



Beautification of Urban Hotspots

Dover District Council – Fly-tipping Intervention Grant

Dover District council worked with community groups and volunteers to place **informative signs, household duty of care banners and planters** at urban hotspot locations to prevent fly tipping from reoccurring and to transform these spots into areas that are valued and respected. The project ran from 26th July 2022 for 6 months and overall, the results show a great success, and **no further fly tipping has occurred at the hotspots post intervention.**



Fly-tip at urban hotspot before interventions



Same urban hotspot after intervention

The Fly-tipping Issue

This project targeted the fly tipping of **household black bags** that were dumped in **car-boot sized loads**. The council targeted this type of fly tipping in the first instance as it was felt that type of behaviour that could be changed or prevented with the right tactics.

The Intervention

Once waste had been cleared from the urban hotspot locations, the council erected signage and worked with community groups, including a Youth Justice Team, to install wooden planters filled with hardy plants and shrubs at these locations. Large informative banners were also positioned above the planters where possible to draw attention and provide information on householder responsibilities in relation to waste.



The key stages of the project were to ensure that informative signage was deployed in areas quickly. Therefore, when officers attended the location to investigate a fly tip, they would ensure that suitable signage was erected advising individuals of their responsibilities and that they are committing a criminal offence.



It was not possible to place planters at all hotspot locations, such as single-track roads, as this area can only be reached by vehicles. The fly tipping occurred normally in passing places so it would not have been suitable to block these off/make them smaller with the planter. The council decided to utilise the banners and placed them, without planters, at prominent areas which lead to the single-track road.



Alongside this, Dover District Council have created a **new fly tipping and householder duty of care video** and it is planned that this will be placed on social media and also interactive screens across the district. This was not created with any money from the grant funding but has been created alongside and will be utilised to continue pushing the message of correctly disposing of waste.

The Result

There has been a **significant decrease in the amount of fly tipping at hotspot locations** where planters have been installed. The information banners and signage utilised at events and positioned above the planters, has been commented on and shared on social media which has resulted in information relating to fly tipping and duty of care reaching a wider audience without the information coming directly from Council. It seems that improving the appearance of the area has resulted in individuals not wanting to deposit waste at the location and be the person responsible for making the area look unsightly. Officers from the Environmental Crime Team have issued a press release in relation to this work which was picked up by local newspapers.

Positive feedback has been received from residents and businesses affected and several farmers/landowners in rural areas have also been assisted through the use of signage which has reduced/prevented further fly tips from occurring.

Location	Intervention	Pre- Intervention Monitoring	Post- Intervention Monitoring	Results
Hotspot Area 1	Planters & Signage	8 1 st Jan 2022-26 th July 2022	0 26 th July 2022- 7 th March 2023	100% Decrease
Hotspot Area 2	Planters & Signage	9 1 st Jan 2022-26 th July 2022	0 26 th July 2022- 7 th March 2023	100% Decrease (however location of fly tips has shifted to slightly further down the road where planters had not been situated, therefore plans are in place to increase the number of planters along this stretch of road and install CCTV)
Hotspot Area 3	Signage	6 1 st Jan 2022-26 th July 2022	1 26 th July 2022-7 th March 2023	83% Decrease

Other Relevant Data

Enforcement - By having a significant reduction in the number of fly tips that occurred at Hotspot Area 1 this has meant that officer time has been increased to investigate other incidents of fly tipping across the district.

Litter/Graffiti - There does appear to be a reduction in litter and graffiti in these urban areas, however this is just based on the officer's knowledge of this area and there is not data to support this at this time due to different recording methods.

Feedback

What went well?

The most successful part of this project has been the reduction in fly tipping further to areas being improved with planters. The council do not have a fly tipping strategy; however, we do have a fly tipping proposal. Amendments will be made to this to encourage the use of placemaking and improving the appearance of fly tipping hotspots across the urban areas of the district.

What would you do differently?

It has been important to recognise that in some cases, fly tipping hotspots have been displaced elsewhere, as demonstrated by the figures for Hotspot Area 2. Therefore, for the future the council would also ensure that those areas where the council suspected that there may be a displacement of fly tipping would either have planters introduced or cameras deployed to cover possible displacement locations.

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

One barrier the council faced was the unusually hot heat waves which resulted in plants needing additional watering to keep them alive. This was overcome by asking businesses in the local area to assist which the majority have agreed to as they appreciate that the area has been tidied up significantly.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
Heavy Duty Banners	Absolute Graphix	49.60	20	£992
Roller Banners	RK Group	75.00	6	£450

Planters and Plants	BBQ, Wickes Palmstead Nurseries	Between £150-£225 size dependant	12	Up to £2,700
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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 WRAP on behalf of Defra, this grant provided capital funding for projects at known fly-tipping hot-spots that showed the potential for improving infrastructure, raising awareness, and supporting enforcement activity.