

Case study:

# Tay Salmon Fisheries

Private Landowner Grant Fund

October 2024

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# 1 Background

The project sought to address the problem of significant flytipping that has scarred the banks of the River Tay and blighted the reputation of the “fair city of Perth”, its location being highly visible from the Friarton Bridge above when travelling north on the M90.

The area is immediately adjacent to a former waste management site which SEPA prosecuted and shutdown in 2013. Due to ease of access, its location not easily seen from nearby roads, and proximity to the problematic former waste management site, the area of land had become a hotspot for regular flytipping.

In 2023, it had the unfortunate honour of being ranked number four in a press report<sup>[1]</sup> on the worst flytipping hotspots in Scotland.

As recently as August 2023, SEPA investigated reports of a further ten fridges and three bulk containers filled with used engine oils dumped in the location. The waste was blocking the access road to the Perth wastewater treatment works operated by Scottish Water and presented a hazard to their tanker drivers.

The River Tay is a Special Area of Conservation which supports a high-quality salmon population. The area is directly on the riverbank, in an area known to frequently flood and flooding has washed the flytipped waste into the river in the past. The site was a huge eyesore and regularly attracted complaints from nearby residents, local businesses, and the public who use the footpath beside the river.

Flytipped waste had been difficult to trace and reactive visits to investigate had been unsuccessful in identifying potential offenders.

## 1.1 Project aims

The aspiration with the funding was to engage with the local community to drive positive behaviours, have a focus on preventative measures that would discourage future flytipping, and clear up existing flytipping to avoid encouraging further flytippers into the local area.

1 Amos, I. (2023). Fly-tipping Scotland: Eight of the worst rubbish hotspots blighted by piles of festering illegally dumped items. [online] The Scotsman. Available at: <https://www.scotsman.com/news/environment/fly-tipping-scotland-eight-of-the-worst-rubbish-hotspots-blighted-by-piles-of-festering-illegally-dumped-items-4025710> [Accessed 30 Sep. 2024].





## 2 What was done

### 2.1 Clean up

Perth & Kinross Council and Scottish Water supported the clearing of all material from the site and adjacent former waste management site, accumulating over 331 tons.

**Figure 1: Before clean up**



**Figure 2: After clean up**

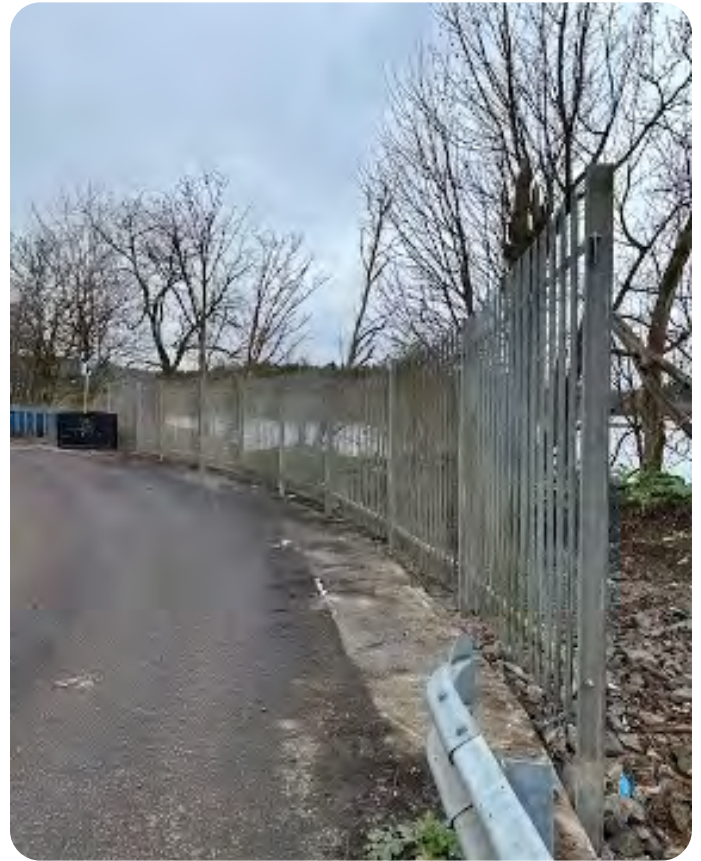




This project enabled a range of improvements to be made:

- Fencing along the riverbank has been installed to prevent access from the river
- Concrete 'elephants' feet' have been installed to stop access to the former waste management site to deter fly tipping and improve vehicular / pedestrian access along Lower Friarton.
- Landscaping along the riverbank has been carried out to increase the visual appeal and improve biodiversity
- Day and night vision remote CCTV cameras have been installed to cover the hot spot area
- Signage has been erected to make potential flytippers aware of the CCTV cameras and penalties that could be incurred

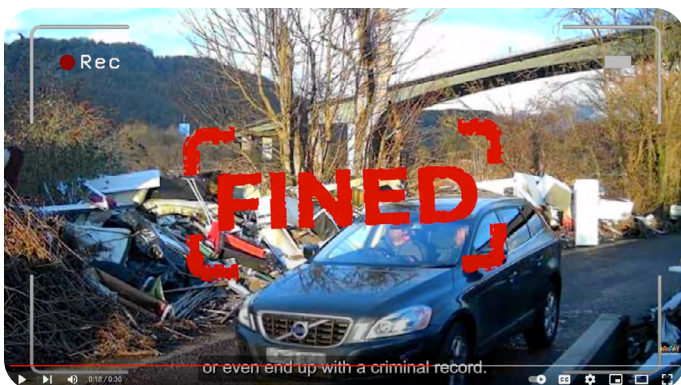
Figure 3: Fencing erected



## 2.2 Public awareness campaign

As part of the funding award, a multimedia campaign took place to raise public awareness focused on preventative measures to discourage flytipping. This was designed and delivered by Perth & Kinross Council and SEPA, and shared by stakeholders through social media channels.

Figure 4: Fly-tipping Campaign 2024 (PKC Housing Tenants, 2024)



The media and communications campaign delivered the following:

- The Bauer radio campaign generated 150,000 impressions in households in Perth and Kinross
- The Facebook video ad campaign (figure 4) also generated 150,000 impressions<sup>[2]</sup>
- 50 banners have been placed at strategic positions around Perth and Kinross
- Banners have also been placed on four Perth & Kinross Council waste vehicles (same design as the banners, figure 5)

2 PKC Housing Tenants (2024). *Fly-tipping Campaign 2024*. [online] YouTube. Available at: <https://www.youtube.com/watch?v=6UrDMiRmPSw> [Accessed 10 Sep. 2024].

Figure 5: Advertising banners

**Let's talk rubbish!**

Always use a licensed household waste removal service.

If someone fly-tips your waste you could end up with a £500 fine and even a criminal record.

PERTH & KINROSS COUNCIL

sepa Scottish Environment Protection Agency

[www.pkc.gov.uk/flytipping](http://www.pkc.gov.uk/flytipping)

The project and awareness campaign also generated prominent press coverage on Sky, BBC, STV, the Courier and the Perthshire Advertiser. Please see links to some of the features:

- BBC News (2024). 'Out of control' fly-tipping blackspot cleared in Perth. [online] BBC News. Available at: <https://www.bbc.co.uk/news/uk-scotland-tayside-central-68658003> [Accessed 10 Sep. 2024].
- Fulton, M. (2024). Fly-tipping hotspot cleared with 230 tonnes of waste removed. [online] STV News. Available at: <https://news.stv.tv/north/fly-tipping-hotspot-in-perth-cleared-of-230-tonnes-of-rubbish-after-15-years> [Accessed 10 Sep. 2024].
- McNeill, A. (2014). Fifteen years of rubbish weighing 230 tonnes cleared from Perth fly-tipping site. [online] Daily Record. Available at: <https://www.dailyrecord.co.uk/news/local-news/fifteen-years-rubbish-weighing-230-32437422> [Accessed 10 Sep. 2024].

- Mitchell, J. (2024). Fly-tipping blackspot cleared in Perth after 15 years of illegal dumping. [online] Sky News. Available at: <https://news.sky.com/story/fly-tipping-blackspot-cleared-in-perth-after-15-years-of-illegal-dumping-13102160> [Accessed 10 Sep. 2024].
- Webster, K. (2024). Notorious Perth fly-tipping hotspot cleared after 15 years as more than 200 tonnes of rubbish removed. [online] The Courier. Available at: <https://www.thecourier.co.uk/fp/news/perth-kinross/4930704/lower-friarton-perth-flytipping-rubbish/> [Accessed 10 Sep. 2024].

## 2.3 Funding spent

- Installation of remote day & night vision CCTV cameras covering site and access routes, and warning signage of CCTV cameras and applicable fines: £1,600
- Fencing and landscaping: £2,000
- Concrete 'elephants' feet': £100
- Public awareness campaign delivery: £3,000



## 2.4 Results

Since the changes and improvements were made, there have only been two fly tipping incidents. Both were caught on the CCTV and involved vehicles, so both were identified via the police. Both drivers were issued with fixed penalties and both paid the fines within the 14 days after being told there was CCTV evidence. Since May 2024, there have been no flytipping incidents at this location.

## 2.5 Project Impact & Legacy

The project was delivered by the stakeholder group within budget and on time. Working as a partnership has strengthened local engagement to deter fly tipping in this area. The area has now been returned to its natural environment allowing the safe passage of pedestrians, vehicles and taken away the threat of pollution.

The public awareness campaign delivered through media channels and physical signage has reached a wide audience through social media, radio and local and national news and press coverage.

The Tay and Earn Trust continues to raise awareness of the harm litter and fly tipping have on people, wildlife and the environment as it has done since its conception.

This also continues to be promoted through the nearby Willowgate Activity Centre, engaging with regular user groups, schools, corporate companies, local community and tourists.

Awareness is also raised through activities, social media campaigns, monthly organised litter picks, and events a supporting local and national campaigns.

This project has enabled Tay Salmon Fisheries and partners to continue to increase public awareness around public duty of care and waste responsibilities, and also encourage the use of legitimate waste disposal businesses in the area.







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