



# West Suffolk #InTheLoop

What it is and how you  
can spread the word



# What is West Suffolk #InTheLoop?

West Suffolk #InTheLoop is saving plastic bottles and cans from going to waste by making on-the-go recycling as easy as possible.

Launching in April 2025, West Suffolk #InTheLoop is a partnership between West Suffolk Council and environmental charity Hubbub and is made possible with funding from McDonald's.

Based on Hubbub's experience from previous #InTheLoop campaigns across the UK, we're introducing new bins to West Suffolk and educating people on how to use them correctly.

To make the campaign a success and reduce waste, we need your help to spread the word!

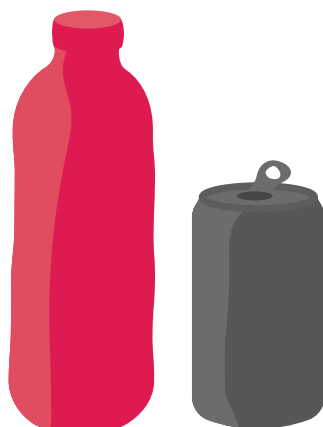
## **In this Comms Guide you'll find:**

- [Info on the waste issue and how West Suffolk #InTheLoop will address it](#)
- [The basics of on-the-go recycling](#)
- [FAQ's](#)
- [Materials to promote the campaign on your channels](#)
- [Sample social media posts](#)





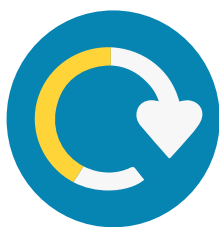
## What's the issue?



Across the UK, it's estimated that approximately **6.5 billion plastic bottles and drinks cans** are not recycled every year. That's 206 every second! (Defra, 2025)

This means they're either landfilled, incinerated or littered, wasting valuable materials that could be recycled and used again and again.

## Why is this?



Less than half of local authorities currently have on-street recycling systems (WRAP 2019).



Nearly half of the public find recycling while out and about confusing (Veolia 2020).



# West Suffolk #InTheLoop will address these issues by...



## Creating a system

for recycling on-the-go that is easy to use, cost-effective and designed to work for the long-term.



## Raising awareness

of how to recycle correctly and why it is important.



## Nudging people

to change their behaviours so they recycle correctly while they are out and about by default.



## Testing what works

to deepen our understanding of how to create effective on-the-go recycling systems and help other local authorities learn from our work.



## Saving materials

from going to waste by collecting empty plastic bottles and cans and responsibly recycling them.





# Recycling on-the-go: a beginner's guide



## Step 1

Grab your empty plastic bottle or can.\*



## Step 2

Find one of our colourful new bins (here's a [map](#) of them).



## Step 3

Pop your empty plastic bottles and cans in the recycling bin, but nothing else! No coffee cups, liquids, food, paper or anything else you may need to bin.



## Step 4

Give yourself a pat on the back: your plastic bottle or can is back #InTheLoop.

*\*Where possible, use a reusable instead – the easiest way to reduce waste is to not create in in the first place. It's reduce, reuse, recycle: in that order.*



# Frequently asked questions

## **What is #InTheLoop?**

#InTheLoop is a recycling on-the-go campaign created by environmental charity Hubbub in 2018, which has since expanded to 18 towns and cities across the UK and Ireland, including West Suffolk! The name #InTheLoop was inspired by the idea that when materials are recycled, they're kept 'in the loop' and used again, rather than ending up in landfill or incineration. Find out more about #InTheLoop at [www.neatstreets.org.uk](http://www.neatstreets.org.uk).

## **Is on-the-go recycling the same as recycling at home?**

Same idea, different materials. You can recycle more kinds of material at home, so we recommend holding on to things while you're out and about (e.g. glass bottles or newspaper) and recycle them when you get home.

## **Why are you only collecting plastic bottles and cans?**

Plastic bottles and cans are the two most commonly used and easily recycled materials that we use whilst out and about. Focusing on these two items makes it simpler for people to know what to recycle in the bins, which reduces the likelihood of contamination, meaning we can recycle more plastic bottles and cans.

If paper or cardboard gets wet (from liquid in the bin or the rain) it can break down and become difficult to recycle. If food packaging ends up in the bin it often can't be recycled due to food waste contamination, which can spoil other recycling too, or due to it containing materials that can't be recycled easily, like plastic film.

## **What happens if I put the wrong things in the recycling bin?**

Putting the wrong things in a recycling bin creates what's called 'contamination' and can mean that recycling facilities can't accept the materials, so it goes to waste instead. That's why it's important to recycle right - if in doubt, leave it out.





## **Why focus on recycling, shouldn't we just be using less?**

As per the waste hierarchy, we should reduce or reuse wherever possible, but recycling still plays a crucial role and the more plastic bottles and cans we can recycle and get back #InTheLoop, the better.

## **Who collects the recycling and where does it go?**

West Suffolk Council collects the recycling materials which are then transferred to Great Blakenham for sorting and sent onwards for recycling within the UK.

## **How were locations for the bins selected? How many will there be in total?**

24 new 'Recycling On-the-Go' bins will be installed across Brandon, Bury St Edmunds, Haverhill, and Mildenhall, with support from the local Town Councils and BIDs, and the location of the West Suffolk #InTheLoop bins were agreed in consultation with local stakeholders based on footfall and local needs.

## **How will you know if it works?**

West Suffolk have analysed waste from a selection of litter bins before they were upgraded to the new recycling units and will conduct further analysis of the waste and recycling materials deposited during the first few months of the new bins being installed.

## **What are the future plans? Are these bins going to be on-street permanently?**

The long-term viability of recycling on-the-go in West Suffolk and its replicability across the district, will be considered depending on the success of this initial trial.

## **How can I get involved?**

You can help spread the word so that more people know how to correctly recycle on-the-go in West Suffolk – see the next page on how to do this!

If you'd like to get involved further, you can email Andrew Harvey:  
[andrew.harvey@westsuffolk.gov.uk](mailto:andrew.harvey@westsuffolk.gov.uk)

## **Where can I find out more?**

For more information about the West Suffolk #InTheLoop project, visit:  
[www.westsuffolk.gov.uk/bins/street-cleaning/litter.cfm](http://www.westsuffolk.gov.uk/bins/street-cleaning/litter.cfm)



# Promoting West Suffolk #InTheLoop

You can help people to recycle correctly by sharing these materials far and wide.

All materials	
<a href="#">Where recycling goes</a>	<a href="#">Social media cards</a>
<a href="#">Press release</a>	<a href="#">Photography</a>

## Follow the campaign

The official channels for the campaign are:



[www.westsuffolk.gov.uk/bins/street-cleaning/litter.cfm](http://www.westsuffolk.gov.uk/bins/street-cleaning/litter.cfm)



[West Suffolk Council](#)



[@WestSuffolkCouncil](#)



[@WestSuffolkCouncil](#)



[@West\\_Suffolk](#)



[@westsuffolkcouncil.bsky.social](#)

Sign up to **Hubbub's newsletters** for Friends and for Businesses for weekly sustainability tips and news.





## Sample social media posts

Shouting about the campaign on social media? Please use the **#WestSuffolkInTheLoop** hashtag so we can see our combined reach.

Top tip: download social media cards and photography from the previous page to post with your messages.



We're proud to support West Suffolk #InTheLoop: a collaboration between @HubbubUK, West Suffolk Council and local groups to reduce waste by recycling plastic bottles and cans in colourful new bins in West Suffolk.



You can now recycle while you're out and about in West Suffolk! Keep an eye out for colourful new bins to pop your empty plastic bottles and cans in. Help us keep valuable materials #InTheLoop ♻️



Have you spotted new bins across West Suffolk? They're for recycling your empty plastic bottles and cans. Make sure not to put anything else in these recycling bins otherwise whole loads can go to waste! Let's recycle, West Suffolk! #WestSuffolkInTheLoop



Did you know recycling one plastic bottle saves enough energy to power a lightbulb for 9 hours? Or that recycling an aluminium can uses just 5% of the energy compared to making a new one from scratch? Use the new bins in West Suffolk to recycle! #WestSuffolkInTheLoop