

Strictly embargoed until 24 December 2007



PRESS RELEASE

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Don't be a 'dumb dumper' this Christmas

With over 78% of items flytipped in Scotland coming from households the Scottish Flytipping Forum has launched a television advertising campaign today, 24 December 2007, to let people know that they have options for disposing of their waste that won't leave Scotland looking terrible.

Over the festive holiday season the television advert will be shown to let people know that flytipping is dumb! Featuring a family travelling by car playing 'I spy' the game doesn't lead to images of trees festooned with lights, or Santa's sleigh flying through the sky – in fact for the 'advert family' the game has a more disheartening take as they 'spy' flytipped items all over their neighbourhood.

The television advert will be shown over the Christmas period to make people think twice about flytipping old belongings which may have been replaced by new presents or by purchases made in the new-year sales.

The message is clear - not only can you be fined up to £40,000 if you are caught flytipping but it is also unnecessary, spoils your neighbourhood and cost up to £11million to clear up last year.

Donna Niven, Programme Manager at KSB said, 'There really is no excuse for dumping your old white goods, festive rubbish, or needless Christmas trees as most items will be accepted at your local waste and recycling centre and local authorities all offer bulky uplift services too. If you need to find out what the disposal options are in your area please just visit www.dumbdumpers.org.

More...

'I would also urge people to report incidents of flytipping which they see on line or by calling the 24 hour Dumb Dumpers hotline number on 08452 30 40 90'.

- Ends -

For further information please contact:

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Please visit www.dumbdumpers.org or www.keepsotlandbeautiful.org for further information.

Notes for Editors

- The Scottish Flytipping Forum was established with all of the key stakeholders who are affected by flytipping and the organisations responsible for the investigation and disposal of many flytipping incidents. The work of the Forum includes: a national database of Flytipping incidents, national awareness campaign, provision of best practise and training for local authority enforcement officers. The Forum is hosted and chaired by Keep Scotland Beautiful.
- The advert has been produced with support from the Scottish Environment Protection Agency, one of the founder members of the Flytipping Forum.
- All householders have a responsibility, under the waste 'Duty of Care', to ensure their rubbish does not become part of the flytipping problem. Bulky or excess waste must be taken to their local waste and recycling centre or passed on to their local authority or an authorised waste carrier
- A fixed penalty notice of £50 can be issued on the spot to people caught flytipping, but if the case is taken to court fines of up to £40,000 can be issued
- 41,000 cases of flytipping were reported in 2006/07.
- Members of the public can report flytipping incidents by calling the 24 hour, seven day a week dumb dumpers hotline on **08452 30 40 90**.
- At the moment a combination of education and enforcement is being used to target flytippers. The Dumb Dumpers campaign which is being run by the Scottish Flytipping Forum aims to educate people on the correct disposal methods for waste and also to highlight that members of the public should report incidents they see so that the area can be investigated and cleaned up. The Campaign also encourages agencies such as the Scottish Environment Protection Agency, local authorities and the police to work together and use their enforcement powers.