



Oxfordshire County Council

Target population	300,000 households
Funding amount	£41,464
Project duration	November 2023 - November 2024
Project type	Vape recycling
Project aim	To set up dedicated vape recycling services across Oxfordshire, making it easy for residents to recycle disposable vapes.
Outcome	The project collected 100,000 vapes, weighing over 3 tonnes.



Collection approach

Oxfordshire introduced dedicated vape recycling bins at all seven Household Waste Recycling Centres. These were available to all 300,000 households in the county.

The council also trialled new ways to make vape recycling more accessible:

- Kerbside collection for 70,000 households in the Cherwell District
- 60 new public drop-off points for vapes in Oxford and Cherwell

Communications approach

Resident communications included:

- Social media (Facebook, Instagram, X, TikTok, Snapchat, NextDoor)
- Paid Google Ads
- Council website and newsletters
- Posters and leaflets
- Press releases
- Launch and publicity events

Future plans

Oxfordshire will continue to provide vape drop-off containers at all Household Waste Recycling Centres and promote kerbside collection. They will also continue to guide residents to retailer take-back schemes and the Recycle Your Electricals postcode locator.

“We were very grateful to be awarded grant funding to set up new collection services for disposable vapes in Oxfordshire, reducing the environmental impact of incorrect vape disposal and the risk of fires in bin trucks and waste sites. We hope Oxfordshire residents continue to recycle their vapes using our services or by taking them back to the retailers they brought them from.”

Mark Watson, Project Lead