

Flytipping Interventions Communications Toolkit

Overview of Materials

Introduction

Flytipping is a serious problem for Scotland, a country that depends on tourism for much of its income and prides itself on the beauty of its natural landscape. There are an estimated 60,000 flytipping incidents every year amounting to around 26,000 tonnes of dumped items. It costs over £8.9 million to clean this mess up.

It would be much better if we could help to prevent it happening in the first place and that's the purpose of this toolkit.

While most flytipping is deliberate, many incidents may be caused by a lack of awareness and communication materials are therefore required that leave no room for doubt.

Householders need to know their responsibilities as do tradesmen. Both groups also need to know what options are available to them for getting rid of excess household waste and bulky items, for example by arranging for them to be uplifted by the council or picked up free of charge through the Re-Use Line.

They also need to know exactly what flytipping is and the penalties that can be imposed for offences, from a £200 fixed penalty notice to a five-year prison sentence.

For all these reasons, we've developed a Flytipping Communications Toolkit for any community organisation, landowner, land manager or local authority to download and use.

The messages have been specifically tailored to suit the environments in which they'll appear, from a 12-page explanatory booklet that can be delivered to householders, to stencils at the kerbside, signs in bin stores and stickers that can be placed on flytipped items.

The leaflet has also been created to allow use of individual sections across different communication channels depending on the issues in each area.

They've not been designed to a set of strict brand guidelines. That's deliberate. The idea is to give you the flexibility to apply your own brand and style. You and your partners' logos can be applied to any of this material in any way that suits you and you're able to change the size and copy as well if necessary.

Using this toolkit

The biggest advantage of this toolkit is that you won't have to commission or originate a multimedia campaign with all the creative time and expense that normally entails.

Sometimes a message on a poster is all you need. But generally a communications idea will work much better when it's tailored to the environment in which people are likely to see it, and which makes the best use of available channels.

That's why you won't just see messages on posters in this kit. We've created ideas and formats that are designed to work in the very places people may be tempted to flytip – like pavement stencils, bin store stickers and even stickers people can put on flytipped items to warn those responsible of the penalties.

The text can also be edited to include your own local details, contact numbers, web addresses and logos.

All templates can be downloaded from the Zero Waste Scotland Partners site at <http://zerowastepartners.org.uk>.

If you would like to discuss the materials or how to use them please contact flytipping@zerowastescotland.org.uk.

Using social media to amplify your campaign

There's one important difference between the resources created for the toolkit and digital resources. These resources can be made context-specific easily whereas digital resources cannot be context-specific unless they are paid for.

However, the new toolkit assets represent newsworthy stories and could all be showcased across digital channels to amplify the messages and turn them into a concerted, focused campaign, both on and offline.

Every new context-specific message can be turned into a Facebook, Instagram, Twitter or Pinterest post and spread across social media channels. In theory, each of them could also be turned into a media launch with journalists invited, which in turn could create extra content you can then communicate across social media.

A one-off piece like the builders' Portaloo poster pictured here only needs to be created once to become the image for a publicity drive. Its humorous approach and down-to-earth language make it an obvious candidate for a piece of social content that could go viral.

This kind of content, with striking images and interesting headlines, can also be used on your own websites, in your organisation's blog and in your own newsletters.

These stories don't just spread themselves. They need to be formatted to suit each social medium first and it helps if there is a social media manager around to manage your pages.

You may already have people like that on your staff. If not, you should try to find somebody in your organisation who has the digital and communications skill-set to take on that role.

To sum up, digital media are best used to amplify traditional offline messages and imagery by showing them again online to create extra word of mouth.



12 page leaflet, A5 format

People's understanding of 'flytipping' varies. The word itself means illegal dumping but there are a range of situations where it is not immediately obvious that certain behaviour, such as leaving household items on the pavement without arranging an uplift, is technically flytipping. People may also be unclear what they can do to prevent flytipping and what the penalties are if they get caught.

One obvious way to fill all those knowledge gaps is to create an attractive, easy-to-read booklet that can be delivered to people's doors in neighbourhoods where flytipping is a problem, or made available through housing associations, tenants and residents associations etc.

The booklet we've designed has the look of a mini-magazine with a striking front cover. It is specifically designed to be modular so that you can easily produce shorter versions by combining the pages that work best for you, or use particular sections as standalone materials, highlighting a specific issue in your area. It is written in plain, friendly English, avoiding bureaucratic jargon. But it's not so wordy that people will be put off reading it. Instead, we illustrate the points we make with powerful photographic visuals.

The booklet contains useful information that will encourage people to keep it somewhere handy in the house, including sections you can adapt to give specific, local information.

Everything in the booklet is editable but we strongly recommend keeping this look and feel.

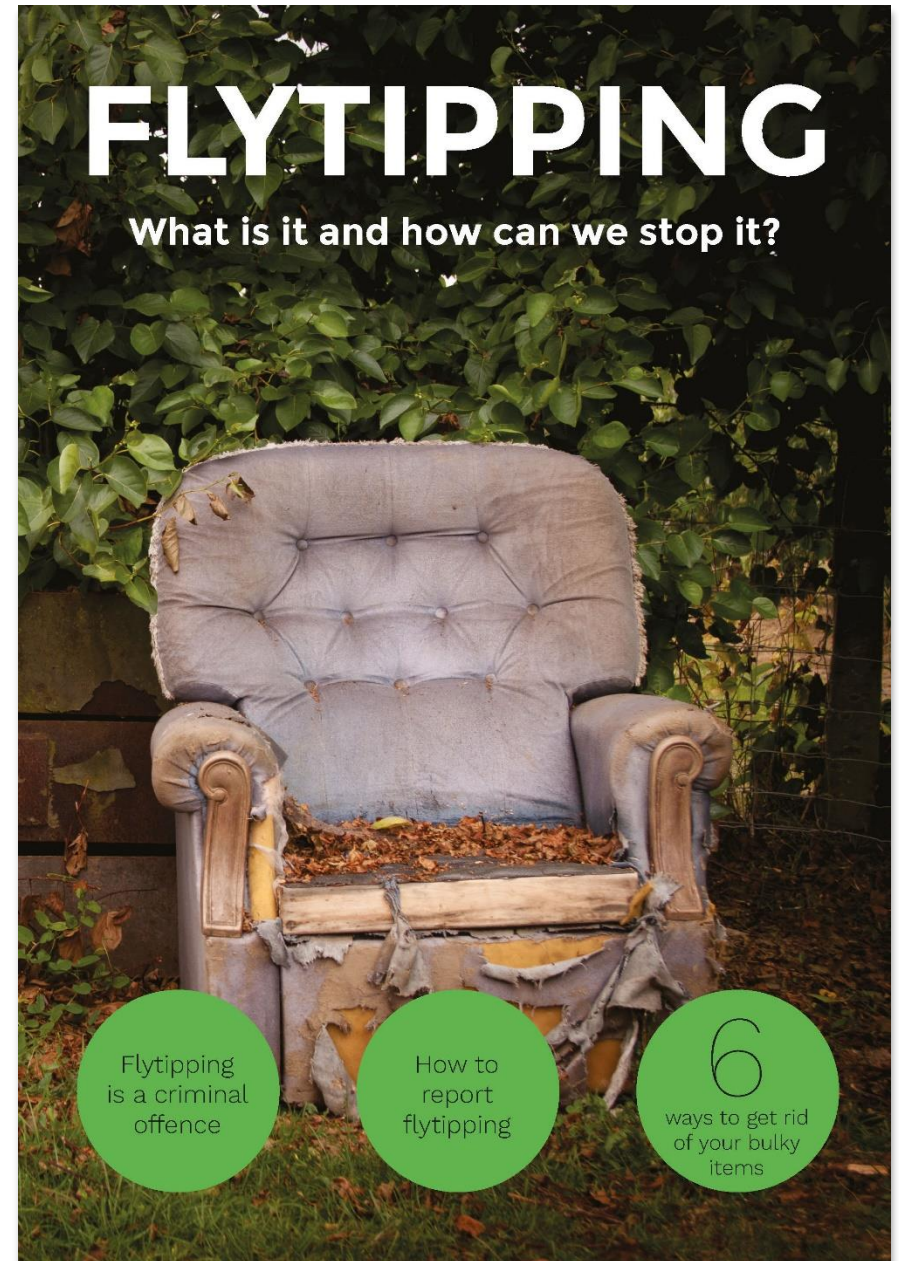
NB: Even if you don't print the twelve page booklet we'd recommend that you complete it with your localised information and upload it onto your website so people can get comprehensive information about flytipping.

Page 1 (front cover)

Flytipping is unsightly but the front page of a flytipping booklet shouldn't be.

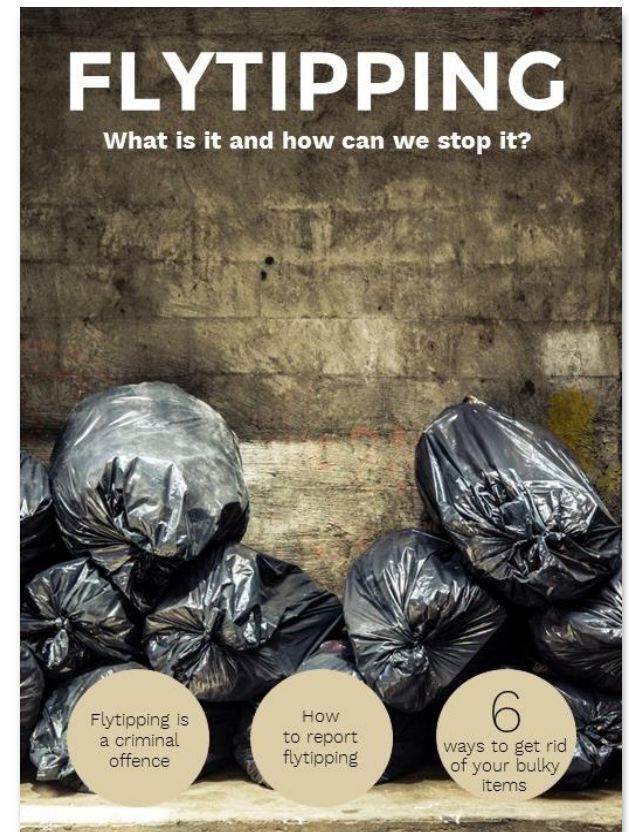
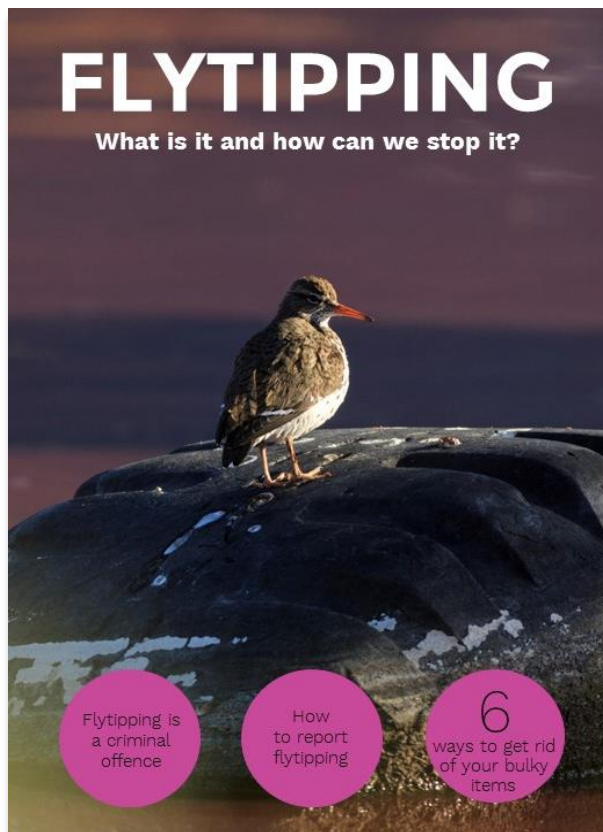
An unpleasant topic can still be depicted in an attractive and intriguing way.

On the following page, we demonstrate how to do this, using images that are included in the toolkit.



A variety of front covers

The front cover images used here are simple and striking. They make it more likely that the booklet will be kept and read.



Pages 2 & 3

This is all flytipping



Flytipping means dumping waste illegally, instead of using the kerbside collection service or your local recycling centre. From a bin bag left in front of your bin store or on the street to a mountain of tyres abandoned in a field, it's all flytipping.



What happens if you get caught flytipping?



Flytipping is a criminal offence. If you're caught you face a fixed penalty notice of £200. But if you get taken to court, you could be fined up to £40,000 or sent to prison for a maximum of five years.

Pages 4 & 5

Why flytipping is bad news

60,000
flytipping
incidents a year

26,000
tonnes of
dumped items

£8.9m
cleaning costs

Flytipping is ugly and anti-social. Flytippers can turn a tidy street into a midden. We all have to pay the clean-up costs through our council taxes. It scars our beautiful Scottish landscape too, choking drains, sewers, ponds and rivers and endangering wildlife.



Pages 6 & 7



Your duties as a householder

1

It's up to you to store and dispose of your household waste legally, safely and responsibly. This means using your bins correctly and taking them in again once emptied. See the Council website for the correct way to use your bins.

2

Your local recycling centre accepts a wide range of materials. Check opening hours on your local authority's website.

3

For bulky item uplift you'll need to make special arrangements with your local council. Unless you've done this, it's an offence to put them on the pavement.

4

If anybody – family, friends or neighbours – dumps your household waste illegally and gets caught, you'll be responsible too and you could be fined.

5

If you hire a waste-carrier company, check whether they are SEPA-registered by phoning **0300 099 6699**. Ask the carrier exactly where your waste is going. Be suspicious if their price is too low.

6

If you hire any tradesmen, it's their responsibility to dispose of the waste they produce. Check their plans for recycling or disposing of it and make sure the cost is included in their quote.

Pages 8 & 9

6 ways to get rid of your bulky items

1

If your items are small enough, put them into the proper bin. If they don't fit or can't be collected at the kerbside, take them to your local recycling centre yourself.

2

Call your local council and ask for a bulky items uplift. They'll usually charge you a small fee.

3

Call the Re-use Line on **0800 0665 820**. If your furniture, white goods or bikes are still good enough to be used by someone else, they'll pick them up for free.

4

Hire a reputable waste disposal company to get rid of your items. Check they have a waste carrier's license, ask where they're taking the items and query their price.

5

Many white goods retailers will take away your old appliance. Ask when you buy a new one from them.

6

Take your items to a charity shop. Some charity shops will even take white goods like cookers, fridges and washing machines if they still work.

Pages 10 & 11

How to report flytipping

Your local authority needs proof to enforce the law on flytipping. If you know who dumped the items you can report them (even anonymously) with your evidence. You should always report flytipping, whether you know who dumped it or not, so it can be removed. If you own the land where waste has been dumped, it's up to you to get rid of the mess legally but your local authority may still wish to investigate so you should contact them.

To report flytipping on public or private land call your **local council's customer service** on **[insert phone number]**

Alternatively, you can call the **Dumb Dumpers Stoptline** on **0845 230 4090**. Or fill in the online form at **www.dumbdumpers.org**

You can also use smartphone apps such as **Fix My Street** or **Love Clean Streets**.



Page 12 (flexible back cover)

The back cover has been designed to allow you to edit both the text and the graphic symbols so you can display the correct details for local recycling facilities and highlight the commonly flytipped items which are accepted there.

Your local recycling centre: [insert address]

[edit icons if necessary to highlight the materials which can be disposed of. Additional material icons can be found on the Partners website at <http://zerowastepartners.org.uk>.]

Opening hours: [insert opening hours]

Tel: [insert telephone number], [insert web address]

At this site you can recycle the following items

 Electrical	 Mattresses
 Weee	 Furniture
 Hardcore and rubble	 Carpet
 Garden waste	 General waste
 Textiles	And more



[insert your local "recycle for..." swoosh logo]

4-page version, A5 format

You may not want to print and deliver a 12-page version of this booklet, either due to the costs involved or because you only want to highlight specific issues.

We have produced a 4-page version that still contains most of the key information you need but you could also produce your own combination of the different sections.

Our 4-page template:

- Defines flytipping and explains the penalties
- Provides legal alternatives to flytipping
- Explains how to report flytipping
- Highlights the local recycling address and explains what can be recycled there

NB: Even if you don't print the twelve page booklet we'd recommend that you complete it with your localised information and upload it onto your website so people can get comprehensive information about flytipping.

Page 1 (front cover)



Pages 2 & 3

3 ways to report flytipping.

1

To report flytipping on public or private land call your **local council's customer service** on [insert phone number]

2

Alternatively, you can call the **Dumb Dumpers Stopline** on **0845 230 4090**. Or fill in the online form at **www.dumbdumpers.org**

3

You can also use smartphone apps such as **Fix My Street** or **Love Clean Streets**.

And 6 ways to avoid it.

1

If your items are small enough, put them into the proper bin. If they don't fit or can't be collected at the kerbside, take them to your local recycling centre yourself.

2

Call your local council and ask for a bulky items uplift. They'll usually charge you a small fee.

3

Call the Re-use Line on **0800 0665 820**. If your furniture, white goods or bikes are still good enough to be used by someone else, they'll pick them up for free.

4

Hire a reputable waste disposal company to get rid of your items. Check they have a waste carrier's license, ask where they're taking the items and query their price.

5

Many white goods retailers will take away your old appliance. Ask when you buy a new one from them.

6

Take your items to a charity shop. Some charity shops will even take white goods like cookers, fridges and washing machines if they still work.

Page 4 (back cover)

Your local recycling centre: [insert address]

[edit icons if necessary to highlight the materials which can be disposed of. Additional material icons can be found on the Partners website at <http://zerowastepartners.org.uk>.]

Opening hours: [insert opening hours]

Tel: [insert telephone number], [insert web address]

At this site you can recycle the following items

 Electrical	 Mattresses
 Weee	 Furniture
 Hardcore and rubble	 Carpet
 Garden waste	 General waste
 Textiles	And more



[insert your local "recycle for..." swoosh logo]

Social media posts

Social media channels are a great way to amplify the anti-flytipping campaign and spread the word. But they need a lighter touch than other channels, even when they're carrying enforcement messages.

There are several sample social media posts on the following pages. Because of the nature of social media, these posts cannot be artworked but the images used here are available from the toolkit photo library.





Tweets

Tweets & replies

Photos & videos

 Pinned Tweet



Leithers don't litter @litterfreeleith • 20 Dec 2016

A little bird told us you can be fined up to forty grand for flytipping. They can even jail you. [#lockthemup](#) [#dumpthedumpers](#) [#savethewildlife](#)



 5

 42



[View photo](#)



16:20

Instagram

Leithersdontlitter Leith 1min



75 Likes

Leithersdontlitter Whoever dumped this had obviously never heard of the Edinburgh Remakery's upholstery classes
#dumpthedumpers #ouredinburgh #neatstreets

Home Search Post Activity Profile



LEITHERS
DON'T
LITTER.

Leithers don't litter added a new photo

1 hour ago

Did you know that flytippers can be fined up to £40k and even jailed for up to five years? Take your bulky items to a recycling centre or phone the council to request an uplift. It'll only cost you £5 per item.
#dumppedumpers #stopflytipping #ouredinburgh



8.2k Likes 335 Comments 217 Shares



Like



Comment



Share



16:20

Instagram

Leithersdontlitter Leith 1min

Leithersdontlitter Better clean up your act, fellas #dumbdumpers #flytippingstinks

75 Likes

Home Search Post Activity Profile



LEITHERS
DON'T
LITTER.

Leithers don't litter added a new photo

1 hour ago

Hey Barney Rubble, flytipping belongs in the stone age.
#tonofbricks #dumbdumpers



8.2k Likes 335 Comments 217 Shares

Like Comment Share



Tweets

Tweets & replies

Photos & videos


 Pinned Tweet



Leathers don't litter @litterfreeleith · 18 Mar 2017

Spotted at the [#ScottishBorders](#) this morning. High five to [#creativelandowners](#) [#dumpthedumpers](#)



  5  42 

[View photo](#)

360 degree panoramic shots on Facebook

360 degree panoramic photos are a comparatively recent development. But they have become increasingly popular with the arrival of 'panoramic' functions on smartphone cameras.

The real beauty of 360 shots in an anti-flytipping campaign is that we can use them to dramatise the impact of flytipping.


At first glance the camera appears to pan across a beautiful landscape but as the viewer reaches the end of the shot, an ugly, flytipped item is revealed, ruining the picturesque scene.

You'll find one example explained on the next page and you can click on [this link](#) to see how it works in real time.

Opening position:

LEATHERS DON'T LITTER. Leithers don't litter added a new photo to the album Litter Victories 1 hour ago

It's amazing what you can find on a Scottish beach.
#stopflytippers #saveourscenery #dumphthedumpers




8.2k Likes 335 Comments 217 Shares

Like Comment Share

After rotation:

LEATHERS DON'T LITTER. Leithers don't litter added a new photo to the album Litter Victories 1 hour ago

It's amazing what you can find on a Scottish beach.
#stopflytippers #saveourscenery #dumphthedumpers



8.2k Likes 335 Comments 217 Shares

Like Comment Share

Lamppost sign

'Flywatch' is a version of Neighbourhood Watch, where we invite communities to keep their eyes open for flytipping on their streets. Flywatch signs on lampposts and bins will remind potential flytippers that the whole street is ready to catch them at it and report them.

It is suggested that you print the messages in glow-in-the-dark inks to make them stand out.



Street bin stickers and bin store signs

Leaving bin bags in front of the bin store or on the pavement and putting bulky items in the street without arranging an uplift are a form of flytipping, but many people are unaware of this and don't appreciate how big an impact this has on the local area.

These signs and stickers are designed to make it clear that this is flytipping and it isn't legal. This messaging should be balanced with advice on how to do the right thing e.g. contact details if the bins are full or if you have lost your keys.

DUMPING STUFF NEXT TO THE BINS IS STILL FLYTIPPING.

Get rid of it legally or face a £200 fine.
For uplift call [\[insert phone number\]](#)

GET YOUR OLD STUFF UPLIFTED FOR FREE.

LEAVE IT HERE FOR A £200 FINE.

Re-use Line 0800 0665 820
Conditions apply.

YOU'VE BIN NICKED.

Dumping stuff next to these bins
is a criminal offence.



Street bin stickers and bin store signs (cont.)

Care should be taken with signage that you do not discourage people from recycling. You could even provide details of the nearest recycling facilities to help people do the right thing.

This is also an opportunity to promote the Dumb Dumpers line if there are persistent problems.

**THIS IS A BIN STORE,
NOT YOUR
PRIVATE DUMP.**

Get rid of it legally or face a £200 fine.

**GET YOUR OLD STUFF
UPLIFTED FOR £5.
LEAVE IT HERE FOR
A £200 FINE.**

For uplift call [\[insert phone number\]](#)

**DUMPING STUFF
NEXT TO THESE BINS
IS STILL FLYTIPPING.**

Get rid of it legally or face a £200 fine.

For uplift call [\[insert phone number\]](#)



Street bin stickers and bin store signs (cont.)

**NO KEYS?
NO EXCUSE.**

Bin your bin bags or face a £200 fine.

**DON'T MESS WITH
YOUR NEIGHBOURS.**

Bin your bin bags or face a £200 fine.

**DON'T EVEN THINK
ABOUT LEAVING YOUR
BIN BAGS ON THE
PAVEMENT.**

We will report you. You will get fined.



Warning stickers for flytipped items

These stickers draw attention to dumped items, speaking directly to the person who flytipped and highlighting the pride local people have in their area. These could be used by local community groups, neighbourhood watch, tenants and residents associations etc or by local authorities in known hotspots before the item is lifted.



Refuse collection vehicles

The sides of refuse collection vehicles are an obvious place to put anti-flytipping messages and imagery for local authorities as the space is free and large enough to make the message very striking. You can edit or remove the yellow roundel with the uplift fee.



Sign for recycling centres

Some flytippers are opportunistic. If the recycling centre is shut when they turn up, they may well decide to go and dump their load illegally. A sign on the gate, instantly visible when the gate is shut, provides a reminder of the penalties for illegal dumping.



Small space classified ads

'Man-with-van' businesses often advertise their waste removal services in the small ads or local papers. While many of these businesses will be perfectly legitimate and registered with SEPA, some won't be.

So the Classified columns are a good place to put ads that educate members of the public about their responsibilities, how to check the person they're paying is legitimate and advise on the penalties if their waste is flytipped.

You could also use this space to promote recycling centres, the Re-use Line or local organisations who provide free uplift of certain items.

If you've household waste to get rid of, here's a tip.

Ask the disposal guy to show you his SEPA licence. Ask where he's taking your stuff. And ask him why he's so cheap. If he dumps it illegally, you could get done too.

Here's a rubbish idea for getting rid of waste.

Hire a guy who doesn't have a licence. Don't ask where he's taking your stuff. Don't ask why his price is so low. Get prosecuted same as him. *Do it legally or don't do it at all.*

Who gets fined if a man with a van flytips your waste? The pair of you.

Ask if he's a licensed waste carrier. Ask where he's taking your waste. Ask why his price is so low. Otherwise you'll get fined too.

HOUSE CLEARANCE

RESPECT HOUSE CLEARANCES Houses cleared (with respect) Friendly Family Run Business. Removals - Domestic and Commercial. No job too big or small. Free estimates. All waste recycled. Some items bought for cash. 24 hrs, 7 days a week. Fully licensed & insured. 0131 283 2766 - 07553 440197

Trades Description
Advertisements for The Scotsman are accepted only on condition that the advertisement does not in any way contravene the Consumer Protection from Unfair Trading Regulations 2008.

REMOVALS & STORAGE

MAN WITH VAN Ltd
Can uplift & deliver bulky goods to your home any location. House clearances, Rubbish uplift, 2 man jobs. Fully insured.
Call Michael:
07786 417 802 0131 513 9558
www.bestmanwithvan.co.uk

REMOVALS & STORAGE

J CARLISLE 165 Gorgie Road, Edinburgh. Established 1977. Plumbing, gas and central heating engineers. No call out charge and free estimate. All plumbing, gas and central heating installation and repair work carried out. Snipef and Gas Safe Registered www.jcarlisle-edinburgh.co.uk - 0131 337 7521

REMOVALS & STORAGE

ANDERSON TRANSPORT Full Removals Telephone Graham on 0131 449 9275 www.anderson-transport.co.uk

REMOVALS & STORAGE

JEWEL HOME & GARDEN SOLUTIONS
INSURANCE WORK WEL COME
Storm Damage Specialists | Flat Roof Specialists
All Aspects of Tiling and Slating Work | Lead & Zinc Work
All Roofing Maintenance Work | Chimney Stacks
UPVC Fascia & Soffits | Cladding & Guttering
All Roofline Products
Free Estimates & Advice
To avoid rogue trader, visit for our 9.8/10 rated customer reviews
0131 669 1296 | 07790 370 865
homesolutions@jewel.vpweb.co.uk
www.jewel.vpweb.co.uk

REMOVALS & STORAGE

Trades Description
Advertisements for The Scotsman are accepted only on condition that the advertisement does not in any way contravene the provisions of the Consumer Protection from Unfair Trading Regulations 2008.

REMOVALS & STORAGE

D M Duncan & Sons Ltd
Worried about your flat roof ?
We are registered EPDM & single ply installers
All roofing work undertaken from small jobs to large
Call today for a free est.
0131 334 4977 • 0754 583 7055
Email: dm.duncanandsons@btconnect.com
Unit 1/88 Saughton Road North, Edinburgh EH12 7JU

Kerbside stencils

A vast amount of household waste, especially mattresses and furniture, gets dumped onto the pavement. For this reason, it makes a lot of sense to stencil deterrent messages at the kerbside where this illegal behaviour takes place.

**MATTRESSES
BELONG ON BEDS,
NOT PAVEMENTS.**

**DUMP THE
DUMPERS.**
FLYTIPPING FINE: £200

**THIS IS OUR STREET,
NOT YOUR DUMP.**
FLYTIPPING FINE: £200

**IT'S A PAVEMENT,
NOT A DUMP.**
FLYTIPPING FINE: £200

**£200 FOR YOUR
BUSTED SOFA.**
£200 FINE. DON'T DUMP IT HERE.

**£200 FOR YOUR
OLD MATTRESS.**
£200 FINE. DON'T DUMP IT HERE.



Rural signs

A great deal of flytipping takes place in the countryside where there are lots of secluded spots and the person is less likely to be seen or caught in the act.

However, opportunistic dumpers may well think twice if flytipping spots are felt to be monitored by the authorities through signage.

The signs we're recommending have the added benefit of drawing the general public's attention to the problem.



Rural signs (cont.)



Promoting the Re-use Line

One of the best ways to tackle flytipping is to highlight the existing ways for getting rid of unwanted items. The Re-Use Line will help people arrange a free uplift of their good condition, unwanted large household items.

Zero Waste Scotland recently developed a range of materials to promote the Re-Use Line which can be downloaded from the Partners website at <http://zerowastepartners.org.uk>.

These materials can be used as part of an anti-flytipping initiative to promote responsible and legal disposal for unwanted items.

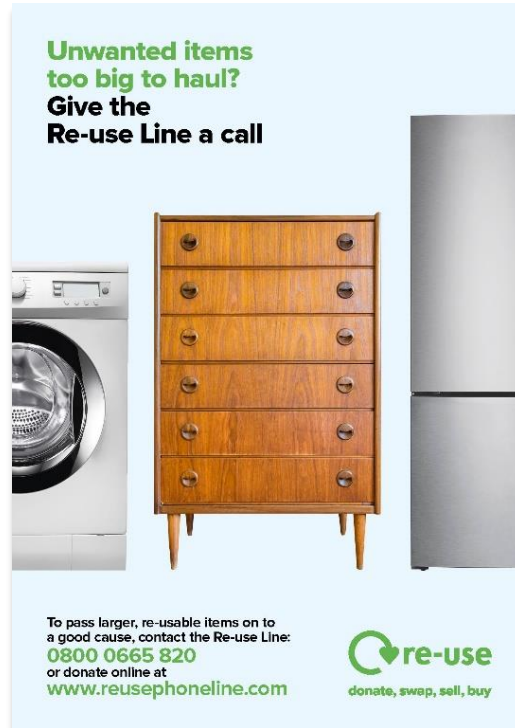
The artwork and messaging could be used for social media posts, vehicle livery, posters or for placement next to small ads where people might pay an un-licensed waste carrier to get rid of their items.



Your clear out can help charity with one easy call


To pass larger, re-usable items on to a good cause, contact the Re-use Line:
0800 0665 820
or donate online at
www.reusephoneline.com

 **re-use**
donate, swap, sell, buy



Unwanted items too big to haul? Give the Re-use Line a call

To pass larger, re-usable items on to a good cause, contact the Re-use Line:
0800 0665 820
or donate online at
www.reusephoneline.com

 **re-use**
donate, swap, sell, buy