



## Cumberland Council

Target population	125,500 households
Funding amount	£62,744.87
Pilot duration	December 2023 - June 2024
Pilot type	Community drop-off points and mobile collections
Pilot aim	To make electrical recycling easier for residents and increase the amount of small electricals collected by trialling a mix of community drop-off points and a roaming mobile collection over six months
Outcome	<p>The trial collected a total of 5.87 tonnes of small electricals, including 0.96 tonnes donated for reuse.</p> <ul style="list-style-type: none"><li>• 4.91 tonnes recycled</li><li>• 344 residents used the Rambler service, which exceeded expectations for items collected</li></ul>



## Collection approach

Cumberland Council trialled two collection methods:

- 31 electrical recycling drop-off points installed in libraries and council buildings
- A weekly mobile drop-off service, the Recycling Rambler, offered to 20,000 households in Copeland

The Rambler visited designated stops each week, where residents could hand their unwanted electricals directly to the crew.

## Communications approach

Communications ensured residents knew when and where the Rambler would be, making it particularly valuable in rural areas where other options were limited.

Communications included:

- Pull-up banners
- Posters and leaflets
- Social media posts
- Launch & publicity events

## Future plans

While the Rambler and collection points are no longer operating due to affordability, the trial provided insights into what works best for rural areas. Cumberland Council continues to use the Recycle Your Electricals branding to encourage residents to recycle their electricals

**“The weekly Rambler service worked very well – staff and customers were positive, with rural areas particularly valuing the service. For a longer-term service, we would recommend reducing the frequency to three-weekly or monthly, supported by clear communications to remind residents when the Rambler is visiting.”**

Barbara Herridge, Pilot Lead