

= Dumped =

Dumped is a British reality television programme which started on 2 September 2007 and aired nightly until 5 September 2007 on Channel 4 . It involved 11 contestants living for three weeks on a rubbish dump next to a landfill site near Croydon , Surrey . The contestants who " survived " the 21 days and used only what they found on the dump were awarded £ 20 @,@ 000 to share equally between them . The working title of the programme was Eco @-@ Challenge . One contestant , Darren Lumsden , voluntarily left the programme on Day 3 . The series was promoted with a large publicity campaign , which included advertisements on websites and a concert by the Royal Philharmonic Orchestra . The programme achieved a peak of 2 @.@ 4 million viewers , although this was marginally less than the number of people watching other channels at the same time . The programme was criticised because it was filmed on an artificial landfill and for its choice of " fame hungry " contestants .

= = Production and Format = =

Dumped , which was filmed in June 2006 , was initially scheduled for Channel 4 's Spring 2007 line @-@ up . However , this did not occur and the programme was then postponed until the start the channel 's period of " creative renewal " , which was established due to the racism controversy that occurred during the fifth series of Celebrity Big Brother in January 2007 .

11 participants , who were not initially informed of their task , must live on a purpose @-@ made rubbish dump adjacent to a working landfill site for 21 days after being left equipped only with a sleeping bag , drinking can and one roll of lavatory paper each . However , food was delivered to the landfill on a weekly basis . A prize fund of £ 20 @,@ 000 was shared equally between those who participated for the entire three weeks . Rob Holdway , director of environmental consultancy Giraffe Innovation , presented the programme and set the contestants regular challenges . The participants had to wear Kevlar gloves , protective boots and face masks when working on the real landfill site . Every person working on the programme was given tetanus , polio and hepatitis vaccinations for their safety .

= = Contestants = =

The 11 contestants who participated " represented the complete spectrum of public opinion on environmental issues " . Potential participants were not told that the programme would involve living on a landfill , but were instead told that they would be part of " a unique eco @-@ challenge " . One participant , Darren Lumsden , voluntarily left the programme after just three days , claiming that the experience had taught him nothing .

= = Pre @-@ series publicity = =

Described as Channel 4 's " biggest marketing campaigns of the year " , Dumped was promoted via various methods . Advertisements for the programme appeared on websites such as Yahoo , The Guardian , New Scientist , The Daily Telegraph and MSN . Television adverts , using the 1998 single " Delta Sun Bottleneck Stomp " by Mercury Rev , featured people performing everyday tasks such as bathing whilst on the landfill . Posters featuring the programme 's tagline , " Living off the landfill " , were displayed across Britain and others appeared on the London Underground . Some bus shelters within London featured posters which were made out of rubbish , and 2 September 2007 edition of The Sunday Times featured a biodegradable bag wrap to promote the programme . Eight members of the London Philharmonic Orchestra performed Land of Hope and Glory on the landfill site that the programme was filmed , using instruments that had been made out of waste .

= = Episode breakdown = =

= = Reaction = =

= = = Viewing figures = = =

Dumped received relatively low viewing figures for a peak time programme on a terrestrial channel . The first episode of the programme received just 2 @. @ 4 million viewers , 10 % of the audience , compared to the television premiere of The Queen on ITV1 which was watched by an average of 7 @. @ 9 million people and attracted a 36 % audience share . Coming Down the Mountain , also airing at the same time on BBC One , was watched by 4 @. @ 7 million and a 20 % share . The second episode was watched by 1 @. @ 7 million , compared to the 3 @. @ 6 million that watched the opening episode of the third series of ITV1 's Hell 's Kitchen . The penultimate episode was viewed by 1 @. @ 5 million viewers and had a 7 % audience share , while Hell 's Kitchen received 3 @. @ 4 million viewers and a 15 % audience share . The final episode of the programme attracted 1 @. @ 9 million viewers and an audience share of 8 % , while 4 @. @ 2 million viewed Hell 's Kitchen , a 19 % audience share . Both programmes were beaten in their slot by BBC One 's Traffic Cops , which attracted 5 @. @ 5 million and a 25 % share of the audience .

= = = Reviews = = =

Dumped was met with a mixed reaction from critics . James Walton , of The Telegraph , was critical of the programme and its purpose ; on Darren 's departure , he said : " According to the narrator , this proved that Darren ? didn ? t understand ? the experiment . Another interpretation , of course , would be that he did . " The Times criticised the programme for setting the programme in an artificial rubbish dump for health and safety reasons , comparing it to various fakery scandals that had taken place in the programme Blue Peter in the past year . However , Nigel Kendall of the same newspaper called the programme " entertaining " and its contestants " likeable " , while Paul Hoggart said that it gets its point across . Website TV Scoop said that the programme was " a great experiment " , but did not approve of the inclusion of " fame hungry " participants and compared the programme to the most recent series of Big Brother . The website Hecklerspray gave the programme a negative review , calling the participants " absolute fucking morons " , and Orange gave the programme 3 out of 5 stars . Channel 4 controller Julian Bellamy commented on the programme 's failure during Edinburgh Television Festival 2008 , saying that it " didn 't have the human narrative you need " and that it was " a little bit too like other reality shows " .

= = Controversy = =

It was initially alleged that the programme was staged , as the landfill that the contestants were living on was created especially for the filming . However , Channel 4 has dismissed these allegations , stating that the programme could not be filmed on the real landfill due to health and safety regulations and that they have been " careful not to mislead " . An argument started in the camp between Jermaine and Selena on Day 15 , which resulted in some participants stating that they felt intimidated by his actions . The programme 's producers had to enter the dump and discuss , along with the other members of the group , whether Jermaine should remain on the programme . Jermaine himself offered to voluntarily leave the programme , but the producers and the other participants decided to keep him . This was criticised in some reviews ; one of which called Jermaine " a loud mouthed moron " .