



Gloucester City Council

Target population 49,000 households

Funding amount £22,995

Pilot duration October 2020 – September 2021

Pilot type Kerbside collection

Pilot aim To increase the number of households putting out electrical waste for recycling.

Outcome

- Kerbside collections were up 75% year on year
- 86.6 tonnes collected



Collection approach

Gloucester launched a year-long communications pilot to promote its kerbside collection service to 49,000 households.

They got the message out via print, digital and advertising on recycling trucks. Artwork was adapted from the Material Focus Recycle Your Electricals campaign templates.

To keep up with the increased demand that resulted from the campaign, the council set up a temporary 'mop-up crew' – including a driver and loader, and covered vehicle hire and running costs for 12 weeks.

Communications approach

The communications pilot

- Sent bin hangers with simple instructions on the service to 49,000 households
- Published reminders via the council's website and social media accounts
- Decked out 10 recycling lorries with hard-to-ignore banners.

Future plans

Gloucester City Council continues to collect electrical items at the kerbside free of charge as of 2025.

“Resident feedback was generally positive. The only times we received queries was when residents put out larger items that the crews were unable to collect. We did have to add sizes of some items onto our website for clarification e.g. microwaves and printers.”

Sarah Boon, Pilot lead