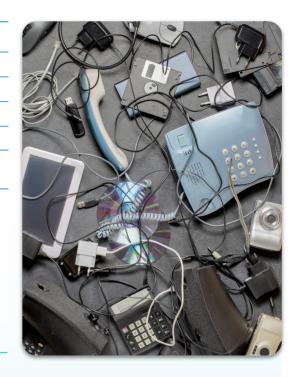


Merthyr Tydfil County Borough Council

Target population	27,000 households
Funding amount	£19,497
Pilot duration	March 2020 – March 2021
Pilot type	Kerbside collection
Pilot aim	To increase the amount of small electricals being collected at the kerbside.
Outcome	The pilot diverted reusable electrical items to a local reuse shop, where they were tested, cleaned, and resold. Resident feedback was generally positive, and the council reported no major issues or unexpected costs.



Collection approach

Material Focus funding was used to promote and enhance the existing kerbside service in place in Merthyr Tydfil.

Funding was used to employ a dedicated WEEE Officer to inspect residents' residual waste bins, identify electrical items incorrectly disposed of, and educate residents on how to recycle them correctly at kerbside.

They also used funding to provide recycling bags and separate battery bags – distributed to households so residents could easily set aside electricals for kerbside collection.

Items were sorted at the kerbside, and reusable ones were sent to a local reuse shop.

Communications approach

Communications included:

- Leaflets
- Social media
- Vehicle banners
- Door to door visits

Future plans

After the pilot ended in March 2021, the council continued to promote its kerbside battery collection and bulky electrical collection services via social media.