

Communication Plan:

Behaviour change campaigns have been shown to have a key impact on decreasing fly-tipping, increasing reporting of fly-tips and increasing the take up of council run bulky waste collections. While the council has been promoting regular messaging around use of the bulky waste service, publicising all successful court cases and providing direct information on using only licensed carriers, an overall strategic communications approach needed to be developed.

Thurrock Council will in January be launching a new campaign which will aim to tackle the scourge of fly-tipping through a multi-strand approach:

1. hard hitting poster campaign targeting those carrying out fly-tipping
2. education through social media using a simple STOP (Suspect, Tell, Object, Protect) Acronym to create a clear, memorable and easily understood message
3. promotion of how to properly dispose of waste through the bulky waste collection scheme or at Linford household waste and recycling centre and signposting to recycling and reuse websites such as freecycle

Messaging has been developed which focuses on the consequences and possible prosecutions for those who illegally dump waste in Thurrock: "Flytipping is a crime, we ARE watching and WILL prosecute"

This will be combined with separate, but linked, strand of the campaign which gives residents the information they need to prevent fly-tipping in the borough and the possible consequences they face in using unauthorised waste carriers.

Clear messaging has been built around the slogan STOP Fly Tipping

S – SUSPECT – Make sure waste carriers are licensed and legitimate. If a deal sound too good to be true that's because it is and you could end up facing a fine of up to £5,000

T – TELL – Report fly tips and suspected fly tippers to us as soon as you can so we can take action

O – OBJECT – If you feel someone offering to take your waste isn't properly licensed refuse to let them handle it, you will be the one facing the fine when the waste is found.

P – PROTECT – protect yourself from fly-tippers by making sure you ask to see a licence and getting a receipt from any waste removal company you use.

Separate messages have also been developed which are targeted at those living in homes which have responsibility to maintain un-adopted alleyways and those living near these alleyways, helping to inform them that The council is not responsible for clearing fly-tipped waste from private alleyways, responsibility lies with residents living adjacent to that alleyway but that funding and help is available to assist communities in preventing fly-tipping.

The campaign will use a mixture of targeted digital communications and more traditional outdoor advertising.

The poster campaign aimed at those carrying out fly-tipping featuring the striking use of eyes to warn perpetrators of zero tolerance approach taken by Thurrock Council and warn them of the consequences of their actions: the possibility of facing a huge fine and getting a criminal record

Our targeted social media activity will make people aware of the consequences of allowing waste to be taken by illegitimate operators. We will be targeting businesses and residents who are interested in activities which might generate waste (DIY etc.) through boosted Facebook posts.

Leaflets will be delivered directly to businesses warning of the risks of fly-tipping and advertising Thurrock Council's business waste collection service.

All campaign activity will be fully evaluated at regular intervals and adjustments made to ensure that the most impactful interventions are being focused on.