



Gravesham Borough Council

Target population	106,900 households
Funding amount	£22,418
Pilot duration	November 2023 – November 2024
Pilot type	On street bring banks
Pilot aim	Make small electrical recycling convenient and accessible within one mile of all residents.
Outcome	<p>Residents embraced the new bring banks, showing how easy and convenient recycling can be.</p> <ul style="list-style-type: none">• More than 27,400 items of electrical equipment were recycled• Nearly 25 tonnes of electrical waste was diverted from landfill• Community engagement exceeded expectations, highlighting strong local support for recycling



Collection approach

Gravesham Borough Council wanted to make electrical recycling more accessible and convenient, especially for elderly and disabled residents. They achieved this by:

- Installing 18 bring banks installed at high-footfall locations including supermarkets and leisure centres
- Placing 20 additional containers placed in independent living schemes, making it easier for older or disabled residents to recycle

All sites were located within a one-mile radius of residents' homes

Communications approach

- Organic social media and website content
- Inclusion in the borough-wide magazine, which reached every household
- Leaflet drop at 45,000 households
- A2 and A3 posters installed in high footfall areas like shopping centres, including 6 parish councils notice boards
- Shopping parade signage
- 'Boosted' social media posts

Future plans

The bring banks will remain in place and continue to serve the community.

Gravesham will continue using Recycle Your Electricals assets to promote bring banks and drive awareness of electrical recycling.

"Looking broadly at the trends in both the electrical recycling rates and tonnages, there is definitely an upward trend which we feel can be attributed to the communications campaign we have put in place utilising the nationally recognisable recycle your electricals and HypnoCat assets which now resonate with residents and the wider public."

Joel Simons - Pilot lead