Recycling in flats
Communications toolkit
Version 1.1

Resource London
Contents

Introduction ...................................................... 3
Introduction to the toolkit .................................... 4
Flats recycling: where to start? ............................ 5
Key operational considerations ............................ 6
Style guide ........................................................ 7
NEW London recycles branding ......................... 8
Supporting the new brand ................................. 9
Information for designers ................................. 10
Communication assets ........................................ 11
Bin store door signage ..................................... 12
No dumping waste signage .............................. 13
Recycling bin store signage .............................. 14
Recycling bin stickers ...................................... 15
Recycling bin aperture sticker .......................... 16
Smaller recycling bin stickers ............................ 17
Rubbish bin store signage ............................... 18
Rubbish bin sticker ......................................... 19
Rubbish chute sign .......................................... 20
Large items signage and stickers ...................... 21
Internal posters – large items .......................... 22
Internal recycling posters ............................... 23
Instructional leaflet for residents ...................... 24
Production and installation ................................ 25
Bin store considerations .................................. 26
Signage and communications guidance ........... 27
Signage and communications guidance ........... 28
Guide to costs and installation times ................ 29
Getting materials printed ............................... 30
Getting materials installed ............................ 31
Example schedule of work ............................ 32
Signage installation - lessons learnt ................ 33
Brand in action ................................................ 34
Brand in action – pre intervention ................... 35
Brand in action – post intervention ................. 36
Brand in action – post intervention ................. 37
Monitoring & evaluation ............................... 38
Contacts and further help ............................ 39

If you must print, please print double-sided on recycled paper.
Introduction
Resource London has developed a set of minimum service standards for recycling and rubbish facilities in purpose-built flats, combining operational and communications elements into a set of guidelines for bringing estates recycling services up to a consistent standard.

As part of this work, a series of communications assets were created and rolled out across Peabody Housing Association estates in six London boroughs during September 2018. The assets include:

- Clear and visible signage on and around recycling and residual bins and chute rooms including details on how to dispose of bulky waste items.
- Posters for use in internal/communal areas.
- An instructional leaflet for residents.

This toolkit is for local authorities who want to make improvements to their flats recycling service, and provides a full set of downloadable assets and guidance on their use. All the assets are available on the Resource London website: www.resourcelondon.org/resources/toolkits
There are some essential things to consider before you start communicating. Every estate is unique and one size doesn’t fit all!

6 key things to consider when working with flats

1. **Complete an estate inventory** – work with the housing provider to review the existing rubbish and recycling services and identify any operational issues. For example: issues with bulky waste, overflowing bins, untidy bin stores and unreliable collections. These MUST be addressed prior to any communications being delivered.

2. **Engage housing providers** from the outset and encourage buy-in through clear communication, liaison and information.

3. **Engage with collection crews/contractors** to ensure they are fully briefed about planned changes.

4. **Determine signage requirements** - work with the housing provider on site to identify locations and sizes of signage needed before you start designing and ordering. Tailor requirements for each estate.

5. **Document operational and communication requirements** – agree how information will be recorded. This is time-consuming but essential to help ensure consistency across estates. 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.

6. **Monitor the impact of your communications** so you can see what worked and what didn’t. This will help with communications planning and similar future activity.

7. **Ensure that you have enough resource and budget to** manage and deliver the agreed interventions. Don’t over-promise!
When rolling out new communications it is essential that the service itself operates at a good minimum standard.

This includes:

1. Accepting plastic carrier bags of recycling where possible. Our research shows that most residents living in flats already use carrier bags to store and transport their recycling, so plastic bags should be accepted in order to make recycling easier for residents. NB: It is important this is agreed in advance with reprocessors.

2. Providing appropriate apertures on recycling bins. We used reverse lid bins to:
   - Provide a large enough aperture to get large items like cardboard boxes or plastic/carrier bags of recyclables in. This also stops residents having to lift the whole bin lid and helps prevent contamination.
   - Help protect signage during collections — as the signage is effectively on the back of the bin.

3. Collecting a full range of dry recyclables.

4. Ongoing cleaning of residual and recycling bins, including lids and apertures. Well maintained bins and a clean, safe bin area are essential.

5. Frequent enough rubbish and recycling collections to prevent overflows.

6. Appropriate recycling capacity. Consider a minimum of 60 liters per household per week.

7. Ensuring bins are in convenient and accessible areas for residents.

8. Providing internal bin store floor marking to ensure bins are in designated recycling and rubbish areas.
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

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.

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/
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.

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**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.

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**Material stream iconography**
This material iconography was initially developed in 2014 to meet the Government’s new requirements for the materials that can be used in treatment and recycling communications. The icons can be used in a variety of media types, such as web, print, and media, representing a generic material type.

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**CGI images**
A range of individual computer-generated images representing all materials commonly collected for recycling are available 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.
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/](http://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](mailto: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/](https://partners.wrap.org.uk/assets/9609/)
This section provides examples of the communication assets developed to support the Resource London recycling in flats project 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.

How to modify

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

Single store signage
Size: 297 x 180 mm

Dual purpose bin store
Size: 297 x 180 mm
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.
Recycling bin store 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.

**How to modify**
- Tailor the material stream icons based on the items collected.
- Suggested size: 1260 x 750 mm. Tailor as required.
- Tailor the URL to local authority, where possible creating a direct link to information on recycling.
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.

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.

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.

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

- Front sticker
  Size: 357 x 706 mm

- Side sticker
  Size: 357 x 489 mm

- Recycling sticker
  Size: 357 x 70 mm

- Lid sticker
  Size: 250 x 250 mm

- Wall/stand alone sign
  Size: 1000 x 300 mm
Rubbish bin store 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.

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.

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

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.

Getting rid of large items?

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

Rubbish chute signage
Size: 297 x 210 mm
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.

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.

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

Poster large items
Size: 297 x 210 mm
Internal recycling posters

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

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.

Recycling posters
Size: A4
Instructional leaflet for residents

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

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 required 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.
Production and installation

This section provides tips and advice on key things to consider when producing, printing and installing signage and stickers on estates!
Bin store considerations

5 key things to consider when designing bin store signage:

1. Use size guide in this toolkit as a basis for the dimensions of all signage.

2. For recycling/residual 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 store 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 estate 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.
## Signage and communications guidance

<table>
<thead>
<tr>
<th>Image</th>
<th>Type of signage &amp; material</th>
<th>Suggested size</th>
<th>Image</th>
<th>Type of signage &amp; material</th>
<th>Suggested size</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Recycle here" /></td>
<td>Bin store signage recycling dimensions. Material: Dibond. Indicative print cost: £50 each Indicative design cost: £60 each</td>
<td>1260 x 750 mm Wall mounted or stand-alone post</td>
<td><img src="image2.png" alt="Rubbish only" /></td>
<td>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</td>
<td>230 x 230 mm</td>
</tr>
<tr>
<td><img src="image3.png" alt="Rubbish only" /></td>
<td>Bin store signage rubbish dimensions and number. Material: Dibond. Indicative print cost: £55 each Indicative design cost: £60 each</td>
<td>1310 x 750 mm Wall mounted or stand-alone post</td>
<td><img src="image4.png" alt="Large items chute (A4) / bin room (A2) sign" /></td>
<td>Large items chute (A4) / bin room (A2) sign Material: Dibond. Indicative print cost: £5.50/£16 each Indicative design cost: £40 each</td>
<td>A4, A2</td>
</tr>
<tr>
<td><img src="image5.png" alt="Recycling bin aperture" /></td>
<td>Recycling bin aperture Material: Stickers. Where possible apply to bins prior to distribution. Indicative print cost: £1.50 each Indicative design cost: £20 each</td>
<td>115 x 115 mm</td>
<td><img src="image6.png" alt="Recycling and bin store door sign" /></td>
<td>Recycling and bin store door sign. Material: Dibond. Indicative print cost: £5 each Indicative design cost: £20 each</td>
<td>297 x 180 mm</td>
</tr>
<tr>
<td><img src="image7.png" alt="Recycle here" /></td>
<td>Recycling bin Material: High tack stickers. Where possible print and apply before delivery. Indicative print cost: £8 each Indicative design cost: £60 each</td>
<td>850 x 75 mm 850 x 300 mm</td>
<td><img src="image8.png" alt="Rubbish store" /></td>
<td>Don’t dump your waste here signs. Material: Dibond. Indicative print cost: £5 each Indicative design cost: £20 each</td>
<td>297 x 180 mm</td>
</tr>
<tr>
<td><img src="image9.png" alt="Rubbish only" /></td>
<td>Rubbish bin Material: High tack stickers. Where possible print and apply before delivery. Indicative print cost: £5 each Indicative design cost: £20 each</td>
<td>750 x 250 mm</td>
<td><img src="image10.png" alt="Please don’t dump your waste here" /></td>
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</tr>
</tbody>
</table>

All prices are indicative for large quantities and exclude VAT
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 depends 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. Most estates 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 to do this! See page 29 for estimated installation times.

3. Make sure the installer has a schedule of work for each estate - see page 32 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. Estates are often secured! 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 estate, 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.
# Example schedule of work

## Installation deadline & leaflet distribution

<table>
<thead>
<tr>
<th>Activity</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
<th>Week 9</th>
<th>Week 10</th>
<th>Week 11</th>
<th>Week 12</th>
<th>Status</th>
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<tbody>
<tr>
<td>Finalise generic artwork</td>
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<td>Complete</td>
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<td>Tailor artwork to LA</td>
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<td>Complete</td>
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<td><strong>Recycling bin stickers</strong></td>
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<td>Complete</td>
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<td>Approve and sign off artwork - Storm</td>
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<td>Complete</td>
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<td>Send to Storm for production</td>
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<td>Complete</td>
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<td>Approve and sign off artwork - Wybone</td>
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<td>Send to Wybone for production</td>
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<td>Apply and install (BY STORM &amp; WYBONE) + bin delivery</td>
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<td><strong>Bin store signage (bin &amp; recycling)</strong></td>
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<td>In progress</td>
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<td>Approve and sign off artwork recycling bin store signage</td>
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<td><strong>Residual bin stickers</strong></td>
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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.
Brand in action

Examples of the minimum standards
Brand in action – pre intervention

Examples of bin areas prior to the operational and communications interventions.
Brand in action – post intervention

Examples of bins areas following the interventions.
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!
Monitoring and evaluating the impact of the operational and communication interventions is key. Consider the following:

1. Visit the estate regularly (we suggest monthly) following the changes. On-going monitoring of the site is important to ensure that signage is still in good condition, being cleaned and that any issues identified in your estates inventory are being addressed.

2. Consider regular meetings with caretakers or housing provider contacts to discuss any issues, brief them on requirements, e.g. bin store maintenance, bin placement, etc.

3. Regularly brief crews about any collection issues on estates.


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.
Contacts and further help

Please contact Resource London for more information:

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07732 681850

**For general information visit:** [www.resourcelondon.org](http://www.resourcelondon.org)