



## Redcar and Cleveland

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| Target population | 136,718 households                                                                                                                                                                                                                                                  |
| Funding amount    | £40,000                                                                                                                                                                                                                                                             |
| Pilot duration    | November 2023 - November 2024                                                                                                                                                                                                                                       |
| Pilot type        | Reuse                                                                                                                                                                                                                                                               |
| Pilot aim         | To make it easier for residents to donate working electrical items for reuse, helping those in financial need while reducing waste                                                                                                                                  |
| Outcome           | <p>Residents supported the pilot by donating electricals to be reused:</p> <ul style="list-style-type: none"><li>• 591 electrical items were donated, weighing 2.109 tonnes</li><li>• 443 items passed PAT testing</li><li>• 270 items were redistributed</li></ul> |



## Collection approach

The pilot reuse scheme focused on collecting small, working electricals and redistributing them to residents in need.

A central recycling site was supported by additional community locations.

Volunteers and third-sector partners PAT tested items and redistributed them locally. A “Donations Weekend” at a local supermarket helped residents without cars easily donate items.

## Communications approach

Communications methods included:

- Organic social media
- Paid social ads
- Residents’ magazine reaching all households in the borough
- Press releases
- Flyers and posters
- Roller banners at events and collection points

Community group partnerships also helped amplify messages and encouraged more residents to donate their working electrical items for reuse.

## Future plans

The service will continue with support from two new community groups, with the recycling team taking over as the main point of contact.

**“Redcar and Cleveland Borough Council and our partnership are keen to maintain the good working relationship established with Material Focus to continually learn and strengthen effective ways to recycle and reuse unwanted electrical items.”**

Jo Whistler, Pilot lead