



Welcome to your free toolkit

Helping local communities save money on water and avoid costly clean-ups from blocked pipes.

By working together we can keep taps flowing and toilets flushing across our region – today, tomorrow and far into the future.



Simple ways to save water and avoid blocked pipes

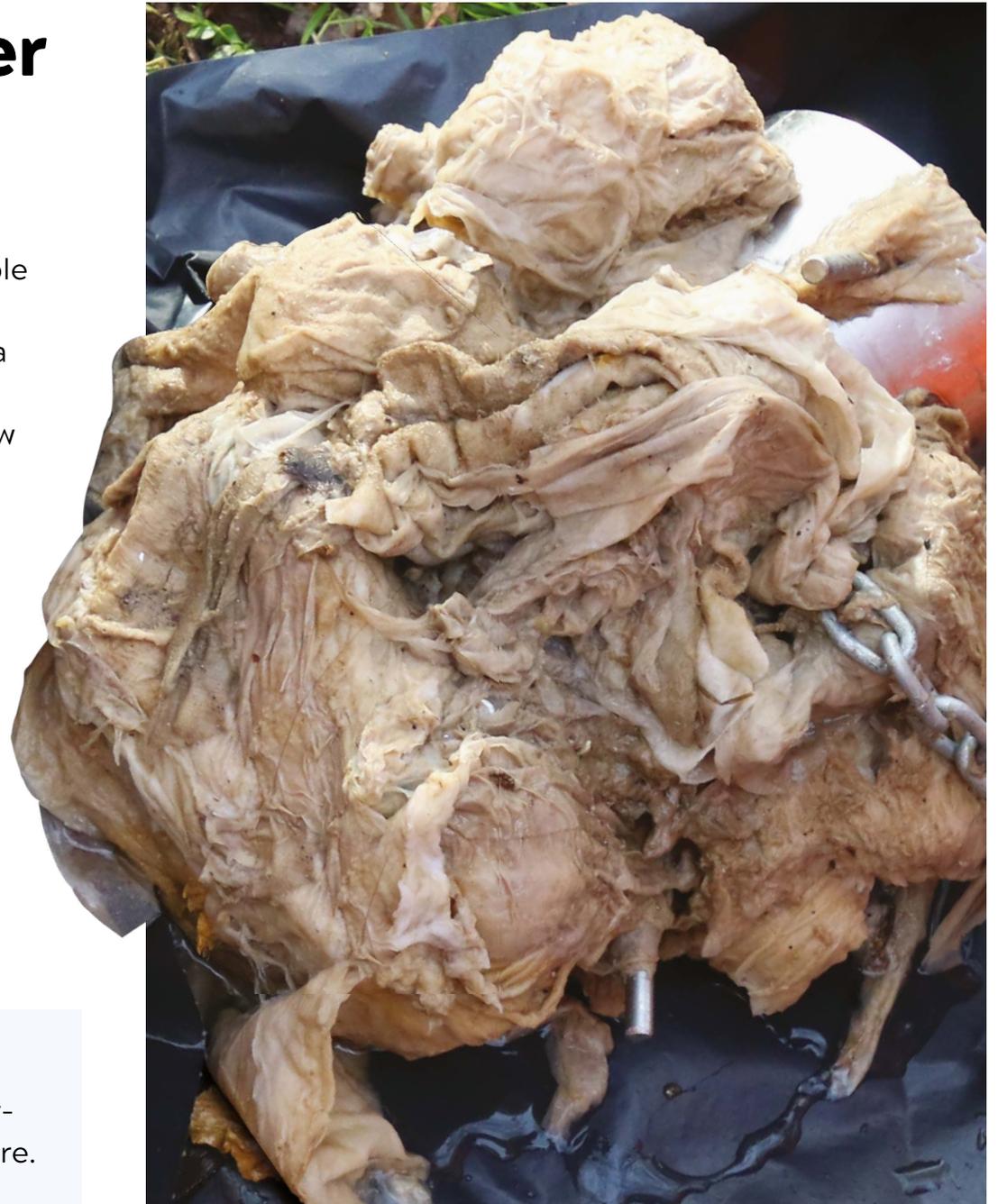
As the flattest, driest and fastest growing region in the country, we're facing significant challenges. With more people and more extreme weather like droughts and flooding, our region's water resources and sewer networks are under extra pressure. We're working around the clock to protect every drop, keeping taps flowing and loos flushing today, tomorrow and far into the future – but we all have a role in preventing sewer flooding and protecting nature's water supply.

Our toolkit is here to help. It includes everything you need to spread the word about how we can all use a little less water and only put the right things down the loo.

- ✔ **Reduce water waste**, save money and energy by using less
- ✔ **Avoid costly blockages**, to prevent nasty smells and sewer flooding
- ✔ **Encouraging everyone to make small changes to do their bit**

What's inside...

Everything you need to help spread the word. From ready-made posters, stickers, flyers, social media posts and more.



Spread the word to save more by using a little less

We all use water, and it's surprisingly easy to use more than we need – most of us use four times more than we think.

Only 1% of the world's water is drinkable, making it one of the world's most precious resources.

With hotter weather, less rainfall and lots more homes in our region, our water sources are under more pressure than ever. By making just a few small swaps to save more by using a little less – we can all make a big difference.

Help us by spreading the word in your community, encouraging everyone to save money by using less today to help protect precious resources tomorrow.

Download your free water saving materials

Display posters in kitchen and bathroom spaces and share handouts to remind everyone to use a little less water.

Spotted a trickle?
A dripping tap or a trickle down the back of the loo can waste thousands of litres of water. That's like leaving a tap running non-stop (and you wouldn't do that at home). Water is one of the world's most precious resources, so every drop we can save makes a big difference. Keep an eye out for leaks to protect our environment – the more water we can save, the more there is to go around, for all of us and our local wildlife.
If you spot a leak – let the reception team know.

Is the tap still running?
Just turning off the tap while brushing your teeth or washing your face can save over 2 full buckets of water every day. Small changes make a big difference – scan the QR code to find out more, or visit: anglianwater.co.uk/savewater

Save more by using a little less
We all use water, and it's surprisingly easy to use more than we need – most of us use four times more than we think. With hotter weather, less rainfall and lots more homes in our region, our water sources are under more pressure than ever. By making just a few small swaps to save every drop, we can all help protect the environment and our water sources – keeping taps flowing today, tomorrow and far into the future. Find out more about how you can save water, scan the QR code or visit: anglianwater.co.uk/savewater

Here are some top tips to help you save water wherever you are – from your daily routines at home, to when you're on holiday. Every drop you save can help.

In the bathroom	In the kitchen
1. Challenge the family to see who can take the shortest shower.	1. Keep a jug of water in the fridge rather than running the tap for cold water.
2. Turn off the tap when brushing your teeth.	2. Use a bowl for washing up rather than running the tap.
3. Use the big flush only when needed, and only flush the 3Ps: pee, poo and paper.	3. Clean fruit and veg in a bowl.
4. Keep an eye out for leaks, whether it's a leaky loo or a dripping tap.	4. Reuse your washing up water to rinse out your recycling.

Download materials here

Share across your social media channels

Use our ready-made social images and videos to help spread the word about how we can all do our bit.

We've included some suggested copy. You can use these as they are, or for inspiration and add your own brand's tone of voice.



Suggested copy:

From thinking through the day ahead, winding down after a long one, or multitasking with a bit of me-time. There's always someone who likes a few extra minutes in the shower.

But 12% of the average energy bill is spent on heating water, so cutting down just a little can make a real difference that will save money today and help to protect precious resources for tomorrow 💧 Try picking your favourite 5-minute song and once it's finished, it's time to turn the shower off. Discover all the ways you can save at anglianwater.co.uk/savewater 💧

[YouTube video](#)



Suggested copy:

From jumping in the shower to brushing your teeth, it's easy to use more water than we need. Without realising, most of us use four times more water than we think – but making just a few small changes to use less can help save money today to protect precious resources for tomorrow.

Just turning the tap off while you're brushing your teeth can save two whole buckets of water every day. Discover all the ways you can save at anglianwater.co.uk/savewater 💧

[YouTube video](#)



Suggested copy:

Leaky loos can slip under the radar, especially when you can't see or hear them. They might seem harmless, but even a trickle can waste money and hundreds of litres of water a day – that's like leaving a tap running non-stop 💧

If you spot a leak while you're out and about, let someone know. If you've spotted a trickle at home, find out how to fix it over on Anglian Water's YouTube channel. Discover all the ways you can save while using a little less at anglianwater.co.uk/savewater 💧

[YouTube video](#)

Download materials here



Spread the word about Just Bin It

Every day, around half a million wipes – a whopping 9,500 packets – are flushed into our region’s sewers.

But they don’t break down like toilet paper and can cause blocked pipes and sewer flooding. We clear one blockage every 15 minutes but 80% are avoidable.

Through our Just Bin It campaign we’re encouraging everyone to help prevent sewer flooding in homes and communities by only flushing the 3Ps: pee, poo and paper – for everything else, just bin it.

Help us by spreading the word to protect your local community.

Download your free Just Bin It materials

Display posters in bathroom spaces and share handouts to remind everyone to only flush the 3Ps: pee poo and paper down the loo.



Share across your social media channels

Use our ready-made social images and videos to help spread the word about how we can all do our bit.

We've included some suggested copy. You can use these as they are, or for inspiration, and add your own brand's tone of voice. Remember to use the hashtag #JustBinIt



Suggested copy:

Wipes might flush as fast as they clean, but even one wipe can block pipes. Especially when it meets other flushed wipes down your street – because wipes never truly disappear.

Anglian Water clears one blockage every 15 minutes – but 80% of blockages could be avoided if we all #JustBinIt to keep local communities and the environment free from sewer flooding. 🗑️ Discover what else blocks pipes at anglianwater.co.uk/justbinit



Suggested copy:

Wipes are a game-changer for tackling quick clean-ups around the home—but they don't break down like toilet paper. Flushed wipes block pipes and can cause wastewater to back up into homes.

To avoid a costly clean-up only flush the 3Ps: pee, poo and paper - for everything else, #JustBinIt 🗑️ Discover what else blocks pipes at anglianwater.co.uk/justbinit



Suggested copy:

Baby wipes are a parent's best friend, from cleaning mucky faces to mopping up spills. But flushed wipes block pipes because they never disappear.

No matter what the packet says, all wipes block pipes – so they belong in the bin and not down the loo. #JustBinIt to avoid a costly plumbing bill. 🗑️ Discover what else can block pipes by visiting anglianwater.co.uk/justbinit

Download materials here



[YouTube video](#)

[YouTube video](#)

[YouTube video](#)