



## FOR IMMEDIATE RELEASE

### **Breaking New Ground - Protecting Norfolk's Waterways**

Suffolk, UK, [29 Aug 2025] – A powerful new partnership, Our Rivers, is tackling one of Norfolk's most urgent environmental challenges: the health of its rivers whilst also supporting development sustainably. Our Rivers is a collaboration of national and local experts that have united to deliver more than is required commercially.

Launching with its first septic tank upgrade installations in East Raynham at the source of the River Wensum, a nationally significant chalk stream, Our Rivers combines practical action with a long-term vision to improve water quality, protect wildlife, and reinvest in local communities.

This work is part of the wider drive to achieve nutrient neutrality—a way to balance the impact of new developments by ensuring harmful nitrates and phosphates are not added to rivers. These nutrients degrade river habitats, and Norfolk is particularly affected, making locally focused solutions vital.

Across England and Wales, sewage-related pollution incidents are rising sharply. Most serious cases increased by 60% in 2024, and enforcement actions have led to multimillion-pound penalties for water companies such as Anglian Water and Thames Water. At the same time, Environment Agency rules prohibit septic tanks discharging directly into surface waters, requiring costly upgrades or replacement.

Our Rivers, comprising local partners Binder Ltd and Norfolk Rivers Trust, won a contract with Norfolk Environmental Credits to deliver their proactive solution. Through this scheme homeowners can access fully funded septic tank upgrades and will also receive a £2000 contribution to their ongoing upkeep and maintenance. The credits generated are traded to allow developments to progress. Our Rivers has a strong ethical focus and goes beyond the commercial requirement to upgrade poorly performing septic tanks, it pledges to reinvest a significant proportion of any profit made into local river restoration projects, habitat improvement, and community-led environmental benefits through its environmental partner the Norfolk Rivers Trust.

Sarah Belton, CEO of Our Rivers, said: *"This work really matters to us. It's not just about upgrading systems, it's about protecting the rivers, wildlife and communities that depend on them. With growing concern about pollution and the health of our waterways, this partnership comes at just the right time. We're proud to be working with Binder and Norfolk Rivers Trust. We share the same values, and together we're showing that environmental progress can be delivered above and beyond the basic commercial requirement, and bring real benefits to local people."*

Binder Ltd is a family-owned, customer-focused installation and maintenance partner,



bringing over 60 years of trusted expertise in wastewater solutions. Their skilled team ensures every upgrade meets the highest standards while causing minimal disruption. They also provide ongoing servicing, with Our Rivers funding available to help cover these costs, supporting long-term compliance and protecting local water quality.

Ed Binder, Director at Binder Ltd, said: *“We’ve spent over 60 years delivering wastewater solutions that last, and this project is exactly the kind of work we believe in. It brings together good engineering, long-term thinking, and real care for the places we work in. We’re pleased to be part of something that will make a lasting difference.”*

The project is supported by expert partners including Nutrient Neutral, the consultancy partner behind the project framework and credit model; Norfolk Rivers Trust, leading water quality monitoring and local engagement; and HCR Law, providing legal and compliance oversight.

Looking ahead, Our Rivers and its partners are committed to expanding this approach across more communities in Norfolk and beyond. With growing interest from homeowners, landowners, and local authorities, this project marks the beginning of a wider mission to protect and restore the UK’s freshwater habitats – proving that this is more than mitigation, it’s regeneration.

*Photo caption:*

- 1. The Our Rivers team L-R: Heather MacLeod, Marie Goodes (holding Claire), Sarah Belton, Philip Hayhoe, Abigail Carnegie, Sarah Boardman*
- 2. The Binder Family (Directors) L-R: Richard Binder, Charlie Binder, Wallace Binder (Founder), Ed Binder, Jenny Binder*
- 3. Binder installation team on site*

## **ENDS**

### **About Binder Ltd**

Binder Ltd is a family-run company with over 60 years of experience delivering wastewater infrastructure across the UK. Known for its reliability in septic tank systems, sewage treatment and environmental compliance, Binder combines technical excellence with customer care offering an all-in-one solution. Learn more at <https://www.binder.co.uk>

### **About Our Rivers**

Our Rivers is a UK-wide initiative supporting cleaner, healthier rivers through practical, community-led action. The organisation enables nutrient neutrality by delivering fully funded septic tank upgrades and reinvesting proceeds into river restoration, habitat projects, and nature-based solutions. Working across multiple catchments, Our Rivers helps both developers and homeowners meet environmental goals while restoring the health of local water systems. Find out more at <https://www.ourrivers.co.uk>



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