



Department
for Environment
Food & Rural Affairs

Wiltshire Council

Stop at Source (SAS) Campaign & CCTV

Wiltshire Council – Fly-tipping Intervention Grant

Building on the success of the award winning ‘We’re Targeting Fly-tippers’ (WTF) campaign, Wiltshire Council developed the ‘**Stop at Source**’ (SAS) campaign aimed at raising awareness of the duty of care and the importance of using licenced waste operatives across the authority area. The council also installed **CCTV towers** at three hotspot locations along with **signage** to capture footage of offenders and deter potential fly-tippers. The interventions were overall successful, **fly-tipping across all hotspots had decreased by 92.8%** and the council **estimated saving £1,569.00 in clearance costs** over 3 months.



(Fly-tipping at hotspot locations)

The Fly-tipping Issue

The council targeted 3 hotspots that were all rural roads/rights of way that are secluded in the countryside with significant fly-tipping. The areas also presented less risk to offenders of being caught as they are remote locations.

The type of waste predominantly fly-tipped at these locations was large deposits of green waste, construction waste, bulky household items and domestic waste and tyres. The council believe that a combination of rogue landscape/tree surgeon operators and unlicensed waste carriers advertising cheap waste removal via social media were typically the perpetrators of the fly-tips. Occasionally opportunistic householders with excess waste or outside of household waste recycling centre opening times also used these locations.

The Intervention

The council used a mixture of CCTV, deterrent signage and an educational campaign focussed on raising awareness of household waste duty of care to target the hotspot locations by deterring potential fly-tippers, encouraging behaviour change and capturing offenders to enhance enforcement.

Mobile CCTV:

The council rented and installed overt mobile CCTV camera towers at priority hotspots. The towers were highly visible which added additional deterrent to potential fly-tippers. The council chose the exact locations within the hotspot looking at a combination of maximum viewing area and previous fly-tip deposit locations; it is important when targeting a rural area to have the CCTV cover a wide scope. The supplier installed and managed the ongoing servicing and maintenance of the towers. The images captured on the CCTV were of good quality and council staff could easily access or retrace footage as needed.



Educational Campaign:

Building on the success of the council's award winning 'We're Targeting Fly-tippers' (WTF) campaign, the council launched 'Stop at Source' (SAS) to create an enhanced educational message focusing on advising residents to use reputable, licensed operators to remove their waste and ensure relevant checks were conducted beforehand. The council's internal communications team were crucial to the campaign; multiple concepts were



developed in line with the SAS and household duty of care awareness. The campaign has included advertising on the back of buses throughout the county, newspaper and website adverts, social media posts and e-newsletters. On social media the council have targeted local community groups, as this is where much of the 'tip-run' style adverts are posted and where people ask for cash in hand to dispose of waste, which is then often fly-tipped. The council have also redesigned their webpage to give more information on duty of care and to advise residents on how they can report fly-tipping www.wiltshire.gov.uk/fly-tipping.

Getting your rubbish taken away?

Always:

- Check and make a note of their waste carriers licence number
- Note their vehicle model and registration
- Get a receipt

Or you could be fined if they dump your waste! Don't pay the price twice.



Funded by UK Government www.wiltshire.gov.uk/fly-tipping

Wiltshire Council

Deterrent Signage:

The council installed fixed signage warning fly-tippers of the consequences and alerting them to CCTV being present at each hotspot location. A signage contractor installed the signage.



Advertising on Petrol Pumps, Buses and Bus Shelters:

To help promote the campaigns message the council also advertised on petrol pumps and bus shelters in the hotspot areas and surrounding areas. The bus advertisements were predominantly seen by residents within the hotspot areas, but the bus route also covered the wider Wiltshire district, therefore spreading the message further afield.



The Result

The local environmental quality at each location has significantly improved and since the CCTV towers have been installed, each location has seen zero fly-tip reports and has therefore been a highly effective intervention in preventing fly-tipping at these locations. The fly-tip at Hotspot 3 was conducted out of site of the CCTV scope and footage could not be utilised to investigate-

The council has also not seen a significant increase in fly-tipping displacement; however, it is hard to measure this due to Wiltshire being a large rural authority and there are many potential spots in remote locations that offenders can utilise.

The deterrent effect has been successful, the campaign work has sent a clear message to potential fly-tippers and communicated the council’s ability to proactively catch fly-tippers. The campaign will continue to run but has so far reached more than 37,000 people and generated more than 200,000 impressions and a further 100,000 on the newspaper website.

The council worked out that an estimated £1,569.12 in costs regarding fly-tip removal was saved based on the 3 months post intervention monitoring.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
Hotspot 1	CCTV Tower, Signage & Educational Campaign	4	16 th May 2024 0	100% Decrease
Hotspot 2	CCTV Tower, Signage & Educational Campaign	7	16 th May 2024 0	100% Decrease
Hotspot 3	CCTV Tower, Signage & Educational Campaign	3	16 th May 2024 1	66% decrease

Data Source: Microsoft Dynamics (Council Internal System)

Other Relevant Data

Enforcement: Due to the success of the intervention, no enforcement action in any form has been needed throughout the project time.

Feedback

What went well?

In general, the project was a complete success. Timescales were met and key to this was the selection of an effective provider in terms of installation and management of the towers and signage.

The CCTV towers have been extremely welcomed by members and residents, so much that the council is considering retaining the towers for a further six months and whether these can be moved and rotated around the district, as and when hotspots may appear.

The educational part of the project certainly increased the public awareness of the Household Waste Duty of Care regulations. By viewing social media, the council have noted more and more comments of householders conducting required checks before anyone removes their waste.

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

Effective partnership working with internal communications colleagues was key to developing and delivering the SAS campaign.

The council would recommend sourcing a suitable supplier for the CCTV towers who can also provide all relevant security measures to comply with regulations/legislation. This was an issue the council encountered in advance of the project going live, the supplier did not satisfy their internal governance team. The council sourced another provider who met all requirements but were more expensive.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
ECO Fuel Cell Tower (Secure 4G Airtime with Heartbeat diagnostics, Additional wireless detectors, Heras Fencing, Onsite service pack (refuel), Remote live access via app and software, On-Site refuel for each Tower during the rental period, Delivery, Installation & Collection)	Wireless CCTV	15,000 (24 week hire period)	3	£45,000.00

Fly-tipping Signage	KB Signs	338.00	3	£1,014.00
Facebook Advertising	Wiltshire Times, Gazette & Herald	3,000	n/a	£3,000.00
Petrol Pump Advertising	TMH Media	3,163	n/a	£3,163.00
Bus adverts	Faresaver & Salisbury Reds	3,480	12 adverts for 8 weeks	£3,480.00
Sheet display adverts	TMH Media	7,200	6 sheets at 12 sites	£7,200.00

Contact Details

Name & Position – Peter White, Enforcement Manager

Email – peter.white@wiltshire.gov.uk

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.