

An Integrated Strategy

Derbyshire Fly-Tipping Campaign

In 2007 the Derbyshire fly-tipping project commenced, bringing the County Council, the Environment Agency and all eight Derbyshire district and borough councils together. The aim was to work collectively to reduce fly-tipping in the county, increase enforcement action against fly-tippers and work with land owners to tackle the problem on their land. The project was financed through the Derbyshire LAA fund and provided a co-ordinated approach to enforcement and campaigning. A project manager and an officer were recruited to oversee the project and to be the main points of contact for all of the partners involved.

A uniform brand was created for posters, signage and other media to ensure the messages were reinforced across the county and across each campaign and enforcement activity. The brand included a standard font used for the text on the advertising, standard colours for the artwork and simple, key messages for any advertising.

Along with the branding of the project, a programme of training for the enforcement officers was implemented across the county to ensure all of the local authorities were operating in a similar way. The surveillance and enforcement operations were intelligence led and focused around hotspot areas across the county, linking in to the communications plan.

During the first year of the project the campaigning activities included radio adverts, petrol pump advertising, a road show, signage, advertising and editorials in local media. These activities have led to a significant increase in the number of enquiries made to the Environment Agency's waste carrier database and a large increase in the number of businesses registering as waste carriers in the county. There has also been a corresponding reduction in the amount of fly-tipping on the ground.

As part of the campaign, a road show was held at several locations in Derbyshire during the summer. This was designed to raise awareness among the public of their duty of care for the waste they produce.

The "Dump it and Leg It" waste advice road show featured a mocked up rogue trader vehicle to hammer home the message to the public that they should always give their waste to a registered waste carrier rather than somebody who is likely to dump it illegally.

The road show also featured screenings of a public information film on fly-tipping produced by the Puppet Broadcasting Company for the Environment Agency. The life sized puppets that featured in the film were on hand together with Environment Agency and council staff to give out waste management advice to people attending the show.

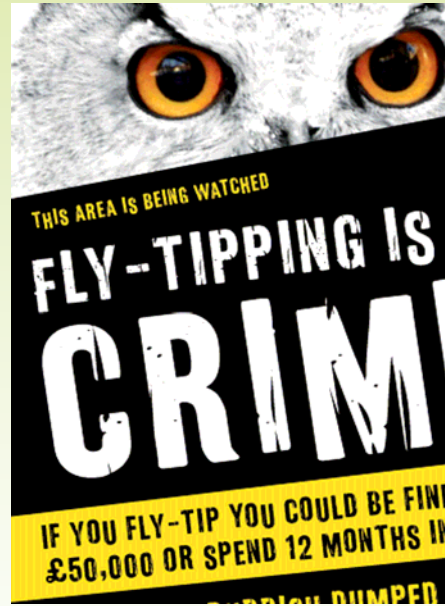
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Images of the campaign materials used can be found below.



Derbyshire fly-tipping project adverts and signage



Crime scene investigation tape sealing off a fly-tip



Crime scene tape and 'A' boards at the site of a tyre dump



Close up of one of the 'A' boards which are placed at the scene of a fly-tip



Another fly-tip sealed off with the crime scene tape