



**MATERIAL
FOCUS**

Huntingdonshire District Council

Target population 83,078 households

Funding amount £20,246

Project duration February 2025 – March 2026

Project type On street bring banks for small electricals

Project aim To increase the amount of electricals collected for recycling by targeting villages and towns that lack easy access to services, especially areas with an active community interest in recycling locally.

Outcome

- More than 12.5 tonnes of electricals collected (vs target of 3.16 tonnes)
- 658% increase in small electricals recycled
- Estimated 6-13 tonnes CO₂ saved
- Estimated £1,500-£2,000 saved on waste disposal



Collection approach

The pilot established a network of recycling banks for small electricals in high-footfall, publicly accessible locations such as car parks and community hubs.

Residents could drop off small items – anything smaller than a microwave – loose into pink bins without the need for pre-booking or specialised containers.

Volunteers helped monitor specific sites for capacity.

Communications approach

The communications approach featured a staggered launch. It focused on recycling habits, with the message that anything with a plug, battery or cable can be recycled. Channels included:

- Social media
- Media releases
- Leaflets

Future plans

The council will support the service beyond the funded period. It is processing requests for new drop-off locations and may also explore integrating electricals reuse with the established recycling model.

“By making it easier to recycle electrical items safely, we’re promoting responsible disposal but also reducing the risk of fires in our vehicles.”

Mike Gildersleeves, Corporate Director (Place)

“It’s a practical example of how well-designed interventions can deliver real environmental impact at a local level.”

Auriane Cirusuolo, Project Officer

“Don’t have a car so this really helps me.”

Resident