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KEEP BRITAIN TIDY

Registered charity no. 1071737

Fight Fly-tipping Campaign Review

15 October 2026

FIGHT FLY-TIPPING

An award-winning campaign from environmental charity Keep Britain Tidy aiming to expose the rogue traders on social media behind 38% of fly-tipping incidents.

The campaign goal is simple: stop illegal dumping at the source before it's fly-tipped in our communities.

BusinessGreen

UK Green Business Awards 2026

WINNER

Marketing/Advertising Campaign of the Year

Keep Britain Tidy & Barley Communications
- #RubbishDeal Campaign

charitytimes Awards 2025

Recognising leadership and professionalism

Winner

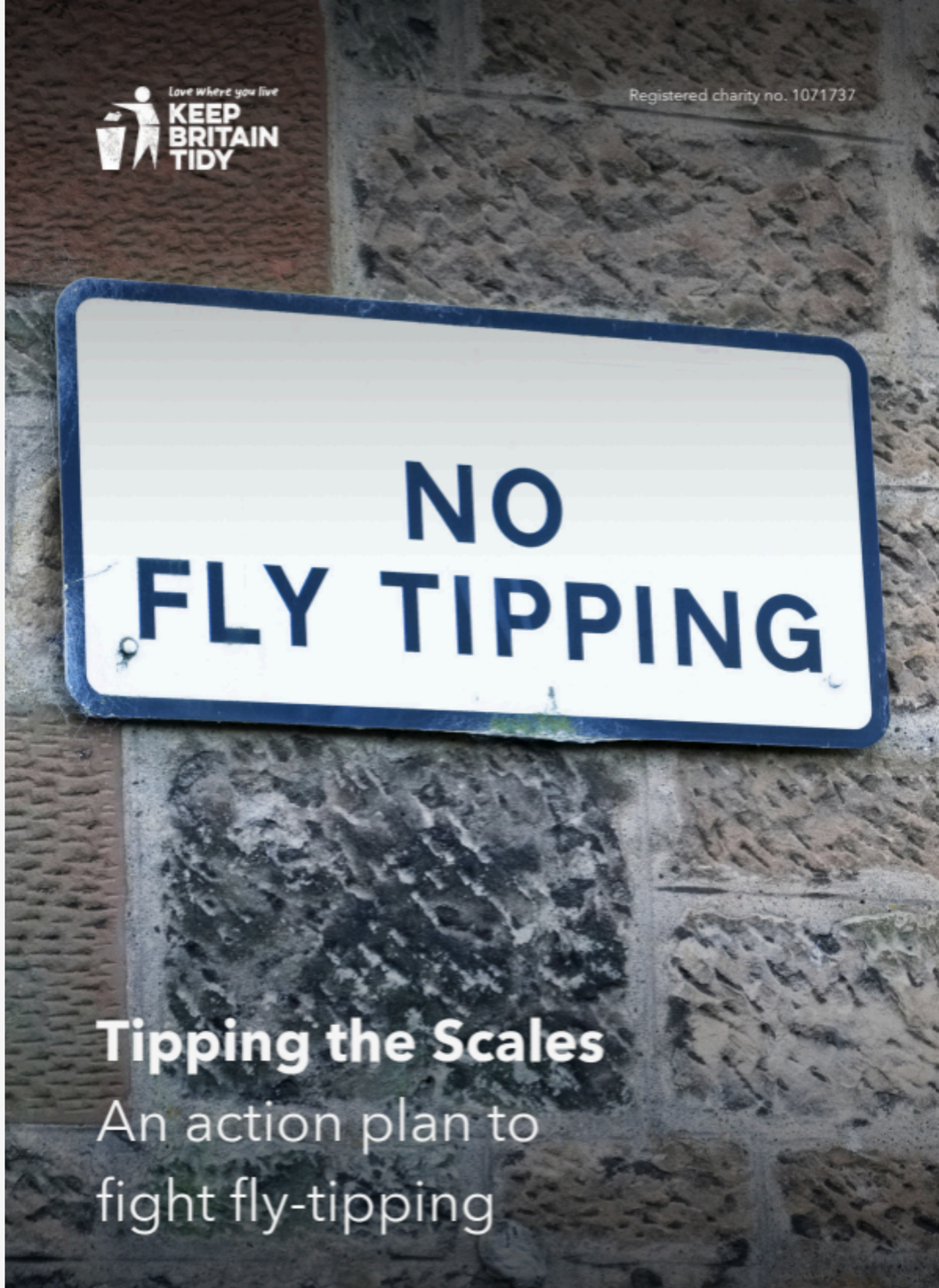
Need for the campaign

Changes as part of the Government's Waste Crime Action Plan that will come into force in 2027:

- Registration to permits
- Enhanced background checks
- Technical competence
- Stronger enforcement powers
- Penalties
- Permit number display

Positive measures, many supported in our roadmap to driving down fly-tipping across the country, developed with local authority input. But changes not yet in force.

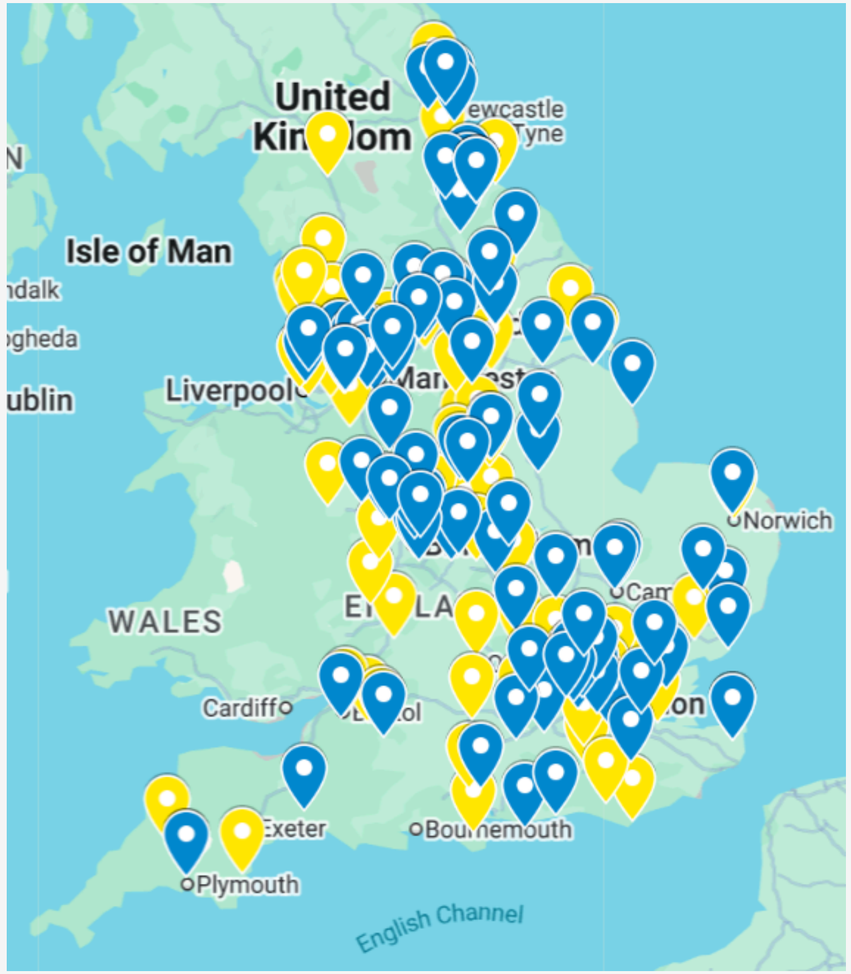
83% of local authorities agree that ongoing public education around duty of care would aid in reducing fly-tipping.
But the majority (72%) don't have the resources they need to educate their residents on the topic.



2025 campaign

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Working together 2025



National PR, social media and **volunteer engagement** through Keep Britain Tidy

We offered Fight Fly-tipping **free of charge to Keep Britain Tidy Network members**, with a campaign toolkit including a template press release, social media assets, campaign messaging and guidance on how to localise content for your community.

70 Network members (yellow pins) (including six new members) ran the campaign locally

Up to 105 volunteers (blue pins) associated with Keep Britain Tidy pushed the campaign message through their communities.

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2025 achievements

164 pieces of coverage across national and regional broadcast and online media with **opportunities to see/hear over 944m**

Through social media:

- Almost **2.6m views or impressions** organically
- Paid: over **1.6m impressions** with **£0.11 cost per landing page view**

By working together:

Nearly **1 in 12** of our target audience had seen or heard about Fight Fly-tipping Fortnight, and

Once exposed to the video, **over 8 in 10** of our target audience (an estimate of **up to 2.15m people**) are more likely to check a waste carrier's credentials before paying them.

With respect to the Environment Agency's online public register of registered waste carriers, data showed*:

- A **159% increase** in new users on campaign launch day vs previous two months' average
- A **13% sustained increase** in new users in the two months following campaign launch

When we work together, with Keep Britain Tidy and local authorities communicating the same message in the same fortnight, we can all be more effective.

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2026 campaign

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2026 campaign approach

Campaign live from **Monday 12 to Sunday 25 October 2026**

New theme **The Great Rubbish Removal Scam: The truth behind the ads** shifting last year's focus from the criminals to their victims; ordinary people who hired someone from an ad on Facebook or a response in a request for quick rubbish removal in a community group, paid what they thought was a fair price to have their rubbish taken away, yet inadvertently likely paid for their stuff to be fly-tipped.

Primary target audience is consumers who use online platforms (e.g. Facebook) to hire cheap waste removal services.

Campaign objectives:

- **Raise awareness** of the tricks that waste removal scammers use on social media and show consumers how they might be accidental fly-tippers
- **Educate consumers** about the implications of using unlicenced carriers, highlight the impact on their community and council services
- **Provide clear, actionable steps** to avoid being scammed

Messaging core theme:
Avoid getting scammed and protect your community from fly-tipping

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2026 campaign approach

Maintaining and building on what worked well in the 2025 campaign

Campaign offered **free of charge to Keep Britain Tidy Network members**, with a campaign toolkit including a template press release, social media assets (video and graphics), campaign messaging and guidance on how to localise content for your community.

- **90 Network members** running the campaign locally (29% increase on 2025)

National PR, social media and **volunteer engagement** through Keep Britain Tidy

New and interesting stats across consumer behaviour and councils view to **create a rich media story**

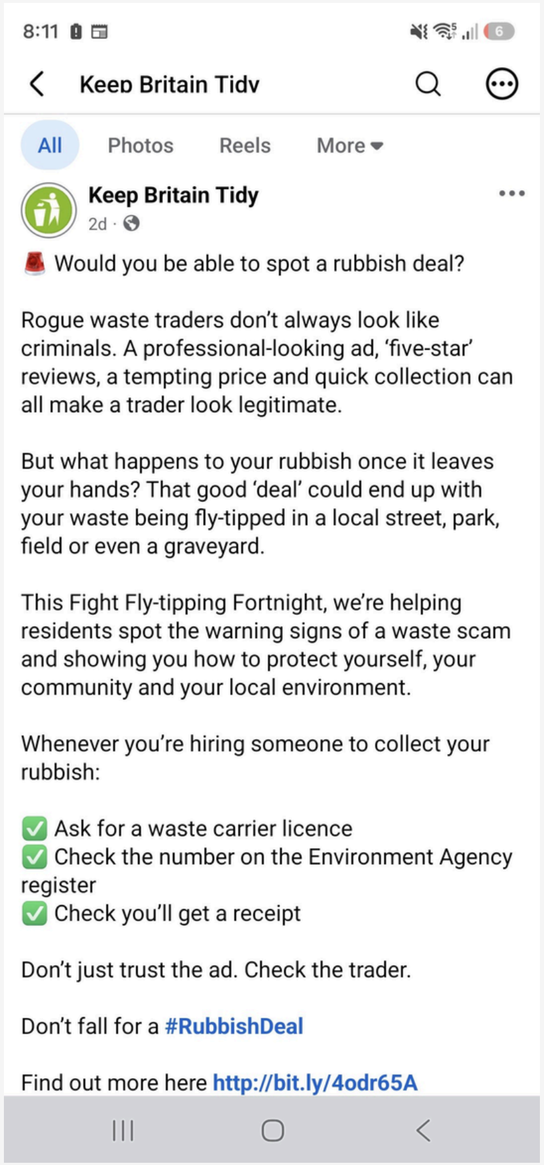
Strong local case studies and council spokespeople to help bring the issue to life for national and regional broadcast media

Amplifying the campaign message locally:

- Engaging with **5,000+ Keep Britain Tidy volunteers**
- NEW: Engaging with **elected members**

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Campaign video





Media coverage





Radio Bristol · 12 Oct 2026 · 240 mins

12/10/2026

Joe Sims >

Play

Book



Telegraph

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BREAKING

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People

New action taken to combat fly-tipping in Peterborough

By Paul Grinnell
Chief Journalist



Radio 4 · 14 Oct 2026 · 53 mins

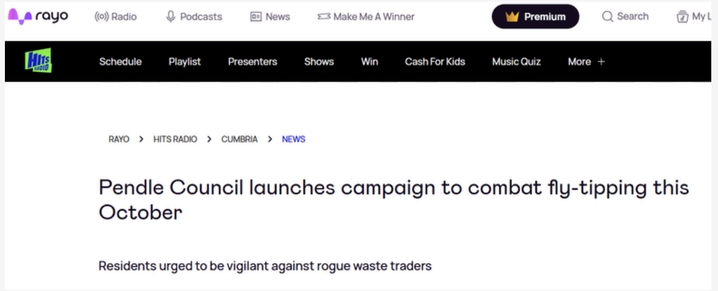
14/10/2026

You and Yours >

Play







Keep Britain Tidy Network membership funds Fight Fly-tipping

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Join the Network to access Fight Fly-tipping

The Keep Britain Tidy Network is the essential community for any organisation in England committed to improving public spaces and reducing litter and fly-tipping. Together, we share best practices, access exclusive resources and expert guidance, and drive positive change in our communities.

Most local authorities join the Network at a level which costs **£2,095 excluding VAT annually**, but lower and higher levels of membership are available.

"The service we have received from start to finish has been exemplary, both on a professional and a knowledgeable level."
Local authority Network member

Other benefits

Free places at our annual Network Conference and Awards in January – and free entry to our prestigious awards which showcase and celebrate what local authorities are doing to create cleaner, greener communities across England.

Discounts on our training courses including our ever-popular Enforcement Academy for local authority environmental enforcement officers.

Access to a wealth of knowledge and resources from Keep Britain Tidy, other Network members and our legal expert.

Opportunities to advocate for change with a collective voice.

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Thank you. Any questions?

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