

Service Change Identity

The design aim

- To communicate to residents the changes to their collection service, with regard to both the containers, and to the way in which the collections will take place.
- To explain why the change is happening, and to promote it as a simple, improved service.
- To explore ways to communicate the above using both WRAP and non-WRAP design styles.

Visual Identity

A look at the current WRAP brand compared to a 'new' brand

Typeface

Futura is the WRAP font – it is clean, legible and works well for headers and body copy.

An alternative font, however, would help make the service feel new.

Futura Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

recycle plastic paper metals

FF Speak

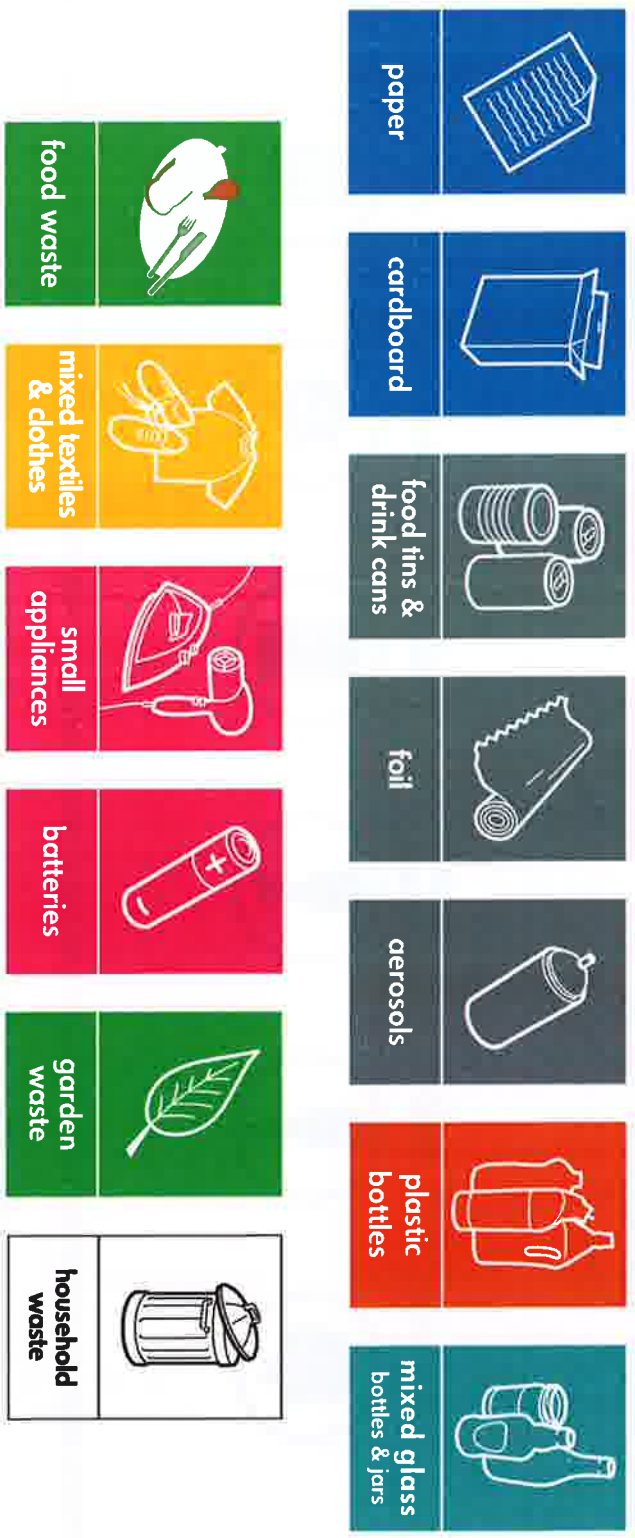
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

recycle plastic paper metals

WRAP material icons

Current WRAP icons, designed to be a 'one size fits all' solution with multiple icons for what may be a single collection.

The reason for the multiple colours is not clear when most streams are collected on the same day.



Alternative material icons

The suite of icons could be condensed and simplified in both colour and style to look more clean and modern.

Each recyclable is blue, as they are collected together. Grey and white versions of all icons would be used for other applications where necessary.



paper



cardboard



metal



plastic
bottles



glass



food waste



textiles
& clothing



small
appliances



batteries

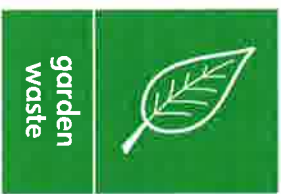


garden
waste



non
recyclables

Garden Waste or Green Waste?



Positives

- Familiarity for residents
- New icons would give the opportunity to make garden waste brown, to reflect the bin, or to keep the arguably more aesthetic, green
- Avoids mentioning 'green' which is not the bin colour
- The stream is solely for waste from the garden

Negatives

- Soil, plant pots and turf are not collected, which could be classed as garden waste



Positives

- The name would match the icon colour

Negatives

- The bin is not green
- May be misinterpreted as suitable for some foods
- As Garden Waste, soil, plant pots and turf are not collected, which could be classed as green waste

Brand in action

This is how the concept brand could work to explain the new service.

Focus is on minimal wording and colours, with the icons telling the story as much as possible.

- simple
- clean
- legible

The design works well with the line 'every week is blue week', which could be the initial title of the communications to residents. This would be a transitional phrase only, phased out by Christmas 2016.

Naming the weeks

The weeks, previously 'blue week' and 'green week', could be...

GARDEN WEEK and **REFUSE WEEK**

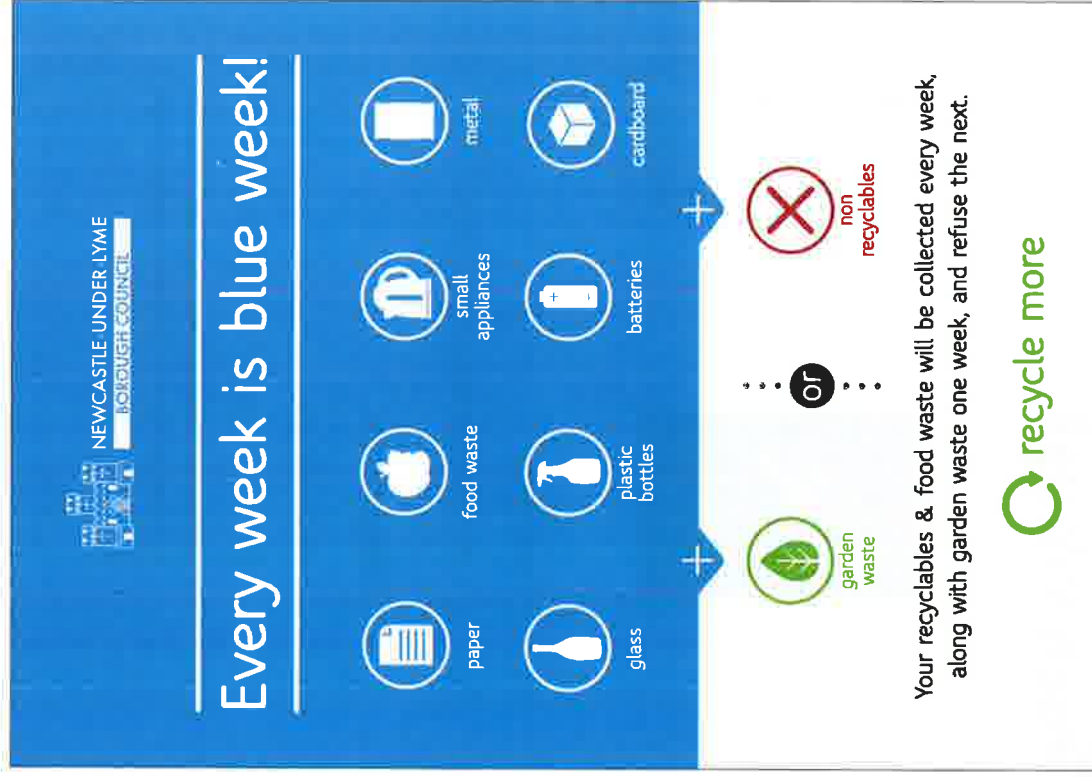
this idea draws attention to refuse which is negative

RECYCLABLES & GARDEN WEEK and **RECYCLABLES & REFUSE WEEK**
not very catchy

RED WEEK and **BROWN WEEK / GREEN WEEK**

again, drawing attention to the unique stream collected on a given week





I think residents will call the weeks whatever sticks with them. It will be difficult to depict the weeks on the calendar in a way which avoids showing refuse. In summary, I think as long as the accompanying wording is simple, the naming of the weeks is less important.







Concept executed with the new branding, simple wording including new container icons, introducing the Re-Stack.

NEWCASTLE UNDER LYME
BOROUGH COUNCIL



Every week is blue week!

 paper
 food waste
 glass
 plastic bottles


 small appliances
 batteries

 metal
 cardboard

+ +

 garden waste
 OR
 non-recyclables


Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next.


 **recycle more**


Introducing your new Re-Stack....


Your Re-Stack is the same size as a regular bin. You can fill it using the letterbox at the front of each container.


Your Re-Stack helps keep everything separate and tidy!












 food waste

 garden waste


 non-recyclables

 **recycle more**

NEWCASTLE UNDER LYME
BOROUGH COUNCIL











Second version of the new brand showing alternative box colours for the Re-Stack





NEWCASTLE UNDER LYME
BOROUGH COUNCIL

Every week is blue week!


 paper	 food waste	 small appliances	 metal	 glass	 plastic bottles	 batteries	 cardboard
---	--	--	---	---	---	---	---


+

 garden waste	or	 non recyclables
---	----	--

+

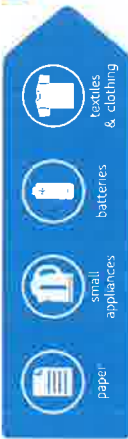











Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next.


 **recycle more**





Introducing your new Re-Stack...

Your Re-Stack is the same size as a regular bin. You can fill it using the letterbox at the front of each container.
Your Re-Stack helps keep everything separate and tidy!

		
 paper	 small appliances	 batteries
 textiles & clothing	 plastic bottles	 glass
 cardboard	 garden waste	 non recyclables

 NEWCASTLE UNDER LYME
BOROUGH COUNCIL

 **recycle more**



Concept executed with the WRAP brand, keeping the same simple approach.

NEWCASTLE UNDER LYME BOROUGH COUNCIL

Every week is blue week!

garden waste

OR

household waste

Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next.

Recycle for Newcastle-under-Lyme

Introducing your new Re-Stack...

Your Re-Stack is the same size as a regular bin. You can fill it using the letterbox at the front of each container.

Your Re-Stack helps keep everything separate and tidy!

NEWCASTLE UNDER LYME BOROUGH COUNCIL

Recycle for Newcastle-under-Lyme

Second version of the WRAP brand showing alternative box colours for the Re-Stack

NEWCASTLE UNDER LYME BOROUGH COUNCIL

Every week is blue week!

paper	cardboard	corrugated cardboard	food tins & drink cans	foil	aerosols	plastic bottles	mixed glass bottles & jars	food waste	mixed textiles & clothes	small appliances	batteries
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+

or


+

garden waste

household waste

Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next.

recycle for Newcastle-under-Lyme



Introducing your new Re-Stack...

Your Re-Stack is the same size as a regular bin. You can fill it using the letterbox at the front of each container.

Your Re-Stack helps keep everything separate and tidy!

plastic bottles	small appliances	batteries
plastic bottles	food tins & drink cans	aerosols
mixed glass bottles & jars	corrugated cardboard	corrugated cardboard


household waste

garden waste

food waste

recycle for Newcastle-under-Lyme

NEWCASTLE UNDER LYME BOROUGH COUNCIL



Phasing out the transitional message

NEWCASTLE UNDER LYME BOROUGH COUNCIL

Recycling week is every week!

paper, food waste, small appliances, metal, glass, plastic bottles, batteries, cardboard

garden waste OR non-recyclables

Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next.

recycle more

NEWCASTLE UNDER LYME BOROUGH COUNCIL

We recycle every week!

paper, cardboard, computer equipment, food waste, household waste, garden waste, household waste

OR

household waste

Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next.

recycle
for Newcastle-under-Lyme

Evolving the use of WRAP

Existing calendar

RECYCLABLES		COLLECTED ON BLUE & GREEN WEEK		RECYCLABLES		COLLECTED ON BLUE & GREEN WEEK		GARDEN & REFUSE		COLLECTED ON GREEN WEEK			
Paper	Every kind of paper, fabric, cardboard, magazines and envelopes	Metal	Can any, aluminium, tin cans, all any food	Glass	Glass bottles and jars - put these in your own bag, you don't need to remove labels etc	Textiles	Unwanted clothing, parcel paper, and soft toys, etc. - you don't have to bag these	Food waste	If you've got your green weekly, you can put all sorts of household food waste into your bin for two weeks	Garden waste	Grass, leaves, twigs, garden trimmings, hedge cuttings, etc. - you don't need to bag these	Non-recyclable household waste	Household waste includes any electrical items, plastic, polystyrene, broken glass, etc. - you don't need to bag these
Cardboard	Every kind of cardboard, including boxes, boxes, and envelopes	Plastic	All sorts of plastic bottles, no matter what shape or size, shampoo, shower gel, etc. - you don't need to bag these	Small appliances	If they fit in a carrier bag, you can put them in your bin for two weeks	Batteries	The batteries from household appliances, such as toys, etc. - you don't need to bag these	Food waste	Using a bag to line your carrier bag is a simple way to deal with the waste clearly	Garden waste	Grass, leaves, twigs, garden trimmings, hedge cuttings, etc. - you don't need to bag these	Non-recyclable household waste	Household waste includes any electrical items, plastic, polystyrene, broken glass, etc. - you don't need to bag these

Simplified use of brand with less icons

RECYCLABLES & FOOD WASTE - COLLECTED EVERY WEEK					
Paper	All sorts of paper - letters, magazines, newspapers, etc. - you don't need to bag these	Metal	Can any, aluminium, tin cans, all any food	Glass	Glass bottles and jars - put these in your own bag, you don't need to remove labels etc
Cardboard	Every kind of cardboard, including boxes, boxes, and envelopes	Plastic	All sorts of plastic bottles, no matter what shape or size, shampoo, shower gel, etc. - you don't need to bag these	Small appliances	If they fit in a carrier bag, you can put them in your bin for two weeks
Batteries	The batteries from household appliances, such as toys, etc. - you don't need to bag these	Textiles	Unwanted clothing, parcel paper, and soft toys, etc. - you don't have to bag these	Food waste	Using a bag to line your carrier bag is a simple way to deal with the waste clearly
Food waste	Using a bag to line your carrier bag is a simple way to deal with the waste clearly	Non-recyclable household waste	Household waste includes any electrical items, plastic, polystyrene, broken glass, etc. - you don't need to bag these	Garden waste	Grass, leaves, twigs, garden trimmings, hedge cuttings, etc. - you don't need to bag these

Further development

The calendar has remained blue to emphasise the 'Every week is blue week' statement

The cover carries the key message

Recycle more every week!

- Please keep this handy table - it tells you how all your waste can be disposed of and your collection dates will never summer or hived - including Christmas/New Year
- If you need more containers for recycling or food waste, please order them through the Contact Centre or website
- Extra garden waste bins are available too, for a small annual charge which reduces during the year. Items that do not fit in your bin will be taken away - correct bins are placed
- Your recyclables and food waste will be collected every week
- Collections of garden waste and refuse on most alternative weeks
- If you have any queries about the website, please call 01782 212171

1. Collections are made between 7am and 9pm. Any mixed collections must be made on the next working day

2. If you need any further information or have any queries, please contact Newcastle-under-Lyme District Council

[Newcastle-under-Lyme](#) @NewcastleUnderLyme 01782 212171

Working with Birmingham Road Survey

From now there means that all new road items will be marked with a blue sticker and a yellow sticker will be placed on the side of the road.

To find out the cost of having your residential bin replaced, call 01782 212171 or email binreplacement@wrecc.nhs.uk

The recycling bank network covers the Borough

The bank can be used to swap recycling or when you go shopping, or when you have and bags are full. The website tells you which bank is nearest to you.

01782 212171

recycling bank

If you open your health or a disability makes it hard for you to get some or all of your containers to the bank, and have a new one delivered, you can have a new one delivered to you by post. You may be able to help by providing on a regular basis.

It's a simple, no-charge application process. Just your card to your own credit card will be used to fund the collection arrangements.

Your Collection Dates 15/16

Your collection day is **Tuesday**

Waste Type	15/16	17/18	19/20	21/22	23/24	25/26
General Refuse	5	12	19	26	2	9
Recycling	12	19	26	2	9	16
Food Waste	19	26	2	9	16	23
Garden Waste	26	2	9	16	23	30
Household Appliances	2	9	16	23	30	6
Household Batteries	9	16	23	30	6	13
Household Textiles	16	23	30	6	13	20
Household Glass	23	30	6	13	20	27
Household Paper	30	6	13	20	27	3
Household Metal	6	13	20	27	3	10
Household Appliances	13	20	27	3	10	17
Household Batteries	20	27	3	10	17	24
Household Textiles	27	3	10	17	24	31
Household Glass	3	10	17	24	31	7
Household Paper	10	17	24	31	7	14
Household Metal	17	24	31	7	14	21

19. **Bad dates indicate a change from your usual collection pattern. Please put your container out for 7am and bring them back in after they've been emptied.**

Your Collection Services 2015/16

Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next

[Newcastle-under-Lyme](#) @NewcastleUnderLyme 01782 212171

New container icons to simplify further

Weekly collections

Paper
All kinds of paper - blank, just used, newspapers, wrapping paper, magazines, newspapers, books and shredded paper. No ink-shedded paper. No computer bags or in down - blow around in collection day

Cardboard
Every kind of cardboard - grocery, craft, cereal boxes, crumpled boxes, flattened boxes. Roll down big boxes and be safe when you're in your collection

Metal
Cans, tins, clean cooking foil and empty aerosols - just rinse all off very well

Plastic
All sorts of plastic bottles, no matter what they contained - milk, shampoo, shower gel, oil, etc. Wash them out. No food trays, lids or pots. Wash once inside to get more in

Weekly collections

Glass
Clear, broken, and dirty - just rinse. We take all colours and you don't need to remove labels etc

Textiles
Unwashed clothing, soiled shoes, and household textiles such as towels, sheets and curtains - equivalent to kitchen bin bag to keep everything dry

Appliances
We collect small household appliances such as kettles, toasters, blenders, etc. No large appliances like fridges, freezers, washing machines, etc. Call us to check your appliance is accepted

Batteries
We take household car and industrial batteries

Weekly collections

Food waste
We collect food waste every week, and the volume is all types of food waste. No animal products or oils. No garden waste. Using a bag to line your food waste bin is a simple way to deal with the waste clearly. Use the bin bag and drop it into the green caddy in and out on collection day

If you've lost your caddy, just call us and we'll deliver replacements - there's no charge

If you're a big household and find it hard to avoid having bin of food waste, we can provide extra green caddies to help you get the most out of this service

Alternating collections

Garden waste
Certain waste collections accept grass, leaves, weeds, prunings, cut flowers, hedge cuttings, twigs and small branches. We don't collect soil, plant pots or cut. Additional garden waste bins are available for a small annual charge

Don't use bin bags or put ordinary household waste in this bin. Use a small amount of household waste can mean that everything in the vehicle is rejected

We won't be able to empty your bin if it has the wrong things in

Non-recyclable household waste
Household waste includes any other items not listed elsewhere in this leaflet - plastic packaging, items not accepted by recycling services, broken glass, household paint, large items, bags and memory waste



Alternate brand option

The calendar utilises the new material icons

The key message is repeated many times

Recycle more every week!

- Please keep this leaflet safe - it tells you how all your waste can be recycled.
- If you need more containers for recycling or food waste, please order them through the Contact Centre or website.
- Bins and waste bins are available, too, for a small annual charge within the council's area. Remember to use a bag to line your bins between collections - carrier bags are best.
- Your recyclables and food waste will be collected every week.
- Collections of garden waste and refuse are made on alternate weeks.
- If you need advice about the service look at the website or call Customer Services.
- Collections are made between 7am and 6pm. Any missed collections must be reported on the next working day.
- If you need any further information, or have any queries, please contact Newcastle-under-Lyme Borough Council.

NewcastleUnderLyme
 @newcastle
www.newcastle-ufc.gov.uk/recycling
staff@newcastle-staffs.gov.uk
 01782 317717

Your Collection Dates 15/16

Your collection day is **Tuesday**

Your recyclables & food waste will be collected every week, along with garden waste one week, and refuse the next.

WEEK	RECYCLABLES & FOOD WASTE	GARDEN WASTE	REFUSE
1	5	12 19	26
2	5	12 19	26
3	5	12 19	26
4	5	12 19	26
5	5	12 19	26
6	5	12 19	26

Red dates indicate a changed date to your usual collection pattern.

Containers out by **7am please!**

recycle more

Working with Incredible local charity

Partners like us help to collect and recycle items of furniture such as beds, chairs and sofas. To find out the cost of having your unwanted items collected, contact them at bulkycollections@newcastle-staffs.gov.uk

bulky collections

recycling bank

The recycling bank network covers the Borough using supermarkets, car parks and local village locations. Some sites have banks for items like tins and paint.

The banks can be convenient to drop recycling at when you go shopping, or when you have your own things to take. It also tells you what's available there.

assisted collections

If your age, poor health or a disability makes it hard for you to get some or all of your items to the bank, we may be able to help. The Council might be able to help by providing an assisted collection.

It's a simple two-stage application process, and you can do part one through our website, or by phone. An Officer will visit to finalise the collection arrangements.

Simple inner with a key concept to explain the collections

Weekly collections

Using your Re-Stack

- paper**: All kinds of paper - letters, junk mail, envelopes, wrapping, paper, magazines, newspapers, books and shredded paper, too. The shredded paper in a carrier bag is OK, don't blow it out on collection day.
- metal**: Cars, bins, clean cooking foil and empty aerosols - just rinse off any food.
- glass**: Glass bottles and jars - just rinse them out. We take all colours and you don't need to remove labels etc.
- textiles & clothing**: Unwanted clothing, paired shoes, and household textiles such as towels, sheets and curtains - regardless of condition. All items must be clean. We take up to 10kg per bag.
- plastic bottles**: All sorts of plastic bottles, so make sure they are clean. Includes milk, shampoo, shower gel, oil, screen-wash etc. No food trays, tubs or pots more than.
- cardboard**: Every kind of cardboard - printing cartons, cereal boxes, corrugated boxes, book covers, toys and bundles them next to your containers.
- batteries**: The National Fire Authority appliances in a small bag and put them in the top bin. Call us to check if you're unsure. We don't accept car and industrial batteries.
- Household waste**: We collect small electrical appliances if they fit in a carrier bag. Call us if you're unsure. We don't collect fridges, freezers, washing machines, televisions, mobile phones and radios are typical examples of what we collect.
- Household waste**: We collect small electrical appliances in a small bag and put them in the top bin. Call us to check if you're unsure. We don't accept car and industrial batteries.

Alternating collections

- Garden waste collections**: accept grass, leaves, weeds, prunings, cut flowers, hedge trimmings, lawn mowers, lawnmowers, lawnmower bags, soil, lawn pods or turf. Additional garden waste bags (incumbence pads, emptyed storm bags, urine bags and sanitary waste are not accepted).
- Household waste**: Don't use bin bags or put ordinary household waste in the bin, even a small amount. We collect household waste that's waiting in the vehicle is rejected. We won't be able to empty your bin if it's the wrong thing in.
- Don't recycle**: Household waste includes any other items not listed elsewhere in this leaflet - plastic packaging, tins, foil, metal, aerosols, car air filters, recycling bins, polyurethane, bigged (incumbence pads, emptyed storm bags, urine bags and sanitary waste are not accepted).



Alternate brand option (second version)

Recycle more every week!

- Please keep this matter safe - it tells you how all your waste can be disposed of and your collection dates until next summer are listed - including Christmas/New Year.
- If you need more containers for recycling of food waste, please order them through the Contact Centre or website.
- Extra garden waste bins are available, too, for a small annual charge which reduces during the year. Remember to use a bag to line your silver kitchen caddy - corner bags are best!
- Your recyclables and food waste will be collected every week.
- Collectors of garden waste and refuse are made on alternate weeks.
- If you need advice about the service look at the website or call Customer Services.
- Collections are made between 7am and 6pm. Any missed collections must be reported on the next evening.
- If you need any further information, or have any queries, please contact Newcastle-under-Lyme Borough Council.

Newcastle-under-Lyme @newcastle-under-lyme
www.newcastle-under-lyme.gov.uk/recycling
customerservices@newcastle-under-lyme.gov.uk
 01782 717717



bulky collections

Washing machines, refrigerators, freezers, tumble dryers, electric ovens, electric kettles, electric irons, electric lawnmowers, lawnmowers, garden tools, garden furniture, garden sheds, garden gates, garden paths, garden benches, garden seats, garden tables, garden chairs and garden benches can be collected and recycled. To find out the cost of having your household items collected, contact the Customer Services team on 01782 717717 or email bulkycollections@newcastle-under-lyme.gov.uk

recycling bank

The bank can be converted to drop recycling at when you get shopping, or when your house and bins are full. The website tells you what's available when.

assisted collections

If you are poor, have a disability, or are over 75, you can get some of your containers to the kerbside and have a free collection. Contact the Council on 01782 717717 for more information. The Council might be able to help by providing a mobile collection service. It's a mobile door-to-door collection service and you can get it through your local ward councillor. Contact your councillor on 01782 717717 for more information.

Your Collection Dates 15/16

Your collection day is Tuesday

Your recyclables & food waste will be collected every week along with garden waste one week, and refuse the next.

Waste Type	15/16	16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24
Recyclables	5	5	5	5	5	5	5	5	5
Food Waste	12	12	12	12	12	12	12	12	12
Garden Waste	19	19	19	19	19	19	19	19	19
Refuse	26	26	26	26	26	26	26	26	26

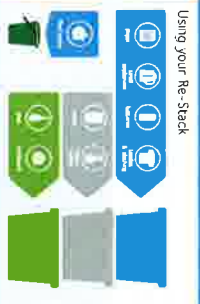
Containers out by 7am please!

Your Collection Services 2015/16

Your recyclables & food waste will be collected every week along with garden waste one week, and refuse the next.



Weekly collections



Using your 'Re-Stack'

paper
 All kinds of paper - letters, just mail, envelopes, wrapping paper, newspapers, magazines, books and shredded paper. Do the shredded paper in a carrier bag so it doesn't blow around on collection day.

cardboard
 Cans, tin, clean cooking foil and empty cans - just rinse off any food.

glass
 Glass bottles and jars - just rinse them out. We take all colours and you don't need to remove labels etc.

metal
 Every kind of household - pressure cans, cereal boxes, conical boxes, metal cans, tin, and other household items.

public
 All sorts of public - no matter what they contain - milk, aluminium, shower gel, deodorant, etc. No food tins, tins or cans. Wash and squish to get more in.

garden waste

Garden waste collection - please do not put anything other than garden waste in the bin. We collect garden waste, garden furniture, garden sheds, garden gates, garden paths, garden benches, garden seats, garden tables, garden chairs and garden benches.

bulky items

Washing machines, refrigerators, freezers, tumble dryers, electric ovens, electric kettles, electric irons, electric lawnmowers, lawnmowers, garden tools, garden furniture, garden sheds, garden gates, garden paths, garden benches, garden seats, garden tables, garden chairs and garden benches can be collected and recycled.

household appliances

We collect small household appliances - washing machines, tumble dryers, electric ovens, electric kettles, electric irons, electric lawnmowers, lawnmowers, garden tools, garden furniture, garden sheds, garden gates, garden paths, garden benches, garden seats, garden tables, garden chairs and garden benches.

household waste

Using a bag to line your kitchen caddy is a great way to deal with the waste clearly. Just tie the bag and drop it into the green caddy to get out on collection day. If you've lost your caddy, just call us and we'll arrange a replacement - it's free of charge. If you're a big household and find it hard to avoid heavy loads of food waste, we can provide extra green caddies to help you get the most out of the service.

Alternating collections

garden waste

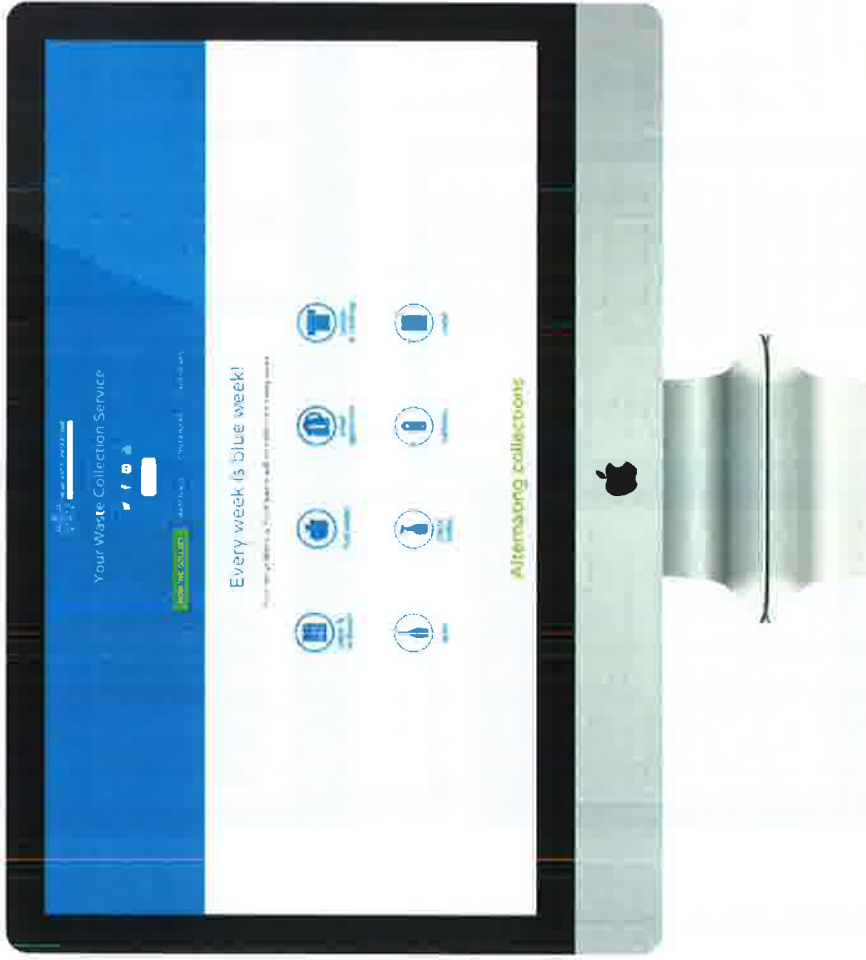
Garden waste collection - please do not put anything other than garden waste in the bin. We collect garden waste, garden furniture, garden sheds, garden gates, garden paths, garden benches, garden seats, garden tables, garden chairs and garden benches.

household waste

Using a bag to line your kitchen caddy is a great way to deal with the waste clearly. Just tie the bag and drop it into the green caddy to get out on collection day. If you've lost your caddy, just call us and we'll arrange a replacement - it's free of charge. If you're a big household and find it hard to avoid heavy loads of food waste, we can provide extra green caddies to help you get the most out of the service.



A look at web



The new style has been applied to some sample web content at:

www.greatgreydesign.com/NUIBC

(make sure to use the caps)