



## Medway Council

Target population	248,000 households
Funding amount	£15,000
Pilot duration	November 2023 - November 2024
Pilot type	Community drop-off points
Pilot aim	To make recycling more convenient for all residents by targeting electrical items that often end up in bins.
Outcome	<p>The pilot has delivered strong results, including:</p> <ul style="list-style-type: none"><li>• Over 10 tonnes of small electricals collected in 12 months</li><li>• More than 19,000 items recycled or reused</li><li>• Around 600 items donated for reuse through a local charity supporting families in Medway</li></ul>



## Collection approach

Medway Council set up recycling bins in 15 council-owned libraries, making it easy for residents to drop-off unwanted electricals.

Small 50L bins were installed, with collections arranged weekly at the busiest sites and fortnightly at quieter ones. To encourage reuse, each site displayed 'Donate' stickers so working items could be labelled and passed on to local families in need.

## Communications approach

The new service was promoted through multiple channels:

- Social media posts inc video
- Banners and billboards
- Radio advert
- Borough-wide magazine (Medway Matters)
- Press release

## Future plans

All 15 existing bins remain in use across Medway. While an upgrade to larger-capacity bins was initially considered for seven of the busiest libraries and community hubs, this has not been implemented. Instead, alternative collection methods are currently being explored to better meet the needs of these high-traffic sites. Final decisions are still pending.

**"Our library staff have all been delighted with the bins and have been championing them to residents and other staff members."**

Stevie Hunt, Pilot lead