



Co-operative Councils

Innovation Network

COMMUNITY



Community leadership and a new role for councillors



New models of meeting priority needs



Innovation

Birmingham City Council

Mobile Household Recycling Centres

Birmingham City Council is the biggest council in Europe, serving 1.2m people living in more than 400,000 homes. Cleaner, greener streets matter to our residents, so we knew we had to tackle the issue with a new and innovative approach that's now delivering results— led by the introduction of Mobile Household Recycling Centres (MHRCs).

The service was designed to address multiple challenges around waste disposal, principally domestic fly-tipping or dumping, and inaccessibility to the city's four household recycling centres for many citizens. It focuses on collecting bulky household waste, while also collecting items suitable for community re-use, through a service of just four teams of two vehicles operating every weekday.

Although the service is provided to all 69 wards, support is focused on neighbourhoods in most need. Areas with a high prevalence of domestic fly-tipping, high density housing (typically with low car ownership) and other communities known to face challenges using the household recycling sites or household recycling collections. Need is identified by a combination of insight, service data, operational knowledge and community feedback.

Promotion is deliberately delivered at a hyper-local level by ward councillors, using a combination of leafleting and community social media, supported by engagement with local community groups and housing providers alongside successful partnering with mosques and supermarkets to host and promote the service.

From the start in July 2021 through to April 2022, over 1000 tonnes of waste and recycling has been collected, alongside items for the Recycle and Reuse scheme. Levels of usage remain consistent, with sustained demand from the localities that have been prioritised.



People-centred councils
driving social innovation
putting people first

E: comms@councils.coop | T: [@CoopInnovation](https://www.coopinnovation.org) | W: [councils.coop](https://www.councils.coop)

The practical benefit for people who find it difficult to use the permanent sites has been significant – bringing the service to the places that need it most is reducing the number of miles driven to permanent sites and the need to travel through Birmingham’s new Clean Air Zone.

The service consistently receives excellent feedback from citizens, community representatives, councillors, and Birmingham MPs. Results of a user survey indicate high satisfaction with 63 out of 71 scoring 7 out of 10 and above. The service continues to develop during 2022.

For further information contact:

Darren Share

Assistant Director of Waste and Street Scene – Birmingham City Council

darren.share@birmingham.gov.uk | 0121 675 0648 | www.birmingham.gov.uk