



Mid Sussex District Council

Target population	56,000 households
Funding amount	£19,880
Pilot duration	November 2020 – November 2021
Pilot type	Kerbside collection
Pilot aim	To increase the recycling rate by 1% and reduce the amount of small electricals found in waste and recycling bins.
Outcome	49.3 tonnes of electricals were collected in 12 months.



Collection approach

Mid Sussex integrated the collection of small electricals and textiles into its fortnightly kerbside waste and recycling service.

The council fitted its fleet of collection vehicles with small cages to hold the materials. The cages were placed on the near-side undercarriage of each lorry.

To make sure the materials could be stored and managed properly, the council licensed the waste depot to hold small electricals and textiles in secure containers.

Communications approach

The council ran a communications campaign to raise awareness and explain how to use the service correctly, which included:

- Printed bin hangers
- Adverts
- Social media

Future plans

After using funding to trial its kerbside service, Mid Sussex has fully rolled out kerbside small electricals recycling on a fortnightly basis across the area.

“People respond best when they feel disposing of things ‘properly’ has a positive effect on their community.”

Pilot member