



WASTEWATCH

# WASTEWATCH CAM

The Fly-tipping Detection Solution

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Fly-tipping poses a grave concern in the UK, imposing a hefty financial burden of millions of pounds on taxpayers annually. This illicit act involves the unlawful disposal of waste on both public and private grounds, detrimentally affecting the environment and local communities alike. The substantial cost of addressing fly-tipping encompasses over £57 million in yearly expenses for local authorities for removal and disposal operations. The urgency for a solution is undeniable...



## WHAT IS WASTEWATCH CAM?

WasteWatch Cam functions as a cutting-edge solution for fly-tipping and litter detection. Its AI detection algorithm operates through CCTV infrastructure strategically positioned in problematic zones. The integrated CCTV camera not only identifies instances of littering and fly-tipping but also links these events to the responsible persons vehicle license plate through the implementation of Automatic Number Plate Recognition (ANPR).

## WHY WASTEWATCH CAM

WasteWatch Cam stands as a successful tool in combating fly-tipping. Implemented across various county councils, this solution has demonstrated a remarkable 99% reduction in fly-tipping incidents where deployed. In its inaugural implementation, the solution yielded an impressive outcome, issuing 16 fines within the initial 3 months, resulting in a substantial decrease in fly-tipping across the borough.



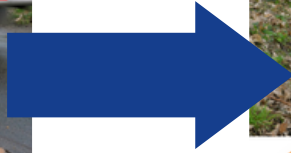
## WASTEWATCH CAM BENEFITS

- **Public health and safety:** Fly-tipping can pose significant risks to public health & safety, such as through the release of toxic substances, sharp objects or obstruction of pathways. Preventing or reducing fly-tipping can help to mitigate these risks.
- **Cost savings:** The cost of cleaning up fly-tipped waste can be significant. By preventing or reducing fly-tipping, local authorities and landowners can save money on clean-up costs.
- **Improved community well-being:** Fly-tipping can create eyesores and negatively impact the quality of life in local communities. Preventing or reducing fly-tipping can help to improve community well-being and create a more pleasant living environment.
- **Legal compliance:** Fly-tipping is illegal and can result in significant fines or other penalties. By preventing or reducing fly-tipping, individuals and organizations can remain compliant with the law and avoid legal consequences.



EXPERTS IN HUMAN, VEHICLE AND OBJECT DETECTION

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## IDENTIFICATION & ALERT

The WasteWatch Cam actively monitors a defined area; when an incident of fly-tipping occurs, the AI algorithm detects the items left and reads the licence plate of the associated vehicle using ANPR. Alerts are then sent to the responsible parties.

## FINE ISSUED

The vehicle's registration can be cross-referenced against the DVLA database, triggering a fine is issued to the offender's address. This has a proven track record of generating revenue for councils while also reducing incidents dramatically.

Data gathered via WasteWatch Cam can be used to trends, track criminal organisations, and pinpoint repeat offenders, a significant contributor to the instances of fly-tipping.



## POWERED BY PRISM

Prism stands as a truly camera-agnostic, rapid deployment, and customisable CCTV platform. This cutting-edge platform seamlessly integrates AI video analytics, versatile mounting options, and the capacity to accommodate up to 3 cameras within a single system.

The versatility of Prism extends from its design to its technology, offering a tailored solution that can be adapted to your unique demands.

**Prism**  
Powered by Business Insight 3

**FOR FURTHER INFORMATION**



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