



North Tyneside Council

Target population 96,232 households

Funding amount £14,650

Pilot duration December 2023 - December 2024

Pilot type Community drop-off points and vape recycling

Pilot aim To raise awareness of and expand access to small electrical and vape recycling for residents

Outcome

- 9.56 tonnes of small electricals diverted from landfill, a 43.56% increase compared to the previous year
- 12,000 vapes collected for recycling



Collection approach

North Tyneside Council installed 54 small electricals collection bring banks and 29 vape recycling bins across the borough in schools, community locations, and other public spaces.

Schools, businesses, and community organisations were keen to host recycling points, with some requesting bins after seeing the pilot's positive impact. Many sites praised the collecting crews for being friendly and helpful.

Communications approach

Communications methods included:

- Press release
- Posters and leaflets
- Council website
- Local press (Northumberland Gazette)
- Council social media (Facebook and Twitter)
- Onsite promotion

Social media helped to spark positive community conversation and encourage residents to use the new bring banks.

Future plans

The bring banks and vape bins will remain in use and are now fully integrated into council waste operations as business as usual.

“The pilot exceeded expectations. We rolled out more bring banks and vape tubes than first thought. Engagement with the promo materials was stronger than expected. We increased our electricals recycling tonnage compared to the previous year and started to change the culture of disposal around vapes.”

Andrew Murrell, Pilot lead