

Entry Name: Fly-tipping – A Cautionary Tale

Entrant : Environment Agency

Category: 18 Best Leaflet

Ref: MID09_18_01

Strategy

To develop visual and engaging communications tools to use with members of the public and business community who have poor English language and literacy skills, tackling the issue of illegal waste disposal and preventing fly-tipping.

These had to be produced in a format that could be used to engage directly with people, act a stand alone display and as enforcement or educational tools by the Environment Agency (EA) and its partners.

They had to connect with the widest audience possible, including the two main non English speaking communities where issues over waste disposal had been recorded in Derbyshire, therefore translated versions in Urdu and Polish were to be developed.

This was to be achieved through the production of a combined leaflet and short film. The leaflet had to have a graphic style that was realistic and gritty, with individual characters that people could relate to from any community. The leaflet graphic would then act as the story board for the associated short film. A film style was required that mirrored the graphic, and added value and reach to our cautionary tale.

The leaflet and film would be trialled through the Derbyshire Fly-tipping Project, a multi-agency fly-tipping reduction initiative led by the EA. If successful they would then be rolled out for use by the EA and partner organisations tackling fly-tipping across England and Wales.

Implementation

To support the leaflet's graphic, text was included designed to inform and empower a person to protect themselves from falling foul of illegal waste carriers and the law, whilst asking for their assistance in tackling fly-tipping. The film adds to this information through provision of an extras section that provides a verbal background to the subject again removing the barrier of literacy. Both of these are provided in English, Urdu and Polish versions for use with our target audience.

We selected the largest audience, the householder, placing them at the centre of this story, because influencing their behaviour will have the largest impact on fly-tipping, while provided a very strong warning to those that commercially seek to benefit from tipping waste illegally.

The Puppet Broadcasting Company were commissioned to make the film because of a proven track record in developing innovative, accessible and engaging social education resources targeting difficult to reach groups.

The leaflet and film were launched in Derbyshire in March 2009, using a signed Dump It & Leg It Van and the puppets, allowing press interaction with the puppets at a public event. The film and leaflet were placed online at www.environment-agency.gov.uk/homeandleisure/waste/flytipping for press preview and for our partners and target audience to view and use. Adverts using the graphic were placed in newspapers targeting both English and Non English speaking Derbyshire residents.

To coincide with the launch the leaflets, film and associated media were used by the enforcement and education staff of the ten local authorities as a targeted public outreach tool. They were also used at a programme of public events attended by Derbyshire County Council's Waste Education Vehicle and by the Environment Agency's "Dump It and Leg It" waste advice road show. Displays featuring the film and leaflet graphic were set up in Council reception areas, community centres, libraries and other relevant outlets across Derbyshire.

Creativity – what makes your project stand out?

This is a cautionary tale that you must see. Everyone has a Duty of Care to dispose of their waste correctly, but this may not be the message reaching a sizeable portion of our population due to poor English Language and literacy skills. This leaflet and film were developed to reach this target audience. We have though exceeded our initial goal by producing mainstream communications tools that are inclusive of our target audience and not exclusive to them.

The mediums of cartoon graphics and lifelike puppets were used to develop a leaflet and short film that do not rely on written or verbal communication. They are almost purely visual tools through which our message is presented, removing any barriers through language or literacy.

Evaluation and measurement

On average there is one fly-tipping incident cleared per year from public land for every sixty adults living in the East Midlands^{1,2}. Each of these incidents costs approximately £60².

The development of the film and leaflets and their launch and initial trial cost £27,000. So, if this campaign could influence the behaviour of 27,000 people

preventing 450 fly-tipping incidents it would have paid for itself through saved public spending on fly-tipping clearance and investigation.

The latest available data (up to the end of April 2009) shows this was achieved with a 23% drop in fly-tipping in Derbyshire since the campaign began³.

Cost Effectiveness

In the space of a few weeks the costs of developing the leaflet and film and testing them out have been recouped through saved public spending on fly-tipped waste in the trial area of Derbyshire.

They are highly effective visual communication tools which engage with the widest possible audience.

They are media friendly allowing our message to be presented as a graphic that can be used as a whole or as individual images for newspaper article/adverts, internal and external publications, power point presentations, posters and pull ups. The film can exploit television, the internet, or be played through a DVD.

They can be used internally, or externally by any partners tackling fly-tipping. They incorporate a range of issues including Household & Business Duty of Care, waste carrier licensing and illegal waste operators. They can be used for displays for prevention and educational work while being a tool that can be used directly by enforcement officers. If required the written section of the leaflet can be translated for the appropriate audience.

Final results against objectives

The leaflet and film have been successfully developed and trialled and immediately had an impact in reducing illegal waste disposal. The objective of producing communication tools that engage with people with poor language and literacy skills has been achieved. They are now being made available for use across England and Wales by EA and local authority staff.

