

Just Bin It Campaign Toolkit

2025





love every drop
anglianwater 

block pipes

Only flush the 3Ps
Pee, Poo and Paper

JUST
BIN
IT

Why 'Just bin it'?

Each year **our teams clear 37,000 blockages from the sewer network**. Nearly all of these are avoidable and caused by rubbish like wet wipes, nappies sanitary products and cooking fat and oil being flushed down toilets or put down sinks.

From wiping bottoms, to removing makeup, to cleaning down the sides after dinner — wipes are a household staple for many, but they are finding their way into the sewers and are the biggest cause of sewer blockages. Although many wet wipes are still branded as 'flushable' that doesn't mean they should be, as they cause chaos in the sewers. Like any plastic item, wipes can stay around for thousands of years before they start to biodegrade.

We're looking for the support of groups within communities to help spread the word throughout our region to Just Bin It. By working together, we can encourage customers to change their behaviour to avoid blocked pipes and protect our local communities from bad smells and sewers flooding.

This is what's blocking the pipes!



How you can support

Whether you're able to share flyers, put up posters, repost our social posts, or join us at an event, your actions to support our campaign makes a big difference.

In this toolkit we've included useful information, links to order printed posters and flyer, example social media posts and assets you can share across your own channels or in local Facebook community groups. Also make it your own. The copy is only a guide, so add your own voice to connect with your audience and community.

Please use the tools to share this information within your community wherever possible.

If you have any questions or you'd like to partner with us in a different way, simply get in contact with our team at customerengagement@anglianwater.co.uk

Our key messages

Why:

- Every year we remove around 3,000 tonnes of waste causing blockages in the sewers. But 80% are avoidable.
- Our teams clear one blockage every 15 minutes.
- Wet wipes, sanitary products, nappies and cooking oils are all rubbish blocking the pipes, which should have gone in the bin and not down the loo or sink.
- Blockages in the pipes impact local communities and homes with bad smells and sewer flooding, so it's important we just bin waste to avoid a blocked pipe.
- On average a plumbing bill to unblock a pipe can cost £100.

What we do:

- We all have a role to play in protecting local communities and our environment.
- Preventing blockages is fundamental part of what we do to keep toilets flushing for our customers.
- We're committed to [keeping our sewers clean](#) and healthy by regularly maintaining pipes in the network and unblocking sewers and drains before an incident occurs.
- We're using state of the art smart sewer monitors which alert us of a potential blockage before it can become a problem

Find out more about how we're protecting the sewer network and local communities [on our website](#).

Spread the word in the community - Leaflet & Posters

There's nothing quite like seeing a poster or leaflets in person to get people thinking about what should and shouldn't be flushed.

Order your own batch of printed leaflets and posters to share in the community.

Email your contact details, delivery address and the quantity of posters and flyers you would like to order to:
customerengagement@anglianwater.co.uk

You can request up to 20 posters and up to 100 flyers. All orders will be delivered within 14 working days.

A4 Posters x20



A5 double sided flyers x100



Share online - Example social media post

From cleaning the kitchen sides after dinner, to removing make up, to wiping messy faces, wet wipes are a staple in every home. Even though they're handy, wipes are being flushed down the loo and are causing blockages in the pipes.

Help protect your home from a costly plumbing bill and our local communities from bad smells by only flushing the 3Ps: pee, poo and paper – for everything else, just bin it.

Explore more ways to help by visiting the Anglian Water website here: anglianwater.co.uk/justbinit #JustBinIt



Simply copy and paste the copy above or make any the example feel more like your brand by putting your own twist on the copy. [Download the social images here.](#)

We're always creating new content and images, so we'll be updating the toolkit with new assets soon.

Our social channels

Follow us and keep an eye out for more Just Bin It content as we post more.

Reshare our posts with your audience, remembering to use the hashtag #JustBinIt.



facebook.com/AnglianWater



instagram.com/anglianwater



tiktok.com/@anglianwaterservices



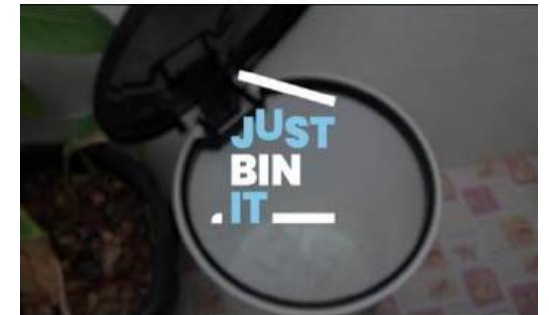
<https://www.youtube.com/@anglianwater>



<https://www.youtube.com/watch?v=6gcuK4p-o-8>



<https://www.youtube.com/watch?v=kxk3epDRpis>



<https://www.youtube.com/watch?v=PvD5n11Ygdc>

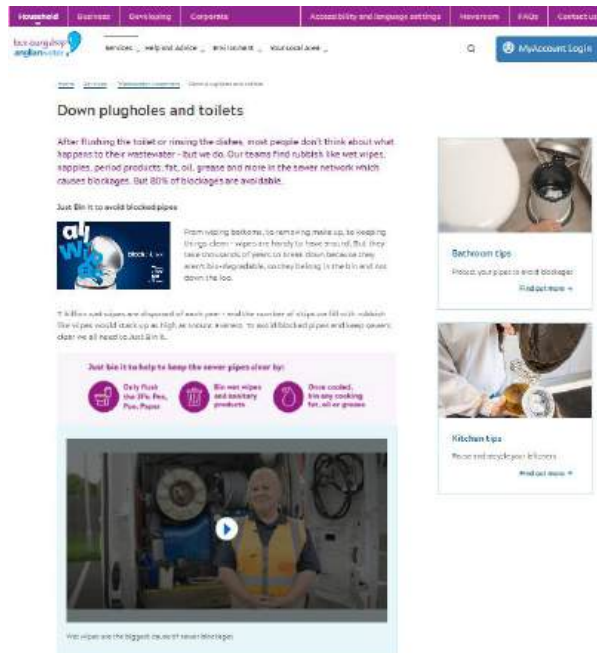


<https://www.youtube.com/watch?v=LtBj0IL7HK>

Explore our webpages

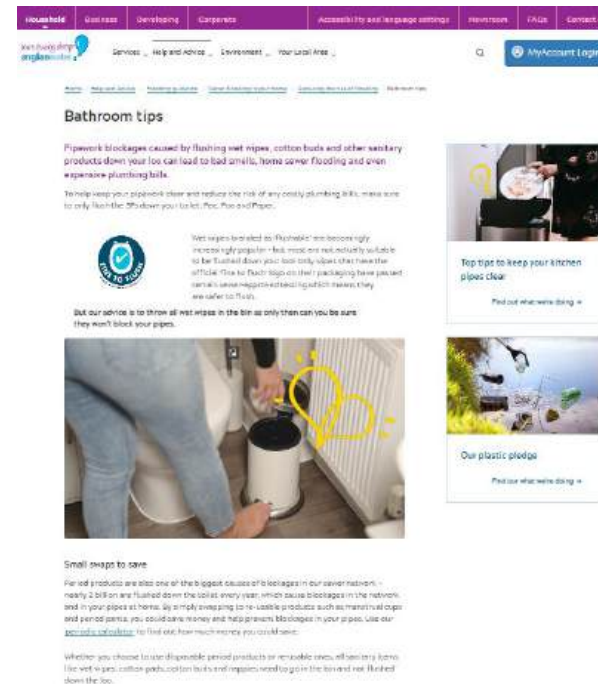
Down plugholes and toilets -

<https://www.anglianwater.co.uk/services/wastewater-treatment/down-plugholes-and-toilets/>



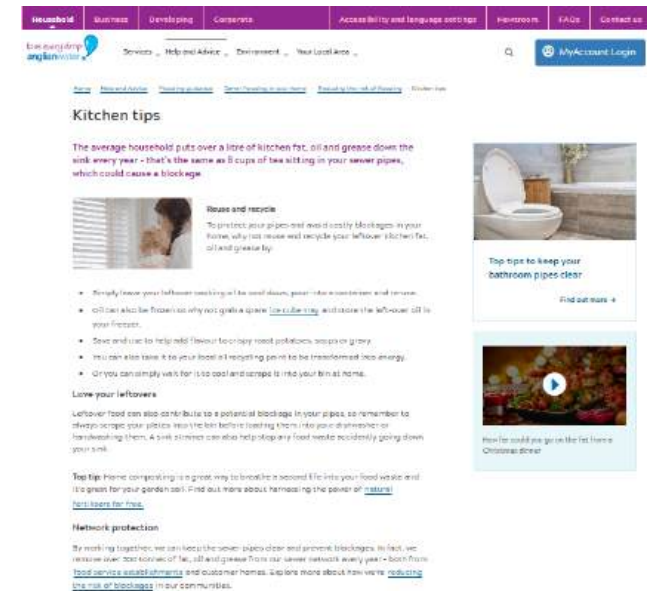
Bathroom tips:

<https://www.anglianwater.co.uk/help-and-advice/flooding-guidance/flooding-in-your-home/reduce-the-risk-of-flooding/bathroom-tips/>



Kitchen tips:

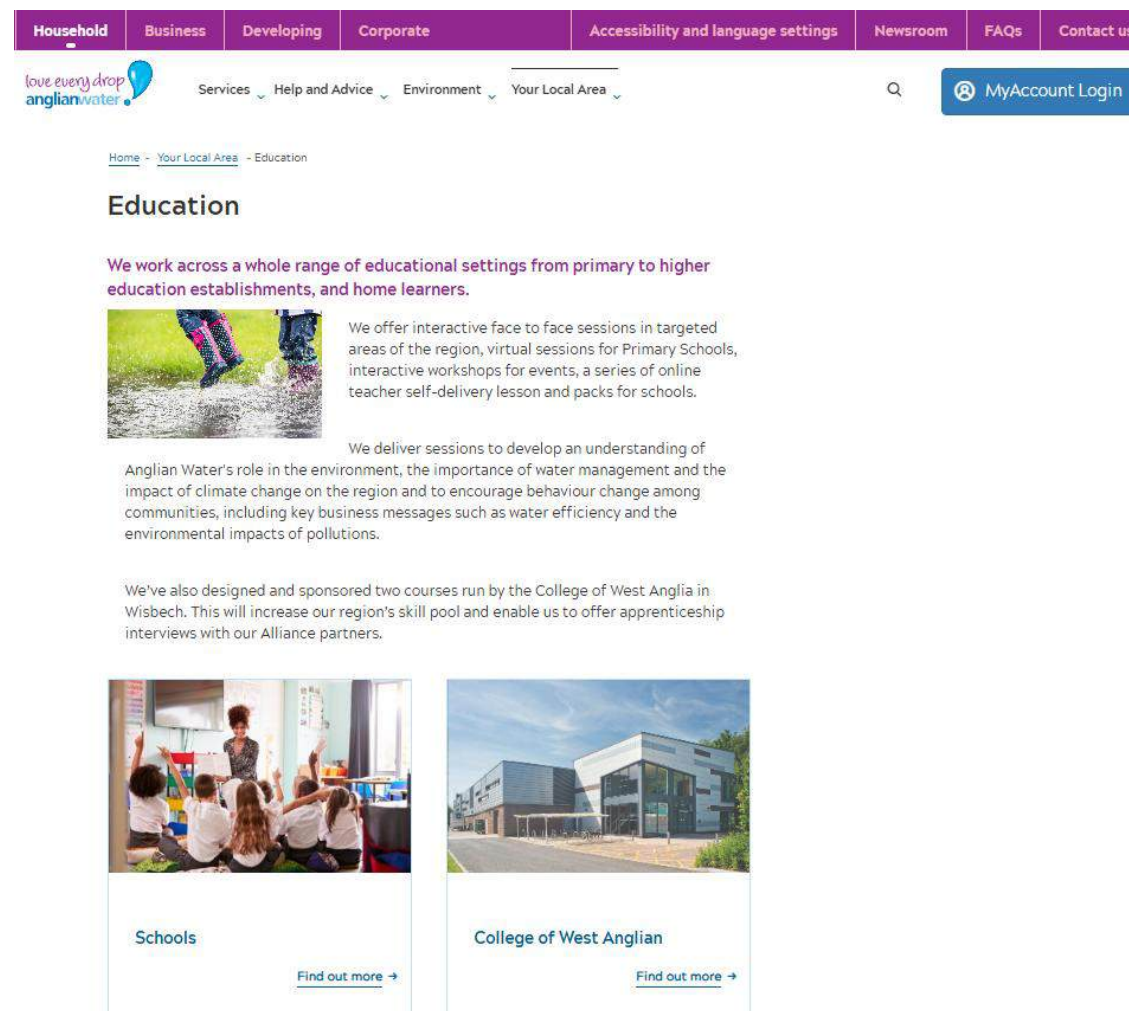
<https://www.anglianwater.co.uk/help-and-advice/flooding-guidance/flooding-in-your-home/reduce-the-risk-of-flooding/kitchen-tips/>



Working with children or young adults?

Our education team work across a whole range of educational settings and have some great ways available to you to engage with children in primary school all the way to higher education.

For more information and to find out how we can work together to spread the Just Bin It message visit our website: [Education](#)



The screenshot shows the Anglian Water website's navigation bar with links for Household, Business, Developing, Corporate, Accessibility and language settings, Newsroom, FAQs, and Contact us. Below the navigation bar is the Anglian Water logo and a search bar. The main content area is titled 'Education' and features a purple header stating: 'We work across a whole range of educational settings from primary to higher education establishments, and home learners.' Below this is a photo of children jumping in a puddle. The text continues: 'We offer interactive face to face sessions in targeted areas of the region, virtual sessions for Primary Schools, interactive workshops for events, a series of online teacher self-delivery lesson and packs for schools.' Another section states: 'We deliver sessions to develop an understanding of Anglian Water's role in the environment, the importance of water management and the impact of climate change on the region and to encourage behaviour change among communities, including key business messages such as water efficiency and the environmental impacts of pollutions.' A final paragraph mentions: 'We've also designed and sponsored two courses run by the College of West Anglia in Wisbech. This will increase our region's skill pool and enable us to offer apprenticeship interviews with our Alliance partners.' At the bottom, there are two featured images: one of a teacher in a classroom with the title 'Schools' and a 'Find out more' link, and another of a modern building with the title 'College of West Anglia' and a 'Find out more' link.