



THE MATERIAL
CHANGES:
**LINCOLNSHIRE'S
COMMUNICATIONS
JOURNEY**

**RIGHT
THING,
RIGHT
BIN**

Presented by Rachel Stamp and Emma Staff



2021: A SYSTEM UNDER PRESSURE

Fully co-mingled dry recycling

Contamination rate: **28.1%**

Increasing material quality requirements

Resident confusion

THE **BIG** SHIFT



2022: Separate Paper and Card + Right Thing, Right Bin

- Successful pilot → phased 6-month rollout across 5 districts
- Launch of **Right Thing, Right Bin**
- Behaviour change, not just service change
- Partnership-wide messaging
 - Consistency across districts
 - Simple, repeatable messages
 - Alignment with operational rollout



THE IMPACT

- Contamination reduced: **28.1% → 8.9%**
- Cleaner material streams
- Stronger resident understanding
- Cost effective

PREPARING FOR **SIMPLIFIER RECYCLING**

2025: STRENGTHENING THE MODEL

- National policy direction increased urgency
- LWP agreed a **single communications lead**
- One trusted voice across all districts
- Prevent fragmented messaging

ENSURING

- Governance alignment
- Service improvement
- Communications embedded at decision-making level
- Partnership maturity

FOOD WASTE ROLLOUT

A UNIFIED COMMUNICATIONS FRAMEWORK

- Single Communications Plan
- Shared key messages and myth-busting themes
- Phased approach linked to operational rollout
- Close coordination with district comms and waste teams
- Prevent misinformation

Communications ran alongside operations — not after them.



COMMUNICATIONS MODEL

Focus area	Approach	Purpose / impact
Strategic leadership	Single countywide communications lead and unified Communications Plan	One trusted voice across all districts
Campaign development	Myth-busting animation series, process videos, phased messaging	Tackled misinformation and built resident confidence
Paid and earned media	Radio, digital display, social media, print, PR and broadcast	High reach, strong engagement and awareness at scale
Partnership co-ordination	Alignment through LWP, SOWG and OWG meetings	Prevented fragmented messaging during staggered rollout
Community engagement	Schools programme, events, talks and outreach	Embedded behaviour change beyond advertising
Assets and materials	Leaflets, FAQs, contamination tags, communal signage, lorry artwork	Consistent branding & clear instructions everywhere
Monitoring and adaptation	Performance reporting, feedback loops, risk management	Responsive communications linked to operational reality

WHAT MAKES IT WORK

- Partnership first
- Behaviour change over awareness
- One voice across multiple authorities
- Communications aligned with operational delivery
- Data used to evidence impact

Brown Wheelie Bin

Garden waste Composted in Lincolnshire

No thanks

- Grass sods & turf
- Soil
- Food waste
- Plastic bags
- Animal waste
- Large planks/pieces of wood
- Rubble/stones

LOOSE NO BAGS
Take additional waste to your Household Waste Recycling Centre

If you would like to sign up to the garden waste collection scheme visit www.n-kesteven.gov.uk/gardenwaste or telephone 01529 414155

PLEASE DO NOT PLACE VAPES, BATTERIES, OR ELECTRICAL ITEMS IN HOUSEHOLD BINS. DISPOSE OF THEM SAFELY AT YOUR LOCAL HOUSEHOLD WASTE RECYCLING CENTRE OR DESIGNATED STORE.

Please note all bins need to be presented for collection by 6.30am on your collection day.

NO SIDE WASTE will be accepted. Any side waste will need to be disposed of at your nearest Household Waste Recycling Centre. Find out more at www.lincolnshire.gov.uk/recycling-waste

Did you know North Kesteven District Council operates a collection service for bulky domestic and electrical items? Find out more at www.n-kesteven.gov.uk/bulkywaste

If someone takes your waste without the relevant licences it may end up fly tipped and you could receive a £600 fine or face prosecution. Suspect all waste carriers until they've proven themselves legitimate and always make sure you obtain paperwork from them. You can check their registration details at <https://environment.data.gov.uk/public-register> or by calling 03708 506 506.

Section 46 Notice - Environmental Protection Act 1990
In accordance with Section 46 of the Environmental Protection Act 1990, residents are required to properly store and dispose of their household waste using the designated containers and collection services provided by the council. You must adhere to this notice to ensure proper waste collection and disposal.

Information correct at time of print. January 2026

RIGHT THING, RIGHT BIN

A simple guide on what to do with your waste and recycling at home

Lincolnshire recycles

North Kesteven DISTRICT COUNCIL

www.n-kesteven.gov.uk/recycling

Green-lidded Wheelie Bin

Recycling items Processed at a dedicated recycling plant

CLEAN, DRY AND LOOSE
Squash/crush cans and plastic bottles.

No thanks

- Paper and card
- Batteries or electrical items
- Crisp packets or plastic bags
- Polystyrene
- Food pouches
- Hard plastics eg old toys
- Black or brown plastic food trays
- Clothes/textiles

Purple-lidded Wheelie Bin

Paper and cardboard Processed at a dedicated paper mill

CLEAN, DRY AND LOOSE
Flat pack all boxes, and remove as much tape as possible. Staples in magazines are acceptable. Anything wet or damp please place in general waste bin.

No thanks

- Takeaway pizza/food boxes
- Shredded paper
- Tissues/kitchen roll
- Wrapping paper (glittery/foil)
- Cigarette packs
- Books
- Batteries or electrical items

Orange-lidded Caddy

Food waste Processed at a dedicated anaerobic digestion plant

FOOD WASTE ONLY
You can put meaty food, oils and fats (if cooked up with other food) in your kitchen caddy and any unused pet food (remove packaging).

No thanks

- No food in packaging
- Liquids such as milk
- Any material that is not food waste
- Batteries or electrical items

Black Wheelie Bin

General waste Majority turned into electricity in Lincoln

NON RECYCLABLE ITEMS
No electrical items or batteries of any kind.

No thanks

- Batteries or electrical items
- Disposable vapes
- Building materials/rubble
- Hazardous waste e.g. gas cylinders, asbestos
- Hot ashes
- Garden waste



RUBBISH RUMOURS



““WE KNOW THAT WHENEVER A NEW SERVICE IS INTRODUCED, THERE ARE QUESTIONS AND SOMETIMES MISCONCEPTIONS. THE RUBBISH RUMOUR VIDEOS ARE A POSITIVE AND ENGAGING WAY TO ADDRESS THOSE HEAD ON. THEY SHOW RESIDENTS EXACTLY WHY FOOD WASTE RECYCLING MATTERS AND WHAT HAPPENS TO THEIR FOOD WASTE ONCE IT'S COLLECTED. EVEN SMALL AMOUNTS MAKE A DIFFERENCE WHEN WE ALL TAKE PART, AND THIS SERIES WILL HELP US CONTINUE TO BUILD AWARENESS AND UNDERSTANDING FOR YEARS TO COME.”.”

Cllr Danny Brookes, Chair of Lincolnshire Waste Partnership



FUTURE-PROOFING OUR APPROACH – WHAT'S NEXT?

- Plastic bags and wrapping
- Deposit Return Scheme
- Continuing evolution under Simpler Recycling
- Maintaining one trusted communications framework

Q & A

