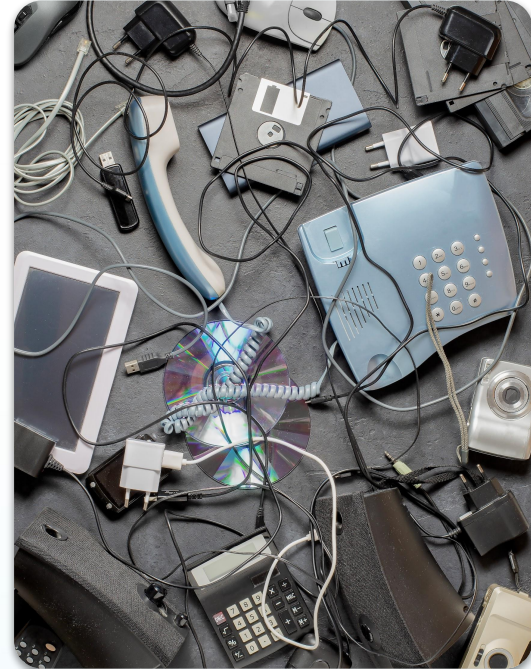




Hart District Council

Target population	42,500 households
Funding amount	£21,250
Pilot duration	January 2024 - January 2025
Pilot type	Kerbside collection
Pilot aim	To introduce a kerbside collection service for electricals, making recycling simple and convenient by allowing residents to place items on top of their bins.
Outcome	The new kerbside service has already had a significant impact: • 28.31 tonnes of electricals have been recycled • representing an 89% increase in electrical recycling compared with previous levels.



Collection approach

Hart District Council rolled out the service in four phases, sending letters to households as each phase began. This phased approach allowed the council to manage vehicle capacity and avoid being overwhelmed by a sudden surge of collections.

The process was designed to be simple for residents: small electricals could be left directly on top of bins for collection, with no bags or additional packaging required unless the items were very small.

Communications approach

Communications focused on direct letters to households. The pilot team found this to be the most effective way of reaching residents and encouraging take-up of the new service.

Future plans

Hart District Council plans to continue running the kerbside service at full capacity, building on the strong results and positive community response.

“We have been delighted with how well the service has been received. We feel residents are looking for an outlet for this material and it's fantastic to be able to offer this and educate them on the importance of reuse, repair and recycling of larger items at the same time. A fantastic success that we plan to build on.”

Maria, Pilot Lead