



ReLondon

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

Revised 2022

Contents

1. Introduction

Introduction to the toolkit

Flats Recycling Package (revised 2022)

Key stages for delivery

Key stages for delivery (stages 1-3)

Key stages for delivery (stage 4)

Key stages for delivery (stages 5-8)

2. Operational elements

Operational changes to improve recycling in flats
– key principles

FRP 1. Collection of six main dry recyclables and food

FRP 2. Co-location of rubbish, dry recycling and food bins

FRP 3. Appropriate dry recycling and food bins and caddies and liners

FRP 4. Adequate collections to prevent overflows and appropriate dry and food recycling capacity

FRP 5. Clean & well-maintained bins and bin areas

FRP 6. Regular monitoring of sites

3. Communications elements

Influencing behaviour to improve recycling in flats

Some behaviour change principles to keep in mind

Communications assets

3	FRP 7. Clear and visible signage on rubbish, dry recycling and food bins and at bin storage areas	22
4		
5	FRP 8. Service relaunch and disruptive communications	26
6	Service relaunch and disruptive communications assets	27
7	Launching a food waste service	30
8	Additional food waste assets	31
9	FRP 9. Ongoing communications: recommendations to improve engagement	32
10	FRP 10. Informing residents what they should do with bulky waste items	33
11	Additional assets	34
12	Implementing effective communications	35
13	Installation guide	36
14	Bin area considerations	37
15	Signage and communications guidance	38
16	Getting materials printed	39
17	Getting materials installed	40
18	Signage installation - lessons learnt	41
19	Monitoring and evaluation	42
20		
21		



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

Introduction



Introduction to the toolkit

This toolkit is for organisations that want to improve waste and recycling services in order to increase recycling rates from purpose built flats (flats).

The Flats Recycling Package is a set of evidence-based guidelines, to enable organisations to meet government proposals for consistent collections and make recycling easier for people living in flats. It provides a full set of downloadable assets and guidance for their use.

Following two research projects, ReLondon developed the Flats Recycling Package, bringing the look and feel of waste and recycling services in purpose-built flats up to a common standard, and providing residents with clear and reliable information about services. The first project in 2018/9 focussed on dry recycling, and the second in 2021/2 included food waste.

Both projects showed that implementing the Flats Recycling Package resulted in significant improvements to recycling and material capture rates. Following this success, ReLondon recommends that the Flats Recycling Package (revised 2022) is rolled out to all existing and new 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 bottom left corner to navigate the toolkit

Flats Recycling Package (revised 2022)

The Flats Recycling Package is a set of operational and communication guidelines, that should be implemented as an integrated package to improve waste and recycling services in flats.

Flats Recycling Package

Operational

1. Collection of the six main dry recyclable materials* and food
2. Co-location of rubbish, dry recycling and food bins
3. Appropriate dry recycling and food bins (including caddies and liners)
4. Adequate collections to prevent overflows (rubbish, dry recycling and food) and appropriate dry and food recycling capacity (minimum 60 litres/hh/wk and 10 litres/hh/wk respectively)
5. Clean and well maintained bins and bin areas
6. Regular monitoring of sites

Communication

7. Clear and visible signage on rubbish, dry recycling and food bins and at bin storage areas
8. Service relaunch and disruptive communications
9. Ongoing communications – yearly recycling leaflet and posters displayed in communal areas
10. Informing residents what they should do with their bulky waste items

*paper, card, glass, food and drink cans, plastic bottles and mixed rigid plastics (tubs, pots and trays)

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 including the ongoing maintenance. 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.

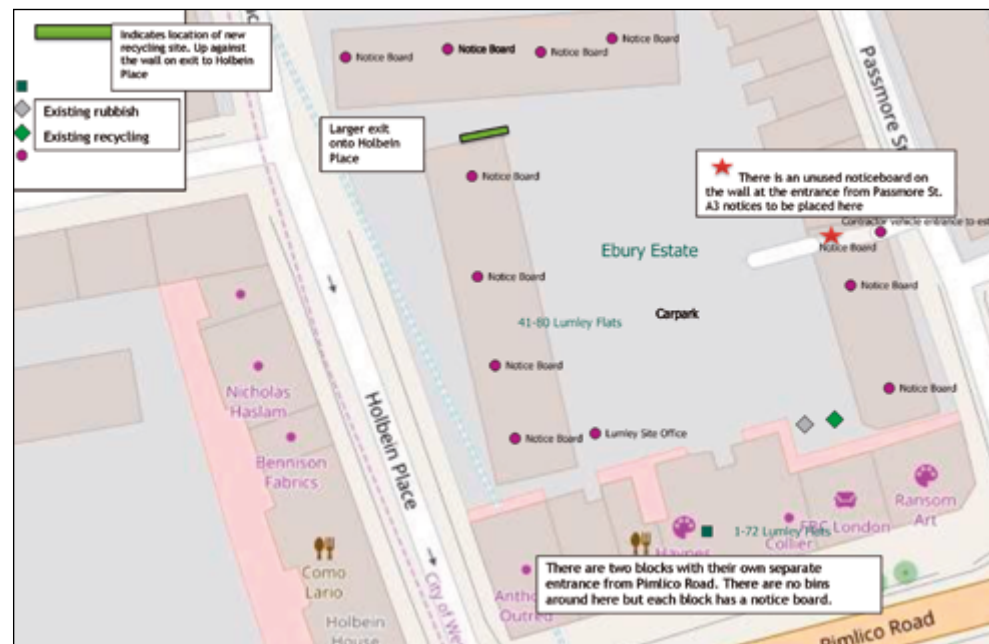
Ensure that you take two paper copies of the site block plan to detail existing infrastructure and changes to be implemented as part of the Package. Depending on the size of the site and number of blocks/flats within it, this stage could take up to one day and may require you to revisit.

Examples of data that the assessment needs to record on 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.

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

2

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



Operational changes to improve recycling in flats - key principles

Historically, rubbish and recycling services for flats may have been designed from the perspective of the collection service - locating bins where they are easy for crews to access, for example. Our research showed that in addition to motivation and knowledge people must find it easy to use recycling facilities.

- When launching new services, or refreshing existing ones, look for ways to solve people's problems – show what the service can provide for residents. This should include ensuring that locations for waste and recycling services work for residents.
- Look at end-to-end solutions – with in-home infrastructure where possible to make the whole recycling journey easy.
- There is a potential recycling performance ceiling on estates where bin rooms are not conducive to recycling. On estates where bin rooms cannot be re-designed it may be better to look at placing the recycling containers outdoors to encourage better quantity and quality of recycling.
- Tower Hamlets, in partnership with ReLondon, has produced a Supplementary Planning Document for reuse, recycling and waste in new-build properties to try to ensure a more consistent design of bin areas and higher performing recycling services.
talk.towerhamlets.gov.uk/rrwp



FRP 1. Collection of six main dry recyclables and food

In line with government proposals for consistent collections*, your dry recycling service should collect paper, card, glass, food and drink cans, plastic bottles and mixed rigid plastics (tubs, pots and trays). You should also have a separate food waste collection.

Things to consider:

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



* as known at the time of publication. It is expected that these may also include foil, aerosols, cartons and plastic film in future. Requirements should be checked before implementing the FRP.

FRP 2. Co-location of rubbish, dry recycling and food bins

Co-locate all waste streams (rubbish, dry recycling and food) so that residents have equal access to each stream. This includes closure of on-floor rubbish chutes where these exist.

Things to consider if co-location or chute closure is not possible:

- 1 Ensure that dry recycling and food waste bins are conveniently located for residents as close to main walking entrance/exit routes and walkways as possible.
- 2 Redistributing the dry recycling and food bins around the site if there are multiple routes.



FRP 3. Appropriate dry recycling and food bins and caddies and liners

Provide dry recycling bins that are able to fit flattened cardboard and appropriate external food waste bins and internal caddies including liners.

Dry recycling

Apertures on recycling bins should be big enough to accept flattened cardboard boxes and for residents to deposit multiple recyclable items at once. They should have locked reverse lids to help prevent contamination and protect signage from damage during collections.

Things to consider:

- 1 Ensure that all recycling bins have reverse lids with large apertures – note that lids can be retrofitted to existing bins.
- 2 Ensure the collection contractor has training on how to empty and re-lock reverse lidded bins.
- 3 Consider providing an in-home storage solution, such as a reusable bag, for residents to store dry recyclables and transport them to the communal bins.

Appropriate aperture



Inappropriate aperture



Food

External: Provide an external housing unit with an appropriate sized bin inside for the number of properties and collections. Consider push pedal access for residents so they don't need to touch the bins.

Internal: internal caddy and easy to access supply of liners*.



* Our research showed that having free liners was a strong motivating factor for residents' satisfaction with the food waste service

FRP 4. Adequate collections to prevent overflows and appropriate dry and food recycling capacity

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.

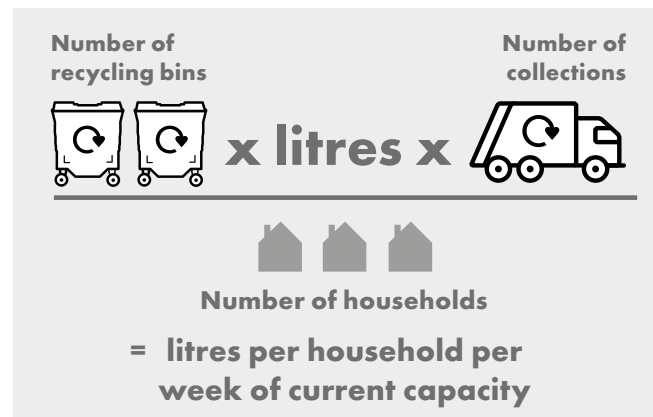
- We suggest ensuring a minimum dry recycling capacity of 60 litres and food capacity of 10 litres per household, per week.
- Consider additional bins or additional collections if the capacity is not sufficient.
- As per FRP 2, co-locate external food bins with rubbish and dry recycling bins.

2 Find out if there are any existing overflow issues (all materials).

- Liaise with stakeholders to understand if overflowing bins is a problem and what is causing this e.g. missed collections, insufficient collections.
- If relevant, find out about 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.



FRP 5. 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?

- ♦ Cleaning bin aperture and lids (include chute hoppers).
- ♦ Cleaning signage.
- ♦ Sweeping around the bins.
- ♦ Cleaning the bin rooms/chute rooms.
- ♦ Cleaning the bins - food bins will require more regular cleansing.
- ♦ Clearing bulky waste.

2 Who owns the bins and is responsible for ensuring that:

- ♦ Lids and apertures present and in usable condition (undamaged and in working order).
- ♦ Bin lid locks are in working condition.
- ♦ Stickers are readable and in good condition.
- ♦ Wheels and wheel locks are in working order.
- ♦ Bins are without major dents and scratches.
- ♦ Bins are cleaned on a regular schedule.

3 Collection contractor responsibilities:

- ♦ Bin areas left tidy after collection.
- ♦ Bins returned to correct location after collection. Ensure recycling, rubbish and food waste bins are placed under the relevant signage.
- ♦ Bin lids locked after collection.
- ♦ Wheels locked.

FRP 6. Regular monitoring of sites

Ensure that all rubbish, dry recycling and food waste sites are monitored regularly and issues reported and rectified.

Our research shows that regular monitoring of the rubbish, dry recycling and food waste areas and bins is essential to ensure that the Flats Recycling Package remains effective. We would recommend that this monitoring is carried out by someone other than the collection crews.

We visited every site on a monthly basis to carry out a visual inspection of the waste areas, bins and signage to check for any, or cleanliness problems. We also spoke to the cleaner or tenant and resident association representative to understand if there were other issues of bulky waste dumping, missed collections, overflowing bins etc.

Examples of typical problems encountered can be seen in the following pictures and without regularly monitoring, these issues would potentially go unreported and likely impact on the recycling performance.



Communications elements

3



This section provides tips and advice on key things to consider when communicating to residents.



Influencing behaviour to improve recycling in flats

Behavioural science tells us that changing ingrained habits (such as how we dispose of waste at home) is challenging. Our research has shown us that:

- ◆ Information alone will not change habitual behaviours.
- ◆ People may not take much notice of their everyday surroundings and may be unaware of existing infrastructure, instructional signs and information leaflets.
- ◆ Residents often have other everyday concerns (such as finance, mental health, relationships) that they consider more pressing than what they do with their waste.

Communications, however powerful, are unlikely to be enough to transform recycling in flats. But alongside operational improvements, we have seen that they can play a role in increasing recycling and capture rates and reducing contamination.

A mix of factors play into these potential improvements. Alongside positive changes to infrastructure and the ease with which people can use the recycling system where they live, communications can help by increasing people's knowledge of what they are supposed to do and enhancing their motivation to do it.



Some behaviour change principles to keep in mind

A behaviour change approach should integrate improvements to the infrastructure with communications to highlight these changes and encourage people to take advantage of them. In our research we have identified 5 key principles that should underpin this:

- 1** We need to disrupt existing habits. This can involve interrupting the 'waste journeys' people are used to and making the new recycling arrangements bold, prominent and highly visible.
- 2** Strong, colourful, visually-led communication is important, especially in areas where people may have poor literacy or not speak English as a first language.
- 3** Show people the personal benefits of using the recycling service. If it helps them de-clutter their flat or easily get rid of bulky or problematic items they will feel that it is solving a problem for them rather than just being another obligation.
- 4** Recycling starts in the home. Think about ways in which help and messaging can be brought into their flat and not just exist in the communal areas.
- 5** Start with a big bang but remember this may not be enough to create change. If you have additional announcements to make, are introducing new collections, or making other changes it is a good idea to spread these out so that you can maintain interest and give people ongoing prompts to recycle.
- 6** Remember that over time communications materials may become faded and damaged. People will also notice them less if they are not changed. A plan to refresh and update stickers, signage and posters is an important contributor to effectiveness.



Communications assets

General guidance:

- ◆ You will find some of the assets don't use the London Recycles Green, this is deliberate for assets that are about items that can't be normally recycled.
- ◆ All communication assets can be downloaded from <https://relondon.gov.uk/resources/toolkit-flats-recycling-package>.

Tailoring assets

- ◆ Assets should be tailored to reflect:
 - Your council logo, or where appropriate housing provider logo.
 - Appropriate contact details - phone numbers or URLs.
 - You should tailor images of items and copy to suit your local recycling and collection services.
- ◆ In most cases text that needs to be localised and areas to put logos have been highlighted in mauve.

Producing assets




- ◆ Assets have been produced at a range of different sizes and dimensions, in some cases ideal dimensions or suggestions are provided but you may need to adjust them to suit specific locations etc.
 - Thought should be given to sizing - obviously they need to be large enough to easily read! You should think about the distance they need to "work" at - the headline on posters or signs may need to be easily legible from a metre or more away, while stickers for bin lids or leaflets will mostly be viewed from much closer.
- ◆ Some assets (e.g. vinyl/stickers) need specialist printing and production, for others that can be printed normally consider laminating them so they last longer.
- ◆ For best results, printing colours used should be CMYK.

FRP 7. Clear and visible signage on rubbish, dry recycling and food bins and at bin storage areas


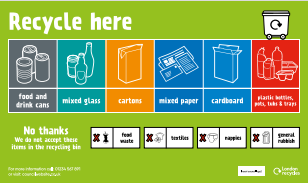

- Bin store signage should be used on bin store doors to remind people where they can dispose of and recycle their waste.
- All rubbish, dry recycling and food bins should have clear signage on the front of the containers. This includes signage on chute hopper doors. Stickers should be replaced yearly.
- 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.
- 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.
- Additional stickers by the aperture of recycling bins can remind users that rubbish is not accepted in these bins. These stickers should be replaced yearly.



BIN STORE SIGNAGE

<p>Recycling and bin store door sign</p>	<p>To be used on bin store doors to remind people where they can dispose of and recycle their waste Size: 297 x 180mm Material: Dibond</p>	
<p>Large items signage</p>	<p>To be used on chutes or bin room doors, or in bin rooms Suggested size: 230 x 230mm. Tailor as required. Material: Dibond</p>	
<p>Don't dump your rubbish here sign</p>	<p>These can be used in areas where the dumping of waste is problematic Suggested size: 297 x 180mm. Tailor as required. Material: Dibond</p>	

SIGNAGE ABOVE BINS

<p>Rubbish only sign to go above rubbish bins</p>	<p>To be used above residual bins to reinforce their rubbish only purpose. Above residual bins. Dimensions: 1310 x 750mm Material: Dibond</p>	
<p>Signage to go above dry mixed recycling bins</p>	<p>To be used above dry mixed recycling bins Dimensions: 1260 x 750mm Material: Dibond</p>	
<p>Signage to go above single material only bins</p>	<p>To be used above single material bins only (all single materials available to download) Dimensions: 1260 x 750mm Material: Dibond</p>	

SIGNAGE ON BINS AND CHUTES

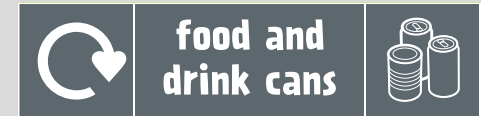
Single material only bins

Stickers to be used on single material only bins. 1100 or 1280ltr recycling bins - three stickers for top, middle and bottom of container.

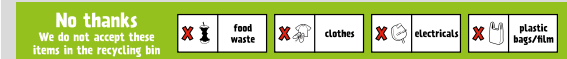
1. Recycle here – 1050 x 90mm
2. Material icons – 850 x 290mm
3. No thanks – 800 x 90mm



1.



2.



3.

Food waste containers

Three different sized stickers to be used on food waste container, there is a large asset to go on the front and smaller stickers on the top of bins.

1. Main food waste sticker – 400 x 600mm
2. Push pedal sticker – 150 x 150 mm
3. No plastic bag sticker – 150 x 150mm



1.



2.



3.

FRP 8. Service relaunch and disruptive communications

- Our research suggests that 'relaunching' the recycling service with bold communications can be effective.
- This is about creating a distinct 'moment of change' where improvements to the infrastructure are accompanied by highly visible messaging that looks quite different to what people will have seen before.
- These communications are designed to disrupt people's existing habits and make them rethink how they dispose of waste, using the theme of 'a fresh start'.
- All flats should receive a simple and accessible letter to announce the change.
- Injecting bright colours and a sense of fun can help with this. Local relevance (making people think this is specifically aimed at their estate) has a role to play too.
- Consider other new ways to communicate to add to the feeling of transformation. To help with this, the toolkit includes floor stickers that can be used to point to the recycling area and stickers that can be added to bins and signage to create a sense of fun. Both of these can be used temporarily but should be removed once they become scuffed.



Service relaunch and disruptive communications assets

GENERAL SERVICE RELAUNCH ASSETS

Letter to residents

A letter to residents to launch new recycling services, or a new initiative and effort to increase recycling.
As well as tailoring with your local council name and logo and items you may want to adjust the copy to reflect your recycling initiative. Remember to keep it as short and simple as possible.

Details/notes: Introductory service launch information letter

Dimensions: Letter A4 portrait, envelope C4 portrait

Material: paper letter and envelope



Posters for notice boards

A poster to announce a change in recycling services, or a new initiative and effort to increase recycling.
As well as the normal tailoring you will want to ensure the copy reflects your local recycling services.

Details/notes: Service launch poster

Dimensions: A2 portrait and landscape

Material: Paper poster



All services information card

This card/leaflet summarises all services.
As well as tailoring to suit your council name and logo you should make sure the information reflects your recycling services.

Dimensions: A5

Material: Card



SIGNAGE ABOVE BINS

<p>Dry mixed recycling signage above bins</p>	<p>To be used above dry mixed recycling bins Dimensions: 1000 x 600mm Material: Dibond</p>	
<p>Food signage above bins</p>	<p>To be used above food bins Dimensions: 500 x 300mm Material: Dibond</p>	

FLOOR VINYL

<p>Recycling and food</p>	<p>Floor vinyls to draw attention to recycling facilities Dimensions: 500 x 500mm Material: non-slip sticker</p>	
---------------------------	--	--

FUN STICKERS

Fun stickers to be placed on bins to grab attention

Dimensions: 150 x 150mm

Material: Sticker

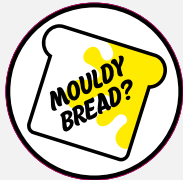
Residual



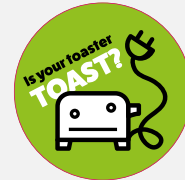
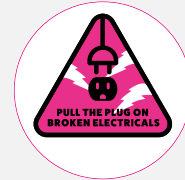
Dry mixed recycling/cardboard



Food waste



Small electricals



Textiles






Launching a food waste service

- When launching a food waste service, the right communication is essential.
- At launch, it is important to clearly communicate how food waste should now be recycled and signpost the items that are and are not accepted in a simple, visually-led way.
- Delivering a caddy to people's flats together with simple instructions of how to use it is a crucial first step. Instructions should be stickered or printed onto the caddy as well as included in an accompanying leaflet.
- If possible, the caddy should be delivered in person to allow an opportunity to explain the new service in a face-to-face conversation. ReLondon delivered new caddies in a paper bag that was also printed with information – this bag could then be re-purposed as a single-use container for dry recycling.
- As with other recycling bins, clear visual signage on the communal food waste bins is essential.
- The benefits of food waste recycling (no more stinky kitchen bins and reducing the problem of pests) should be explained at launch. The environmental benefits should also be set out as many people are unaware of these.
- Giving people a small reward for engaging with messaging should be considered. (ReLondon gave them a tea bag to help residents develop good food waste recycling behaviours).



Additional food waste assets

FOOD WASTE ASSETS (ADDITIONAL)		
<p>Paper bag for caddy delivery</p>	<p>A paper bag with printed information for delivering caddies and service information. Dimensions: Bag - 320 x 220mm</p>	
<p>Caddy sticker</p>	<p>A sticker to go on food waste caddies Dimensions: 100 x 120mm Material: Sticker</p>	
<p>Information postcard</p>	<p>A postcard with information on food waste, with a paper wrapped teabag stuck to the front Dimensions: A5 portrait Material: Card</p>	

FRP 9. Ongoing communications: recommendations to improve engagement

Send a recycling leaflet to all residents once a year:

- This will help reinforce how residents should use their recycling and rubbish services, as well as explaining the system any new residents.
- Remember that less engaged residents may not keep hold of this; they may even throw it away without reading it so do not rely on this alone.

Display posters highlighting recycling messages in communal areas:

- Where possible, use internal recycling posters to promote the items that can be recycled from around the home.
- These can also be used to announce new services or pop-up events – such as electricals or textiles collections.

Where possible tailor messages to the specific flat block or estate:

- where possible highlight successes and positive behaviours.



FRP 10. Informing residents what they should do with bulky waste items

- Where required, stand-alone 'large items' signage or 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 and include the same information in yearly leaflets.
- 'No dumping waste' signs can be used in areas where the dumping of waste is problematic.











Getting rid of large items?

For mattresses, furniture, fridges and other large items please call **020 0000 0000**

www.council.gov.uk/recycling **ADD council logo**

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


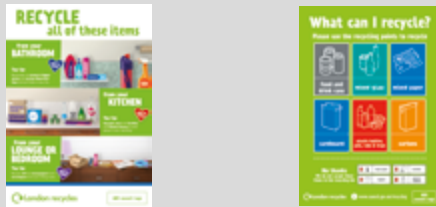


This is a free service

For more information call: 01234 567 891 or visit: councilwebsite.co.uk

London recycles

Additional assets


ADDITIONAL ASSETS

<p>Annual leaflet</p>	<p>Annual leaflet for residents to reinforce how to use their recycling and rubbish services. Do not add more than 5 items to the column lists on the inside spread – any more than what is shown here residents are unlikely to be read. Dimensions: A5, 6 page Materials: paper</p>	
<p>Recycling posters</p>	<p>Posters for internal notice boards or other use, raising awareness of new services or a new initiative to increase recycling. As well as tailoring to reflect your council logo and name you will need to ensure the services described are accurate. Dimensions: A4 but can be resized to A3 or A2 as required Material: card, double-sided so that poster can be changed easily</p>	
<p>Large items signage and posters</p>	<p>1. 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. Dimensions: 297 x 210mm (A4). Tailor as required Material: Dibond 2. Internal posters to inform residents how to get rid of large items and help prevent these items from just being dumped. Poster large items. Dimensions: A4 but can be re-sized as required</p>	
<p>Small electricals signage on and above containers</p>	<p>A couple of different assets to be used on or above small electricals container. 1. Above small electricals bins Dimensions: 500 x 300mm Material: Dibond 2. On Small electricals bins Dimensions: 850 x 290mm Materials: Sticker</p>	

Implementing effective communications

- 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.

ReLondon Flats Project - signage requirements



Representative Image	Bin store signage (specifying dimensions and number. Dotted)	Bin store signage rubber dimensions and number. Dotted	Recycling bin apartment stickers, dimensions and number. Contractor to print and apply before delivery	Recycling bin stickers, dimensions and number. Contractor to print and apply before delivery	Recycling bin stickers, dimensions and number. Contractor to print and apply before delivery	Large items sticker (A1) (bin room (A1) All A1 Dotted)	Posters recycling, dimensions and number. Dotted and laminated	Posters Large items, dimensions and number. Laminated			
Camden											
Flat 1	CC	110	Old	Food waste version 3 off - 1260 x 750 wall mounted	Not required	8 off 115 x 115	4 off 800 x 300	17 off 417 x 200 food waste version	8 off A1 + 1 off A2	8 off A4	8 off A4
Flat 2	JB	102	New	Food waste version 8 off - 1260 x 750 Bin store wall mounted	Not required	8 off 115 x 115	8 off 800 x 300	10 off 417 x 200 food waste version	4 off A2	14 off A4	14 off A4
Islington											
Flat 3	JB	101	Old	Dry recycling version 4 off - 840 x 500 on window wall 1 off 1260 x 750 on post	Not required	8 off 115 x 115	8 off 800 x 300	18 off 417 x 200, 10 off 417 x 200, 12 off A1 + 2 off A2	10 off A4	10 off A4	10 off A4
Flat 4	JB	101	Newer (2010)	Dry recycling version 4 off 1260 x 750 All on posts	1 off 1110 x 700 Post mounted 3 off 800 x 175 door mounted	4 off 115 x 115	4 off 800 x 300	34 off 300 x 504	17 off A4	5 off A4	5 off A4
Flat 5	JB	100	Old	Food waste version 8 off 1260 x 750 1 off 840 x 500 All on posts	7 off 1310 x 750 All wall mounted	7 off 115 x 115	7 off 800 x 300	24 off 300 x 504 food waste version	18 off A4	12 off A4	12 off A4
Lambeth											
Flat 6	BB	109	New	Dry recycling version 4 off 1260 x 750 wall mount	4 off 1310 x 750 wall mount	10 off 115 x 115	8 off 800 x 300	14 off 417 x 200 no recycling version	Not required	2 off A4	2 off A4 posters 1 off A3 poster
Tower Hamlets											
Flat 7	CC	108	New	Dry recycling version 5 off - 1260 x 750 all wall mount	Not required	22 off 115 x 115	11 off 800 x 300	17 off 417 x 200	5 off A2	5 off A4	5 off A4
Flat 8	CC	104	Old	Dry recycling version 3 off - 1260 x 750 Not required	Not required	10 off 115 x 115	8 off 800 x 300	10 off 417 x 200	13 off A4	8 off A4	8 off A4
Flat 9	CC	108	Old	Dry recycling version 3 off - 1260 x 750 1 wall and 2 fence mount	1310 x 750 1 wall mount	10 off 115 x 115	8 off 800 x 300	10 off 417 x 200	27 off A4	8 off A4	8 off A4
Westminster											
Flat 10	BB	104	Old	Dry recycling version 2 off - 1260 x 750 wall mount	1 off 1310 x 750 wall mount	8 off 115 x 115	4 off 800 x 300	5 off 417 x 200	Not required	10 off A4 1 off A3	13 off A4 posters 1 off A3 poster
Flat 11	BB	100	Old	Dry recycling version 2 off - 1260 x 750 wall 2 off 804 x 500 ceiling 1 off 804 x 500 door	Not required	10 off 115 x 115	8 off 800 x 300	4 off 417 x 200 28 (Chamberlain 300 x 504)	43 off A4 + 2 off A2	10 off A4	10 off A4
Flat 12	BB	201	Old	Dry recycling version 1 off 1260 x 750	1 off 1310 x 750	10 off 115 x 115	8 off 800 x 300	4 off 417 x 200 38 (Chamberlain 300 x 504)	38 off A4	11 off A4	11 off A4

Installation guide

4



Bin area considerations

Key things to consider when designing bin area signage:

- 1 Use the size guide in this toolkit as a basis for the dimensions of all signage.
- 2 For recycling/rubbish signs (on wall/posts) – approximately one sign to two 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

- 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.
- 6 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.



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 within 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!
- 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.
- 7 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 two people). Anticipate completing two 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.

Signage installation - lessons learnt

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 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** Dibond 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/Blu Tak!
- 9** Build in a 'mop up' day to complete any additional work not originally planned for.



Monitoring and evaluation

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

- 1** As per FRP 6, visit your sites regularly (we suggest monthly) following the changes. Ongoing 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.





The White Collar Factory
1 Old Street Yard, Old Street
London EC1Y 8AF

 @ReLondon_uk

 /company/reondonuk/

reondon.gov.uk