



**MATERIAL
FOCUS**

East Sussex Waste Collection Partnership

Target population	162,000 households
Funding amount	£30,350
Pilot duration	December 2020 – December 2021
Pilot type	Kerbside collection
Pilot aim	To increase public awareness and participation in existing kerbside collections by developing clear messaging about recycling small electricals.
Outcome	The pilot collected 58.6 tonnes of electricals overall: A 232% increase in electricals collected in January - October 2021 compared to the same period in 2020, whilst for batteries the rise was 133%.



Collection approach

Kerbside collections were weekly, alongside residents' regular waste or recycling pickups.

Households were asked to place small electrical items in a tied plastic carrier bag and attach it to either their recycling (green) or rubbish (black) wheelie bin, depending on their collection schedule.

Residents in communal housing could leave bags in shared bin stores so that they were visible.

Communications approach

The Partnership delivered a county-wide communications campaign to promote small electricals recycling. Activities included

- New web content
- Leaflets to 145,000 households
- Social media messaging

Future plans

Residents in Hastings Borough, Rother District and Wealden District Council areas can still recycle small electricals at the kerbside. The rest of the district must recycle electricals at their nearest household waste recycling centre.