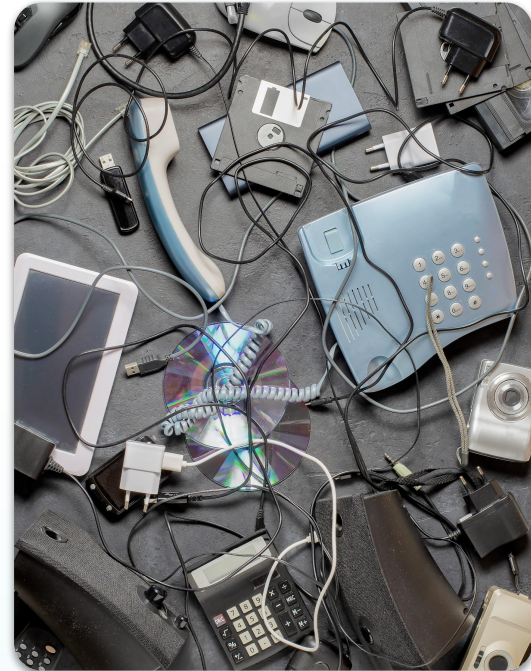




Crest Cooperative, Conwy

Target population	53,000 households
Funding amount	£49,589
Pilot duration	July 2020 – June 2021
Pilot type	Repair and reuse
Pilot aim	To expand Crest Cooperative's capacity to repair electricals and the amount of electricals being reused.
Outcome	169 tonnes of appliances (3,048 items) were collected and reused.



Collection approach

Crest Co-operative works with Conwy County Borough Council to collect bulky waste, textiles, and electricals for reuse and recycling. Funding was used to hire new staff, increasing the number of electricals that could be refurbished by sorting items collected at kerbside. Refurbished appliances were cleaned, safety-checked, and repaired before being sold through Community Reuse stores, supplied to social housing partners, or wholesale to other reuse organisations — all with 12-month warranties. Items that couldn't be reused were recycled, while useful parts such as washing machine motors and fridge shelves were salvaged to cut costs and boost reuse rates.

Communications approach

Crest cooperative used a combination of different channels to promote their pilot:

- The pilot used its own social media channels, specifically Twitter, Facebook, and Instagram
- Earned communications were mainly in the form of promotion by Conwy County Borough Council
- Paid communications included using the HypnoCat signs on vehicles

Future plans

Crest continues to collect small electricals from people's doorsteps in 2025. The reuse stores remain open.