



Hillingdon

Target population	119,000 households
Funding amount	£16,059
Pilot duration	October 2023 - October 2024
Pilot type	Community drop-off points
Pilot aim	To make electrical recycling more accessible across the borough, particularly for residents who may find it difficult to visit a Household Waste Recycling Centre.
Outcome	The pilot achieved strong results, with 11.88 tonnes of electricals collected for recycling and more than 100 items brought in for repair through the collaborative repair cafes.



Collection approach

Hillingdon introduced 15 collection points in local libraries, each fitted with a distinctive 240L pink bin for small electricals.

In addition to the drop-off points, the council also partnered with Friends of the Earth to host a series of repair events, encouraging residents to give their items a second life.

Communications approach

Communications methods included:

- Posters, flyers, and stickers displayed at community sites
- Social media posts on local channels

While the pilot ran alongside other recycling campaigns, the materials helped maintain a visible presence in the community and reminded residents about available electrical recycling points.

Future plans

Drop off points will remain in place in libraries and the service will continue to run as usual.

"We are focussed on reducing our carbon footprint and doing what we can for the environment in council libraries, and already offer battery recycling. The new small electricals recycling collection bin is a welcome addition."

Zoe Iggulden, Uxbridge Library Manager