



EMERGE Recycling, Manchester

Target population	80,000 households
Funding amount	£50,000
Pilot duration	January – December 2020
Pilot type	Community drop-off point, bookable kerbside collection, and amnesty events.
Pilot aim	To make it easier for residents to reuse and recycle small electricals and expand small electrical reuse and recycling across South and East Manchester.
Outcome	• 26.7 tonnes of electricals were collected • 1.5 tonnes of electricals were reused • Around 250 local households took part through Sunday market events and community hubs



Collection approach

The pilot offered multiple collection options:

- A permanent, supervised drop-off point at EMERGE's plant
- A weekly stall at a Sunday market
- Bookable household collections covering up to 80,000 homes
- Amnesty hubs hosted by local businesses, schools, housing associations and community venues

Reusable items were refurbished, repaired and safety-tested before being resold or donated to FareShare groups.

Items that could not be reused were stripped for spare parts and valuable materials. The remaining waste was responsibly recycled.

Communications approach

To raise awareness and engage people, EMERGE used:

- Social media (mainly Twitter, LinkedIn and Facebook)
- Printed materials – posters, leaflets, flyers and banners at stalls, events and amnesty points
- Emails to partners and their customers
- Events – at Smithfield Sunday Market, including refreshments
- Amnesty hubs at businesses, schools and community venues

Future plans

People can still drop off electricals and other recyclable items at EMERGE's Manchester premises.

“Residents loved it; the service was convenient, they enjoy ‘doing the right thing’ and contributing to a local social business.”

Lucy Danger, Pilot lead