

# 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](http://www.zerowastescotland.org.uk)

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## Contents

|          |  |          |
|----------|--|----------|
| <b>1</b> | <b>Summary .....</b>   | <b>4</b> |
| <b>2</b> | <b>Developing Calendars .....</b>                                      | <b>4</b> |
|          | 2.1 Design Elements.....   | 4        |
|          | 2.2 Content .....  | 4        |
| <b>3</b> | <b>Examples of Collection Calendars and comments shown below .....</b> | <b>5</b> |
|          | 3.1 East Ayrshire.....   | 5        |
|          | 3.2 West Dunbartonshire .....  | 6        |
| <b>4</b> | <b>Additional Support and Training.....</b>                            | <b>7</b> |

### 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](http://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.

### 3 Examples of Collection Calendars and comments shown below

#### 3.1 East Ayrshire



### Reducing our waste protects Scotland's environment

**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.



### Recycling & Refuse Collection Calendar 2012-2013

#### ROUTE 1N

| Month     | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |
|-----------|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| February  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| March     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| April     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| May       |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| June      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| July      |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| August    |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| September |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| October   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| November  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| December  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| January   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| February  |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| March     |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |

**recycle for Scotland**

This calendar shows when your **BLUE BIN**, **BROWN BIN** and **RESIDUAL BIN** will be collected. Your **BLACK BOX** will be collected every fortnight on the same day as your blue or brown bin.

To reach any collection enquiry contact 01563 554033 or email [cleansing.services@east-ayrshire.gov.uk](mailto:cleansing.services@east-ayrshire.gov.uk)

### recycle for Scotland

East Ayrshire

## everything here can be recycled in East Ayrshire

...in your **blue bin** you can recycle:

- newspapers & magazines
- telephone directories
- mixed paper & card

...in your **brown bin** you can recycle:

- garden waste

...in your **black box** you can recycle:

- car seats
- mixed glass bottles & jars
- food tins & drink cans
- batteries
- small appliances
- mixed textiles & clothes

...in your local **recycling centre** you can recycle amongst others:

- scrap metal
- plastics
- electrical
- car batteries
- building materials
- fridges & freezers
- mixed textiles & clothes

**Recycling Centres**

- Western Road Recycling Centre, Western Road, Kilmarnock, KA3 1LL
- Garraff Recycling Centre, Skanes Road, Garraff, KA18 2RB

Both Recycling Centres are open 7 days a week, with seasonal opening hours in operation.

For more information visit [www.recycleforScotland.com](http://www.recycleforScotland.com)

To check contact 01563 554033 or visit [www.east-ayrshire.gov.uk](http://www.east-ayrshire.gov.uk)

**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

### everything here can be recycled in West Dunbartonshire

recycle for Scotland

## Recycling is now easier than ever

Don't let a good thing go to waste

In your **blue box or bag** you can recycle:

- crushed cardboard
- household metal packaging
- plastics
- mixed paper & card
- car tires

For the **white bag** you can recycle:

- mixed glass bottles & jars

Please do not place plastic bags in your blue box/bag or blue covered bin receptacle!

Please do not place plastic bags in your white bag or blue covered bin receptacle!

We want to know your views on our services and the accuracy of the information contained in this leaflet and would appreciate your comments. All comments will receive a free reusable shopping bag. If you have any comments or queries, please contact us at:

Fleet and Waste Services, Richmond Street, Clydebank, G81 1RF  
[www.wdoveh.info](http://www.wdoveh.info), [wasteaware@west-dunbarton.gov.uk](mailto:wasteaware@west-dunbarton.gov.uk), 0845 111 0050

This document can be provided in large print, Braille or on audio cassette and can be translated into different community languages. Please contact:

Corporate Communications, Council Offices, Garshala Road, Dumbarton G82 3PU, 01389 737000

To find your nearest Recycling Centre or Recycling Point, please visit [www.recycleforScotland.com](http://www.recycleforScotland.com)

Printed on 100% recycled paper.

ZERO WASTE SCOTLAND

[www.west-dunbarton.gov.uk](http://www.west-dunbarton.gov.uk)

West Dunbartonshire Council

**Reducing our waste protects Scotland's environment**

West Dunbartonshire is now recycling around 50% of all household waste. This is a fantastic achievement. However, in order to meet challenging new recycling targets, we all need to recycle more materials more often.

To help you do this, an enhanced recycling service is provided to your household in partnership with Greenlight Environmental Ltd. To help you participate, you should also have received a blue recycling bag or box, and a white recycling bag.

Please do not place any other materials into your box or bags. Materials that cannot be recycled will not be uplifted by your collection crew.

**Top Tip**  
Keep this leaflet somewhere safe for future reference. Why not stick it to your fridge or cupboard door?

**Fact**  
Making a can from recycled materials saves enough energy to power a TV for three hours.

**Your collection calendar**

|                  |                |            |
|------------------|----------------|------------|
| <b>March '12</b> | <b>April</b>   | <b>May</b> |
| 1 15 29          | 12 26          | 10 24      |
| <b>June</b>      | <b>July</b>    | <b>Aug</b> |
| 7 21             | 5 19           | 2 16 30    |
| <b>Sept</b>      | <b>Oct</b>     | <b>Nov</b> |
| 13 27            | 11 25          | 8 22       |
| <b>Dec</b>       | <b>Jan '13</b> | <b>Feb</b> |
| 6 20             | 3 17 31        | 14 28      |

Your recycling containers will be emptied from your doorstep/kerbside on the days highlighted above by Greenlight Environmental Ltd.  
For collection information please contact Greenlight on 01236 731013

**Please note your landfill bin will continue to be emptied weekly.**

## 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.

## 4 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](mailto: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.