



Suffolk Waste Partnership

Better Recycling Campaign

Briefing

Edition 1

15.12.25



Introduction

The Better Recycling campaign will be one of the most visible public awareness campaigns run in Suffolk – and with good reason.

The changes to household waste and recycling services, scheduled to start in June 2026, will enable people to recycle more things with greater convenience. As the name suggests, it is Better Recycling for Suffolk. To achieve this, changes to services that have remained largely consistent for a quarter of a century are required. This brings challenges and risks.

Recycling has become an integral part of everyday life in the UK. Recycling and Waste services are the most widespread of all local authority services, and it's this very ubiquity that makes them invisible. People engage with these services daily, almost on autopilot. Change requires disrupting this paradigm. However, people are generally averse to change. And the longer something has remained unchanged, the more difficult it is to implement change, even when it leads to improvement. This is where communications can help.

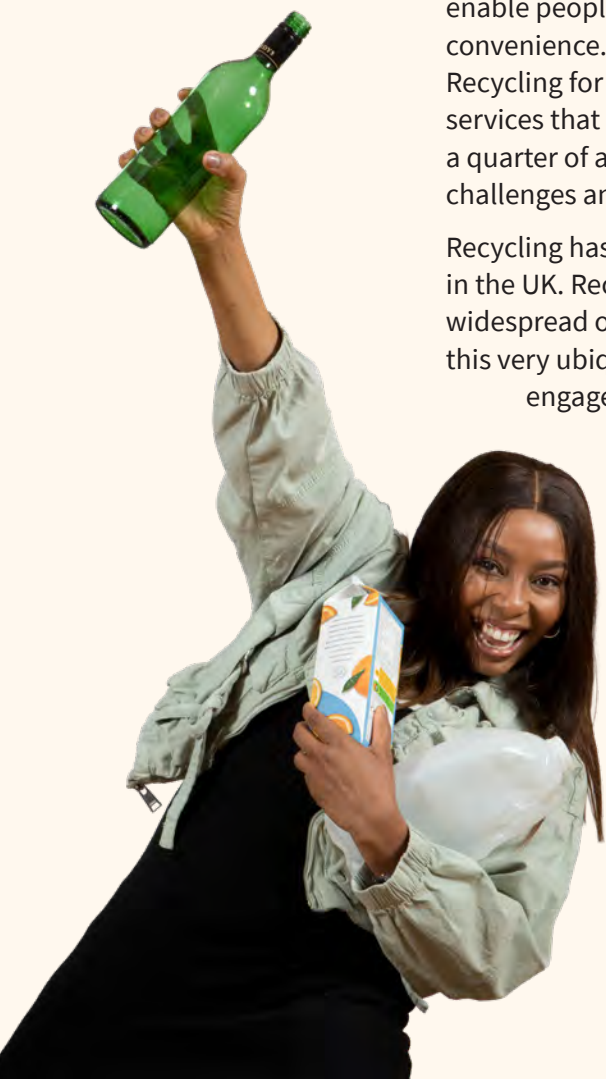
The Better Recycling Campaign has a single, driving purpose: to ensure a seamless transition to the new recycling and waste services. It has four key objectives:

1. To ensure that the people of Suffolk are aware that changes are being made to their recycling and waste services, what those changes comprise and the timeline that applies.
2. To promote the benefits of the change, fostering widespread support for them.
3. To ensure that people know how to use the new services.
4. To encourage people to recycle as much as they can, correctly.

The campaign commences on the 5th January 2026 and will run until the spring of 2027.

This document is the first of several briefings that will be circulated over the coming 12 months. Its purpose is to provide you early insight into what advertising and communication will be appearing, when, where and for what purpose.

Rob Cole
Suffolk Waste Partnership Manager



Context

Household recycling was introduced in Suffolk almost 25 years ago. The driver behind this was the UK's adoption of the EU Landfill Directive, which required member states to reduce their dependency on landfill. Today, a new driver has emerged that requires changes to the way we collect recycling and waste from homes: 'Simpler Recycling', a national policy to standardise and simplify recycling across England.

Recycling and Waste Services are not designed arbitrarily. They take into account the amount of waste generated, the composition of that waste, access to resources, the necessary technology and infrastructure to process it, markets for recyclable materials, and more. The result is services optimised for the local situation, which can differ from one place to another. However, all those factors that shape local services change over time.

Over the past 25 years, across the UK, consumption habits have changed. The amount of household waste continues to rise (around 1 to 1.2% each year). The composition of household waste has changed too. Since 2010, there has been a significant decrease in paper (newspapers, magazines) and a substantial increase in card (from online deliveries). Whilst food waste has decreased, it still represents around a third of all waste generated in homes by weight, and with the cost of disposal at an all-time high and increasing, remains a costly material to deal with.

Despite knowing these changes are taking place, there has never been an optimal moment for local authorities to take a step back and ask 'is there a better way of doing this?'. Until now!

Simpler Recycling has enabled Suffolk the ability to design a new Recycling and Waste Service that is suited to the needs of today and one that will provide a service fit for decades to come.

But there's another benefit to consider. Longevity of an unchanged service also has the consequence of allowing society to forget the purpose of the service. In other words, why we recycle in the first place.

It's estimated that around 80% of the waste generated by UK homes is recyclable yet for more than a decade, recycling rates have stagnated at around half of that.

One of the reasons for this is that the motivation to make a contribution to the protection of our environment was gradually pushed to the back of people's minds as recycling became embedded as just another household chore alongside cutting the lawn, vacuuming the living room and washing the car.

This campaign is also an opportunity to revisit and renew our understanding about why we recycle in the first place and provide motivational nudges aimed at increasing the amount of household waste that gets recycled.

What is Simpler Recycling?

Simpler Recycling is a UK government initiative designed to make recycling easier and more consistent for households and businesses. It aims to reduce confusion by standardising what materials are collected for recycling across England, ensuring that people can recycle the same core set of materials regardless of where they live or work. The policy focuses on improving recycling rates, reducing waste sent to landfill or incineration, and supporting the transition to a more circular economy.

For more information about Simpler Recycling, [Click Here](#)



The Better Recycling Campaign: The Brand



Thumbs up to Better Recycling (above). This is the campaign brand that will be used across all communication materials and advertising up to June 2026 when the new service starts.

'Faces of Recycling in Suffolk' (Below). Not professional models or stock library shots, these are real Suffolk residents. They humanise the message and underpin the local aspect of the message.

Why not use 'Simpler Recycling' as the brand?

The word 'Simpler' relates more to the institutional benefits the policy delivers. The reality is that for residents, a little additional effort is required and the addition of more containers means that using the same term in a public-facing context is likely to lead to unwelcome narrative, that we are in some way attempting to mask the reality. 'Better Recycling' conveys a positive tone, emphasising improvements to our service.



The Better Recycling Campaign

Phase 1: January to March 2026



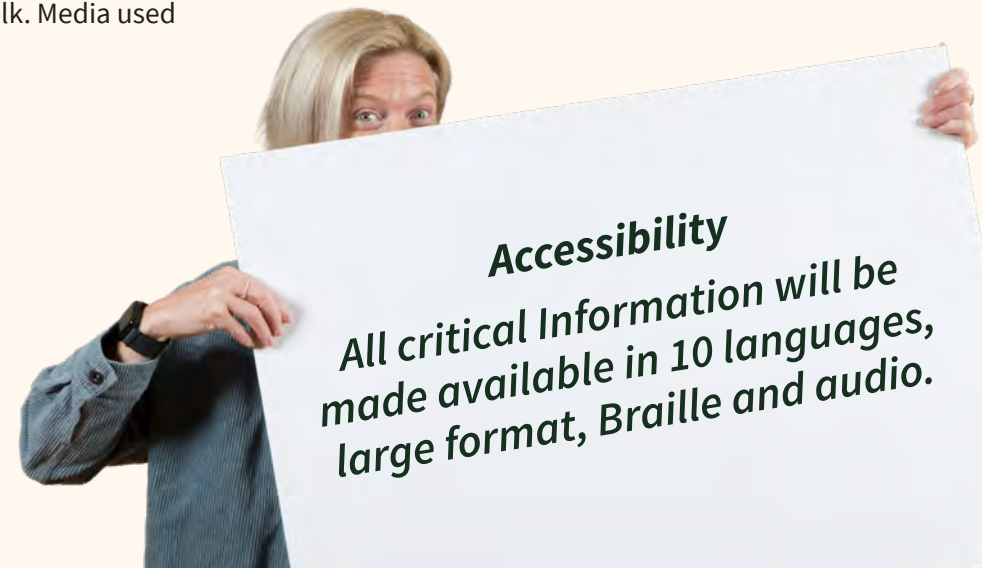
This phase aligns with the delivery of new bins and the food waste caddies to homes. The aim here is to:

- Raise awareness that change is happening to Recycling and Waste Services.
- Raise awareness that new bins and caddies will be delivered.
- Ensure that people are aware of the timelines that apply and that they don't start using the new bins before they should.
- Provide reasoning behind the change to serve as a foundation upon which to build motivation to participate.

This phase targets the entirety of Suffolk. Media used comprises:

- Bus shelters
- Bus sides and rears
- Billboards
- Supermarkets
- Train stations
- Radio
- Direct mail
- Leaflet (for Food Waste Caddies)
- Social Media.

The following pages show the adverts, direct mail and leaflets that will be used as part of Phase 1. Radio and Social Media content are not yet ready but will be included in the next briefing in early January.



On-bus advertising

Streetliners (Bus sides)



This advert will appear:

- On 20 buses for two weeks starting **5th January 2026**
- On 20 buses for two weeks starting **2nd February 2026**
- On 20 buses for two weeks starting **2nd March 2026**

Bus rears



This advert will appear:

- On 20 buses for two weeks starting **19th January 2026**
- On 20 buses for two weeks starting **16th February 2026**
- On 20 buses for two weeks starting **16th March 2026**

OOH Display Advertising

6-sheet (paper)

Suffolk recycles

Better Recycling for Suffolk is just around the corner.

Better Recycling IS COMING TO SUFFOLK

In June 2026, your Recycling and Waste Services will be changing to make it easier for you to recycle more.

In addition to what you recycle now, you'll be able to recycle glass bottles and jars, drinks cartons, a wider range of plastics, and food waste from home.

Look out for information dropping through your door soon.

suffolkrecycling.org.uk

The advertisement features a woman smiling while holding a green glass bottle, a carton of Smoothie Orange Juice, and a carton of Smoothie Orange Juice. A green thumbs-up icon contains the text 'Better Recycling IS COMING TO SUFFOLK'. The background is blue and green, with a blue recycling bin and a child's face visible at the bottom.

Digital display

Suffolk recycles

Better Recycling for Suffolk is just around the corner.

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In June 2026, your Recycling and Waste Services will be changing to make it easier for you to recycle more.

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This advert will appear:

Bus Stops (Paper sites)

- On 12 sites for two weeks starting **13th January 2026**
- On 18 sites for two weeks starting **26th January 2026**
- On 21 sites for two weeks starting **9th February 2026**
- On 9 sites for two weeks starting **23rd February 2026**

Bus Stops (Digital sites)

300,000 x 10 second displays across all sites starting **9th February 2026**

Supermarkets

- 8 x Tesco sites for two weeks from **9th Feb 2026**
- 9 x Sainsburys sites for two weeks from **25th Feb 2026**
- 3 x Waitrose sites for two weeks from **9th Mar 2026**
- 5 x Asda sites for two weeks from **25th Mar 2026**

Rail Stations

- Bury St Edmunds for 16 weeks from **26th Jan 2026**
- Ipswich for 16 weeks from **26th Jan 2026**

Billboards



This advert will appear:

California Social Club, 191-199 Foxhall Road for two weeks from **2nd March 2026**

Palace Bingo The Crescent, Felixstowe from **3rd March 2026**

Direct Mail (Pre-information pack)

Envelope

IMPORTANT: NOT A CIRCULAR

Your council recycling and waste services are changing from June 2026.

See inside for details.



This pack is being posted to all homes in Suffolk.

Letter



Suffolk Waste Partnership

The Suffolk Waste Partnership is a strategic partnership of Suffolk's five District and Borough Councils and the County Council, working together to continuously improve waste management services throughout the County.

Dear Resident,

Your recycling and waste services are changing in June 2026.

We're writing to let you know that Better Recycling is coming to Suffolk.

We're changing how we collect your recycling and waste to make it easier for you to recycle more. Over the coming weeks, most homes will receive a new wheelie bin for recycling, as well as caddies for a new weekly food waste collection service. **Please store them safely but don't use them until we contact you again.** Some households may also see a change to their collection day.

The new services will start in June 2026. Ahead of that, we'll be delivering the new bins to all homes across Suffolk. As this will take several months we're writing to you now, so you know what to expect and when. You'll find further details in the leaflet enclosed.

We'll send you more details about how to use the new service in May. In the meantime, please keep recycling as you do at the moment. **You can keep up to date by following us on social media; search @suffolkrecycles or visit www.suffolkrecycling.org.uk**

Yours faithfully,

*Suffolk Waste Partnership
on behalf of your local council*



Direct Mail (Pre-information pack)

Leaflet (Outside spread)

Live in a flat?

If you live in a flat or a property that shares recycling and waste services with others, you'll still be able to recycle the new range of materials.

What next?

When your new bin and food waste caddies arrive, please store them somewhere safe but don't use them yet. We'll let you know when to start using them.

In the meantime, please keep using the current recycling and waste services as you do at the moment.



You can keep up to date by following us on social media; search for **@suffolkrecycles**

You can find out more information at **www.suffolkrecycling.org.uk**



If you need information in a different format, such as accessible PDF or large print, please contact your local District or Borough Council's customer service team.



This leaflet has been designed and produced by mobiagency.org.uk, printed sustainably in Suffolk by Kingfisher Press on paper made from 75% recycled pulp and 25% virgin pulp sourced from sustainable forests where a minimum of three new trees are planted for every one felled. The inks used are vegetable oil based and production adheres to ISO14001 environmental accreditation. Please recycle it when you're done with it.





Better Recycling
IS COMING TO SUFFOLK



Your recycling and waste services are changing

What to expect and when



Direct Mail (Pre-information pack)

Leaflet (Inside spread)

Why we're changing your recycling and waste services

We've been collecting recycling from homes across Suffolk for almost 25 years. A lot has changed in this time! New technology means we can now recycle more than ever before. Here's what to expect:

Recycle even more!

As well as the items you can already recycle from home, you'll also be able to recycle:



Glass bottles and jars



Drinks cartons such as Tetra Pak



Plastic bags, wrappings and films



We'll also be collecting your food waste separately

New bins!

You'll be getting a new wheelie bin to use alongside your existing ones. For homes where space is limited, you may get a smaller box or sack instead. You'll also be getting a small food caddy to use inside your home and a larger one to store food waste outside.



When does this all start?

The new service starts in June 2026. Before then, we'll be delivering everyone's bins and caddies to homes across Suffolk - a process that will take several months.

2026

February to May

We'll be delivering your new bin for recycling and food waste caddies - these deliveries are expected to take around twelve weeks. The food waste caddies may be delivered separately to the wheelie bin.

If your current recycling bin has a blue lid, your new one will have a green lid (or vice-versa).



2026

May

During May, we'll send you a detailed information pack and collection calendar.



2026

June

This is when your new collection service will start - the exact date will be in your collection calendar.

Food Waste Caddy Leaflet

Outside spread

What happens to it?

Each year in Suffolk, we throw over 50,000 tonnes of food into our rubbish bins! This is not only the leftovers on our plates, but lots of other things such as veg peeling, fruit cores, meat and dairy products, tea bags and food that has gone out of date.

Did you know the average family of four could save around £1000 a year if they used up all the food they buy?

We know it's very difficult to stop all waste, so that's why we are introducing a new food waste collection. This food recycling will be collected by your Council's recycling and waste crews and delivered to a facility in Suffolk where two products are made:

- **Biogas** is used as a renewable energy source to generate heat, electricity, and fuel by recycling your food waste, reducing our need for fossil fuels.
- **Biofertiliser** is a nutrient rich fertiliser which will be spread on farmers' fields across East Anglia.

The food waste recycling service is one of several changes being made to recycling and waste services across Suffolk in 2026, designed to make it easier for everyone to recycle more.



What next?
Keep your new food waste caddies somewhere safe so they're ready for use when the new service starts. We'll let you know when to start using them.

In the meantime, please keep using the current recycling and waste services as you do at the moment.

You can keep up to date by following us on social media; search for @suffolkrecycles

You can find out more information at www.suffolkrecycling.org.uk

Welcome to your new Food Waste Caddies

Better Recycling IS COMING TO SUFFOLK

Food waste collections start June 2026. See inside for more information

Suffolk recycles

This leaflet has been designed and produced by mobiusagency.org.uk, printed sustainably in Suffolk by Kingfisher Press on paper made from 75% recycled pulp and 25% virgin pulp sourced from sustainable forests where a minimum of three new trees are planted for every one felled. The inks used are vegetable oil based and production adheres to ISO14001 environmental accreditation. Please recycle it when you're done with it.

CARBON BALANCED PENCIL

FSC

MXE
Paper | Recycled | Responsible Source
FSC® C0C0123

BABERGH SOUTH SUFFOLK

EAST SUFFOLK COUNCIL

IPSWICH BOROUGH COUNCIL

Mid Suffolk DISTRICT COUNCIL

West Suffolk Council

This leaflet is being distributed with the new Food Waste Caddies.

Food Waste Caddy Leaflet

Inside spread

What have you got?

You should have received two caddies. The smaller caddy is to store your food waste inside the home. This food waste can then be transferred to the larger caddy, kept outside and to be used for collection when the new service starts in June 2026.



We've also popped in a free roll of caddy liners to get you started.



Live in a flat?

If you live in a flat or share recycling and waste services with others, you may only receive the smaller caddy. A new food waste bin will be provided for you to share with your neighbours.



What are they for?

You can put any type of food waste in the food waste caddies, cooked or uncooked, bones, peelings, cakes, mouldy bread, out of date food and more.



Leftovers



Veg and fruit peelings and cores



Meat, fish & bones; cooked or uncooked



Coffee grounds and tea bags



Egg shells, cheese and salad



Out of date / mouldy food



ONLY food waste and caddy liners must go in the caddies. If you include other things, we may not be able to empty it.



No packaging of any kind



No oils and liquid fats



No milk and other liquids

How to use them

1



Whilst you don't have to line the caddy, doing so will keep the caddy cleaner and will be easier to transfer the food waste to the larger caddy.

2



Place your food waste into the small caddy inside your home.

3



Tie a knot in the bag and transfer to the larger caddy outside. Don't let the caddy get too full!

4

On the larger caddy, pull the handle forward until you hear a click to keep the lid securely shut.



IMPORTANT! Please don't start using your caddies until the start of the new service in June. We'll send you further details nearer the time. In the meantime, please store your caddies somewhere safe.



The Better Recycling Campaign

Phase 2: January to April 2026



Phase 2 of the campaign is similar to Phase 1 but targeted to each District. The aim here is to align message visibility more closely to the delivery of caddies and bins, district by district as well as build a better sense of true local service delivery. We also introduce visual reference to the additional materials that will be recyclable once the new service starts. Media used comprises:

- Bus stops
- Supermarkets
- Fuel nozzles
- Social Media
- AdVan (Mobile billboard)
- TV (Sky AdSmart)

Please note that at the time this briefing was produced, final approval for these adverts had not been received so there may be some small variation to what you see here.

Social Media and the TV advert are still in production and will be included in the next briefing in early January.

Digital panels



From June 2026, the people of East Suffolk will be able to recycle glass bottles and jars, drinks cartons, a wider range of plastics, and food waste from home.

A new, additional wheelie bin and food waste caddies will be delivered to homes over the coming months. Look out for information dropping through your door soon.

Better Recycling
IS COMING TO EAST SUFFOLK



suffolkrecycling.org.uk

Display OOH (Bus Stops and Supermarkets)

Suffolk recycles **EAST SUFFOLK**

From June 2026, the people of East Suffolk will be able to recycle glass bottles and jars, drinks cartons, a wider range of plastics, and food waste from home. A new, additional wheelex bin and food waste caddies will be delivered to homes over the coming months. Look out for information dropping through your door soon.

Better Recycling
IS COMING TO EAST SUFFOLK

suffolkrecycling.org.uk

Suffolk recycles **BABERGH**

From June 2026, the people of Babergh will be able to recycle glass bottles and jars, drinks cartons, a wider range of plastics, and food waste from home. A new, additional wheelex bin and food waste caddies will be delivered to homes over the coming months. Look out for information dropping through your door soon.

Better Recycling
IS COMING TO BABERGH

suffolkrecycling.org.uk

Suffolk recycles **IPSWICH**

From June 2026, the people of Ipswich will be able to recycle glass bottles and jars, drinks cartons, a wider range of plastics, and food waste from home. A new, additional wheelex bin and food waste caddies will be delivered to homes over the coming months. Look out for information dropping through your door soon.

Better Recycling
IS COMING TO IPSWICH

suffolkrecycling.org.uk

Suffolk recycles **Mid Suffolk**

From June 2026, the people of Mid Suffolk will be able to recycle glass bottles and jars, drinks cartons, a wider range of plastics, and food waste from home. A new, additional wheelex bin and food waste caddies will be delivered to homes over the coming months. Look out for information dropping through your door soon.

Better Recycling
IS COMING TO MID SUFFOLK

suffolkrecycling.org.uk

Suffolk recycles **West Suffolk**

From June 2026, the people of West Suffolk will be able to recycle glass bottles and jars, drinks cartons, a wider range of plastics, and food waste from home. A new, additional wheelex bin and food waste caddies will be delivered to homes over the coming months. Look out for information dropping through your door soon.

Better Recycling
IS COMING TO WEST SUFFOLK

suffolkrecycling.org.uk

AdVan

AdVan is a mobile billboard that can go anywhere, subject to access. Its advantage lies in being able to reach many rural locations in Suffolk where OOH media is limited. The AdVan is driven to high-traffic and high-footfall areas, such as lay-bys and supermarket car parks, and left there for a while before moving to another location. This allows us to maintain consistent visibility levels across all districts



Fuel nozzles.



The Better Recycling Campaign Phase 3: April – May 2026



The third phase of the campaign concentrates on providing people with the essential information they need to use the new service correctly. Each home will receive a comprehensive information pack, which includes:

- an instruction leaflet explaining what goes in what bin
- a collection calendar
- a FAQ booklet

A similar pack will be sent to flats and properties where recycling and waste services are shared.

The packs will arrive by the week of 11th May 2026 at the latest.

To support this phase, new adverts for the District campaigns will be launched, reminding people to look out for the arriving information. Additionally, three instructional videos and further social media content will be released.

PLEASE NOTE: The examples on the following page are not final and remain a work-in-progress.

Example materials



What goes in the BLUE BIN?

- Glass bottles and jars
- Plastic pots, tubs and food trays
- Drinks cartons (Tetra Pak)
- Metal cans and empty aerosols
- Tin foil and foil food trays
- Thin plastic and cling-film
- Plastic bottles

Please don't bag the recyclables. Only clean, dry, loose recycling should go in the bin.

You can leave labels, lids and marks on. Please ensure there's no food remnants on or in any of the recyclables.

ONLY the items listed above must go in the Blue Bin. If you include other things, we may not be able to empty it.

In the GREEN-LID BIN goes...

- Cardboard
- Envelopes
- Letters and other Paper
- Newspapers and Magazines
- Cardboard Egg Boxes
- Cardboard Pallets and Packaging

You can leave the transparent windows in envelopes attached.

Sorry but we can't collect shredded paper that it can be dropped off at a Recycling Centre or paper or cardboard that has remnants of food waste. These must go in the Black Rubbish Bin.

ONLY the items listed above must go in the Green Lidded Bin. If you include other things, we may not be able to empty it.

FOOD WASTE containers

You can put any type of food waste in the food waste containers, cooked or uncooked, bones, peelings, cakes, mouldy bread, gone off cheese and more. But please make sure you don't include any packaging.

- Leftovers
- Vegetable and fruit peelings and cores
- Meat and fish, cooked or uncooked
- Carrot peels and veg bags
- Egg shells and salad

Use smaller carrier bags for food waste during the day.

Transfer to the larger food waste bin kept outside.

Only use compostable bags in your caddy. NEVER use carrier bags. If you do, we won't be able to empty the Food Waste Bin.

ONLY food waste and compostable bags must go in this bin. If you include other things, we may not be able to empty it.

What goes in the BLACK BIN?

Most things that don't go in the recycling bins can go in the Black Rubbish Bin.

- Broken crockery
- Food pouches
- Crust packets
- Thin polystyrene
- Nappies
- Flammable liquids
- Cracked tins
- Paints
- Carriage and fuel

For other items not listed, please check the FAQ booklet or visit suffolkrecycling.org.uk

We can only collect rubbish contained in the bin. Please don't place rubbish by the side.

We can't empty the bin if the lid is open. Please!

WARNING: Batteries of any kind should NEVER go in bins as they are a fire hazard. Take them to a recycling centre or battery most supermarkets and electrical retailers.

Watch the video!

We've made a short film about the new recycling services. Scan the QR code to watch or visit suffolkrecycling.org.uk

The new recycling and waste service is designed to make it easier for us all to recycle more. Recycling reduces energy, cuts emissions and preserves natural resources. Recycling is also cheaper than disposal so it benefits the community too. To find out more about recycling and other waste reduction measures, please visit suffolkrecycling.org.uk

Subscribe to our updates by following us on social media, search for [suffolkrecycling](https://www.facebook.com/suffolkrecycling)

Better Recycling

If you or someone you know needs information in a different format (such as on tape, in larger print, in BSL or in Braille) or in a different language, please contact us on 0300 900 000 or email@wasteaddress.gov.uk

Suffolk recycles

Here is the work-in-progress of the primary information leaflet, (above), which will be adapted for non-standard services (right). The far right image shows how the collection calendar will look.

What goes in the BLUE BIN?

Please note that the type and colour of the bin may vary. Please look for instructions on or near the bins.

- Drinks cartons (Tetra Pak)
- Metal cans and empty aerosols
- Tin foil and foil food trays
- Glass bottles and jars
- Thin plastic and cling-film
- Plastic bottles
- Plastic pots, tubs and food trays

Please don't bag the recyclables. Only clean, dry, loose recycling should go in the bin.

You can leave labels, lids and marks on. Please ensure there's no food remnants on or in any of the recyclables.

ONLY the items listed above must go in the Blue Bin. If you include other things, we may not be able to empty it.

In the GREEN BIN goes...

Please note that the type and colour of the bin may vary. Please look for instructions on or near the bins.

- Letters and other Paper
- Newspapers and Magazines
- Envelopes
- Cardboard Egg Boxes
- Cardboard Pallets and Packaging
- Cardboard

You can leave the transparent windows in envelopes attached.

Sorry but we can't collect shredded paper that it can be dropped off at a Recycling Centre or paper or cardboard that has remnants of food waste. These must go in the Black Rubbish Bin.

ONLY the items listed above must go in the Green Lidded Bin. If you include other things, we may not be able to empty it.

FOOD WASTE containers

You can put any type of food waste in the food waste containers, cooked or uncooked, bones, peelings, cakes, mouldy bread, gone off cheese and more. But please make sure you don't include any packaging.

- Leftovers
- Vegetable and fruit peelings and cores
- Meat and fish, cooked or uncooked
- Carrot peels and veg bags
- Egg shells and salad

Use smaller carrier bags for food waste during the day.

Transfer to the larger food waste bin kept outside.

Only use compostable bags in your caddy. NEVER use carrier bags. If you do, we won't be able to empty the Food Waste Bin.

ONLY food waste and compostable bags must go in this bin. If you include other things, we may not be able to empty it.

Recycling and Waste Collections 2026

June 2026

- Monday 1st
- Monday 8th
- Monday 15th
- Monday 22nd
- Monday 29th

July 2026

- Monday 6th
- Monday 13th
- Monday 20th
- Monday 27th

August 2026

- Monday 3rd
- Monday 10th
- Monday 17th
- Monday 24th
- Monday 31st

September 2026

- Monday 7th
- Monday 14th
- Monday 21st
- Monday 28th

October 2026

- Monday 5th
- Monday 12th
- Monday 19th
- Monday 26th

November 2026

- Monday 2nd
- Monday 9th
- Monday 16th
- Monday 23rd
- Monday 30th

KEY

- Recycling Bin (Paper and Cardboard)
- Recycling Bin (Plastic and Composites)
- Food Waste Bin
- Rubbish Bin
- Garden Waste Bin (Subscription only)

Please ensure your bins are placed on the edge of your property by 6.30am on the day of collection.

We'll send you a new calendar in November that will include revised collections days over the festive period.

Suffolk recycles

West Suffolk Council

Garden Waste collections only apply to those subscribed to those you have

The Better Recycling Campaign

Phase 4: June – September 2026



Phase 4 focuses on supporting and guiding residents during the first weeks of the new service. This will mainly involve doorstep engagement. This involves recruiting and training a team of local people to visit areas or households where participation in the new service is performing less well, with the aim of offering advice, help and guidance.



The Better Recycling Campaign

Phase 5: November 2026 – January 2027



This final phase will be used to thank people for their participation in the new service and report on the increase in recycling that has been achieved. As this will be run over the Christmas season, this phase will also carry messaging around seasonal waste and see the distribution of a new collection calendar for 2027.