



Mid Devon District Council

Target population	37,500 households
Funding amount	£12,527
Pilot duration	July 2020 – July 2021
Pilot type	Kerbside collection
Pilot aim	To increase the amount of small electrical items in kerbside recycling collections, by raising awareness and encouraging correct disposal.
Outcome	• Small electricals collections tripled, with skips filling twice as fast as anticipated • A trial of residual waste collections every three weeks led to residual waste volumes halving and a district-wide roll-out from September 2022



Collection approach

Mid Devon began a fortnightly kerbside collection for recycling small electricals alongside existing recycling in September 2020.

A successful trial of 3-weekly residual waste collections led to a district-wide roll-out in September 2022, encouraging more recycling and halving residual waste.

Small electricals collections increased threefold, with skips filling faster than expected.

Despite staffing and resource challenges, the pilot saw positive resident response and ongoing improvements in recycling behaviour.

Communications approach

Communications included:

- Press adverts
- Social media
- Vehicle banners
- Targeted outreach

Future plans

Residents can still recycle their small electricals at kerbside in 2025.

“I am thrilled to see that the residents of Mid Devon have been making full use of the kerbside small electrical recycling service. I would like to thank all the residents that have been using this service as it has a positive impact on our environment, as the precious materials used within these products can be reused in new products.”

Mid Devon District Council
Environment and Enforcement
Manager