Report



Zero Waste Scotland Communications Guidance

Collection Calendar Guidance for Local Authorities



Kerbside collection calendars are an essential communication tool for most authorities. They enable authorities to provide essential information to householders about their waste and recycling services with instructions on how to participate.

Zero Waste Scotland works with businesses, individuals, communities and local authorities to help them reduce waste, recycle more and use resources sustainably.

Find out more at www.zerowastescotland.org.uk

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4 Collection Calendar Guidance for Local Authorities

1 Summary

There are five key instructions residents need to be given regarding their waste and recycling collection services.

These are as follows:

- 1. **WHAT** services are provided to them e.g. kerbside recycling collection, garden waste collection.
- 2. **HOW** they can participate in the services e.g. use the kerbside box provided to recycle newspapers & magazines, food and drink cans and glass bottles & jars. Use the green wheeled bin to recycle garden waste. What happens to surplus recyclables that don't fit it into the box or bin. Will additional receptacles be provided by the Council?
- 3. **WHEN** collections take place day and week. Where possible try to make collections on the same day. For example: refuse and recycling on the same day. This makes it easy for people to remember.
- 4. WHERE containers/receptacles should be placed for collection and at what time.
- 5. **WHO** do residents contact if they have a query? Include a helpline number and preferably email and website addresses as well. Make sure responsibility for answering calls and responding to emails has been assigned to appropriate staff.

2 Developing Calendars

When developing a calendar use the following checklist to ensure all design and content elements have been considered:

2.1 Design Elements

- branding e.g. Council logo, campaign logo, Recycle for Scotland iconography;
- layout e.g. clean, well spaced out;
- use of colours e.g. be consistent and don't make this too fussy;
- use of images e.g. use relevant professional images; and
- font e.g. is it clear and easy to read

The Recycle for Scotland brand has been designed with these principles in mind. For more information about the brand and ready-made template materials see www.zerowastescotland.org.uk.

2.2 Content

Five Key Instructions:

- what services;
- how to participate;
- · when is collection day and which week;
- where containers and receptacles should be placed for collection; and
- who can be contacted with queries

Other Considerations:

- written text e.g. supporting information should be concise and relevant;
- spelling & grammar e.g. check this carefully spelling errors look very unprofessional;
- hard to engage groups e.g. is the language, style and content relevant to this audience;

- braille, colour blindness & larger text options e.g. is this relevant to your audience;
- where possible, involve representatives from each hard to reach group in developing targeted communications in collaboration:
- specify the type of paper being used and include this on the communication e.g. 100% recycled paper;
- include a reference on the communication this will help enable you to track the effectiveness of the communication;
- understand existing communication channels ensure that calendars are available in a variety of languages and readily available in a different language at local community centres / hubs (if applicable);

These principles are supported by research in Scotland carried out by ZWS.

Examples of Collection Calendars and comments shown below

3.1 East Ayrshire



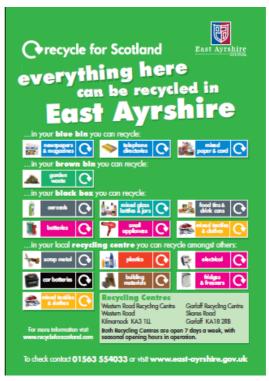
Reducing our waste protects Scotland

Reducing and recycling your waste saves energy, materials and carbon. And the great news for you is that you can recycle a wide range of materials directly from your doorstep.

This means that useful things such as old food and drinks cans, aerosol cans, household batteries, textiles and small electrical items no longer have to go to landfill sites. What's more the Recycling Centres offer additional opportunity and take everything from soil and rubble, timber, large electrical items, plastics and garden waste.







Comments:

- Good use of Recycle for Scotland material stream icons and colours.
- Clear details of what can and cannot be recycled in East Ayrshire and what goes in which receptacle.
- Clear details of the Council's customer service centre helpline.
- Clear call to action 'Recycle'.
- Collection dates clearly listed with bank holiday changes highlighted.
- Good use of messaging matrix informing residents how much plastic has been recycled in 2010.

3.2 West Dunbartonshire





Comments:

- Good use of Recycle for Scotland material stream icons and colours.
- Clear details of what can and cannot be recycled and what the bin and sacks look like.
- Clear details of the Council's customer service centre helpline.
- Clear call to action 'Recycle'.
- Makes clear the leaflet is available in braille or other languages upon request.
- Clear instructions about what can and cannot be recycled through the service.
- Clear information about the provision of sacks and how additional material can be taken.
- Details of the Council's helpline and website.
- Details reminding residents about how they recycle along with details of the local recycling centre.

Additional Support and Training

For further support and information contact ZWS's Partners Branding 0808 100 2040 Team on or email localauthorities@zerowastescotland.org.uk

Zero Waste Scotland runs a communications planning and design course as part of its training programme, see http://www.zerowastescotland.org.uk/ and click on Local Authority Support to view training courses offered.