

**ZERO
WASTE
SCOTLAND**



SCOTLAND'S NATIONAL
LITTER STRATEGY:
HIGHLIGHTING THE WORK
OF OUR PARTNERS

FLYSPOTTING IN LEITH



Flyspotting

CHANGeworks LEITH

CHANGeworks FUNDS A PROJECT CALLED ZERO WASTE LEITH, CO-FUNDED BY THE SCOTTISH GOVERNMENT THROUGH ZERO WASTE SCOTLAND AND THE EUROPEAN REGIONAL DEVELOPMENT FUND.

When environmental charity Changeworks wanted to help locals to reduce flytipping, it chose to use the cult appeal of the movie *Trainspotting* to persuade people not to ditch furniture or put up with others turning their neighbourhood into a tip. In a nod to the film, which is famously set in Leith, they urged people to choose something else: Flyspotting- a new word, defined as meaning to be on the lookout for flytippers and flytipping in Leith.

Why was it needed?

Changeworks identified the need for the campaign after surveying Leithers to find out how they wanted to clean up their area. The results revealed that while most Leithers saw flytipping as a significant problem, few knew they could book uplifts of furniture, or how easy it was to report flytipping, to help prevent more accumulating.

What was it about?

Flyspotting not only grabbed people's attention, it let them know what they could do and got them into a new habit of taking action on waste.



Messages were printed on distinctive orange and white posters echoing the film's promotional materials, on fluorescent stickers on bins, and stencilled on pavements to catch the eye of passers-by. Crucially they included key information on what to do about flytipping, detailing the costs and contacts for arranging for bulky items to be picked up by the City of Edinburgh Council or other organisations.

The campaign was aimed both at people who would never dump stuff and at those who would, and it reduced incidence as well as increasing reports of flytipping.

“Choose a chair. Choose a fridge. Choose a freestanding fridge-freezer. Choose a tubby three seater sofa in soft teal with contrasting cushions... But see when you’re finished with it, please choose not to dump it on the street... Choose clean streets. Choose Leith.”

What happened and why did it work?

Initial analysis found that it significantly reduced the amount of goods dumped on the streets. Surveys six months on also showed that the change in behaviour had lasted, with a 26% reduction in flytipping compared to the previous year. Following the campaign, 85% of locals surveyed said they felt confident that their community could now tackle flytipping.

This success was put down to delivering useful information in a friendly, funny and local way, combining the renowned Trainspotting link with portraits of well-known locals on campaign materials to reach and engage people. It ran online too, with Leithers encouraged to chat and share information and advice through social media as well as in person.

What next?

The campaign is now being expanded in Leith to build on what might just be the least likely legacy message of *Trainspotting*: *Choose Leith.* ●

FLYSPOTTING

KEY STATS

- THE CAMPAIGN REDUCED FLYTIPPING BY 26%. SIX MONTHS LATER, THERE WAS 37% LESS FURNITURE ON THE STREETS, COMPARED TO THE PREVIOUS YEAR.
- NINE OUT OF TEN PEOPLE SAID THEY FOUND THE CAMPAIGN USEFUL AND 85% OF RESPONDENTS FELT THEIR COMMUNITY WAS NOW BETTER EQUIPPED TO TACKLE FLYTIPPING.
- 54% OF RESIDENTS ARE NOW MORE LIKELY TO REPORT FLYTIPPING.

“Most of us don’t want to live in a midden.”

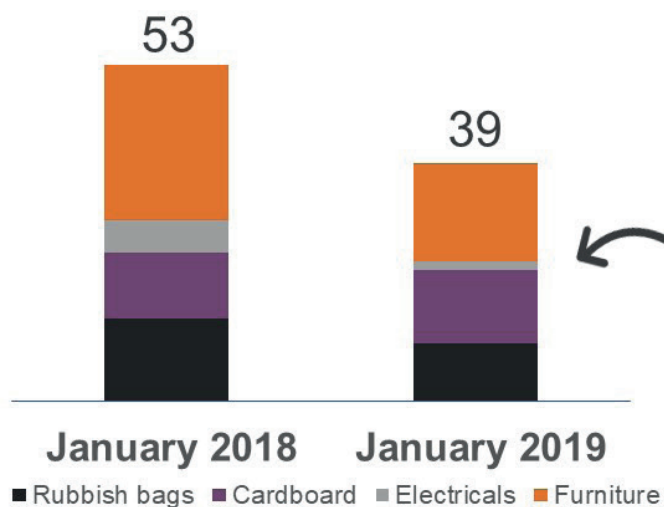
Mary Moriarty, Leith Walk



After Flyspotting: is there flytipping?

Flyspotting

Number of items
flytipped on the streets



26%
less
flytipping

75%
less electricals



37%
less furniture



Want to know more?

For more information on Changeworks' project to raise awareness about reducing flytipping in Leith, please contact:

Hannah Milne, Senior Waste Project Officer
Changeworks
36 Newhaven Road
Edinburgh
EH6 5PY
United Kingdom

T: 0131 555 4010

E: zerowasteleith@changeworks.org.uk

@ZeroWasteScot
zerowastescotland.org.uk