



West Northamptonshire

Target population	101,233 households
Funding amount	£20,000
Pilot duration	October 2023 - November 2024
Pilot type	Kerbside collection
Pilot aim	To encourage more residents to recycle their old electrical items through kerbside collection and household waste recycling centres (HWRC).
Outcome	Residents got involved with kerbside collections and HWRC recycling, showing how easy it is to dispose of old electrical items responsibly. • Kerbside collections increased by 92% • Visits to HWRCs rose by 20.5% • Over 32 tonnes of electrical items were recycled in 12 months



Collection approach

West Northamptonshire already had a kerbside collection service in place across the county, and used Material Focus funding to promote the service and boost uptake.

The initiative focused on increasing tonnage collected and raising awareness of the kerbside service available for residents to present their electricals in clear plastic bags placed with their bins.

Communications approach

The council ran a multi-channel campaign to raise awareness of their electrical recycling services:

- Spotify ads
- roadshow events
- eye-catching branded petrol pumps
- Social media

People were also encouraged to donate reusable items to local charity shops, promoting both recycling and reuse.

Future plans

Kerbside collections and HWRC recycling will continue, supported by ongoing promotion through social media, updated websites, and a new app.

“We have increased small electrical recycling by 92.7%! We are really pleased with this result. Driving around the town it's easy to see that more and more households are using this service. When we carried out roadshows to promote recycling, many people didn't know about the WEEE collection, but the response on social media has been very promising with many shares.”

Sherry Kerr, Pilot Lead