



Solihull Metropolitan Borough Council

Target population	94,000 households
Funding amount	£45,896
Project duration	January 2024 – January 2025
Project type	Bookable kerbside collection
Project aim	To make it easy to recycle small electricals and other small items, through free bookable collections.
Outcome	• 1,559 collections booked • 7.62 tonnes of small electricals recycled • 0.71 tonnes of batteries recycled



Collection approach

Solihull Council worked with Veolia to introduce a free bookable kerbside collection service for small electricals alongside other items such as batteries, paint, and textiles.

Residents could arrange a collection online, and put items in a bag at the front of their property for pick-up by a dedicated collection vehicle. Collections were available five days per week.

Communications approach

The project was supported by a strong communications campaign, including:

- Social media
- Press
- Leaflet distribution with council tax bills
- Engagement days
- Pop-up events
- Static displays in libraries and community fairs

Future plans

The service will continue, although at less than five days per week, which is enough to meet current demand.

“The pilot enabled us to deliver a new service which has helped to increase the amount of small electrical items being recycled as opposed to being disposed of with residual waste.”

Kalen Wood, Head of Waste and Recycling, Solihull Council