



Merthyr Tydfil County Borough Council

Target population	29,000 households
Funding amount	£14,500
Pilot duration	November 2023 - February 2025
Pilot type	Community drop-off points
Pilot aim	To make it easier for residents to recycle small electrical items correctly by raising awareness, providing accessible collection points, and encouraging recycling.
Outcome	The bins collected 1.09 tonnes of electricals, and recycling at household waste recycling centres increased by 61% during the funded period.



Collection approach

Merthyr Tydfil employed a dedicated officer to work with residents who were not recycling their electricals correctly.

Small electrical recycling bins were installed at libraries and community centres.

Communications approach

Communications methods included:

- Social media posts on council platforms
- Email banners to residents
- Printed leaflets and posters distributed at community events
- Web banners on the council site

Digital assets on social media were the most effective, reaching and engaging the largest audience.

HypnoCat branding helped make the messages easily identifiable, reinforcing awareness of electrical recycling.

Future plans

The recycling bins are now part of the regular service with collections as needed. The council will continue to participate in Material Focus campaigns throughout the year.

“The pilot was a lot of work but has had a significant impact on the total tonnage of WEEE items being recycled.”

Luke, Pilot Lead