

Caru Cymru Local Trial Template

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Local authority:	Wrexham	
Project title:	Fly-tipping – The Effectiveness of Reverse Psychology Messaging Using Three Known Fly-tipping Locations	
Issue addressed:	Fly-tipping	
Brief outline:	Comparing the effectiveness of “reverse psychology messaging” signage against that of a more traditional “warning sign / penalty” approach to fly-tipping prevention. Using and comparing reverse psychology messaging will determine whether two carefully worded signs influence fly-tipping behaviour over the short to medium term.	
Timescales:	Start Date: 24 March 2022	End Date: 14 July 2022
Project Outline		
What is LEQ problem?	Fly-tipping at known rural “non-urban” historical fly-tipping locations	
Who is the target audience?	Public	
Where will you run it?	Three known fly-tipping locations – (locations to be determined however will use previous LEAMS data to decide)	
What is the intervention?	<p>Two signs (please see below) – “Something not right about this view?.....” and “Fly-tipping costs this community thousands.....” installed; there will also be a control site with no sign</p> <p>Sign 1 - Springfield Lane, Gresford (reverse psychology messaging) Something not right about this view? (landscape image with fly-tipped items) Dumped rubbish is illegal and a threat to this environment. Take your litter home.</p> <p>Sign 2 - Bersham Road, Rhostyllen (traditional warning sign) Fly tipping costs this community thousands. It could cost you prosecution and hundreds in fines. Take your litter home.</p> <p>Sign 3, control site – No sign - Francis Lane, Holt The trial will take place over a four-month period. The trial purposely will not employ cameras, visible or hidden, but instead investigate whether a cheaper, less evasive strategy of intervention, employing different messaging techniques, is effective. As a secondary measure, the trial will investigate and monitor, if the problem has been moved elsewhere, specifically to a radius of two miles from each of the sites.</p>	
What is the gross cost of intervention to KWT (including vat, postage etc)?	£258 for two signs £30.36 for four posts Total – £288.36	

Who is procuring the intervention?	Keep Wales Tidy
What are you trying to measure?	Firstly, we want to measure whether the intervention has an impact on illegal fly-tipping and secondly, if any problem is moved to other areas / locations to a two-mile radius
Who will be involved?	Keep Wales Tidy and Wrexham CBC
Monitoring and Evaluation	
What monitoring is in place for the project?	<p>Location 1 - Cleansing before intervention – Week 1 – Sign 1 installed followed by weekly cleansing, weeks 1-16</p> <p>Location 2 - Cleansing before intervention – Week 1 – Sign 2 “No fly-tipping – You will be caught and prosecuted” installed followed by weekly cleansing, weeks 1-16</p> <p>Location 3 - Cleansing before intervention – Week 1-16 – Control – No signs (Control) – Cleansing to follow after each week</p>
Trial report	
Headline results	<p>The four-month trial, which ran from 24 March 2022 to 14 July 2022 was primarily concerned at tackling the growing issue fly-tipping and its negative impact on communities and environment along with its associated risks and costs to residents.</p> <p>At three trial sites – Positively, no incidents were reported in the timeframe of interventions although it can be claimed to be somewhat inconclusive as it would ideally require monitoring over the long term – perhaps a year or more. Ideally a greater time period would have been better however the sign on Bersham Road was vandalised and so it was decided to bring the trial to a close. Important to note however the trial was extended to double the planned two-month period. The sign on Springfield Road, Gresford will be left in place as the anti-fly-tipping message will continue on site. Important to note that the original timeframe for the trial was due to coincide with the yearly “peak” in flytipping incidents that, to a lesser or greater degree, occurs over the Christmas and New Year period, however due to logistics with finding cover to monitor all the sites over the festive period this was changed to include the Easter period</p> <p>Within the two mile radius –</p>



Bersham Road, Wrexham



Springfield Road, Gresford

<p>Data and outcomes</p>	<p>Sites were monitored but there were no instances of fly-tipping at intervention sites. Surrounding area information below.</p>
<p>Lessons</p>	<p>The sign located at Bersham Road was vandalised -</p>



Vandalised sign on Bersham Road which brought the trial to an end

Opportunities

In regards to the one remaining sign on Springfield Road, Gresford there is the possibility to carry on with a limited trial as long as this sign is in position and undamaged. The separate trial could be along the lines of comparing and contrasting fly-tipping rates at the site on Springfield Road for one year (starting from when the previous trial, detailed above, finished on 14 July) in comparisons to fly-tipping rates at the site for the previous 12 months. This trial would ensure that all the seasonal variation with found within fly-tipping rates would be captured, i.e. those around Christmas / New Year and the Summer months

Just a suggestion, would be very much a bonus trial as the sign is already there and serving a purpose – important to note that any subsequent checking of the site would be as incidents are reported and cleared rather than weekly checks as with the previous first trial

Fly-tipping data previous to the interventions

Site 1 - Springfield Lane

03/01/21 – Looks like three refrigerators and other rubbish. GPS co-ordinates from image metadata: 53.09607, -2.96581 Grid ref: 335408.75, 355855.64

10/01/21 – general waste. After passing under Railway Bridge towards A483, then on right hand side. Grid ref: 335694.18, 356350.12

10/01/21 – general domestic waste. About 200 yards from railway bridge on right hand side, between Springfield Lane and A483. Grid ref: 335568.49, 356139.39

10/01/21 – Hazardous or excessive items fly tipping – Fridge/freezers. Between Springfield Lane and A483 on right hand side coming from Marford directions before on Springfield lane. Grid ref: 335445.14, 355890.09

10/01/21 – General Domestic waste. By access road to field on right off Springfield lane before Springfield lane joins with Gresford road. Grid ref: 334315.36, 355113.32

31/01/21 – Domestic rubbish. Large amount of domestic rubbish in dip. Grid ref: 334391.45, 355133.12

31/01/21 – Fridges and freezer. Grid ref: 335469.49, 355937.54

31/01/21 – General rubbish. Grid ref: 335701.73, 356350.43

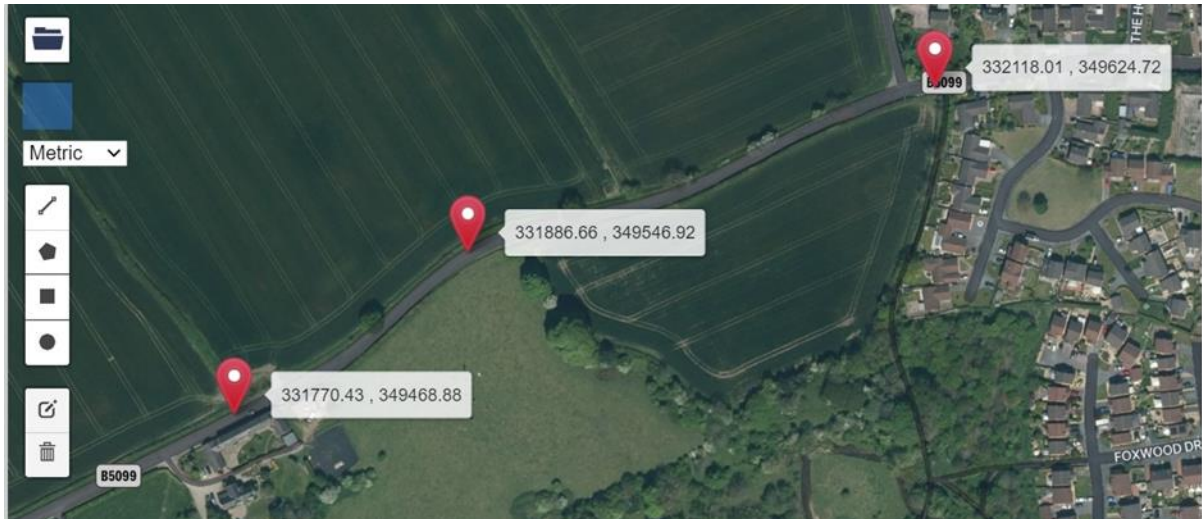


Site 2 - Bersham Road

18/01/21 – Three bin bags full of rubbish. Up against fence, on the pavement near the entry of the woods. Grid ref: 332118.01, 349624.72

26/01/21 – Concrete and builders rubble. Bersham Road – near Enterprise Centre, about half a mile down round the bend is a layby on the right hand side. Grid ref: 331886.66, 349546.92

28/01/21 – Opposite Pear Tree Cottage rubbish dumped in the layby, there is a large TV box and a few black bags. Grid ref: 331770.43, 349468.88



Site 3 - Francis Lane, Holt

12/01/21 – Builders bag full of rubbish, which contains the name, and address of Mr Taylor, West Road, Ellesmere Port. Come along the Wrexham towards Holt do not turn left to Holt, turn right for Lsycod, you come to a right hand bend and on Francis Lane and the fly tipping is on the left. Grid ref: 340886.71, 353576.07

12/01/21 – Bags of rubbish, plastic box and a microwave have left in the ditch at the pull-in on Francis Lane. Turn off the by-pass towards Lsycod, come to a bungalow on the right hand side, and turn left opposite the bungalow onto Francis Lane, about half a mile down the road there is a pull in where rubbish has been dumped. Grid ref: 340862.77, 353530.83

04/01/21 – Old bedding along with pram wheels – blocking flow of water in ditch. Refuse dumped in ditch on the right hand side of Francis Lane as you approach the junction with the B5130. Grid ref: 339879.61, 352718.78

22/01/21 – A very large length of carpet. In a ditch on the road, it is actually causing a blockage to a gully. Grid ref: 339834.72, 352673.94

