



Renewi UK Services Limited

Target population	155,500 households
Funding amount	£33,300
Pilot duration	December 2023 - December 2024
Pilot type	On street bring banks
Pilot aim	To make electrical recycling easier for people without cars by setting up collection points across the district, while raising awareness of how to recycle electricals.
Outcome	Residents took advantage of the new bring banks, making a huge impact on recycling across the district. • 26.5 tonnes of electricals collected over the year • 248% increase in electrical recycling compared to before the pilot • Recycling tonnage doubled in the first month of the new bring banks and tripled by the second month



Collection approach

Renewi set up 26 new collection points across Wakefield, including 15 metal bring banks at existing bring sites and 11 pink wheeled bins in council-run libraries.

Bring banks were serviced by the existing collections team, while library staff had a direct contact number to request pick-ups when bins were three-quarters full.

Communications approach

Communications methods included:

- local radio
- outdoor advertising at train stations, shopping malls and buses
- organic social media
- roadshow events
- pull-up banners.

The standout radio advert on Rhubarb Radio proved the most successful in grabbing local attention.

Future plans

All the new bring banks and bins will remain in service after the funding period. Renewi will continue promoting electrical recycling through social media and at their education events.

“The pilot has been successful, by introducing 28 new points to recycle electrical waste we have increased our tonnage of WEEE for recycling. Within the first month of putting the banks in we saw the tonnage double and then triple in the second month. We have found ourselves emptying the banks more than expected, especially the libraries as they are very popular.”

Robyn Downs - Pilot Lead