



Lewisham Borough Council

Target population	142,000 households
Funding amount	£62,533
Pilot duration	November 2023 - March 2025
Pilot type	On street bring banks
Pilot aim	To make electrical recycling more accessible by increasing the number of on-street bring banks across the borough, reducing e-waste and its impact on the environment.
Outcome	Residents welcomed the new bring banks, enjoying the convenience of recycling close to home • 42.3 tonnes of electricals have been recycled • An 800% increase compared with previous collections



Collection approach

Lewisham began by installing 17 new recycling banks, which increased to 27 by June 2024.

Many existing units were in poor condition, so the council decided to replace them with new, safer banks that provided a consistent look and improved usability.

Communications approach

To promote the service, Lewisham ran a comprehensive communications campaign:

- press releases
- social media (paid and organic)
- E-newsletters
- outdoor advertising
- local magazines
- Posters
- blog posts
- leaflet drops
- direct engagement with political representatives, including the Cabinet Member for Environment and Climate Action.

Future plans

The bring banks will remain in place long-term. Lewisham plans to continue promoting their use, especially through social media, to remind residents that the banks are an easy and accessible way to recycle small electricals.

“So pleased there are more small recycling bins around. Especially good for those of us who do not have cars or have mobility issues. Thanks.”

Local resident