

The National Fly-Tipping Prevention Group



**Fly-tipping Toolkit: Raising Awareness of
waste duty of care – from objective-setting to
monitoring and evaluation**

The National Fly-Tipping Prevention Group (NFTPG) is made up of a number of organisations working together to tackle fly-tipping. It includes representatives from central and local government, enforcement authorities, the waste industry, the police and fire service, private landowners, non-government organisations and the Devolved Administrations. The group's aim, objectives and members can be found in Annex A.

The NFTPG produces guidance on a range of issues around fly-tipping prevention aimed at local authorities and private landowners. The group meets quarterly and seeks to find ways to influence behaviour to prevent or reduce fly-tipping.

This guide has been developed by a subgroup of NFTPG members and contributing local authorities. It is the fourth publication under the Fly-tipping Toolkit which, when completed, will cover a range of topics including:

- [How to present robust cases to the courts](#)
- [How local authorities can set up and run an effective fly-tipping partnership](#)
- [Examples of existing good practice to prevent fly-tipping](#)
- How to best share intelligence within a partnership and with other partnerships
- How to use new technology to report fly-tipping
- How to deal with fly-tipping associated with unauthorised encampments.

The guide does not necessarily reflect the official views of the group and has not had formal sign off by all NFTPG member organisations. While this document covers England, there continues to be interest and co-operation with partner organisations in Wales, Scotland and Northern Ireland who are bringing their own ideas and 'lessons learnt' to share with the NFTPG to add value in tackling fly-tipping.

The NFTPG Secretariat would like to thank and acknowledge the collaborative efforts of the following members of the NFTPG for sharing their experience and expertise to produce this document:

- National Farmers Union
- Hertfordshire Waste Partnership/SCRAP
- Environment Agency
- National Rural Crime Unit
- Fly-tipping Action Wales
- Dover District Council
- Keep Britain Tidy
- Wiltshire Council
- Leicestershire Waste Partnership
- Richmond and Wandsworth Council
- Durham County Council

Any enquiries regarding this document should be sent to the NFTPG Secretariat: flytipping@defra.gov.uk

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Introduction

In 2022/23, local authorities in England dealt with 1.08 million fly-tipping incidents. Nearly two thirds (60%) of those fly-tipping incidents involved household waste. The **household waste duty of care** requires the householder to take all reasonable measures available to them in the circumstances to ensure that household waste produced on their property is transferred to an authorised person/organisation. According to a 2019 survey, over half (51%) of the population are unaware of their legal duty of care regarding the household waste they produce (n=5298).

The **business waste duty of care** requires that business waste is produced, stored, transported and disposed of without harming the environment. While commercial waste makes up a smaller percentage of the national fly-tipping statistics, local authorities play an important role in making sure their local business owners are meeting this duty. Indeed, 30,000 duty of care inspections were made by LAs in 2022/23.

Educating householders and businesses about the importance of using registered waste carriers should reduce the amount of waste which is handled by rogue operators who may be more likely to fly-tip. As well as reducing the burden on local authority budgets of cleaning up this fly-tipping from public land, this can, in turn, help to protect private landowners who may otherwise be victims of this fly-tipping down the line.

The aim of this document is to assist local authorities and other relevant parties in raising awareness of household and business waste duty of care by providing guidance from objective-setting through to monitoring and evaluation.

The document consists of three parts;

- A top tips guide to choosing an existing campaign or developing your own
- A directory of existing campaigns
- A survey template for monitoring and evaluation purposes

Useful Links:

- [Household Waste Duty of Care Communications Toolkit](#)
- [Guidance for local authorities on household waste duty of care fixed penalty notices \(www.gov.uk\)](#)
- [Dispose of household waste \(www.gov.uk\)](#)
- [Dispose of business or commercial waste: Your responsibilities \(www.gov.uk\)](#)
- [Waste duty of care code of practice.pdf \(publishing.service.gov.uk\)](#)

Research:

- Understanding awareness of and compliance with the Household waste duty of care: [Science Search \(defra.gov.uk\)](#)
- Prototyping and testing behavioural insight informed communication materials about the Household Waste Duty of Care: [Science Search \(defra.gov.uk\)](#)

Top Tips

The following steps to consider when choosing from existing campaigns or developing your own have been drawn from the experience of communications specialists, local authority fly-tipping operations staff, and others who have delivered successful campaigns.

Step 1: Set clear and simple objectives

- Keep objectives realistic and achievable; for example, look at timescales and resource and consider focusing on a target area (hotspot) rather than a whole borough.
- Set specific goals/targets, for example reaching 80% awareness of waste duty of care in your target population.

Step 2: Understand your audience

- People are saturated with information from a myriad of sources and therefore have developed the skills necessary to self-select what is relevant, important or interesting to them. Market research with industry professionals and householders would be beneficial. For example, hearing first-hand from a selection of the target audience with what they respond to best will help shape the campaign.
- To increase the chances of your target audience seeing and acting on your message you will ideally need some insight and evidence on where they already go for their information.

Step 3: Choose the right message

- Consider what words you want to use, what would they mean to the average householder or business? How are you going to catch and hold your target audience's attention? Why should they care or take the action you are asking them to? What's in it for them?
- Research has shown that a high percentage of householders are not familiar with the term 'duty of care'. Rather than using technical terms, select words that are meaningful to your target audience which will catch their attention. Using the words 'fly-tipping' or 'dumping' can link waste duty of care to a crime more people are likely to understand. Match vocabulary that is already out there to emphasise the key message.
- Giving your campaign a local angle and informing people about real-world consequences could increase the impact of the message. You could zone in on a

known hotspot or loved local place and explain the costs of clearing up fly-tipping so the message is relatable.

- If you are considering including a 'call to action' in your campaign, be clear and concise in what you want people to do. If you invite people to check the waste register, provide a link to the precise web location <https://environment.data.gov.uk/public-register/view/search-waste-carriers-brokers>
- Always fact check any information used and make sure the campaign messaging is legally correct and kept up to date.
- For further guidance and ideas on messaging, you may wish to read Defra's [household waste duty of care communications toolkit](#), designed with behavioural research by Kantar. It has content and guidance to help write and promote your own local messages, and is accompanied by ready-to-use materials for raising awareness of the duty of care.¹

Step 4: Keep the design simple

- Before designing new materials research existing duty of care campaigns. They may have materials which can be tailored and adapted to suit your target audience and local area. You can review the success of an existing campaign by looking at how widely it is used and its impact on awareness.
- When designing a campaign, less is more. Keep it simple with no more than three key messages and a single clear action for people to take, including signposting how they can take the action you want them to. Avoid getting people to click to further websites for more information, this could divert their attention away from your initial message.
- Consider engaging with a sample of the target audience to develop a credible campaign; share your rough design or idea for feedback to iron out any unforeseen issues and make it accessible.
- If you are using imagery make sure it relates to the message, for example use an image of household rubbish fly-tipped in the local environment. Use caution, in some cases, imagery can distract attention away from the words and confuse the message.
- Consistency across campaigns is really effective; consider sharing a campaign brand with other waste messaging from your authority.
- Use bold colours that stand out; avoid selecting colours that are already in use by well-known brands and other unrelated local campaigns.

¹ References to Fixed Penalty Notice upper limits in the Defra/Kantar communications toolkit document are out of date. From July 2023, the upper limit for breaches of the household waste duty of care is £600, and £1,000 for fly-tipping

Step 5: Choose effective delivery methods

- Consider a mixture of digital and physical materials. Leaflets/flyers can be equally effective as radio and television advertising, and more affordable. Look at longer term solutions such as bin stickers. A leaflet can be discarded but a sticker is more permanent, and each household will have access to a bin.
- Community engagement can be effective, consider a 'door knocking' approach to start a conversation regarding waste duty of care with residents and businesses. Look at setting up a fly-tipping stand at local events to raise awareness of the issue and organise meetings with local groups to discuss the campaign message.
- Look at cost efficiencies by considering how much can be developed and delivered using current staff and what existing assets can be utilised, such as adding the campaign message to existing leaflets householders receive and bin subscription reminders; this could potentially save budget for further advertising/promotion.
- Utilise existing contacts and relationships with stakeholders to amplify your message and help reach more of your target audience. Make use of free promotion such as social media, local noticeboards and council websites. Encourage participation from other council staff to share the message, for example email tags. Discuss the campaign in wider meetings and share the minutes to focus the issue. Promote the campaign via parish magazines, local newsletters, Local Government Association newsletter and waste partnership materials.

Step 6: Monitor the effectiveness of the campaign

- It is important to collect benchmark data before launching a campaign so you can monitor any changes or improvements which result. A useful way of doing this would be to conduct a survey with a sample of the target audience before and after the campaign intervention to track awareness of waste duty of care. An example monitoring and evaluation survey template for campaigns targeting household waste duty of care has been included with this guide, and may be modified for use with businesses.
- Your organisation's employees may well fall into the target audience; consider asking them for feedback. For example, Fly-tipping Action Wales surveyed a sample of their own staff to measure awareness of household waste duty of care.
- If your campaign signposts audiences to places that enable them to take the desired action, for example a website or phone number, tracking the number of visits to a website or calls to a number can indicate the reach of a campaign.
- Comparing reported fly-tipping incidents in one target area three months before and after campaign intervention can also indicate the success of a campaign.

Existing Campaign Directory

This list of current campaigns in the UK includes contact details for the owner, a brief description of the campaign, and any costs to consider. You may find that one of these campaigns can be utilised in your area, or a contact to speak to for further advice about setting up your own campaign.

This list is not exhaustive, if you are aware of a campaign not on this list or want to share your own campaign with us, please email flytipping@defra.gov.uk.

#CrimeNotToCare

Contact: Keep Britain Tidy

network.enquiries@keepbritaintidy.org for more information

Details: Keep Britain Tidy's #CrimeNotToCare is a campaign aimed at the general public to raise the awareness of residents' Duty of Care to reduce fly-tipping. Our research shows a clear lack of understanding by the general public, and we know some may be unwittingly contributing to the fly-tipping problem. #CrimeNotToCare is a national, social media-led campaign by Keep Britain Tidy, available as an off-the-shelf campaign to local authorities, with a variety of digital and print assets. It is available as a flexible, localised campaign-in-a-box with a number of options.

Costs to consider: Prices start from £1,800 +VAT and some assets are already included for Exemplar level Network Members.

#SCRAP

Contact: Hertfordshire Fly-Tipping Group

Duncan Jones – duncan.jones@hertfordshire.gov.uk

Jennie Probert – jennie.probert@threerivers.gov.uk

Details: The #SCRAPflytipping toolkit, managed by the Hertfordshire Fly Tipping Group, includes a plethora of campaigning assets ranging from social media imagery to downloadable leaflets designed for mass printing and has been put together by the 129 local authorities that currently operate the #SCRAPflytipping campaign. As such there is campaign material suitable for most fly tipping scenarios ranging from large urban areas to more rural settings. However, subject to adherence to branding

guidelines any campaign member is also able to add additional materials at any time all of which are kept on a password protected online portal. Further details are available from either Duncan Jones or Jennie Probert.

Costs to consider: Once a prospective member agrees to the terms and conditions related to use of the campaign and production of any new materials, login details are supplied, and access is granted free of charge. The only costs incurred will be for those local authorities that wish to add their logos to campaign materials.

#IfOnly

Contact: Leicestershire Waste Partnership

lesswaste@leics.gov.uk

Details: Leicestershire Waste Partnerships #IfOnly campaign provides artwork which can be utilised for posters, ad-shells, stickers and banners showing various examples of situations where people aren't aware that some actions are NOT acceptable ways to dispose of waste. The partnership has also held awareness events and promoted the message via media coverage. The campaign launched across the whole of Leicestershire in 2018 with the intention to reduce fly-tipping and educate residents, businesses, or anyone disposing of rubbish about their legal duty of care to dispose of their rubbish responsibly. The campaign was monitored for two months and reached over 600,000 people. During this time 410 duty of care visits were carried out to check businesses are disposing of their waste correctly (issuing 2 fines for businesses without waste contracts), 49 fixed penalty notices for fly-tipping issued and a further 3,097 other enforcement actions carried out. Since 2018, the campaign has continued; posters remain in place across the city and the message has an ongoing presence on social media. The materials have also been translated into 4 different languages to help with further education and behavioural change.

More information can be found at the website [Fly-tipping | Less Waste](#) or please contact them with any questions.

Costs to consider: Resizing and printing costs of the artwork.

Duty of care – don't care? FINE

Contact: Dover District Council

Andrzej Kluczynski - andrzej.kluczynski@dover.gov.uk

Details: **Dover District Council** faced with limited resources Dover took inspiration from other campaigns and created *Don't Care? Fine*. This is a new campaign with the hope to launch later this year. The council use the slogan on social media platforms and leaflets to engage with residents and to highlight breaches of duty of care. The campaign materials raise householders' awareness of the waste duty of care and the fact that the waste collection industry is a service like a corgi registered

plumber or a carpenter. The council also promote the SCRAP code and encourage residents to make checks before giving their waste to cold callers and give advice on other appropriate methods to dispose of their waste. As part of the wider campaign, the council produced a short video targeting householders to emphasise their duty of care in respect of waste. The video was uploaded in May 2023 and has already reached over 1900 views. You can view the video here

<https://www.youtube.com/watch?v=wiEESYvJgTE>. The council have put together a step-by-step guide on how the duty of care video was created for others to learn from. If you would like a copy, please email flytipping@defra.gov.uk.

Costs to consider: The council have limited budget for campaigns/initiatives and look to utilise officer time and design the campaign materials in-house.

We're Targeting Fly-tippers (WTF)

Contact: Wiltshire Council

Peter White - peter.white@wiltshire.gov.uk

Details: This hard-hitting campaign uses the eye-catching acronym WTF (We're Targeting Fly-tippers) to draw people's attention. It has been active for three years and is split into two separate projects; a reward scheme, which encourages people to come forward as a witness and report fly-tipping offences, and 'technology, operational and education' (TOE) which is a mixture of enforcement and educational methods. The educational aspect is a communication campaign that warns people of the penalties of fly-tipping, encourages them to report fly-tipping and educates them on duty of care. The campaign has so far been featured in radio advertising, social media advertising and national and regional television. The council have also used their newsletters, signage and social media to remind people of waste duty of care around the county. The success of the campaign has been measured through radio reach, website social media visits, increase in successful prosecutions and fixed penalties issued and a reduction in the number of fly-tipping reports. For further information visit <https://www.wiltshire.gov.uk/fly-tipping> or get in touch.

Costs to consider: The rough estimate to set up this campaign was £1,000 (less equipment)

#ItsYourDutyToCare

Contact: Fly-tipping Action Wales

Heidi Pawlin - Heidi.pawlin@naturalresourceswales.gov.uk

Details: Fly-tipping Action Wales (FTAW) have recently designed a new toolkit that includes resources for tackling the 'Facebook Fly-tipper'. Facebook fly-tipper resources have been developed with councils across Wales to tackle the ongoing issue of fly-tippers posing as legitimate waste removers in groups and

communities. Resources are aimed at Facebook admins, householders and legitimate waste carriers to help raise awareness of the issue and practical steps that can be taken to spot, avoid and report those operating without a licence. FTAW's Stakeholder Toolkit contains social media posts, images, posters and leaflets for any organisation to use for free to help raise awareness and tackle fly-tipping in their area.

Costs to Consider: All resources produced by Fly-tipping Action Wales are free for any organisation to use and add their logo to.

Defra Household Waste Duty of Care Materials

Contact: flytipping@defra.gov.uk

Details: On behalf of Defra, in 2019 Kantar designed communication materials, such as posters and leaflets, to help local authorities raise awareness of the household waste duty of care. There is also a [toolkit](#) that has content and guidance to help you write and promote your own local messages. Please note that the materials refer to the previous upper fixed penalty level, which has now been increased to £600.

Costs to Consider: All materials are free to use but may need updating.

Digital Ad Campaign – Together we can tackle fly-tipping

Contact: Herefordshire County Council

Waste: 01432 260051

Details: Hereford council found that operators portraying as licenced waste carriers target residents of Herefordshire into waste collection via social media, this waste then ends up fly-tipped. The council designed a digital campaign to raise awareness about proper waste disposal support from Hereford Council and to provide a search facility that enabled the public to check waste carriers' licenses, empowering decision-making. This proactive approach aligns with the council's objective of giving people control over their choices & promoting a more responsible waste disposal culture. The council paid for eye-catching ads on Facebook, Stories, Apps, & Marketplace. The ads reached over 160,000 people and 111 people visited the site to check waste carriers' licenses as a result. The campaign successfully engaged the community, empowering them to make informed decisions.

Costs to Consider: The adverts cost £400. This was financed through the Police and Crime Commissioner for West Mercia Police.

Monitoring and Evaluation Survey Template

An example survey that can be used to monitor householders' awareness of their waste duty of care is provided below. These questions are not exhaustive and should be modified as necessary to suit your target audience. To measure the impact of your campaign, it is suggested you collect this information three months before and three months after the campaign is launched. Ensure all participants' data is processed in compliance with your organisation's data handling guidelines. Please note this survey is designed to be replicated online. For further guidance please refer to Annex B - key points for a high-quality service document, created by Defra's Survey Control Team.

Survey:

Aims of the survey: [Insert name of Local Authority] is conducting this survey to understand householders' awareness of their waste duty of care. Your response will help shape [insert name of Local Authority]'s approach to raising awareness about what householders can do to ensure their waste is managed correctly and does not, for example, become fly-tipped. Your views are important to us so please complete this survey honestly.

Summary

Your **household waste duty of care** requires you to take all reasonable measures available to you in the circumstances to ensure that you only transfer household waste produced on your property to an authorised person/organisation ('registered waste carrier'). This reduces the chance of waste ending up in the hands of those who are more likely to fly-tip it.

Household waste is any waste that comes from your household. It can include:

- your usual household rubbish
- unwanted or unusable items such as old mattresses, furniture or electrical items
- garden waste
- oils and paints
- scrap metal such as old car parts
- septic tank sludge
- DIY waste such as rubble, timber or bricks

If you are using a waste carrier other than your local authority to remove household, garden or construction waste you can **check if they are a registered waste carrier** by searching the [Environment Agency's public register of waste carriers](#) (you need to select 'upper tier') or by calling **03708 506 506**.

Local authorities have powers to take **enforcement action** against individuals who breach the household waste duty of care. If you give your waste to someone who cannot legally take it and you did not do the necessary checks, you might:

- have to pay a fixed penalty notice (on-the-spot-fine) of up to £600 to your local council, or
- be prosecuted and have to pay a higher penalty - for example, if you do not pay your penalty notice on time or if you've previously had a penalty notice for a similar offence.

1. Do you understand the content in the summary?

Yes

No

Unsure

2.

A. Before you read the summary, did you know you had a 'duty of care' as a householder?

Yes

No

Unsure

B. Before you read the summary, did you understand that it is your legal duty of care to check that whoever takes your waste away is registered to do so?

Yes

No

Unsure

3. Before reading the summary, did you know which types of waste are included in 'household waste'?

Yes

No

Unsure

4. Before reading the summary, were you aware of how to check if a person/business is a registered waste carrier?

Yes

No

Unsure

5. Before reading the summary, were you aware of the consequences of breaching/not fulfilling your duty of care?

Yes

No

Unsure

6. Where do you currently go for information on waste removal? Please tick those that apply.

Social Media

Local Authority Website

Environment Agency Website

Gov.uk

Other website, e.g. Gumtree/Check-a-trade/Yell

Local Newspapers/Newsletters

Ask a friend/neighbour

Other (Please state)

7. In your opinion, what would be the most effective way of sharing messages about waste management?

Social Media

Bin Sticker

Leaflets/Flyers

Posters

Radio Advert

Local Authority Website

Other (Please State)

Annexes

Annex A - The National Fly-Tipping Prevention Group

Aim:

The National Fly-tipping Prevention Group (NFTPG) is a group comprised of organisations working with a common aim to help prevent and tackle fly-tipping. We will do this by working in partnership to influence, advise and raise awareness in order to protect communities and the environment.

Objectives:

1. To work in partnership with the member organisations, the Devolved Administrations, community groups and others to provide a national framework of authoritative approaches, guidance and best practice on the prevention, recording, investigation and clearance of fly-tipping in accordance with an agreed work-plan.
2. To continue to develop the evidence base of the nature and extent of fly-tipping through a national reporting system, collation of data and sharing and using intelligence to identify appropriate interventions
3. To encourage and promote local groups or campaigns made up of interested parties working in partnership to prevent and tackle fly-tipping.
4. To learn, share and use the findings of social research into why people fly-tip to influence others away from flytipping, and within the resource constraints support any further research to be undertaken.
5. To communicate widely with those seeking to prevent and tackle fly-tipping and in particular develop the content and promote the NFTPG website as the key source of information (a) for those affected by fly-tipping (b) those wishing to develop local campaigns and (c) to provide a window for sharing best practice, case studies, messages and material to support events and highlight 'hot topics'.
6. To seek to both draw on and influence Government policy and legislation to tackle fly-tipping and empower those involved with taking enforcement action or the administration of justice or deterrents such as sentencing of fly-tipping offences.

NFTPG Members

Association of Drainage Authorities

British Property Federation

Canal and River Trust

Chartered Institution of Wastes Management

Countryside Alliance

Country Land and Business Association

Department for Environment, Food and Rural Affairs

Department for Levelling Up, Housing and Communities

Environment Agency

Federation of Small Businesses

Fly-Tipping Action Wales

Keep Britain Tidy

Keep Scotland Beautiful

Local authorities

Local Government Association

Local Waste Partnerships

National Association of Waste Disposal Officers

National Farmers Union

National Highways

National Police Chiefs Council

National Resources Wales

National Trust

Network Rail

Northern Ireland Environment Agency

Scottish Environment Protection Agency

Welsh Water on behalf of Water UK

Welsh Government

Zero Waste Scotland

Annex B - Key points for a high-quality survey

This guidance has been designed by Defra's Survey Control Team. It is not compulsory.

I'm thinking of carrying out a survey, what do I need to do?

Establish the need to conduct a survey:

- Why is the survey necessary?
- Does the survey duplicate or overlap any other existing surveys?
- How will the results be used?
- Has full consideration been given to using alternative data sources?

Minimise the burden:

- Has sampling been used and is the sample as small as possible to achieve the required precision?
- Is the time needed for respondents to participate reasonable?
- Telephone interviews should, ideally, not exceed 15 minutes.
- Postal questionnaires should not exceed 40 minutes.
- Sensitive topics are best discussed in a personal interview.
- Does the timing of the survey clash with other form-filling burdens?
- Can this survey be done without collecting personal data, i.e. anonymised?
- Aim to minimise the burden on the respondents.

Consultation and testing:

- Is there going to be a pilot exercise to test the survey?
- If you are collecting personal data have you consulted with the Data Protection Team?
- Other points to consider:
- Have you obtained the appropriate approvals?
- If the survey is to contact respondents in Wales, under the Welsh Language Act you are required to provide forms or interviews in Welsh.
- You are required to provide large-print forms for the visually impaired and respond positively to others with special requirements.
- What is the anticipated response rate? (You should aim to maximise this through good questionnaire design and piloting).

Introductory letter

Introductory letters or emails are important as they are the only means of introducing the survey to the recipient. Any postal survey be and ideally all telephone surveys should be, accompanied by an introductory letter. On-line surveys should also have introductory text.

Does the letter:

- Make it clear who is involved in the survey, what the aim of the survey is, explain the benefits of participation and be clear what the information will be used for?
- Make clear whether participation is statutory or voluntary?
- Give an assurance that published data will be aggregated and anonymised?
- Provide a contact point in case of query or opt-out for telephone surveys?
- Make clear what is required of respondents and how long participation will take?

Questionnaire**Does the questionnaire:**

- Have a professional design?
- Ask simple questions that are easy to understand?

- Have tick options or yes/no options.
- Has a logical sequence, with questions on a similar theme grouped together?

Avoid:

- Open and leading questions.
- Lengthy questionnaires.