



## Surrey Environment Partnership

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|-------------------|--|
| Target population | 5,600 households   |
| Funding amount    | £18,611  |
| Pilot duration    | October 2020 – December 2021   |
| Pilot type        | Flats  |
| Pilot aim         | To make it easier for residents in communal properties across Surrey to recycle small electricals and, in some areas, household batteries. |
| Outcome           | 7 tonnes of small electricals were collected from communal properties.   |



### Collection approach

The Surrey Environment Partnership placed 80-litre bins at communal buildings so that residents could recycle small electricals. Most bins had battery collectors attached.

The bins were collected fortnightly by contractors using dedicated vehicles.

The most commonly recycled items were kettles, toasters, mobile phones, MP3 players, headphones, and hairdryers. Contamination was generally low.

### Communications approach

Residents were told in advance how to use the service and what they could recycle.

The pilot focused on using targeted printed materials, including:

- Letters sent to residents 1 month before the roll out of the service
- Leaflets and stickers – included alongside bins to reinforce messaging
- “Thank You” cards – sent around three months after rollout, featuring HypnoCat to encourage continued participation

### Future plans

Surrey continued to trial collections from flats with a second round of Material Focus funding, granted in 2023.