



## Derry and Strabane District Council

Target population	61,005 households
Funding amount	£30,502
Pilot duration	February 2024 - March 2025
Pilot type	Reuse and repair
Pilot aim	To raise awareness of reuse and repair, encourage residents to rehome their unwanted working electricals, and promote electrical recycling across Derry and Strabane.
Outcome	<p>They repaired a total of 124 small household electricals and hosted 16 repair cafe events.</p> <p>A further 22 working household electricals were collected and rehomed.</p> <p>The pilot successfully collected 152 laptops, with 21 already refurbished and redistributed to people in need.</p>



## Collection approach

Derry & Strabane District Council partnered with Repair & Share Foyle, the pilot focused on:

- Expanding Repair Cafés: recruiting and training volunteers in the rural Strabane area
- Supporting charity shops: with PAT testing
- Encouraging rehoming of working electricals: Promoting donations of reusable household items through cafés, community networks and online campaigns.
- Laptop collection and refurbishment: Setting up seven donation points across the district for laptops to be redistributed to people in need and supporting digital inclusion.

## Communications approach

- Out-of-home advertising
- Social media
- Digital channels
- Press
- Local radio advertising

Targeted local radio ads ran in the Strabane area and proved especially effective, raising awareness of the campaign, sparking strong engagement, and directly driving new volunteer sign-ups for repair cafés. The ads noticeably boosted attendance at monthly events, helping to build a sustainable network of skilled community repairers in what had previously been an underserved area.

## Future plans

Rehoming of electricals and laptop redistribution will continue, supported by established processes and logistics for receiving donations.

The council and Repair & Share Foyle plan to trial new donation point locations to maximise accessibility and further strengthen the reuse network.

**“We are extremely happy with the support and mentorship given throughout the process and have learned a lot about measuring impact - something we seek to improve now that our capacity has increased as an organisation.”**

Caroline - Repair and Share Foyle