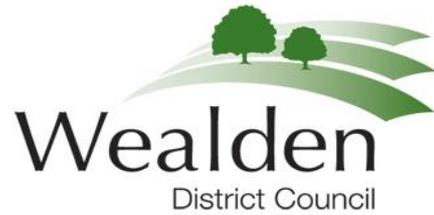




Department
for Environment
Food & Rural Affairs



‘Have you been dumped?’ Campaign

Wealden District Council – Fly-tipping Intervention Grant

Wealden District Council designed and ran the ‘**have you been dumped?**’ campaign across the district to **raise awareness of the household waste duty of care**. The council used a mixture of interventions to promote the message **including radio advertising, banners on buses and community engagement**. The campaign ran through June and August 2024 and the council reported an increase in awareness amongst the district. A post campaign survey suggests **that 86% of respondents said the campaign was memorable and 88% of respondents said that they understood the adverts message**.

The Fly-tipping Issue

The fly-tipping in Wealden occurs across the entire district, with intelligence suggesting that waste originating from inside and outside the district. The council had noticed an increase in waste removal requests on social media, with very little reference to waste carrier licences and responsibility for duty of care.

The type of waste that is predominantly fly-tipped is general household waste, roughly a small van size load. The council believe that the perpetrator of these incidents are typically ‘man and van’ illegal waste operatives, who advertise on social media.

The Intervention

The council wanted to target fly-tipping at the source to ensure householders make the right decision when disposing of waste and choosing a waste carrier. The council ran an educational campaign with a catchy tagline ‘**have you been dumped?**’ across the district using multiple sources. The council also spoke with neighbouring authorities and provided artwork and details of the process to utilise as part of their own campaign or jointly to target those offenders coming from outside Wealden’s district. A joint social media campaign is planned for around Valentines Day to capitalise on the ‘Have you been dumped?’ message. The council ran the campaign through June 2024 with one striking

image and again as a reminder in August 2024 with a different image but highlighting the same message for impact.

The campaign message was promoted and shared via:

Radio: The council purchased radio advertising at local stations; Hailsham FM and Ashdown Radio for 12 plays a day for 4 weeks in June and August. The advert featured a strong male voice clearly providing the following message:

“Have you been dumped?”

If you have had rubbish removed and you didn’t use a licensed waste carrier you could face an unlimited fine and a criminal record if it’s found fly tipped!

To avoid this happening to you, follow this advice from Wealden District Council:

Don’t use cold callers.

Always check for a waste carrier’s licence before you let anyone take away your rubbish.

Get a receipt and keep it.

Your rubbish is your responsibility, so do the right thing, because if it’s found fly-tipped, we will be investigating you.

Check your knowledge of waste duty of care at wealden.gov.uk/flytipping”

Buses: The council installed banners on the back of buses with the campaign message. The buses travelled through the district and into some surrounding areas. The council specified that the bus routes should be predominantly within the Wealden district.



Petrol Pumps: The council advertised the campaign on all petrol pumps available in the Wealden district, some petrol stations do not support advertising on their petrol pumps. The council also advertised on a few selected petrol pumps in neighbouring urban areas to hopefully catch people travelling in and out of the district.



Social media: The council paid for sponsored advertising on social media such as Facebook and Instagram targeting 18-69 year old residents of East Sussex highlighting the 'Have you been dumped?' message and linking to the 'Let's Talk' digital platform. The council also posted references to the campaign on their own social media platforms.

Local Publications: The council advertised in their local newspaper and local village and town publications, highlighting the campaign and the message.

Leaflets: The council printed leaflets to be handed out at community engagement events that they were invited to across the district, such as village fetes.



Find out about your responsibilities at:
www.wealden.gov.uk/flytipping or scan the code.



Rural Payments Agency



Wealden
District Council

All of the adverts had a link to the councils 'Lets Talk' digital platform <https://letstalk.wealden.gov.uk/duty-of-care>, separate from the grant and launched in August 2023, the platform contains educational material, including videos and a fun quiz. Since launching the platform has had 37,500 visits, with 6,700 downloading material and 1,900 contributions to surveys/feedback. The platform is also where the council ran their post campaign survey.

The quality of the local publications was outstanding and the assistance from the staff at all the media companies including the petrol pump and bus rear agency were incredibly helpful guiding the council through their first experience with this type of advertising.

The Result

The council were not expecting to see an immediate effect on fly-tipping incidents in the district as fly-tipped waste can originate from outside of the district, from as far afield as London, over which the council have no control. The council encompassed some neighbouring areas within this campaign, but the aim was to be direct and be visible to Wealden residents, unfortunately with no joined-up campaign from areas such as Kent and London, the message will not have reached as many as it needed to.

Short term fly-tipping trends are not a reliable indicator, and the council anticipate the longer-term trend will show a reduction in fly-tipping given the increased awareness demonstrated by the post-campaign survey.

The **post campaign survey** had 238 responses, which highlighted the campaigns impact:

- 86% of those that saw the advert said it was memorable
- 88% of all respondents said that they understood the adverts message, with informative, useful and helpful being the top three words that people would use to describe it.
- The most likely action respondents said they would take after seeing the advert was to check for a waste carrier licence when disposing of rubbish through a third party (54%). 26% also said that they would tell someone else about their duty of care for their rubbish
- 97% of respondents said that they would check for a waste carrier license before handing their rubbish over to somebody to dispose of.

The council are judging the success of this intervention on the increased awareness of duty of care responsibilities and early indications are positive with a marked increase in the mention of duty of care and waste carrier licences on social media. For example:



The social media posts were seen by 253,746 people and approximately 900 people clicked through to the LetsTalk education platform.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
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Project Area: The whole district	Have you been dumped? Campaign	1 st March 2024 – 31 st May 2024 141	1 st September 2024- 31 st November 2024 159	11.3% Increase
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Data Source: WasteDataFlow

Other Relevant Data

Enforcement: The council issued 1 FPN in the post-intervention monitoring period after an investigation into a fly-tip.

Feedback

What went well?

The bus and petrol pump adverts were effective in this campaign. It is estimated that for each month of the campaign the bus adverts were seen by 309,600 people and the petrol pumps by around 48,000 motorists.

The council will expand their use of social media for the environmental crime/impact messages but will also consider using other media where funding permits.

Moving forward the council plan to coordinate consistent messaging and campaigns with neighbouring authorities. The council's neighbours are now looking to use our media resources to run similar joint campaigns on the back of the impact this campaign has had in raising awareness amongst its residents.

What key information would you pass on so others can deliver this project?

Consider text size if using buses as some adverts may appear on the upper deck of double decker buses.

A nationwide campaign run simultaneously with the same message would be most effective but if this isn't possible then try to spread the message as far as possible in neighbouring areas. Liaise with neighbouring authorities to see if they can increase the reach of the campaign, even if it is just to share the campaign on their own media and publications.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
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Bus & Petrol Pump Advertising	Ark Media	n/a	218	£12,132.00
Radio Advertising	Hailsham FM & Ashdown Radio	2,244.00	1	£2,244.00
Social Media Advertising	Various	849.95	1	849.95
Advert Design and Leaflets	Internal Council	426.30	1	£426.30
Local Publications	Various	6,621.34	1	£6,621.34

Contact Details

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Defra's Fly-Tipping Intervention Grant: The Fly-tipping Intervention Grant supported projects trialling approaches and interventions to tackle fly-tipping. Administered by Rural Payments Agency (RPA) on behalf of Defra, this grant provided capital and revenue funding for projects at known fly-tipping hot-spots that showed the potential for improving infrastructure, raising awareness, and supporting enforcement activity.