

OVERVIEW AND SCRUTINY COMMITTEE

6th September 2011

REPORT TITLE: Update on Fly-tipping and Campaign work

Relevant Portfolio Holder	Councillor Brandon Clayton, Portfolio Holder for Housing, Local Environment and Health
Portfolio Holder Consulted	
Relevant Head of Service	Guy Revans, Head of Environmental Services
Wards Affected	All
Ward Councillor Consulted	N/A
Non-Key Decision	

1. SUMMARY OF PROPOSALS

- 1.1 To provide the Committee with the latest facts and figures and an update on action taken to tackle fly-tipping during 2010/11.
- 1.2 To provide the Committee with more detail on planned waste and street scene publicity work including forthcoming fly-tipping campaigns.

2. RECOMMENDATIONS

**The Committee is asked to RESOLVE that
the report be noted.**

3. KEY ISSUES

Financial Implications

- 3.1 Clearance of fly-tipping forms part of street cleansing operations and it is difficult to separate out the cost of dealing with fly-tipping from other street cleansing operations. However, the national Flycapture database provides a set of standard figures which all authorities can use to estimate the cost of clearing fly-tipping in their area and in Redditch for 2010/11 this is estimated at: £34,320 (see appendix 1). The cost of carrying out campaign and publicity work is met by existing environmental services budgets.
- 3.2 Housing have found that improvements to waste collection systems have resulted in significantly reduced costs this year in clearing items fly-tipped in communal bin stores and other communal living areas.

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Legal Implications

- 3.3 The Council has a duty to keep streets clear of litter and refuse. This applies to land in the open air to which there is public access.

Service / Operational Implications

- 3.4 Fly-tipping varies in size from a single mattress or black bin bag to large-scale truck loads of construction, demolition and excavation waste. Some illegal dumps, whilst small in size, can be serious particularly if hazardous waste is involved. Guidance states that waste should be counted as a fly-tip *“if the fly-tip waste is too large to be removed by a normal hand sweeping barrow. In simple terms, a single full bin bag upwards would constitute a fly-tip. Similarly several carrier bags full of rubbish dumped together would also constitute a single fly-tip.”*
- 3.5 There is evidence nationally that a lot of fly-tipping is organised by professional criminals who can gain significant financial rewards. However, in Redditch there are few fly-tips of this nature. Analysis of the first 421 fly-tips dealt with during the first three months of 2011 has shown that the majority (232) of the fly-tipped items were household items like sofas, carpets, mattresses and electrical items. There were also fairly high numbers of fly-tipped black sacks and builders’ rubble. The table below shows further details.

Description	Number of fly-tips
Household items including sofas, carpet, furniture, mattresses and electrical items	232
Black bags	66
Builders’ rubble	60
Garden waste	30
Carpet	20
Car parts/tyres	20
Toys	20
Doors	15

- 3.6 Whilst numbers of fly-tips have generally been steadily reducing, instances of fly-tipping in the town are high compared to other Worcestershire authorities with the exception of Bromsgrove (see appendix 1). Dealing with fly-tipping is resource intensive as last year approximately 66 reports of fly-tipping were received per month. In addition, housing services have ongoing problems with dumped rubbish in bin stores, landings, gardens etc.

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3.7 It is recognised that the problem of fly-tipping cannot be treated in isolation and has to be linked with other services, particularly housing and waste collection. Therefore a cross service project team to review the problem of fly-tipping in the Borough was established in July 2009. The team represents environmental and housing services and the anti-social behaviour team and was set up to look into the issues underlying the high level of fly-tipping in the town, i.e. the 'what, why and where' of fly-tipping, and develop an improvement plan to tackle the issues to commence in April 2010.

3.8 Enforcement action is taken wherever possible in relation to fly-tips and all reports of fly-tipping are passed to the enforcement officers for investigation. During 2010/11 1,040 enforcement actions were carried out as follows:

By Action Type	No. of Actions
investigation:	672
warning letter:	108
statutory notice:	30
fixed penalty notice:	2
duty of care inspection:	13
formal caution:	215

3.9 A number of key actions were carried out last year to tackle fly-tipping and full details are given in appendix 2. Key outcomes were that:

- monitoring on bin days in 'hot spot' areas found that there were no significant amounts of fly-tipping found on bin days;
- there is a reduction in clearing fly-tipping generally across all of the housing estates and that there is less reported fly-tipping coming through from these areas;
- multi service estate walkabouts happen regularly in housing estates and these provide a proactive approach in tackling both tenancy and environmental issues like fly-tipping; and
- some publicity has been carried out and a three year plan has been developed with fly-tipping as the focus in January – March 2012.

3.10 A comprehensive waste and street scene publicity plan has been developed and was endorsed by the Executive Committee on 23rd August. A summary of key dates is included at Appendix 3. The plan focuses on five key themes including food waste, dog fouling, recycling, fly-tipping and litter.

3.11 The first round of campaign and publicity work around fly-tipping will be carried out from January to March 2012 and aims to reduce annual

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levels of fly tipping, raise awareness of what fly tipping is and raise awareness amongst business owners of how to correctly dispose of business waste. Amongst planned action will be new campaign livery on waste collection and the electric vehicles, a business waste letter sent to all businesses in the authority area and banners and 'Worth it' posters displayed at fly tipping hotspots. Along with press releases and more information on the website, in a similar way to the dog fouling campaign running this summer.

Customer / Equalities and Diversity Implications

- 3.12 The plan recognises that different audiences require different communication methods and a range of methods will be used to promote the anti-fly-tipping message.

4. RISK MANAGEMENT

Having a planned approach to publicity and campaign work targets resources at specified times and reduces the risk of trying to tackle too many issues and campaigns being ineffective.

5. APPENDICES

Appendix 1 – Fly-tipping Statistics

Appendix 2 – Update on key actions taken during last year

Appendix 3 – Overview of Waste and Street Scene Publicity Plan 2011
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6. BACKGROUND PAPERS

Report to Overview and Scrutiny Committee 17th March 2010

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Appendix 1 – Fly-tipping Statistics

1. Numbers of fly-tips and costs

The Council completes a monthly return to the national ‘Flycapture’ database which records information on the nature and location of fly-tips and any enforcement action taken. The following table compares the number of fly-tips recorded in Flycapture for the last 5 years (figures relate to fly-tips in the open air, and not within housing property boundaries, e.g. gardens, bin stores etc). Calculating the actual cost of dealing with fly-tipping is difficult but the Flycapture system provides an estimated cost of dealing with fly-tipping using a set of standard costs based on the fly-tip sizes – please note therefore these figures should only be used as a guide.

	Total no. reports (Flycapture)	Estimated cost (taken from Flycapture)
2005/06	1220	£105,553
2006/07	1611	£70,785
2007/08	1270	£60,571
2008/09	934	£27,796
2009/10	870	£40,531
2010/11	892*	£34,320

*It is estimated that a slight increase on the figure from 2009/10 is due to some duplications being included; however over the course of the year the number is still significantly lower than 3 years ago.

2. Where is the fly-tipping problem?

Over the last 2 years the following five areas have been found to have the highest levels of fly-tipping:

Area	Number of fly-tips reported (2009/2010)	No. of fly-tips reported (2010/2011)
Winyates West	200	172
Winyates East	147	126
Church Hill South	139	148
Woodrow South	79	65
Batchley	71	105

3. Comparison with other Worcestershire authorities

The following table compares the number of fly-tips across Worcestershire authorities last year (2010/11):

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Authority	Number of fly-tips dealt with 2010/11
Redditch	892
Bromsgrove	1419
Malvern Hills	299
Worcester City	621
Wychavon	603
Wyre Forest	230

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Appendix 2 – Update on key actions taken during last year

A number of key actions were agreed last year to tackle fly-tipping as detailed below:

ACTION 1: Of the top 5 areas for fly-tipping, identify exactly where within these areas the fly-tipping is occurring and run 4 targeted campaigns on bin day during 2010/11, monitor effects.

A number of bin day inspections were carried out by enforcement/waste officers last summer. Areas with high levels of fly-tipping were selected for intensive monitoring and action including Exhall Close, Bushley Close, Crophorne Close, Leysters Close, Winslow Close, Felton Close, Farnborough Close, Haseley Close and Dunchurch Close. This monitoring concluded that there were no significant amounts of fly-tipping found on bin days and any problems were cleared by collection crews.

ACTION 2: Housing and waste services work closely to improve communal waste collection systems, including better information provided to residents who use these systems – link with provision of recycling to communal properties.

A number of improvements to waste collection systems are being/have been introduced in Exhall Close, Laurel Close, Ibstock Close, Dolben Lane, Leysters Close, Northleach Close, Mainstone Close, Winyates Centre (in conjunction with the estate enhancements programme) and Evesham Mews. Generally all of the new systems aim to improve recycling facilities and reduce fly-tipping in communal areas. In order to prevent fly tipping in communal bin cupboards that are no longer required, we are identifying those no longer in use and once they have been cleared, cupboards are secured. We have noted that there has been a reduction in clearing fly-tipping generally across all of the estates and that there is less reported fly-tipping coming through from these areas.

ACTION 3: Continue estate walkabouts with housing, tenancy, ASB and police officers and monitor effects.

Multi service estate walkabouts happen regularly in housing estates and these provide a proactive approach in tackling both tenancy and environmental issues like fly-tipping. Additionally, fire detection equipment has been installed in all communal areas and weekly testing of equipment also identifies fly-tipped items which could be potential fire hazards and this ensures their fast removal.

4. Run Borough wide and targeted publicity campaigns

Limited publicity has been carried out as resources have been focussed on the dog fouling campaign, on producing livery for all campaigns which has

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now been acquired and on drawing up the 3 year plan (see appendix 3). One 'Worth it' advert appeared in the local paper during the summer and special 'one off' fly-tipping posters which are similar to the dog fouling ones have been created to use in areas with high levels of fly-tipping.

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Appendix 3 – overview of Waste and Street Scene Publicity Plan 2011 – 14

	Apr	May	Jun	Jul	Aug	Sep	Oct*	Nov ○ ◆	Dec	Jan	Feb	Mar
2011												
Food Waste												
Dog Fouling												
Recycling												
Fly Tipping												
2012												
Litter												
Dog Fouling												
Recycling												
LFHW												
2013												
Litter												
Dog Fouling												

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Recycling												
Fly Tipping												