



How to guide

# Setting up on-street electricals recycling in your area



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# On-street electricals recycling bring banks

On-street bring banks are large outdoor containers that allow people to recycle their electricals at any time.

This guide is built on our own experience and expertise, along with insights from the outdoor bring bank projects we've supported through the Electricals Recycling Fund.



# Top tips from our funded projects

## 1. Position bring banks in popular locations

- Place bring banks in busy, familiar spots like libraries, supermarkets, community centres, or transport hubs.
- These are convenient for people without cars and increase visibility. Sites with existing recycling facilities (like textile banks) work well and are less likely to face vandalism.
- Ensure you have clear access for collection.

## 2. Plan your collection method early

- Do your existing vehicles need retrofitting to collect electricals?
- Where possible incorporate bring bank collections into existing waste crew routes

## 3. Prepare for high demand

- Expect a surge in use at launch. Monitor banks early to set the right collection schedule – busy, urban sites may need weekly or fortnightly pickups, rural ones monthly. Add contact details so residents can report back when bins are full.

## 4. Partner up!

- Partner with reuse charities and repair cafés to give items a second life.
- Kick off the project with a stakeholder briefing to agree on roles and goals – including waste teams and contractors, producer compliance schemes, charities and communications teams.

## 5. Think reuse first/ prioritise reuse

- Sort through collected items to find anything reusable or repairable - brand new or working electricals often get thrown out!
- Remind people about where they can donate – the public are really keen to hear about those options.

# Top tips from our funded projects

## 6. Spread the word

- Use local radio, social media, flyers, and partner's marketing channels to promote.
- Pink Recycle Your Electricals branding is a must. Bins should be eye-catching, with clear instructions on what items will, and won't be accepted.

## 7. Explain why

- Run outreach events and share why recycling electricals matters – including reducing landfill, saving the valuable materials to be turned into new items, and preventing fires from loose and hidden batteries.

## 8. Make signage clear

- Use posters and stickers to show what can and can't go in the bin.
- If contamination is a problem, get in touch – we can help with tailored comms. For example, one project saw people using the electricals bin for textiles when the nearby textile bank was full. Targeted messaging can help stop this.

## 9. Have a backup plan

- Bins get damaged, collections can be delayed – so have a backup plan to allow for bin repairs or extra collections.
- Mitigate against vandalism by taking out an insurance policy to cover the bring banks so that any damage can be repaired if needed.

## 10. Monitor and review chosen locations

- Some banks will be more popular than others. After a few weeks of trial, review and consider whether banks should be relocated to higher footfall areas.

# Checklist to setting up your own on-street bring bank project

- ✓ **Agree number and locations of bring banks** with key stakeholders, including the local authority (if required)
- ✓ **Order bring banks from manufacturer** (allow up to 6 weeks for delivery)
- ✓ **Design eye-catching signage and stickers** with clear recycling instructions
- ✓ **Create marketing plan** outlining how the new service will be promoted
- ✓ **Order promotional and signage assets** (e.g. posters, flyers, stickers)
- ✓ **Install bring banks** at agreed locations
- ✓ **Add bring banks to Recycle Your Electricals postcode locator** (email: [hello@materialfocus.org.uk](mailto:hello@materialfocus.org.uk))
- ✓ **Launch local marketing campaign** – owned channels, local PR, partner channels, any paid advertising
- ✓ **Collection process in place** for emptying bring banks, with frequency and method agreed (e.g. existing crew or dedicated vehicle)
- ✓ **Social media plan live** with regular posts to remind residents of the service and how to use it

# Cost summary – estimated from previous projects p1/2



## 240L bin

Standard online price £47.95 + VAT  
(£25 + VAT delivery for 1–2 bins)

Drop fronts – £133 + VAT  
(£25 + VAT delivery for 1–2 bins)



## 1100L bin

Standard online price £165 + VAT  
(£60 + VAT delivery for 1–4 units to most locations).



## On-street metal bank

Standard online price £750 & £850 + VAT  
depending on the bank. They can reduce this depending on the quantities ordered.

# Cost summary – estimated from previous projects p2/2



## Servicing

Collection costs range from £3000 (contracted collections) to £23,000 for salaried staff member managing collections.



## Project management

Some projects absorb into existing staffing. Others have brought in temporary Project Management resource on a part time basis to deliver the project.



## Communications

Previous projects ranged from £2,500 to £15,000 – See project spotlights for example costs.

# Electricals Recycling Fund impact

Since 2023, we have funded 179 on-street bring banks across 11 projects in England, Scotland, and Wales.

Our on-street bring bank projects have collected over **240 tonnes of electricals**, and made recycling easier for **2,320,480 households**.

## 11 bring bank projects



# Project spotlight:

## Gravesham Borough Council

Target population	45,000 households
Funding amount	£22,418
Project duration	November 2023 – November 2024 (Bring Banks remain in place following end of funding period)
Project aim	‘Localise’ small electrical collections so that residents can easily and conveniently recycle their small electricals within a one-mile radius of their homes.
Outcome	<ul style="list-style-type: none"><li>● 24.9 tonnes recycled – over 27,400 items collected</li><li>● 29.7% increase in total small electrical tonnage recycled via Gravesham Council schemes and the HWRC</li><li>● 28.9% increase in small electricals recycled per capita compared to the four-year pre-campaign average</li></ul>



# Project spotlight: **Gravesham Borough Council**

## **Collection approach**

18 new pink metal bring banks at high footfall existing bring sites, such as supermarkets and leisure centre car parks.

20 containers placed in independent living schemes to make recycling more accessible for elderly or disabled residents.

## **Communications method**

- Organic social media (at least monthly) and website content
- Inclusion in the borough-wide magazine, which reached every household
- Leaflets to 45,000 households (£780 printing + £3,000 delivery)
- A2 and A3 posters installed in high footfall areas like shopping centres including 6 parish councils notice boards (£66)
- Shopping parade signage (£300)
- 'Boosted' social media posts (£240)

## **Key learnings**

**Clear signage** – after discovering textiles and general waste in bins, Gravesham produced clear signage to show what should and should not go in the bin

**Mitigation against vandalism** – containers were insured under the Council's 'All Risk' insurance policy so that any damage could be repaired or banks replaced if required.

**Early planning for collection** – collections were planned in advance to ensure necessary resources could be allocated to empty the bring-banks.

# Project spotlight: **ILM Highland**

Target population	110,743 households
Funding amount	£43,728
Project duration	November 2023 – November 2024 (Bring banks remain in service following funded period)
Project aim	To collect 42 tonnes of electricals over the course of the project and separate out reusable items for resale, making electrical recycling easier for people in rural areas
Outcome	41 tonnes of electricals were diverted from landfill, including 7.907 tonnes separated for reuse, and redistributed via the ILM Highland shop.



# Project spotlight: **ILM Highlands**

## Collection approach

7 new metal bring banks across the region, adding to the existing 11 banks already in place.

The electricals inside bring banks were sorted post collection. Items in a good condition were separated for cleaning, repairs, and PAT testing - and sold on in the ILM shop.

## Communication methods

- Organic social media, blog and website
- Added sites to the online recycling locator
- Print and online media PR
- Local marketing – print and website banners (£4000)

## Key learnings

- **Bring banks can fill up quickly!**  
Collection frequency may need to be increased if the uptake is high.
- **Monitor and review chosen locations** – One under-used bring bank was relocated mid project to a higher footfall area which resulted in much higher collection figures.
- **People love stories** – the most effective strategies were storytelling with case studies, showing what happens to electricals once they have been collected. And experimenting with engaging formats like videos, infographics, and interactive posts to enhance engagement.

# Project spotlight: **Lewisham**

Target population	142,000 households
Funding amount	£62,533
Project duration	November 2023 – March 2025
Project aim	The goal was to make it easier for residents to dispose of their old electrical devices responsibly through the installation of on-street bring banks, reducing e-waste and its environmental impact.
Outcome	<ul style="list-style-type: none"><li>● 42.3 tonnes of electricals recycled</li><li>● 800% increase in tonnages collected</li></ul>



# Project spotlight: **Lewisham**

## Collection approach

7 new metal bring banks across the region, adding to the existing 11 banks already in place.

The electricals inside bring banks were sorted post collection. Items in a good condition were separated for cleaning, repairs, and PAT testing - and sold on in the ILM shop.

## Communication methods

- Press release
- Social media
- E-newsletters
- Engagement with political figures such as Cabinet Member for Environment and Climate Action
- Posters in community spaces
- Blog posts
- Leaflet drops
- Local magazine
- Social media ads
- Out of Home ads
- 20 x 6 sheets (roadside campaign) – £6500

## Key learnings

- **Address overflowing bring banks**  
After discussing with their waste contractor, they removed the internal cages of the banks to stop blockages and make more room, and increased collection frequency.
- **Ensure bring bank areas are kept tidy** – the team requested assistance from the Council's Cleansing Team to help manage litter and fly-tipping around the banks.
- **Higher footfall areas had the best engagement** Some banks were placed within or near residential estates to make them accessible to everyone. These locations had less engagement than those placed in prominent, high-footfall areas.

We've created a communications toolkit of HypnoCat assets and bring bank designs, to use to promote your project. These include: posters, leaflets, bin wraps, bin hangers, press ads, pull up banners, lorry / vehicle sides, stickers, social media posts.

All driving people to drop off their electricals...



Clockwise from top left:  
Pull-up banner  
Bin hangers  
Posters & leaflets  
Social media posts  
Bin wraps  
Lorry/vehicle sides

# Material Focus support

Check out our website for more information on funding opportunities, toolkits and resources to support your projects.



Material Focus is an independent, not-for-profit organisation on a mission to save valuable, critical and finite materials inside electricals from going to waste. We lead the 'Recycle your electricals' campaign.



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