



## Ashford Borough Council

|                   |                                                                                                                                                                                                                                                                     |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Target population | 58,296 households                                                                                                                                                                                                                                                   |
| Funding amount    | £9,357.80                                                                                                                                                                                                                                                           |
| Pilot duration    | October 2023 - June 2024                                                                                                                                                                                                                                            |
| Pilot type        | Pop-up electrical collection events                                                                                                                                                                                                                                 |
| Pilot aim         | To make electrical recycling more accessible for residents in rural areas                                                                                                                                                                                           |
| Outcome           | <p>The six events proved highly successful:</p> <ul style="list-style-type: none"><li>• 3.04 tonnes of electricals collected – equal to 66.4% of the borough's previous annual total</li><li>• 60 items repaired</li><li>• 241 items donated for rehoming</li></ul> |



### Collection approach

Ashford Borough Council partnered with local parish councils to host six pop-up, amnesty-style collection days, each paired with a repair café. These events gave residents a convenient alternative to travelling to Household Waste Recycling Centres (HWRCs).

Each one-day event was held at an accessible local venue, where residents could drop off unwanted electricals for recycling, repair, or rehoming.

### Communications approach

The new service was promoted through multiple channels:

- Paid socials
- Skip signage
- Leaflets and doordrops
- Local print
- Press releases
- Owned social channels
- Website
- e-Newsletters
- Email signature banners
- Key local community leaders such as Councillors and MPs

### Future plans

While the council cannot continue the events in their current format due to time and resource constraints, they are hopeful that their new waste contractor will provide a dedicated small electrical recycling collection service in the future, ensuring residents can continue to benefit from improved access to recycling.

**“At the end of the day, the brand speaks for itself - the cat and the colours really hit home. By the 5th and 6th events, people recognised the branding and knew the event was coming to their village. To build on this success, we know we need to keep the branding - it's clearly built recognition and trust.”**

Claire, Pilot lead