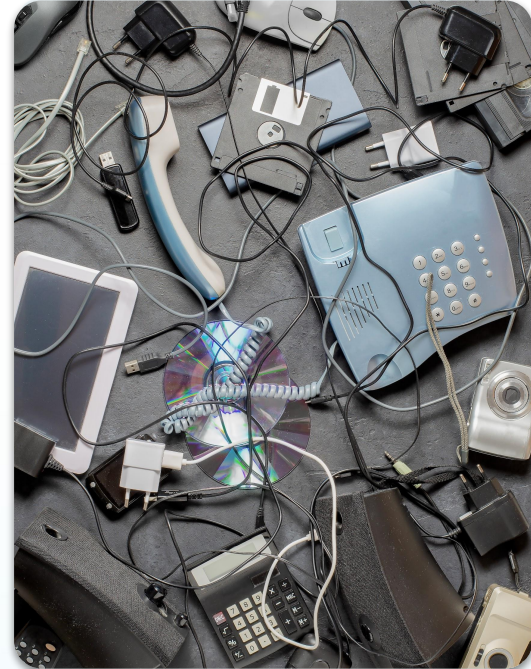




Brighton and Hove City Council

Target population	43,000 households
Funding amount	£105,959
Pilot duration	November 2020 – May 2021
Pilot type	Bookable kerbside collection
Pilot aim	To offer on-demand collection of unwanted small electricals, and get refurbished small electricals to residents who don't have transport.
Outcome	Around 15,000 electrical items (12.5 tonnes) were collected from over 2,000 households, then refurbished for community reuse or recycled



Collection approach

In partnership with Tech-Takeback, the Brighton and Hove pilot trialled an on-demand doorstep collection service for small electricals.

Residents booked collections through the ZeroNet app, and an electric van picked up items directly from their homes.

The service launched to around 43,000 people — roughly 20% of the city's population.

Collected items were taken to a local base, where they were assessed for reuse, refurbishment, or recycling.

Reusable items were sold, donated, or redistributed via local partners such as Freecycle and Digital Brighton & Hove.

Communications approach

To raise awareness and encourage sign-ups, communications were delivered via

- Email
- Leaflets
- Social media

Future plans

The on-demand doorstep collection service delivered via the ZeroNet app and Tech-Takeback is still active as of mid-2025.

“I felt like a young child at Christmas! It's helped me so incredibly with my search for work and the interviews have been flooding in.”

Person who received a laptop

“The embracing of this service by residents shows that this is a service that many people can benefit from: those clearing space in their homes and those receiving items to improve their daily living.”

Prof David Greenfield, Co-founder and Managing Director of Tech-Takeback