



**MATERIAL
FOCUS**

Joint Waste Solutions, Surrey

Target population	185,000 households
Funding amount	£66,821
Project duration	November 2023 – March 2025
Project type	Kerbside promotion and trial of collection from flats
Project aim	To increase recycling capacity, and improve public access to and awareness of small electrical recycling in four contract areas
Outcome	<ul style="list-style-type: none">The pilot collected 336 kg of electricals from communal properties over 2 years



Collection approach

Joint Waste Solutions (JWS) boosted kerbside collection by adding containers and livery to existing collection vehicles.

They fitted 15 vehicles with secure lock boxes, allowing crews to safely store and transport more small electricals.

For communal properties, two models were tested.

In Woking, JWS installed permanent pink wheelie bins at selected blocks of flats. This gave residents a consistent way to recycle their small electricals.

In three other areas they trialled a rotational model, placing bins temporarily at different communal properties in turn. Bins stayed at a location for four weeks at a time before being moved on.

Communications approach

- The pilot ran general and targeted communications campaigns using online channels such as Youtube, Spotify, and Google ads
- Vehicles were fitted with Hypnocat banners to publicise the service.

Future plans

The kerbside service continues, with Hypnocat assets still in use on bin lorries.

The rotational approach proved too costly to continue, given the volume of electricals collected. JWS are considering options for the pink bins and communal properties.

“By investing in practical improvements – such as secure lock boxes on vehicles, permanent and rotational collection services in flats, and running impactful communications – we’ve been able to increase resident awareness and gather vital data to inform future strategies.”

Kelly Goldsmith, Strategic Director, Joint Waste Solutions