



Flyspottting



Let's turn over a new Leith.

FLYTIPPING PREVENTION CAMPAIGN IN LEITH, 14TH MAY - 30TH JUNE 2018

Dear friends, dear Leithers,

First there was Trainspotting. Now there's Flyspotting.

After months of research and preparation we launched our flytipping prevention campaign on 13th May 2018 in the test area of Albert Rd – Easter Rd – Lorne Street – Leith Walk.

The campaign is part of the [Zero Waste Leith](#) project led by [Changeworks](#), funded by the Scottish Government through Zero Waste Scotland and the European Regional Development Fund.

We'd like to share with you what we learned from the survey and research we completed in January this year and show you the elements of the communications campaign which we hope will help make Leith a cleaner, greener place.

We won't succeed without the active participation from the community. So in the last section we added a bit about how you can help to turn over a new Leith.

We'd really welcome your feedback. Drop us an email at leithersdontlitter@gmail.com.

Many thanks,

Zsuzsa & Gerry Farrell

Leithers Don't Litter

- 1. How Leithers see flytipping – key research findings**
- 2. The elements of the prevention campaign**
- 3. How you can help**

1. How Leithers see flytipping – key research findings

We had two focus group sessions with residents, carried out an online survey and prepared ten stakeholder interviews with Leith Walk councillors, housing associations and factors, local businesses, community groups and charities. You can find a summary of the key findings on the next page.

How Leithers see flytipping – Research findings

- The vast majority of people understand what flytipping is.
- 80% of them see it as a significant problem that affects their lives.
- They say the worst thing about it is that it makes the neighbourhood uglier.
- Flytipping is part of a more complex set of problems – on-street drinking, graffiti, dog mess, littering, social deprivation.
- Most Leithers think the primary cause of flytipping is sheer laziness.
- The second most common reason they gave was that they thought that special uplifts were expensive.
- Their third reason was the lack of information on how to get rid of bulky items.
- Most people were unaware of the £5 per bulky item uplift charge.
- For some, even a £5/item charge was an obstacle.
- They told us that heavy-handed, punitive messages wouldn't work.

Where and how are we getting the message across?

- With a launch event that creates some buzz, like the outdoor living-room made of flytipped items.
- With press ads and editorial in the local Leither magazine.
- With posters in community spaces.
- With fluorescent messaging on bins and pavement stencils.
- With weatherproof outdoor posters featuring local people and their views on flytipping, attached to the Dalmeny St Park railings.
- With a colourful, useful magazine-style booklet delivered to every household in the area.
- With social media.

Look and feel

We needed some visual and verbal glue that would immediately resonate with Leithers.

This is a campaign for Leithers. It needs to engage them.

2. The elements of the prevention campaign

We invented a new word.

flyspotting – (*noun*)

to be on the lookout for
flytipping and flytippers
in Leith.

**What could be
more 'Leith'
than
Trainspotting?**

**That gave us
the idea for the
campaign.**

Choose Life. Choose a job. Choose a career. Choose a family. Choose a fucking big television, choose washing machines, cars, compact disc players and electrical tin openers. Choose good health, low cholesterol, and dental insurance. Choose fixed interest mortgage repayments. Choose a starter home. Choose your friends. Choose leisurewear and matching luggage. Choose a three-piece suite on hire purchase in a range of fucking fabrics. Choose DIY and wondering who the fuck you are on a Sunday morning. Choose sitting on that couch watching mind-numbing, spirit-crushing game shows, stuffing fucking junk food into your mouth. Choose rotting away at the end of it all, pishing your last in a miserable home, nothing more than an embarrassment to the selfish, fucked up brats you spawned to replace yourself.

Choose your future.

Choose life.

Trainspotting

Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel multi-link wide-screen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skooshers.

But see when you're finished with it, please choose *not* to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.

Choose clean streets.

Choose Leith.

Flyspotting

Local outdoor posters

An outdoor poster campaign that showcases local people and their views on flytipping.

“Dumping stuff on the pavement’s as bad as leaving dog mess.”

Peter, Malena & Zena, Easter Road



Flyspotting

Flytipping spoils Leith for us all. Book a £5 per item uplift at edinburgh.gov.uk/bulkywaste.



Let's turn over a new Leith.



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

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

Mary Moriarty, Leith Walk



Flyspotting

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Flyspotting

**“I shouldn’t have to push
their buggy round
somebody’s old sofa.”**

Steph & the twins, Dalmeny Street Park

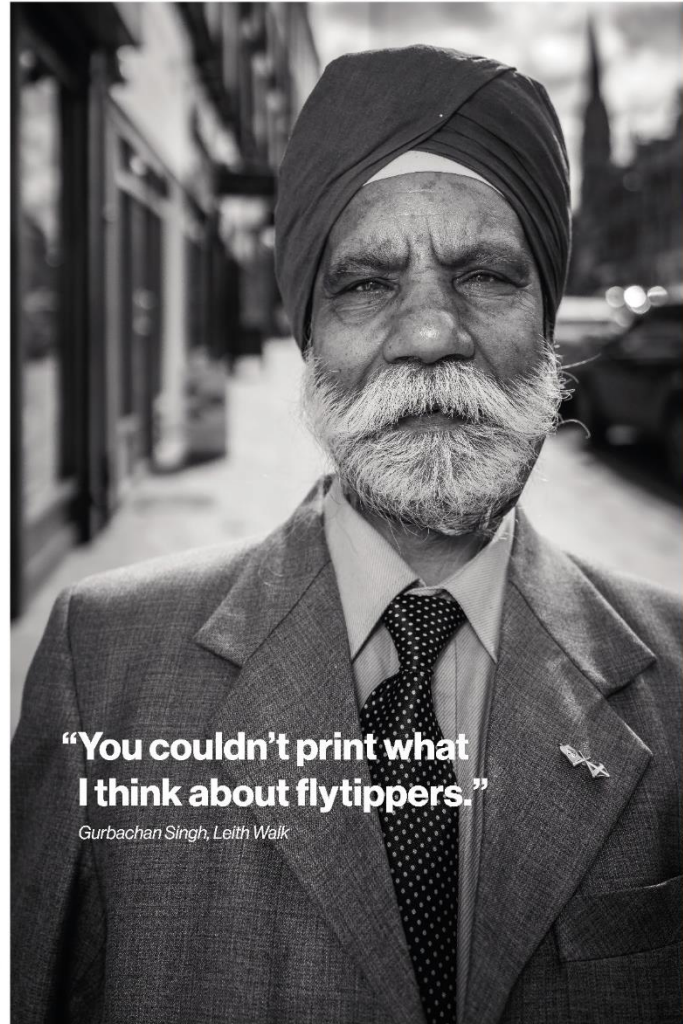
Flytipping spoils Leith for us all. Book a £5 per item uplift at edinburgh.gov.uk/bulkywaste.



Let's turn over a new Leith.



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Flyspotting

**“You couldn’t print what
I think about flytippers.”**

Gurbachan Singh, Leith Walk

Flytipping spoils Leith for us all. Book a £5 per item uplift at edinburgh.gov.uk/bulkywaste.



Let’s turn over a new Leith.



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Together we can turn over a new Leith.



Zero Waste Leith is a project funded by Zero Waste Scotland and the European Regional Development Fund and supported by the following organisations:





"Most of us don't want to live in a rubbish."
 Flyspotting
 Let's turn our rubbish into resources.

Together we can turn over a new Leith.

ZERO WASTE LEITH

Zero Waste Leith is a project funded by Zero Waste Scotland and the European Regional Development Fund and supported by the following organisations:

- CHANGEWORKS
- ZERO WASTE LEITH
- EUROPEAN UNION
- GOVSCOT
- EUROPE & SCOTLAND
- EDINBURGH REMAKERY
- EDINBURGH
- #OWEDINBURGH
- LETTERS NOT LITTER
- Pilmey Development Project
- Leith Primary
- QUAY COMMUNITY PARTICIPATION

Indoor posters

For community notice boards, cafes, bars, chippies, schools and charity shops

Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel widescreen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skoosher. **But see when you're finished with it, please choose *not* to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.**

Choose clean streets.
Choose Leith.

Flyspotting



Let's turn over a new Leith.



Eight (legal) ways to get rid of your old stuff

1. Book a council uplift for £5 per item at edinburgh.gov.uk/bulkywaste.
2. Take it to Seafield Household Waste Recycling Centre.
3. If your stuff's still in good nick call the Re-use Line on 0800 0665 820 and they'll take it away for free.
4. Or take it to a local charity shop.
5. Give it away online (eg. on Gumtree).
6. Hire a SEPA-licensed man with a van.
7. Donate your furniture to people in need through Edinburgh Remakery and CHAI. Call them on 0131 629 9358.
8. Some retailers will take away your old appliances when you buy a new one.

Flyspotting



Let's turn over a new Leith.



Flyspotting

Someone dumped a filthy mattress on the pavement.

So someone else thought it was okay to chuck out a broken fridge-freezer.

So someone else thought it was fine to leave their dog's mess on the street.

So someone else thought they could get away with spraying graffiti.

It's not okay to dump stuff on your own doorstep.

Book a £5 per item uplift at edinburgh.gov.uk/bulkywaste.



Let's turn over a new Leith.



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

£5 TAKEAWAY.

DON'T DUMP YOUR
OLD STUFF ON THE
STREET. GET IT
LIFTED FOR THE
SAME PRICE AS A
SAUSAGE SUPPER.

TO BOOK A £5 PER ITEM UPLIFT GO TO
EDINBURGH.GOV.UK/BULKYWASTE

Flyspotting



Let's turn over a new Leith.



EUROPE & SCOTLAND
European Regional Development Fund
Investing in a Smart, Sustainable and Inclusive Future

Print adverts

In The Leither magazine

Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel widescreen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skooshers. **But see when you're finished with it, please choose *not* to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste.**

**Choose clean streets.
Choose Leith.**

Flyspotting



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Flyspotting



Flyspotting

Leith's on the lookout for flytippers. Please dispose of your waste legally.



Let's turn over a new Leith.



Bin stickers and pavement stencil

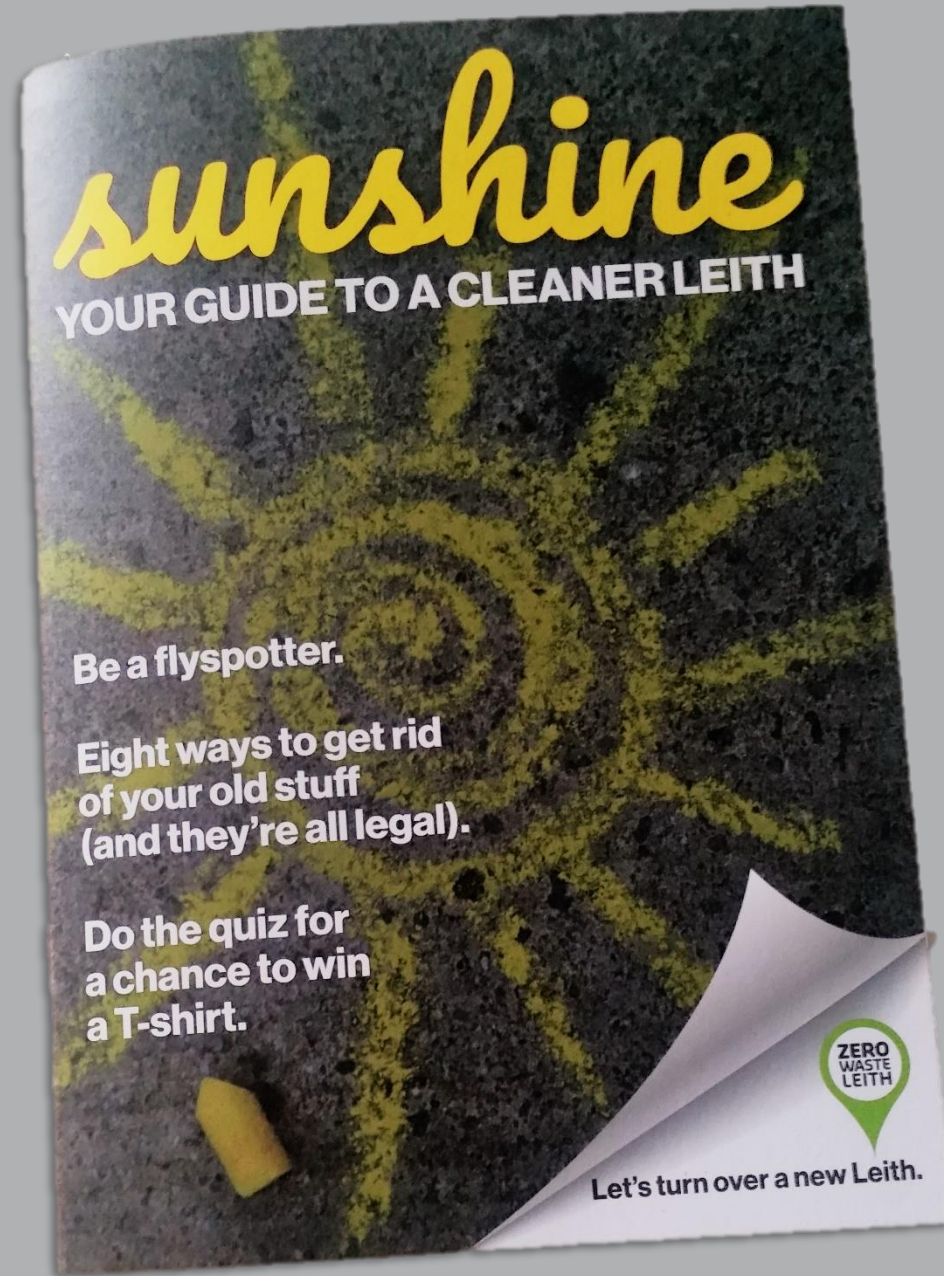
In The Leither magazine



**PLEASE DON'T
DUMP THINGS
HERE. £5 UPLIFT**
EDINBURGH.GOV.UK/BULKYWASTE

Booklet

Delivered to 4,000 households in the test area
(Albert St – Easter Rd – Lorne St – Leith Walk)



Be a flyspotter.

**Eight ways to get rid
of your old stuff
(and they're all legal).**

**Do the quiz for
a chance to win
a T-shirt.**



Let's turn over a new Leith.

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Dear Leithers

When the sunshine's splitting the paving stones, Leith Walk's jumping and the football team's playing well, there's no better place to be than Leith. We live and work in one of the greatest neighbourhoods in Scotland, with a community spirit to be proud of.

Now that Leith's been chosen to be one of Scotland's Zero Waste Towns, we've a chance to make it even better. Zero Waste Leith is all about turning Leith into a clean and vibrant place where nothing's wasted.

Obviously, that's not going to happen overnight. And we'll need to work together to change the attitude that some folk have that it's okay to dump their unwanted stuff on the pavement which ruins the street for all of us. We've got to make it a pleasure for people to be out and about in our streets and parks.

At the start of the year we sent out a survey asking Leithers what they thought about flytipping. Eight out of ten of you said it was a big problem that affected you personally. But with a wee bit of help from you and your neighbours we stand a good chance of changing things for the better.

In the following pages we'll show you how easy it is to get rid of those big items you don't want any more and we'll let you know how you can report flytipping.

So get turning the pages and let's turn over a new Leith.

Hannah Milne
Zero Waste Leith Co-ordinator



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Don't mess with Leith

What exactly is flytipping and why is it spoiling Leith?

Our survey results showed that some Leithers weren't sure exactly what flytipping was. So we thought we should spell it out so nobody's left in any doubt. Dumping anything on the street is flytipping. Putting a bin bag next to the bin instead of in the bin is flytipping. Leaving your old sofa, telly, fridge or mattress on the pavement is flytipping. Breaking up old furniture you don't want and leaving it at the kerbside is flytipping. It's illegal. It's anti-social. You can be fined £200 if you're caught doing it. And it makes the street look untidy – no one enjoys walking down a messy street.

Here's what some Leithers we spoke to said about flytipping:

"They sneak down the stairs at night when nobody's looking. They know it's wrong. Then we all have to pay the clean-up costs through our council taxes." (Steph)



"Sometimes it's people from outside the area like landlords or people with Air B&Bs. They change the furniture in their flats and leave the old stuff on our pavements. But sometimes it's lazy locals. A few selfish folk can spoil the street for everyone." (Gurbachan)



Don't mess with Leith



"With £5 council uplifts, a local recycling centre and charity shops who are happy to take old things in good condition, there's no excuse for it any more." (Peter)



"Just one flytipper can spoil the street for all of us. They dump a mattress. That makes it okay for someone else to dump a fridge. So someone else thinks it's ok to spray graffiti. Before you know it, they've turned a tidy street into a midden." (Mary)

Things are picking up

Eight (legal) ways to get rid of stuff.

If your item is in good enough condition to be used by someone else, you have these options:

FREE

1. The Re-Use Line: they collect bed-frames, mattresses, bookcases, chests of drawers, dressing tables, washing machines, chairs, wardrobes, electric cookers and bikes. They won't take TVs or TV cabinets and stands, small household electricals, damaged items, or sofas and armchairs without fire safety tags. Phone them free on **0800 0665 820** or use the online form: recycleforscotland.com/donate-re-use-line-now.

FREE

2. Charity shops: some of them are happy to accept larger things in working condition like electric cookers, fridges or furniture. Some shops can only take smaller things. Changeworks Charity Shop and Reuse Map will help you check which shops take what: changeworks.proggable.com.

FREE

3. Online: it's worth trying sites like Freecycle (ilovefreecycle.org), Freecycle (freecycle.org) and Gumtree (gumtree.com/Edinburgh) where people are looking for second-hand goods. There are also a number of Facebook groups, such as 'I LOVE LEITH') where you can give away your things.

FREE

4. Edinburgh Remakery: they're working with the local charity, CHAI, to deliver a furniture reuse service which provides free furniture to help people who are coming out of homelessness set up starter homes. Call them on 0131 629 9358 if you've got furniture you'd like to donate.



Things are picking up

If your items can't be repaired or used by someone else, you can choose one of these options:

FREE

5. Household Waste Recycling Centres: load your stuff into your car or team up with a friend who has a car and take it to Seafield or one of the two other centres in Edinburgh. Trade/business waste is not accepted. Find out more about what you can take there on page 8.

6. Council bulky uplift service:

Go to edinburgh.gov.uk/bulkywaste to book an uplift. They'll charge £5 per item. You can ask them to collect up to ten large household items, such as mattresses, furniture, carpets, washing machines, fridge-freezers and TVs. All items collected will be sorted for recycling where possible. Your items should be on the kerbside for collection by 7am on the day you booked.



7. Man With A Van: you can hire a reputable waste disposal company to remove your stuff. (Look online or in the phonebook.) Make sure they're SEPA-registered and ask them where they plan to dispose of your waste. Remember, you can be fined too if they dump it illegally.

8. Retailers: lots of white goods retailers will take away your old fridge, cooker or washing machine for a small fee or for free when you buy a new one. So it's well worth shopping around to save yourself the hassle of disposal.

Get it sorted at Seafield

Seafield Household Waste Recycling Centre (Fillyside Road EH7 6RD), on the outskirts of Leith, is one of the city's three recycling centres where you can take your unwanted stuff to be sorted and recycled. If you don't have a car of your own, ask a friend. You can take almost anything as long as it's domestic waste. To check out the opening hours and the full list of items you can take there visit edinburgh.gov.uk/recyclingcentres.

The grid below shows some of the things they take:

 weee	 Carpet	 Gas bottles
 Electrical	 furniture	 Cardboard
 fluorescent tubes	 Mattresses	 Glass bottles and jars
 Hardcore & rubble	 Cooking Oil	 Scrap metal
 Wood & timber	 Paint	 Tyres
 mdf	 Toys	 Car battery
 Soil	 Clothes	 Used engine oil
 Garden waste	 Textiles	 General waste

And here are some of the things they won't take:

- Liquid paint – all paint must be dried out or have sand or cat litter added
- Fuels: petrol and diesel
- Explosives: fireworks, flares and airbags
- Firearms
- Fire extinguishers
- Diving bottles for scuba-diving
- Poisons
- Asbestos or materials containing asbestos
- Biological waste
- Heavy metals: mercury, thermometers and barometer
- Any commercial or trade waste.



Be a flyspotter

It only takes one or two sneaky flytippers to turn a whole street into a dumping ground.

If you and your neighbours know who's doing it you can report them to the council online: edinburgh.gov.uk/flytipping.

Go to the same web address if you spot flytipped items on public land and the street cleansing team will come and take them away.



Keeping it legal

It's up to you to store and dispose of your waste legally.

You can't just put anything out on the street for the bin operators to take away. That's illegal and the penalty's £200.

You'll need to arrange with the council to get it lifted. They charge £5 per item.

You could pay a private company to take it away for you. But you'll need to ask them for proof they're registered with SEPA.

Ask them exactly where they're taking your waste and be suspicious of anyone whose price is too low.

If someone dumps your waste and gets caught, you could get done for it too.

If you ask friends or family to get rid of stuff for you, they'll need to take it to a recycling centre. If they get rid of it illegally, you'll be held responsible.

If you bring stuff to the household waste recycling centre yourself you may need to prove it's yours so bring some ID with you.

Finally, if you hire anybody to do work in your house, it's up to them to get rid of any waste legally.

So check their plans for disposing of it and make sure the cost is included in your quote.

Fly spy with my little eye

There are lots of things that don't belong in this picture of Dalmeny Street Play Park: five old sofas, five broken washing machines, five dirty mattresses and five smashed television sets. See if you can find them all.



Quiz



See how fly you are. Try our quick quiz. You'll find all the answers in this booklet. All correct answers go into a prize draw to **win one of five Flyspotting T-shirts**. Email your answers to zerowasteleith@changeworks.org.uk for a chance to win. Closing date for entries is 12 noon on 15th June 2018. The winners will be notified by email. Full terms and conditions here: www.changeworks.org.uk/legal-and-privacy.

1. How much does the council charge to uplift a heavy item?
2. What's the slogan for Zero Waste Leith?
3. How much can you be fined for flytipping?
4. Where is your local recycling centre?
5. Which of these are flytipping:
 - a) Putting a black bin-bag in the landfill bin?
 - b) Leaving a black bin-bag next to the bins?
 - c) Dumping a mattress on the street?

Together we can turn over a new Leith.



Zero Waste Leith is a project funded by Zero Waste Scotland and the European Regional Development Fund and supported by the following organisations:



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Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel multi-link wide-screen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skooshers.

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Choose clean streets.

Choose Leith.

Flyspotting

Social media

Continuously, for six weeks on Facebook, Twitter and Instagram.
On the next page there are just two examples.

Social media



Zero Waste Leith

Sponsored

Like Page

Actually, it does matter. Flytipping costs Scotland £11 million a year.



Let's turn over a new Leith.

#Flyspotting

#ZEROWASTELEITH



54

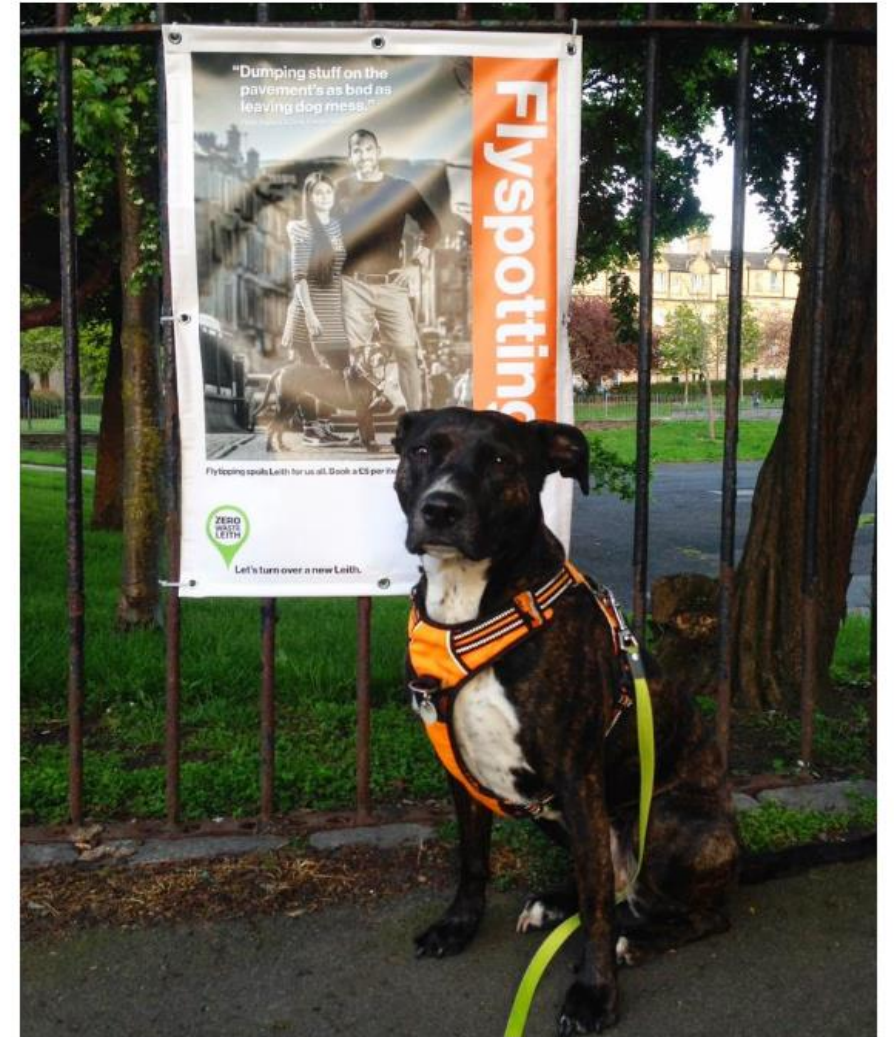
14 Comments 21 Shares



Leithers don't litter shared a post — with Malena Persson.

Published by Zsuzsa K Farrell [?] · May 14 at 10:55pm · 🌐

Zena's posing in front of the poster starring her and two equally lovely humans at Dalmeny Street Park. ❤️



Love

Comment

Share



Leithers don't litter, Angela Rachel Mitchell, Zero Waste Leith and 11 others

Limited edition T-shirts and badges

Promotional material for volunteers and winners of the Sunshine booklet quiz.



Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel multi-link wide-screen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skoosher.

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Choose clean streets.

Choose Leith.

Flyspotting



PR

The campaign launch generated articles in the Edinburgh Evening News, Edinburgh Reporter, The Broughton Spurtle, was mentioned in the Scottish Parliament and on BBC Radio Scotland.

Home · Breaking news ·
FLYSPOTTERS UNITE FOR CLEANER LEITH

Sunday, 13 May 2018

Leithers Don't Litter and Changeworks joined forces this afternoon to launch a new campaign against flytipping as part of Zero Waste Leith.

Organisers issued a booklet explaining legal ways to store and dispose of waste, and highlighting the Council email address on which to report flytippers and arrange for their mess to be uplifted
 free: <http://www.edinburgh.gov.uk/flytipping>



Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel widescreen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skoocher.

But see when you're finished with it, please choose not to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste. Choose clean streets. Choose Leith.

The booklet also lists legal ways to get rid of bulky stuff:

- Phone the Re-use Line on 0800 0665 820 or Edinburgh Remakery on 0131 629 9358
- Contact charity shops
- Online sites where people seek second-goods: e.g. lovefreecycle.org, freecycle.org and gumtree.com/Edinburgh
- Seafield Waste Recycling Centre
- Council bulky uplift service (costing £5 per item)
- Man with a van-type firms (but check they're SEPA-registered and ask how they'll dispose of your waste item)
- Retailers who take away old white goods when you buy a new one.



Flyspotting begins from a 'living room' on a Leith Street

Yesterday the Flyspotting campaign launched with a living room made from furniture which was found on Leith streets in the past few months.



Mary Moriarty who is one of the faces of the campaign

The 'Flyspotting' campaign will use posters, street stencils and flyspotting stickers in and around Dalmeiy Park to get the message across to offenders who leave large bulky items on the street rather than get them collected by the council.

The idea came from research which Changeworks did earlier this year which found that 8 out of 10 people thought fly tipping affected them personally.

Now the charity is partnering up with the council and other local organisations in a combined effort called **Zero Waste Leith**, funded by Zero Waste Scotland and the European Regional Development Fund.

Photographer Euan Myles took the photos for the posters which Zuzsa and Gerry Farrell of Gerry Farrell Ink, (who also run the popular volunteer anti-litter organisation Leithers Don't Litter), designed for this anti-flytipping campaign.



Hannah Milne, who is Changeworks' Zero Waste Leith Co-ordinator said: "From Monday 14 May we will be working with our team of volunteers to post a new 'Sunshine on Leith' magazine about flytipping through letterboxes in our pilot area.

"We'll also be putting out posters, street stencils and 'flyspotting' stickers in the area, including a photo series on the railings of Dalmeiy Street Park that show locals sharing their thoughts on flytipping. The community really cares about living on cleaner, greener streets – it was brilliant to see over 270 people taking part in litter picks we organised in the Leith area to celebrate Earth Day recently. We can't wait to hear and see the response to the flyspotting campaign, and enjoying the clean streets of Leith!"

The launch event was attended by local MP Deirdre Brock and Councillor Susan Rae.



Counsellor Susan Rae with Mary Moriarty at Out of the Blue Café Hall after the launch

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TAGS

Edinburgh Local News, Edinburgh News, Zero Waste Leith

EDINBURGH EVENING NEWS | www.edinburghnews.com

Choose clean streets, choose litterspotting

Catchy campaign to target selfish Leith flytippers

BY FIONA PRINGLE

FIRST there was Trainspotting. Now there's Flyspotting.

Leithers have launched a campaign to tackle littering with a take on the Choose Life theme from the famous film's branding.

Residents have been invited to become 'flyspotters' as part of a drive to reduce the dumping of rubbish on local streets – an illegal practice known as flytipping – is having a negative impact on the area.

Locals say that the ditching of furniture, black bags and other unwanted bulky items on the street – an illegal practice known as flytipping – is having a negative impact on the area.

One resident said: "Sometimes it's people from outside the area like landlords or people with Air BnBs. They change the furniture in their flats and leave the old stuff on our pavements. But sometimes it's lazy locals. A few selfish folk can spoil the street for everyone."

Research commissioned this year by Scottish environmental charity Changeworks found that eight out of ten people surveyed in Leith think that flytipping is a big problem which has affected them personally.

Leith legend Mary Moriarty helped launch the campaign yesterday.

Changeworks commissioned local designers Zuzsa and Gerry Farrell of Gerry Farrell Ink, who also volunteer anti-litter organisation Leithers Don't Litter, to design the catchy anti-flytipping campaign.

Zuzsa and Gerry coined the term 'flyspotting' to represent a new approach to tackling flytipping – with a nod to popular the Trainspotting film, set in the area.

As well as a bit of fun, the term aims to encourage the local community to become actively involved in 'spotting' and reporting flytipping incidences, supported by a visible campaign of posters, stickers and stencils on the streets which say to potential flytippers: "Not in our neighbourhood".

To tackle flytipping Changeworks has joined up with Edinburgh Council and a team of local organisations on a new project called Zero Waste Leith.

One of the project's aims is to develop and trial new approaches to helping a community achieve cleaner, greener streets. If successful, they could be rolled out into other parts of Leith, the rest of Edinburgh and potentially in other urban areas across Scotland.

Zero Waste Leith co-ordinator at Changeworks, Hannah Milne, said: "I can't wait to see what everyone thinks of it, and am looking forward to enjoying the clean streets of Leith!"

"We will be working with our team of volunteers to post a new 'Sunshine on Leith' magazine about flytipping through letterboxes in our pilot area.

"We'll be putting out posters, stencil messages and 'Flyspotting' stickers in the area, including a photo series on the railings of Dalmeiy Street Park, that picture locals sharing their thoughts on flytipping."

Edinburgh Council transport and environment convener Cllr Lesley MacInnes, said: "This eye-catching campaign is bound to capture the interest of people in Leith and I'm delighted to see that locals are already getting into the spirit by taking part in recent litter picks."

"It's this kind of community involvement that drives the Council's own Our Edinburgh initiative, which has seen people across the city taking pride in their local neighbourhoods."

CAMPAIGN: On the run in Trainspotting 2, the new leaflets target flytipping

Choose a chair. Choose a fridge. Choose a free-standing fridge-freezer. Choose a tubby 3-seater sofa in soft teal with contrasting cushions. Choose an energy-efficient fake Aga cooker with a baker-style window so you can see your buns rising. Choose a pocket spring zip link memory foam mattress. Choose a state-of-the-art, sixty-four inch, 300-channel widescreen home entertainment system with integrated Bluetooth speakers wireless surround sound and three separate remotes. Choose a self-flushing, self-drying comfort-height toilet with a soft-close heated seat, luxury wash-dry bidet features and automatic bum-skoocher. But see when you're finished with it, please choose not to dump it on the street. To book a £5 per item uplift, go to edinburgh.gov.uk/bulkywaste. Choose clean streets. Choose Leith.

Andy Wightman MSP @andywightman Following

Motion lodged in @scotparl congratulating @litterfreeleith & @ChangeworksUK on the launch of #Flyspotting - a campaign to tackle flytipping and encourage people to either recycle or arrange for legal uplifts of waste in Leith. (CM)

Motion Number: S5M-12224
Lodged By: Andy Wightman
Title: Flyspotting in Leith

Motion Text:
 That the Parliament congratulates Leithers Don't Litter and Changeworks on the launch of Flyspotting, a campaign to tackle flytipping in Leith; welcomes this move as part of Zero Waste Leith to raise public awareness about flytipping, which considers a blight that costs Scotland £11 million per year; understands that this campaign will assist people to report flytippers to the City of Edinburgh Council, as well as arrange for flytippers to be uplifted and disposed of or recycled; commends the campaign organisers for designing a branding that reflects the cultural identity of Leith; and Flyspotting every success in contributing to cleaner, greener streets.



9:39 AM - 15 May 2018

<https://www.theedinburghreporter.co.uk/2018/05/flyspotting-begins-from-a-living-room-on-a-leith-street/>

<https://www.bbc.co.uk/programmes/b0b2r9gl>

<https://twitter.com/andywightman/status/996309133648314368>

<https://www.edinburghnews.scotsman.com/our-region/edinburgh/leith/campaign-launched-to-target-selfish-leith-flytippers-1-4738977>

<http://www.broughtonspurtle.org.uk/news/flyspotters-unite-cleaner-leith>

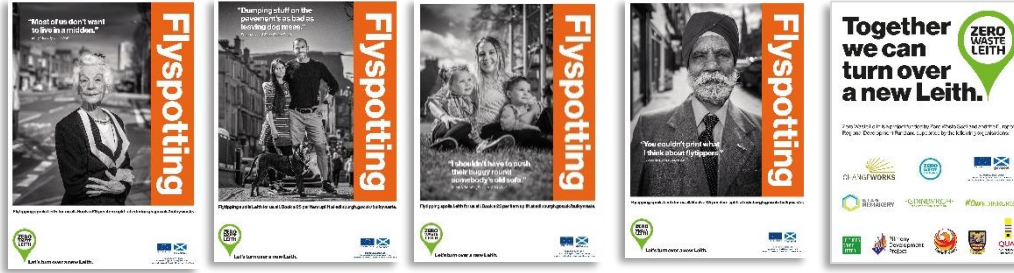
Campaign overview

Media-mix.

4000 booklets



Outdoor posters



Indoor posters

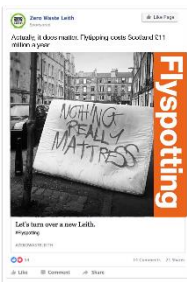


Press campaign in The Leither

Bin stickers and pavement stencils



Social media



Badges and T-shirts



3. How you can help

3. How you can help

- Become a flyspotter: report flytipping [online](#).
- Spread the word among your neighbours. Put up our posters in your stairwells. You can download them [here](#).
- Engage with us on social media, share our posts, add your comments, tweet and re-tweet, using the [#flyspotting](#) hashtag
- If you live outside the campaign's test area, you won't get a hard copy of our booklet in your letterbox but you can still enjoy "Sunshine", your guide to a cleaner Leith and download it [here](#).
- If you're a school you can play the "Fly Spy" game in your class which is on pages 12-13 of the [Sunshine booklet](#) and see who's the fastest flyspotter.
- If you're a local organisation (business, charity, café, chippie, shop, etc), you can print out the posters and put them up in your premises. (You can download them [here](#).)



Let's turn over a new Leith.



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