
- 5** **Recycle for London logo**
This should not be altered.
- 6** **Call to action**
This should not be altered. When uploading/supplying final artwork, include the appropriate URL you would like residents to be directed to when advert is clicked.

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Animation stills



Digital materials

Skyscraper – static

- 1** **Headline**
This should not be altered.
- 2** **Date**
Click the layer labelled 'DATE – ENTER YOUR DATE HERE' to amend date to match the time of your change.
- 3** **Illustration**
There are icons available for bins, boxes, bags and food caddies. Use the correct ones to represent your service.
- 4** **Call to action**
This should not be altered. When uploading/supplying final artwork, include the appropriate URL you would like residents to be directed to when advert is clicked.
- 5** **Council logo**
Click the layer labelled 'COUNCIL LOGO – REPLACE WITH YOUR LOGO' to insert your council's logo.
- 6** **Recycle for London logo**
This should not be altered.

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Digital materials

Wide skyscraper – static

- 1** **Headline**
This should not be altered.
- 2** **Date**
Click the layer labelled 'DATE – ENTER YOUR DATE HERE' to amend date to match the time of your change.
- 3** **Illustration**
There are icons available for bins, boxes, bags and food caddies. Use the correct ones to represent your service.
- 4** **Call to action**
This should not be altered. When uploading/supplying final artwork, include the appropriate URL you would like residents to be directed to when advert is clicked.
- 5** **Council logo**
Click the layer labelled 'COUNCIL LOGO – REPLACE WITH YOUR LOGO' to insert your council's logo.
- 6** **Recycle for London logo**
This should not be altered.



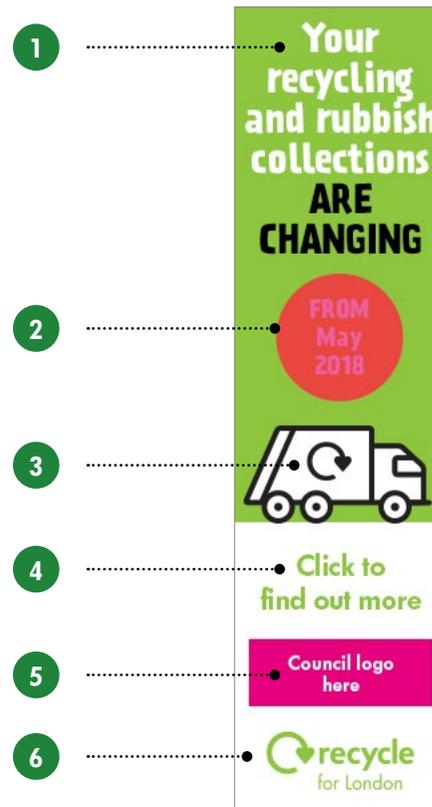
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Digital materials

Wide skyscraper – animated

- 1 **Headline**
This should not be altered.
- 2 **Date**
Click the layer labelled 'DATE – ENTER YOUR DATE HERE' to amend date to match the time of your change.
- 3 **Animated elements**
Only amend the layers highlighted green within the Photoshop file. Don't alter the order or timing of animation frames.
- 4 **Call to action**
This should not be altered. When uploading/supplying final artwork, include the appropriate URL you would like residents to be directed to when advert is clicked.
- 5 **Council logo**
Click the layer labelled 'COUNCIL LOGO – REPLACE WITH YOUR LOGO' to insert your council's logo.
- 6 **Recycle for London logo**
This should not be altered.

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Animation skills

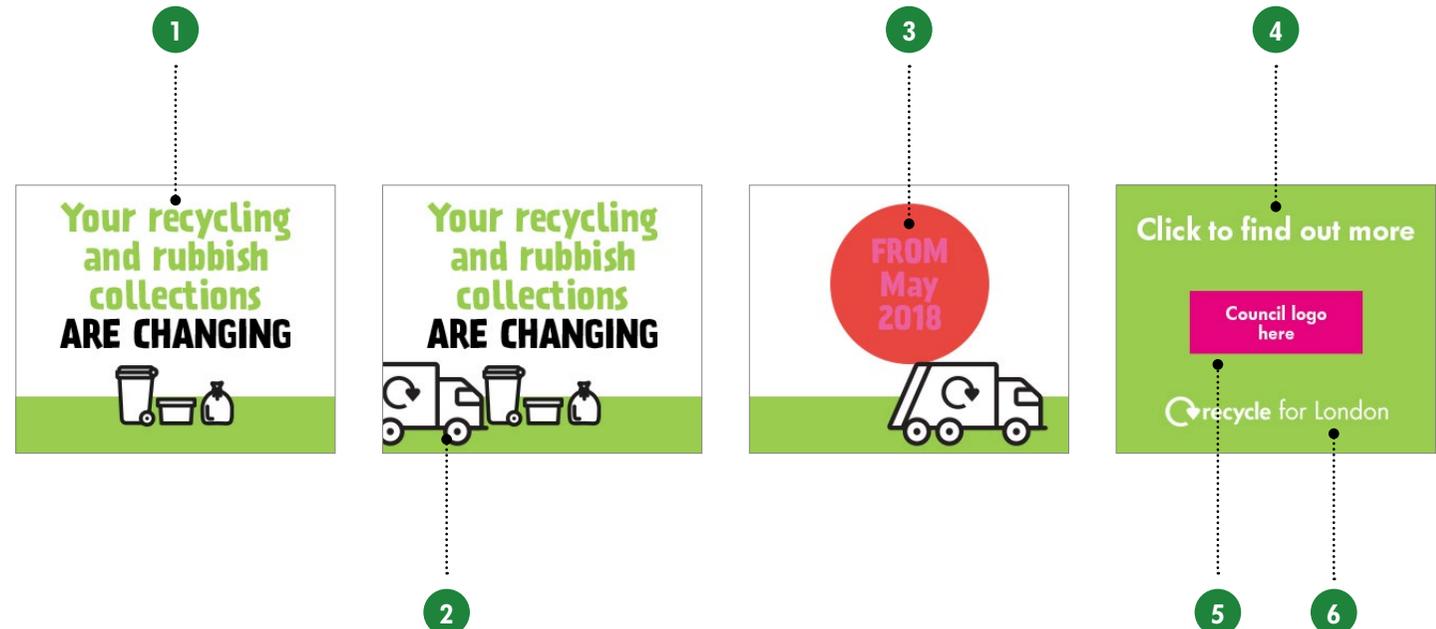


Digital materials MPU – animated

- 1** **Headline**
This should not be altered.
- 2** **Animated elements**
Only amend the layers highlighted green within the Photoshop file. Don't alter the order or timing of animation frames.
- 3** **Date**
Click the layer labelled 'DATE – ENTER YOUR DATE HERE' to amend date to match the time of your change.
- 4** **Call to action**
This should not be altered. When uploading/supplying final artwork, include the appropriate URL you would like residents to be directed to when advert is clicked.
- 5** **Council logo**
Click the layer labelled 'COUNCIL LOGO – REPLACE WITH YOUR LOGO' to insert your council's logo.
- 6** **Recycle for London logo**
This should not be altered.

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Animation stills



Digital materials

Double MPU – animated

- 1** **Headline**
This should not be altered.
- 2** **Animated elements**
Only amend the layers highlighted green within the Photoshop file. Don't alter the order or timing of animation frames.
- 3** **Date**
Click the layer labelled 'DATE – ENTER YOUR DATE HERE' to amend date to match the time of your change.
- 4** **Call to action**
This should not be altered. When uploading/supplying final artwork, include the appropriate URL you would like residents to be directed to when advert is clicked.
- 5** **Council logo**
Click the layer labelled 'COUNCIL LOGO – REPLACE WITH YOUR LOGO' to insert your council's logo.
- 6** **Recycle for London logo**
This should not be altered.

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Animation stills



Sample communications schedule

This is a fictional plan, designed only to help your own planning for local service change. The indicative time line is recommended based on research with consumers.

Activity	8–12 weeks before	6–8 weeks before	4 weeks before	2 weeks before	1 week before	Day zero	Month after	3 months after
Local media press release trailing the changes								
Council newsletter or blog post								
Social media on service changes								
Council website content goes live with service change info								
Leaflet A distribution to all affected households								
Door-knocking to support distribution of leaflet A								
Bin hangers highlighting new service coming								
Local outdoor advertising								
Vehicle livery updated								
Local media press release with detail on the changes								
Digital banners on council website								
Community events								
Digital banners on local newspaper sites								
Social media highlighting new bin deliveries								
New bins delivered with leaflet B								
Bin hangers for service go-live on new bins								
Service goes live								
Press release and photo opportunity for local media to publicise go-live								
Press release on success of roll-out to local media								
Council newsletter or articles on roll-out – case studies								
Follow-up focus groups to check understanding and perceptions								

If you would like to use elements of this artwork as part of a co-ordinated campaign, please contact us to discuss your plans first by emailing:

