



South Tyne & Wear Waste Management Partnership

Target population	291,100 households
Funding amount	£59,923
Pilot duration	April 2021 – March 2022
Pilot type	Kerbside and amnesty collections
Pilot aim	To increase the volume of electricals being recycled and educate residents on the safe management of small domestic appliances and batteries.
Outcome	• 24 tonnes of small electricals were collected in total. • About 0.5 kg were collected per household.



Collection approach

The pilot trialled a new standalone kerbside collection service for small electricals and batteries across three local authorities—Gateshead, Sunderland, and South Tyneside. It was modelled on charity schemes already familiar to residents.

Each household received a stickered bag and instructions a week before their scheduled collection. The idea was to give people time to gather items and leave them at the kerbside.

A hired transit van took the items to a registered Waste Transfer Station.

Planned amnesty events in busy public spaces were disrupted by COVID-19 restrictions.

Communications approach

Communications initially focused on physical materials—stickers, bags and leaflets.

Later on it included social media, press releases, signs at recycling centres, and bin stickers.

Future plans

The small electricals collection service is still running across South Tyne & Wear in mid-2025.

“We didn’t hit the tonnage we’d hoped for, but the pilot still made clear how much education and consistent messaging matter.”

Pilot member