

C. Valleys Regional Park, Wales

Partners: Sponsored by Welsh Government and includes the Fire and Rescue Service, Police Services, Forestry Commission, Countryside Council for Wales, Welsh Water, Federation of Small Businesses and National Parks.

What is it?

The Valleys Regional Park project began in 2011 and aims to increase tourism and raise the profile of the South West Valleys as a visitor destination. The project aims to significantly reduce fly-tipping as visitors are influenced by the cleanliness of the area. It is using a combination of education, enforcement and community engagement activities. Activity is co-ordinated by Fly-Tipping Action Wales and the group holds quarterly meetings.

Funding:

Fly-tipping Action Wales has secured £632,000 of project funding that will support the Valleys Regional Park Regeneration Programme. The project has been part-funded by the European Regional Development Fund through the Welsh Government.

Action being taken:

- Working to identify the causes of fly-tipping in the Valleys Regional Park;
- Carrying out a survey to understand attitudes towards fly-tipping;
- Establishing a dedicated team to tackle fly-tipping in the Valleys Regional Park area;
- Carrying out a comprehensive awareness raising campaign;
- Creating a digital mapping system to log fly-tipping incidents, track cases of fly-tipping across the nine local authorities in the region and identify trends and key hot-spots;
- Total Focus Events in towns and fly-tipping hotspots. The day-long or week-long events can consist of litter picks in towns; school visits; door-knocks to educate on the public's Duty of Care towards fly-tipping; clearing large fly-tipped sites; police stop-checks of vehicles are carried out to ensure waste carriers are registered with the Environment Agency/Natural Resources Wales;
- Training of local authority officers in legal and surveillance skills;
- Education of future tradespersons at construction academies on their Duty of Care responsibilities; and
- Will be incorporating messages into the Welsh Baccalaureate so future generations are aware of the negative impact of fly-tipping on local communities.

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