



## Newcastle City Council

Target population	109,000 households
Funding amount	£30, 800
Pilot duration	January 2024 – January 2025
Pilot type	Kerbside collection
Pilot aim	To give residents easy, free ways to recycle small electrical items in Newcastle, through doorstep collections and pop-up recycling events
Outcome	Multiple collection methods boosted electrical recycling: <ul style="list-style-type: none"><li>• Pop-up Recycling Centres collected 2,267 items</li><li>• Doorstep collections collected 5,561 items</li><li>• An impressive total of 15.1 tonnes collected</li></ul>



## Collection approach

### Doorstep collections

Residents could book a free collection of small electrical items, including vapes, from their homes. They filled a plastic bag with unwanted items, and the Waste and Recycling Team collected it using an electric vehicle. Forty collections were available each week, bookable online or by phone. This service helped households without cars recycle easily.

### Pop-up electrical collections

The council held pop-up recycling events in 24 wards, allowing residents to drop off small and large electricals and other items for recycling. The events were held in laybys, car parks and inside housing estates so people could easily walk there.

## The Great Cable Challenge

As part of the Great Cable Challenge for International E-Waste Day, Newcastle City Council teamed up with Newcastle United to inspire football fans to recycle old cables.

The response was incredible – 2,075 cables were collected, enough to wrap the pitch more than 14 times!

## Future plans

Newcastle plans to continue the pilot on a smaller scale, keeping doorstep collections available while streamlining communications efforts.

**“We are proud to have delivered a successful and innovative pilot with Material Focus, resulting in a well used new service for residents of Newcastle to recycle their electricals for free, from their doorstep! We over achieved our ambitious targets, collecting over 15t of small electricals in 12 months. The Hypnocat branding helped us gain high profile media coverage and partnerships with the BBC and NUFC.”**

Rebecca, Pilot lead