

Review into Littering and Fly-Tipping in Hillingdon



A policy review by the Residents, Education & Environmental Services Policy Overview Committee

Councillors on the Committee: Wayne Bridges (Chairman), Michael Markham (Vice Chairman), Jan Sweeting, Devid Radia, Allan Kauffman, John Morgan, Stuart Mathers, Paula Rodrigues and Steve Tuckwell

September 2020



HILLINGDON
LONDON

Contents

Chairman’s Foreword	3
Our recommendations to Cabinet	4
Introduction to the Committee’s review	5
Littering and Fly-Tipping – A national problem	7
Littering and Fly-Tipping within the Borough	9
Resident and Local Business Perspectives	12
National campaigns and volunteer actions	16
How Hillingdon Council is working to address these issues	20
Further ideas and innovation	23
Suggestions for further actions and implementation of recommendations	25
Findings & Conclusions	27
Terms of Reference	31
Witness & Committee activity	32
References	33
Case Studies	34
Appendices	36

Chairman's Foreword

On behalf of the Residents, Education and Environmental Services Policy Overview Committee, I am pleased to present this report detailing how the London Borough of Hillingdon is working to address littering and fly-tipping within the Borough.

This is a topical issue, with a large number of Member and resident enquiries lodged with the Council regarding fly-tipping and anti-social littering. The Committee set out to first understand the extent of the issue within the Borough, before learning of the work being done to address the issues, including how the Council aimed to support resident reporting, how those reports were being addressed, and what the Council's plans were for future actions and improvements.

In addition, the Committee aimed to explore new ideas and best practice from outside the Council, through identifying actions and initiatives undertaken by other local authorities, as well as local and national volunteers and agencies.

Through all information gathering, the Committee was mindful of the need to find cost-effective, workable solutions, including improving how the Council was identifying and prosecuting offenders, noting that the Council had agreed additional funds for 2019/20 on fly-tipping prosecution.

I would like to take this opportunity to thank those officers and volunteers who have given up their time to help the Committee in reviewing this topic, and commend them for their continued hard work to improve the ways in which the residents of Hillingdon pay for their services.



Councillor Wayne Bridges

Chairman, Residents, Education and Environmental Services Policy Overview Committee

Our recommendations to Cabinet

Through the witnesses and evidence received during the detailed review by the Committee, Members have concluded / recommended the following to Cabinet:

<p style="font-size: 2em; font-weight: bold; text-align: center;">1</p>	<p>Greater Landlord & Tenant Awareness:</p> <ul style="list-style-type: none"> a. That Waste Services promotes the Council’s waste collection services in a targeted way to key landlords, letting agents, the Landlords Forum, Housing Associations on their and their tenants responsibilities; b. To include consideration of ‘welcome information’ for new tenants on waste and recycling procedures, via letting agents and key landlords.
<p style="font-size: 2em; font-weight: bold; text-align: center;">2</p>	<p>Beautification and Civic Responsibility</p> <ul style="list-style-type: none"> a. That officers increase the scope of roadside beautification through the planting of wildflowers to instil greater civic pride in areas, visually helping to deter littering from cars and by pedestrians; b. That a new ‘warning letter’ regime be instigated, with letters issued to suspected offenders as recommended by officers following receipt of complaints; c. That the Council develops its relationship with external organisations such as Keep Britain Tidy and participates in national civic awareness campaigns; d. That officers investigate the possibility of introducing a unique reference number for each bin to enable Waste Services to easily identify patterns (via reports/requests from residents) where particular bins overflow regularly or indeed are underused, and in turn, allow them to deploy limited resources more strategically and effectively.
<p style="font-size: 2em; font-weight: bold; text-align: center;">3</p>	<p>Hard-hitting Communications Campaign:</p> <ul style="list-style-type: none"> a. That Cabinet note some of the detailed ideas and creative approaches (not recommendations) suggested by the Committee in the report for consideration as part of the Council’s wider communications campaign, including poster campaigns to highlight the impact, cost, and potential fines resulting from littering and fly-tipping;

	<ul style="list-style-type: none"> b. That Corporate Communications produces a catchy online clip showing how to report fly-tipping and to book the bulky waste removal service, sharing online and across social media platforms; c. That officers further investigate, and report back to the Cabinet Member with proposals, on the potential for “CCTV appeals” on video and social media, for residents to help identify offenders caught on CCTV in an effort to promote greater public engagement and a new avenue of information for securing successful later prosecutions; d. That ASBET officers, in conjunction with the Legal officers and the Corporate Communications team, roll out a regular programme to publicly ‘name and shame’ offenders once prosecuted, communicated widely including to Councillors, Street Champions and Neighbourhood Watch. e. That the Council publicise all successful prosecutions from the preceding 12 months through the Communications team.
<p style="font-size: 2em; font-weight: bold; color: #0070C0;">4</p>	<p>Engaging Volunteers and Young People:</p> <ul style="list-style-type: none"> a. That the Council provides free litter picking equipment to established local groups, residents associations, schools, Ward Councillors or street champions, upon request; b. That the Waste Services Team establish a programme of liaison with Hillingdon Schools, including environmental awareness and training, pupil led poster campaigns; and regular litter-picking activities; c. That the Council steps up its use of Community Payback to help clear litter and fly-tipping in parks, as well as ‘hotspots’ such as alleyways.
<p style="font-size: 2em; font-weight: bold; color: #0070C0;">5</p>	<p>Embracing National Changes</p> <ul style="list-style-type: none"> a. Following the Motion approved at Council on 16 January 2020 and national changes expected from the 2020 Environment Bill, notes that the Committee will revisit what additional steps can be taken by the Council should new powers and the ability to impose larger fines be granted upon local authorities to provide a stronger deterrent, reporting back to Cabinet as appropriate.

Introduction to the Committee's review

At its meeting of 26 June 2019, the Residents, Education and Environmental Services Committee considered the topic of littering and fly-tipping as its next major review. Reviewing the number of enquiries logged by the Council's call centre at the time, the Committee was informed that Members and residents had made over 19,000 enquiries relating to such matters over the preceding 12 months, with issues including fly-tipping on Borough highways, fly-tipping on Council owned land, drug-related litter, and refuse on street paths and highways. A more detailed breakdown of the type of fly-tipping and littering queries that were logged is included as Appendix 1.

The Committee had previously received an information report detailing fly-tipping from the perspective of the Council's Anti-Social Behaviour and Environment (ASBET) team. However, the Committee was mindful that the issues had implications for a variety of Council departments, including the Contact Centre, Enforcement teams, Waste Services, and even ICT Teams (for example, under the Council's approved digital transformation project, fly-tipping reporting tools to be included in updates to the Council's new website.)

Understanding that these issues were a source of great interest for both Members and residents of Hillingdon, the Committee approved the topic as its next major review, and progressed to securing witnesses as part of its work to gather further information to inform any potential recommendations to Cabinet.

Littering and Fly-Tipping - A National Problem

Before moving to local perspectives, the Committee sought to place the issue of littering and fly-tipping in a wider national context, including any relevant definitions, legislation or guidance.

Littering

Littering is the act of leaving litter, from a person or a vehicle. This act could be determined to be an offence under section 87 of the Environmental Protection Act 1990, and offenders can be issued fines if caught in the act of littering.

Instances of littering (and fly-tipping) can result in a perception that an area is untidy or unsightly, thereby affecting a resident's sense of civic pride, as well as encouraging further instances of littering. In addition, litter has significant implications for the wellbeing of the environment, including that area's wildlife.

According to the Ministry of Housing, Communities and Local Government, in 2016/17 it cost local authorities £682 million, or £29 per household, to keep the nation's streets clean. Also in 2016, the RSPCA received over 5,000 phone calls about litter-related incidents affecting animals.

Keep Britain Tidy's Local Environment Quality Survey 2017/18 suggests that littering is on the rise in the UK. In 2017/18, 79% of sites surveyed had smoking-related litter present, a 6% increase on 2014/15. 33% of sites had fast food litter, a 1% increase on 2014/15. Alcoholic drinks-related litter has seen a sharp increase from 19% in 2014/15 to 25% in 2017/18.

The Department for Environment, Food and Rural Affairs' (DEFRA) 'Litter Strategy for England' is a national campaign working to change people's behaviour and make littering socially unacceptable. During Keep Britain Tidy's Great British Spring Clean (3-5 March 2017) spearheaded by DEFRA, 3,226 items of litter were recorded on mobile phone apps, and included food and food packaging, alcoholic and non-alcoholic drinks, smokers litter, and other items.

The types of litter recorded during Keep Britain Tidy's Great British Spring Clean held in March 2017 can be found in Appendix 2.

Fly-Tipping

Fly-tipping is the illegal dumping of waste. It can be liquid or solid in nature and can vary in scale significantly, from a single bin bag of waste, to large quantities of waste dumped from trucks. Fly-tipping differs from littering in that it invariably involves the removal of waste from the

public street scene, where it was produced with the deliberate aim of disposing of it unlawfully.

Fly-tipping is a criminal offence, under section 33 of the Environmental Protection Act 1990. Current national fly-tipping statistics include:

In 2017/18, local authorities in England dealt with 998,000 fly-tipping incidents, a slight decrease of 1% from the 1,011,000 reported in 2016/17, following annual increases since 2013/14. The most common place for fly-tipping to occur was on highways, which accounted for almost half (47%) of total incidents in 2017/18. The number of highway incidents has decreased by 7% from 2016/17.

The most common size category for fly-tipping incidents in 2017/18 was equivalent to a 'small van load' (33% of total incidents), followed by the equivalent of a 'car boot or less' (28%).

In 2017/18, 34,000 (or 4%) of total incidents were of 'tipper lorry load' size or larger, which is similar to 2016/17. For these large fly-tipping incidents, the cost of clearance to local authorities in England in 2017/18 was £12.2 million, compared with £9.9 million in 2016/17.

Local authorities carried out 494,000 enforcement actions in 2017/18, an increase of 18,000 actions (4%) from 2016/17.

The number of fixed penalty notices issued in 2017/18 was 69,000, up 20% from 2016/17. This is the second most common enforcement action (after investigations), and accounted for 14% of all enforcement actions in 2017/18.

Details of instances of illegal dumping in London in 2017/18 are set out in Appendix 9.

Examples of littering and fly-tipping within Hillingdon can be found at Appendix 3.

Littering and Fly-Tipping within the Borough

At its first witness session, held on 4 September 2019, the Committee sought to understand the extent of the issues within the Borough, the current strategies to address these and plans for further action. To aid this, the Committee heard evidence from:

- Cathy Knubley, the Council's Waste Manager, and
- Nathan Welch, the Council's Antisocial Behaviour (ASB) and Environment Manager.

Understanding littering and fly-tipping in Hillingdon

The Committee was informed that, while the number of reported incidences of fly-tipping in Hillingdon was decreasing, the volume of material being dumped was increasing. This was mostly due to large scale fly-tipping by organised crime, including elements within the Traveller community. Such large scale fly-tips would be for processed waste, which had been professionally cleaned and contained no identifying evidence. Smaller scale fly-tips tended to be builders/odd job workers who dump, rather than pay to take to the Council waste sites.

Conversely, residential fly-tipping was often by landlords (who strip out properties), and/or households, who don't use the Council's bulky waste service. Items fly-tipped in this way tended to be sofas, chairs and white goods.

Littering was mostly recorded within areas of heavy footfall, such as parking areas or shopping areas. Littering could also be domestic waste put out by residents onto the street for collection, but at the wrong time or in the wrong place.

At the time of the review, on average, the waste team was dealing with the removal of 190 fly-tipping incidents each week, despite the fact that the Council is providing a weekly refuse collection service, a bulky waste service, and allows the disposal of a variety of materials for free at New Years Green Lane Civic Amenity Site, Harefield (NYGL). The volume of fly-tipping incidents is set out in Appendix 4.

People caught littering can receive an on-the-spot fine called a Fixed Penalty Notice (FPN) of £100. (If paid within 10 days of receiving the fine, this is reduced to £85.) If a person is taken to court, the fine could be up to £2,500.

Anyone caught fly-tipping in Hillingdon will be fined £400 on the spot, though further prosecution (and a larger fine) can be applied through the Magistrates Court.

Costs of fly-tipping to the Council

The cost of addressing fly-tipping varied from site to site and incident to incident, though overall costs are set out below:

Fly-tipping costs 2016/17 to 2018/19 and 2019/20 YTD				
	2016/17	2017/18	2018/19	2019/20 YTD
Tonnages as reported to DEFRA				
Q.23 - Waste arising from clearance of fly-tips (tonnes)*	1134	1565	3165	608
Cost of fly-tipped waste disposed of through by West London Waste Authority (WLWA) Pay As You Throw (PAYT)	£130,845.24	£201,151.10	£385,582.47	£74,400.96
Fly-tipping removal and waste disposal (Powerday/Charman)**	£50,995.37	£673,862.39	£130,002.91	£215,259.10
Fly-tipping prevention (block hire etc.)	£14,768.25	£5,750.00	£12,649.00	£5,350.00
Totals	£196,608.86	£880,763.49	£528,234.38	£295,010.06

* 2019/20 PAYT costs reflect Q1 position

**2017/18 costs include £602k re Powerday's removal of the extraordinary Colnbrook Bypass fly-tip

Current Council Resources

The Council's Waste Services Team is comprised of:

- 3 fly-tipping teams, consisting of driver and operative, who work Monday to Fridays;
- 3 dedicated Cage Crew van operators who visit the fly-tipping hotspot areas within the Borough.
- (The service is in the process of recruiting to 3 newly created waste officers posts.)

The Anti-Social Behaviour and Environment Team (ASBET) is comprised of:

- 7 ASBET Rapid officers whose job is to deal with fly-tipping Borough-wide. ASBET Rapid officers are trained in gathering evidence to review potential prosecution;
- Partnership Tasking Team MPS North/South Teams (Borough wide)
- 10 Environmental Enforcement Team officers working (Borough wide). The environmental enforcement team predominantly addresses littering in high streets and public spaces. However, this team can also be tasked on various waste carrier

operations in support of the Police, which can involve stopping vehicles carrying waste to ensure that they have the correct documentation and licenses to be conducting that waste carrier operation.

The Council's budget for 2020/21, approved by full Council in February 2020, set out additional funding of £130k for three new officers within the Anti-social Behaviour and Environment Team.

The Council's Street Cleansing Team is comprised of:

- 1 x 15t mechanical sweeper
- 5 x 7.5t mechanical sweepers
- 10 x 3.5t mechanical sweepers (1 with scrubbing facilities)
- 11 x town centre solo operatives
- 28 x solo operatives
- 12 x mobile crews

Members were informed that, despite these teams cleaning the Borough, reports of littering were continuing to increase. The volume of littering incidents is set out in Appendix 6.

Enforcement - Environmental Enforcement Team

Litter enforcement is undertaken by the Council's contracted Environmental Enforcement Service. Along with littering enforcement of the public, the service also enforces a wide variety of other environmental crimes, including dog fouling, street trading infringements, breaches of Public Spaces Protection Orders (PSPOs) etc. When patrolling is carried out, Fixed Penalty Notices (FPNs) are issued for witnessed offences. The figures below show just the littering enforcement activity from August 2016 to July 2019:

Volume of Littering incidents EET figures	
Aug - Dec 2016	1,268
Jan - Dec 2017	4,665
Jan - Dec 2018	3,303
Jan - July 2019	1,268
Total	10,938

Resident and Local Business Perspectives

At its second witness session, held on 15 October 2019, the Committee sought to understand the issues of littering and fly-tipping from the perspective of local residents and community groups, including local business perspectives. Witnesses in attendance were:

- David Brough – Chairman of the Hayes Town Partnership
- A S Puar – Chairman of the Hayes Town Business Forum
- Colleen Sullivan – Oak Farm Residents Association (*prior to being elected as a Councillor*)
- Claire King – Resident of Barnhill Ward
- Kiran Soor – Resident of Barnhill Ward

The Committee heard evidence from Mr Brough and Mr Puar first, who detailed the work the Hayes Town Partnership and Hayes Town Business Forums had undertaken to address littering and fly tipping within Hayes.

<p>The Hayes Town Partnership</p>	<p>The Hayes Town Partnership was set up by Hillingdon Council to promote the economic regeneration of Hayes. Members of the partnership included the Council, the Police, the Hillingdon Chamber of Commerce, Hayes Town Business Forum, Global Academy, Uxbridge College, Brunel University, major developers and large employers.</p>
<p>Hayes Town Business forum</p>	<p>Hayes Town Business Forum was set up to be a voice for businesses in Hayes. A branch of Hillingdon Chamber of Commerce, the Forum had over 50 members, mainly small independent traders.</p>

Members were advised that littering and rubbish dumping continued to be a problem in Hayes, with examples given being:

- Dropping of litter
- Casual depositing of bags of rubbish
- Dumping of furniture, fridges and other appliances

- Organised dumping
- Depositing of food for pigeons

It was stated that litter bins were seen as magnets for attracting further dumping, via bags of rubbish being left alongside. It was felt likely that the bags were being deposited by both residents and landlords, as well as local shopkeepers, and it was suggested that the Council is a victim of its own efficiency as, by removing rubbish so quickly, (when reported), residents were becoming reliant on this as 'the system' for disposal of their rubbish. CCTV and bag searching was being carried out to try to identify the owner of the rubbish, but this was not always successful.

Information was provided that rubbish dumped in rear alleyways in Hayes Town was proving difficult to clear, as the locations were privately owned, but often in multiple ownerships. The Partnership and the Forum had previously organised community litter picks to deal with accumulated rubbish in rear alleyways, and attendees had included shopkeepers and residents of the flats living above the shops, but not in large numbers. On each occasion, support from officers in Residents Services had been useful when arranging for the rubbish to be removed for disposal (at no charge.)

The Committee was advised that it was Mr Brough and Mr Puar's experience that, in general, engagement with shopkeepers could be hit and miss. Only a small proportion of shopkeepers used email, social media or the Council website, and so personal engagement and one-to-one meetings were required. However, as the average age of business owners appeared to be reducing, the use of email was becoming more common.

It was suggested that a cause of dumping is the high turnover of tenants in rented accommodation. With the requirement that the flat be cleared before new tenants move in, landlords and tenants appeared to be choosing to dump their rubbish onto the street instead of disposing of it properly. People eating fast food on the street were also a significant cause of litter. The build-up of street refuse has also been seen to attract wildlife such as rats and urban foxes. New lidded bins have not been sufficient to prevent the animals from gaining access, as they simply chew through the containers.

It was considered that many people were simply unaware that a free waste disposal service was available.

The Hayes Town Partnership was a member of the Hillingdon Canals Partnership, the Friends of Lake Farm Country Park and the Friends of Minet Country Park, and had participated in community litter picks organised by those groups. The canal towpath in Hayes Town was a particular hotspot for litter, largely caused by drinkers. Litter picks had been organised, and had been successful in engaging volunteers from the community, including Hayes Muslim Centre and the Hillingdon Gurkha Nepalese Community. The Canal and River Trust (CRT) had a Volunteer Team Leader for London West who remained active in recruiting and deploying volunteers.

CRT also had an adoption scheme under which a group of volunteers committed to carrying out regular litter-picking for a defined stretch of towpath. CRT provided gloves and litter-pickers, as well as advice on working safely. A small scheme had been established in Hayes Town by residents at High Point Village.

The Friends of Lake Farm Country Park organised periodic litter picks by a small group of dedicated volunteers, supported by the Conservation and Countryside Officer in the Council's Green Spaces team. The most recent event included volunteers for the first time from the Quba Muslim Centre in Golden Crescent, Hayes.

The Hayes Town Partnership had been working with the Hillingdon Canals Partnership and the Canal and River Trust to develop Community Payback schemes with the London Community Rehabilitation Company, who were engaged by the Probation Service. Priority areas were the canal towpaths through Hayes and Yiewsley Town Centres. In Hayes, the Partnership had secured free use of the YMCA youth centre on Sundays and had agreement from the Council to provide a trade refuse bin free of charge. Progress on the Yiewsley scheme depended on the provision of a portable building and approval by Tesco for location in its car park.

Local actions taken by the Partnership and the Forum in response
Production of a poster, highlighting that the dumping of waste was unacceptable, and the resulting fine if caught. The poster had been designed to be visually striking and clearly understood, through the use of images rather than words. Feedback had suggested that the poster had made a large impact, especially for those people whose first language was not English.
Lobbying of the Council to produce its own posters in a similar style, and to help in having them displayed in shop windows. It had been suggested that weatherproof posters could be fixed to litter bins.
Production of a joint letter from the Council and the Business Forum to all shops and flats over shops, setting out their waste disposal responsibilities in clear language, alongside a copy of the aforementioned poster.
Showing support for the Council's duty of care inspections to ensure proper contracts were in place for rubbish disposal and the prosecution of those not complying.
Giving publicity of successful prosecutions in the weekly Hayes Town News email bulletins produced by the Partnership, which went out to more than 500 local groups.
Engaging with Botwell House Primary School, Dr Triplett's Primary School and Minet Junior School, to carry out presentations in the Council Chamber, promoting the 'Cleaner & Greener Hayes' poster competition, organising community Litter picks, performing the 'Keep Hayes Clean' song on Hayes FM, carrying out an anti-litter demonstration in Hayes Town, and producing a leaflet for delivery house to house

The witness session also included testimony from members of the Oak Farm Residents Association, Colleen Sullivan and Jane Turnbull, as well as Claire King and Kiran Soor, residents of the Barnhill Ward.

Oak Farm Residents Association comprised about 25 members, and focused on an area between Freezeland Way and Clifton Gardens. The Association worked closely with partners such as Ward Councillors and the Police, and held meetings and community events. The issues noted by the Association related to littering in public parks and spaces, as well as fly-tipping. Fly-tipping was felt to be predominantly by builders, who took advantage of the gated back alleys and access roads to dump their waste, and which the Council is unable to address due to lack of access.

The Association was attempting to raise awareness through leaflets and flyers, as well as social media such as Facebook. Litter picking activities were also being held.

The residents agreed with Mr Brough and Mr Puar that the dumping of rubbish bags and larger items continued to be an issue, with particular reference to the accumulation of rubbish around litter bins. It was unknown if this was an issue related to the size of the bins, or the regularity of their emptying.

The Committee was informed that residents were engaging with the Council's reporting tools, with the dumping of rubbish and builders' waste being reported regularly. Response by the Council to the reports, and subsequent action to resolve the issues in a timely manner, was felt to be very good. The 'Fix My Street' smartphone app was being used to report issues, and was felt to work effectively.

Members received suggestions from the residents on further ideas to address these issues. It was felt that efforts should be made to limit the creation of litter before it was dumped, i.e. reducing usage of single-use plastic, non-biodegradable containers, and the like. It was noted that bins were not present on buses, which could lead to littering on the bus, though it was accepted that their absence may be related to security concerns.

The education and engagement of young people was identified as key to addressing the issues, as it was felt that the young people could act as advocates for improvements to older generations.

The residents felt that current fines of up to £400 were felt to be too low for persistent serious offenders, though it was the opinion of Mr Brough and Mr Puar that draconian fines should be avoided in the first instance of an offence, as it was felt that engagement and education was better for fostering positive engagement and change within the community.

National Campaigns and Volunteer Actions

The final witness session, held on 4 November 2019, focused on best practice and innovation through Government and local authority actions and national campaigns, as well as volunteer actions, and was attended by:

- Rose Tehan of Keep Britain Tidy (KBT)

An evidence led approach

Ms Tehan first set out KBT's framework, which had been developed by the charity's Centre for Social Innovation. The Centre conducted research to understand litter, waste and local environmental issues, before using the insights from this research to design and pilot interventions to change behaviour.

An example of the Centre's work to address dog fouling was cited, which found the following:

- Dog walkers knew they should pick up dog litter
- Dog fouling was worse at night/in winter and in areas not overlooked
- Some people did not pick up when they felt they were safe from being watched

As a result of these findings, the Centre had attempted to make dog walkers feel that were being 'watched'. This resulted in the 'We're Watching You' campaign, which involved 17 local government / land manager partners across England installing glow in the dark posters, showing images of eyes, at 128 target sites. Each poster was tested in isolation, at a range of land use types, e.g. housing areas, parks, alleyways, retail areas, etc. Dog refuse was then monitored, with the result that dog fouling was found to have reduced at the sites by 46% overall.

National campaigns were then launched in November 2014 and March 2015, with 219 partners across England taking part. The campaigns subsequently won a number of awards, including Silver Nudge Award, the Guardian Best Ads of 2015, Charity Awards 2016.

Litter

The Committee was informed that, following research conducted, the charity had found that litter was often a result of a lack of personal obligation towards putting extra time and effort into finding a bin, an unwillingness to deal with 'messy' rubbish, and a lack of understanding of the broader consequences of littering.

It had been found that litter breeds litter, with the public adding to existing piles of refuse at litter hotspots. There was a perception that 'someone else will deal with it', exacerbated by a culture of single-use packaging, and bad packaging design. It had also been found that the presence of litter bins could act as magnets for more litter.

KBT's interventions had included the 'It's Still Littering' campaign, which aimed to address the issue of people littering by placing or leaving their rubbish behind, such as on a bench where they have been sitting, or on a surface they are walking past, like a window sill. It was believed that people litter in this way as it was seen as a more 'acceptable' way to do so. The campaign aimed to address this perception and highlight that 'leaving it is littering it'.

Members were advised of the 'Walk This Way' campaign, which had aimed to address the issue of people littering bagged dog refuse in parks and green spaces. Following a national survey (with 2,000 respondents), it was found that 13% (260) admitted to the behaviour. Of those, just over half (54%) said that they had done so because there were no bins nearby. The intervention involved creating dog-walking routes in parks and green spaces. Clearly marked bins and route markers then defined the walking route, with bins placed at regular intervals along the routes. The promotion of the dog walking routes focused on the health and wellbeing benefits for dogs and humans, rather than specifically mentioning litter or dog fouling.

The charity had experimented with removing litter bins from parks, with mixed results. Within the three parks tested, waste left in the parks had been seen to have decreased by 68%. Park manager feedback suggested a visible reduction in litter on the ground, though monitoring showed that litter had increased in two of the three parks. The tests had been seen to have reduced fly-tipping (particularly at locations of bins).

Effective actions included roadside beautification, which aimed to promote flower planting as a method of reducing littering on roadsides. KBT had partnered with North West Leicestershire District Council to trial roadside beautification on two 100m stretches of roadside verge. Daffodils and bluebells were planted, though the flowers died off soon into the intervention month. Moving forward, KBT partnered with Braintree District Council to trial native wildflower planting on 4 stretches of the A131 – a hotspot for roadside litter. As a result, litter was seen to have reduced at two sites and increased at two; results were therefore inconclusive. However, feedback from local residents and visitors was extremely positive, with many highlighting a perceived reduction in litter due to the planting.

The 'Don't be A Tosser' campaign was a preventative campaign aimed at reducing roadside littering, and a new campaign due for launch in 2020 was aiming to further address littering and its impact on wildlife. It was highlighted that at times, it was challenging to engage with all appropriate responsible parties. The importance of bringing decision makers together through joint meetings and robust scheduling of communications was therefore felt to be key to achieving success..

Fly-Tipping

Ms Tehan informed the Committee that KBT research had shown that there was a lack of awareness as to what constituted 'fly-tipping'. Upon canvassing the public, 91% said that they understood the term 'fly-tipping', but only 1% were able to correctly identify all 10 examples of fly-tipping. The term itself was also at times a source of confusion, with London research showing that 20% of non-UK nations had not heard the term 'fly-tipping'.

Similar to the testimony heard at previous witness sessions, the speedy response of Councils to collect fly-tipped waste had been seen to legitimise and incentivise the act of fly-tipping, and public perception was that fly-tipping was low impact and socially acceptable. Research had shown that a key driver for fly-tipping behaviour was the expectation that fly-tips would be collected quickly and without repercussions.

As a way to combat this, it was piloted that fly-tips be wrapped in 'crime scene investigation' tape (see Appendix 6) and left in place for up to three days to allow the perpetrator and other residents to see it. Results showed a 78% reduction in fly-tipping at one pilot site over 17 weeks, (63% reduction after one month). Doorstop surveys conducted showed that 67% said that the CSI intervention made them realise that dumping waste on streets was illegal, while 49% said that the CSI intervention would make them think twice about what they did with their unwanted items in the future. Further upcoming pilots were to take place in Havering, Islington and Merton.

Contributing factors to fly-tipping were anything that increases the 'hassle factor' for residents, including being fussy about what would be collected / accepted; requiring measurements; onerous booking systems, etc.

There was a high level of awareness of the legal consequences of fly-tipping (80% of survey respondents said that offenders could receive a fine, 59% said that they could go to court, and 52% said that they could get a criminal record). However, the perceived threat of enforcement was very low, with only 11% of respondents saying that it was likely that a person who fly-tipped would be caught.

The research suggested that many residents did not feel personally responsible for their unwanted items and waste once it was 'off their hands'. This was largely seen as the Council's responsibility and often linked with paying Council Tax.

KBT was involved with the Eco Schools programme, which aimed to empower children to drive change and improve their environmental awareness. KBT engaged with schools to run workshops and provide structure to campaigns. It was hoped that by embedding an awareness of environmental issues and best practice at a young age, the programme would have long-term benefits for the environment.

It was recommended that solutions to these issues should focus on getting the basics right: communications/awareness, ease of using services, infrastructure etc., increasing the visibility

of enforcement / provide direct feedback, and use of targeted interventions to tackle problematic behaviours,

Councils such as North West Leicestershire District Council, with support from KBT, were running campaigns focussed on engaging haulage and distribution companies to implement a process of litter disposal for drivers.

Further potential actions included informing people of the cost implication of clearing up after them, and particularly how the money spent was taken from other services such as healthcare, education etc. Other actions included working with schools to reinforce messaging at an early age, providing welcome packs for new residents and businesses, and using ghost stencils to highlight waste on the street. A pilot was being undertaken in Hounslow to provide a pack for landlords and tenants that would signpost them towards waste services and best practice actions.

Members were advised that Hillingdon could also choose to sign up to the KBT network which, for a fee, provided access to digital campaigns, legal, litter and waste expertise, annual conferences and meetings, discounted services, the Keep Britain Tidy Litter App, and opportunities to work with the charity on new intervention and campaign trials.

How Hillingdon Council is working to address these issues

The Committee welcomed that officers worked to address the blight of littering and fly-tipping on a daily basis. The Council aimed to remove all fly-tipped waste within 48 hours of receiving a complaint. For larger fly-tips, a grab lorry may also be employed, and for the largest fly-tips a private contractor would be used to remove and dispose of the waste.

The waste team worked closely with the ASBET team, and any identification found in fly-tips removed by the waste team are sealed in evidence bags and delivered to the ASBET team for possible enforcement work.

Fly-tipping hotspots have been identified (appendix 10), with particular sites identified as problem areas due to illegal incursions and the occupation of land. To address this, the Council had secured an interim injunction to protect land from illegal incursions and remove occupiers quickly, to limit potential fly-tipping. Talks were ongoing with the Police, with the aim that, within three hours of a notified incursion, there would be a waste carrier operation at the site, that will stop and search every vehicle going in and out of the site. Vehicles can then potentially be seized, which would have a dramatic impact on offenders.

However, there was an acceptance that, while officers understood the most common locations and secured the sites as much as possible, if people were determined to gain entry then they would do so, through the use of petrol-driven angle grinders and other such equipment.

Officers were therefore confident that the best way to deal with fly-tipping was while it was in transit before it was dumped, as dumped waste had often been cleansed of identifying data, making it impossible to trace. This included organised dumping where the perpetrators pay to have the waste professionally cleansed. Council resources were, therefore, being expanded to increase the number of ID checks being carried out, as well as other measures.

Signs were in place at some sites and on litter bins, and unfortunately issues remained. Regarding bin design, experience had shown that smaller bins would result in rubbish piled up outside the bin, while larger bins would simply be filled. Bin emptying was dependant on location, with remote areas collected weekly, and high traffic areas collected throughout each day. If a bin was often reported to be full, then the frequency of its collections would be reviewed.

Addressing dumping in private alleyways was not felt to be straightforward. Firstly, it was necessary to identify all those responsible for that private land. Once identified, those responsible were then served a notice requiring the waste to be cleared. If not cleared, the Council would carry out the works and issue an invoice for reimbursement. Currently, those responsible had 21 days from the notice to resolve the issue. If not resolved, or if the Council

was not allowed on the land, then the Council would seek to obtain a warrant of entry. If the material was hazardous, such as asbestos, the Council had powers to carry out quicker clean-up operations. However, each case was reviewed on a case-by-case basis to ensure that the Council's actions were correct in law.

CCTV cameras could be used as a deterrent, though prosecutions could be difficult if the footage did not include identifying features such as vehicle details, etc. The Council had carried out a major digital upgrade of fixed CCTV cameras, with the result that the quality of image was now much higher, but cameras remained dependent on proper siting and adequate lighting to be effective. The Council was increasing its capability around usage of mobile cameras for antisocial behaviour and fly-tipping. At present, the Council has a number of ASBET cameras which were sited on key areas identified for fly-tipping. 25 mobile cameras have been replaced by three cameras on one pole, and these include Automatic Number Plate Recognition (ANPR) capability.

Cameras had been pre-set with appropriate zoom levels to capture best evidence, while the addition of new staff would allow the team to operate 24/7 to aid in securing successful prosecutions. Each site was checked several times daily to capture offenders. Evidence was then downloaded and provided to ASBET for prosecutions. A daily log was maintained as to when sites are checked. Cameras can be rotated to new sites as those sites were identified. Further proactivity could involve leaflet dropping, and the presence of officers on site on key days identified to immediately interact with offenders and effectively catch them in the act.

Regarding requests or evidence made to the CCTV unit, where evidential CCTV was available, it would be provided in a useable format and accompanied by a statement from the operator allowing it to be introduced into the evidence trail. Without these procedures, such evidence is not admissible in a court of law. The term "evidential CCTV" identifies CCTV which offered a degree of evidential value to a case. This was not always, in the case of a vehicle, a registration number, but could include a unique feature or occupant.

In a number of investigations, some currently in hand, LBH CCTV was being used effectively to support prosecutions and also to avoid such expense, by settling matters with an out of court disposal such as a fixed penalty notice.

Current investigations included two vehicles and individuals in multiple fly-tips, fly-tipping by business owners in order to avoid the cost of collection, and a long term issue involving a number of residents where a common, unauthorised collection point has been established.

Officers were of the opinion that CCTV continued to be an effective and cost efficient source of irrefutable evidence which, together with the skills and knowledge of the supporting team, was an invaluable resource to the Borough.

The Council's Bulky Waste Service had proven very popular, but despite this, the volume of fly-tipped waste had continued to increase. A regular bulk collection day could be considered (as opposed to residents arranging bespoke collections), but this could have the potential for areas to be designated as 'waste areas' which could upset residents (particularly if these areas were close to homes, etc.)

Monthly fly-tipping workshops were now being held, with attendance from the Waste Service manager, the CCTV Manager, and other key officers. The workshops were convened to share updates on ongoing Council actions to address fly-tipping within the Borough, including any best practice and innovation identified.

The Council's New Years Green Lane Civic Amenity site was asking all traders using the site to present their waste carriers licence, to ensure that the waste being accepted has been transported correctly and within the law.

Reporting

Residents and businesses were being encouraged to report witnessed and unwitnessed incidents of fly-tipping and littering to the Council, by either by telephoning or emailing the Contact Centre, or completing an online "report it" form. The Call Centre would then log the report and pass it to the waste team for further action. Local Councillors were also proactive in reporting fly-tipping using the internal Members Enquiry system.

Recent strategies employed to tackle fly-tipping:

- Borough-wide injunction (interim) High Court writ to remove illegal encampments from public land.
- Section 61 MPS Police powers to remove illegal encampments from public land
- Section 77 ASBET LBH powers to remove illegal encampments from public land.
- Waste Carrier operations MPS/ASBET to be set up within 3 hours of incursion to check all vehicles and waste documentation of vehicles coming and going from illegal encampment
- Cage Crew (evidence gathering) to attend and clear sites and gather evidence during clearing to identify those who are responsible for waste
- Out of Hours ASBET Team to operate outside of normal office hours and respond and manage illegal encampments and LBH response.

The methods used to seize and detain vehicles in relation to fly-tipping remained a learning process for officers, where examples of good practice were being explored to ensure effective and legal execution of powers. Issues encountered by officers included the fact there were no legal powers to stop vehicles on the public highway, and to do so may involve an element of danger due to the absence of training and equipment. However, over recent months the team had recovered vehicles through the following methods:

1. Seizure by court agents used to enforce the Borough-wide injunction. These had involved traveller community vehicles suspected to be used in fly-tipping at the locations seized.
2. Following enquiries and identification of offenders, information had been passed to the Metropolitan Police who have stopped vehicles on the highway, and who have powers to seize and detain a vehicle where Council enquiries are ongoing.

Further ideas & innovation

A number of other local authorities, government and volunteer groups have undertaken actions or campaigns designed to combat littering and fly-tipping. Some of the most effective are set out below, which the Council may wish to consider as part of a 'direction of travel' for future actions:

Don't Mess With Croydon – Take Pride

The Don't Mess with Croydon campaign was launched by the London Borough of Croydon in 2014, and has sought to crack down on fly-tipping and other environmental crimes within the borough by sending a firm message that offenders will be prosecuted.

To aid this, Croydon has put in place special fly-tip reaction teams who patrol the Borough with Council enforcement officers, investigating fly-tips to catch, fine and prosecute offenders. The campaign works closely with residents and local business through street champions, community clean-ups, Within the campaign, and a smartphone app which allows for residents to easily report issues.

As of August 2018, the campaign has secured over 200 successful prosecutions, for offences including the dumping of waste, dropping of cigarettes, spitting and public urination. In addition, 36 vehicles associated with fly-tipping have been confiscated and crushed.

Ballot Bins

Ballot Bins are customisable ashtrays, designed to reduce cigarette litter.

Each Ballot Bin displays a question and two answers. Smokers vote by putting their cigarette butt in the slots underneath their preferred answer. The litter stacks up behind the clear glass front in two columns, showing which answer is more popular.

According to the Ballot Bins website, studies have shown that cigarette butts are consistently the single most collected item in beach clean-ups and litter surveys. Ballot Bins have been proven to reduce cigarette butt litter by 46%.

An example of a ballot bin is included at Appendix 7.

DEFRA's Keep It, Bin It Campaign

Tackling litter is a government priority, set out in the [Litter Strategy for England](#) and the [25 Year Environment Plan](#), launched in early 2018 by the Prime Minister.

The Keep it, Bin it campaign calls for an end to rubbish excuses for littering and encourages people to responsibly dispose of their litter.

The campaign has a clear call to action: if there's not a bin, keep your rubbish and then bin it when there is one.

This is one of the largest government-led anti-littering campaigns to date. The Government has joined forces with environmental charity Keep Britain Tidy and are partnering with leading brands across a range of sectors to run the campaign.

CCTV appeals - council's publicising CCTV footage to catch fly-tippers

In an effort to promote greater civic responsibility and include the public in helping to catch litterers and fly-tippers, many Councils are now allowing residents to help identify offenders caught on CCTV to support potential future prosecutions. Video footage is uploaded to Council websites or YouTube.

Haringey Council, as shown in the images below, has a 'Wall of Shame' website with regularly uploaded YouTube videos, along with reporting tools embedded to allow for residents to notify the Council should they recognise the individual(s) within the CCTV footage.



Once identified, offenders can be prosecuted, and councils can then publicise the results of those prosecutions as a further 'Naming and Shaming' step, to promote further public awareness and deterrence. Feedback from these local authorities advise that images would only be used when the offenders in the footage are clearly over 18 years of age. Examples of Councils carrying out such CCTV appeals include Haringey, Redbridge, and Barking and Dagenham. Links to their campaigns can be found in the reference section.

This could be an interesting new tool for Hillingdon to explore further to combat fly-tipping.



Do you know these people - can you help us identify them?

If so, get in* touch and we can take further action which could lead to a fine or 12 months in prison.

*Information received will be treated in the strictest confidence.

Suggestions for further actions and implementation of recommendations

Throughout the Committee's review, Committee Members, Council officers, and external witnesses gave a number of ideas suggesting a number of actions to address the blight of littering and fly-tipping within the Borough. While the Committee is mindful of not wishing to be too prescriptive in its recommendations, Cabinet and officers may wish to consider the following as "food for thought":

Landlords and Tenants

- That the Council take a strategic approach to flats and small dwellings where residents are unable to store waste or large items prior to disposal.
- Encourage landlords to accept their responsibility to provide a means for tenants to store domestic refuse between weekly collections.

Hard Hitting Communications Campaign

- That posters highlighting fly-tipping as an expensive menace be put up in appropriate public spaces controlled by the Council, including libraries, community facilities, etc.
- That the Council considers liaising with Housing Associations, so that notice boards in blocks of flats etc, can also include these posters;
- That there is a rolling programme of design for the posters, ensuring that posters are continually refreshed and are eye-catching and thought provoking. An example of a thought provoking poster is included as appendix 8.
- That schools be encouraged to run poster design competitions, with prizes, for posters in their own facilities;
- That the Council considers the use of glow-in-the-dark signs and posters;
- That the cost of fly-tipping be highlighted on posters and notices, as well as within Hillingdon People, and the annual Council Tax letter;
- That the posters are large and are made of durable materials;
- That posters are placed on walls and fences at strategic locations;
- That the Council consider the use of banners, such as in the high Street, to advertise fines;
- That areas with high instances of fly-tipping be provided with more visible enforcement and support;
- That the cost of fly-tipping, by ward, be advertised in Council documents, posters, and on the website;
- That shopkeepers and small business be made aware of their responsibilities, potentially through a planned program of contact, including workshops and the creation of a 'do's

and don'ts' document for new shopkeepers, given to shopkeepers when arranging business rates and the like.

- Offering offenders the option of an awareness/training course, or clean-up exercises, instead of fines.
- Mandate 'duty of care' activities for fast food proprietors and the like, to ensure that they cleared up the rubbish from their patrons at the start of each working day.
- Greater publicity for the Council's free waste disposal service.

Use of CCTV

- That additional CCTV cameras be placed in fly-tipping hotspots and that new columns be erected to accommodate these new cameras if nearby lamp posts are not of sufficient height;

Partnership working

- That the Council signs up to the Keep Britain Tidy network;
- That officers report on other authorities with effective practices;
- Engage with the chairman of the Hillingdon Chamber of Commerce to seek advice on how to encourage the creation of town partnerships and forums in other areas of Hillingdon, as well as how best to offer ongoing support and advice to those forums.
- Creation of waste champions, similar to street champions.
- Formally recognise when individuals or groups make a positive difference.
- Further involvement of volunteers from minority ethnic communities, to help increase their feeling of belonging and aid community cohesion. Publicise good news stories.

Miscellaneous

- That the Council carefully consider their use of paper when implementing any recommendations;

The use of CSI style tape, as referred to during witness session 3, has been determined to be unworkable in Hillingdon due to the cost implications of having officers visit a site twice, (i.e. having to install the tape, then subsequently remove it and the waste). In addition, it is felt that the benefits of highlighting the issue to residents can be better achieved through a hard-hitting Communications plan focused on the criminal nature of fly-tipping. The use of CSI style tape is, therefore, not recommended at this time.

Findings & Conclusions

The Committee acknowledged that, from the evidence gathered, the regular turnover of tenants within rented accommodation often creates large amounts of waste, which is then often fly-tipped by tenants as they leave the accommodation, or landlords preparing for their next occupants. To address this, the Committee recommends that:

1	<p>Greater Landlord & Tenant Awareness:</p> <ul style="list-style-type: none"> a. That Waste Services promotes the Council’s waste collection services in a targeted way to key landlords, letting agents, the Landlords Forum, Housing Associations on their and their tenants responsibilities; b. To include consideration of ‘welcome information’ for new tenants on waste and recycling procedures, via letting agents and key landlords.
----------	--

The Committee was mindful of the need to change behaviours in order to successfully combat the unsightliness caused by widespread littering and fly-tipping. Instilling a sense of pride in one’s surroundings is thought to be an effective way to help change mindsets and, ultimately, behaviours. In addition, highlighting the proper disposal of waste, and the consequences should residents fail to do so, is important in reinforcing correct behaviours.

The Committee was also keen that the Council should take advantage of partnership working, where available, including national groups such as Keep Britain Tidy, and take part in relevant campaigns.

To this end, the Committee recommends:

2	<p>Beautification and Civic Responsibility</p> <ul style="list-style-type: none"> a. That officers increase the scope of roadside beautification through the planting of wildflowers to instil greater civic pride in areas, visually helping to deter littering from cars and by pedestrians; b. That a new ‘warning letter’ regime be instigated, with letters issued to all suspected offenders as recommended by officers following receipt of complaints;
----------	---

- c. That the Council develops its relationship with external organisations such as Keep Britain Tidy and participates in national civic awareness campaigns;**
- e. That officers investigate the possibility of introducing a unique reference number for each bin to enable Waste Services to easily identify patterns (via reports/requests from residents) where particular bins overflow regularly or indeed are underused, and in turn, allow them to deploy limited resources more strategically and effectively.**

An awareness of the importance of proper disposal of waste, and the services the Council provides to facilitate this, is key to successfully changing the behaviours of residents. The Committee suggested that the Council's current communication plans be amended to engage residents and highlight the cost and impact of littering and fly-tipping, including liaising with traveller groups, schools, local businesses, etc. In addition, engaging residents through the use of visual mediums and social media, use of CCTV appeals to identify offenders, as well as highlighting successful Council prosecutions, is felt to be important in ensuring residents understand how to properly process their waste and the consequences, should they fail to do so. To this end, the Committee recommends the following additional communications:

Hard-hitting Communications Campaign:

3

- a. That Cabinet note some of the detailed ideas and creative approaches (not recommendations) suggested by the Committee in the report for consideration as part of the Council's wider communications campaign, including poster campaigns to highlight the impact, cost, and potential fines resulting from littering and fly-tipping;**
- b. That Corporate Communications produces a catchy online clip showing how to report fly-tipping and to book the bulky waste removal service, sharing online and across social media platforms;**
- c. That officers further investigate, and report back to the Cabinet Member with proposals, on the potential for "CCTV appeals" on video and social media, for residents to help identify offenders caught on CCTV in an effort to promote greater public engagement and a new avenue of information for securing successful later prosecutions;**

- d. That ASBET officers, in conjunction with Legal officers and the Corporate Communications team, roll out a regular programme to publicly ‘name and shame’ offenders once prosecuted, communicated widely including to Councillors, Street Champions and Neighbourhood Watch.**
- e. That the Council publicise all successful prosecutions from the preceding 12 months through the Communications team.**

The Committee was very aware of the need to engage with and help support the good work of the various volunteer groups active within the Borough. Similarly, the Committee recognised the importance of engaging with the Borough’s young people at an early age. By instilling an awareness of environmental issues and their impact early, volunteers and young people can take action to address the issues themselves or act as advocates for good practices to other generations. In an effort to expand on this engagement, the Committee recommends the following:

Engaging Volunteers and Young People:

4

- a. That the Council provides free litter picking equipment to established local groups, residents associations, schools, Ward Councillors or street champions, upon request;**
- b. That the Waste Services Team establish a programme of liaison with Hillingdon Schools, including environmental awareness and training, pupil led poster campaigns; and regular litter-picking activities;**
- c. That the Council steps up its use of Community Payback to help clear litter and fly-tipping in parks, as well as ‘hotspots’ such as alleyways.**

The Committee was hopeful that the new 2020 Environment Bill will provide greater powers to local authorities to more stringently combat littering and fly-tipping, as a long-term commitment to addressing the issues contained within this report. To that end, the Committee recommends that:

Embracing National Changes

5

- a. Following the Motion approved at Council on 16 January 2020 and national changes expected from the 2020 Environment Bill, that Cabinet notes that the Committee will revisit what additional steps can**

be taken by the Council should new powers and the ability to impose larger fines be granted upon local authorities to provide a stronger deterrent, reporting back to Cabinet as appropriate.

Terms of Reference of the review

The following Terms of Reference were agreed by the Committee from the outset of the review:

1. To understand the current policies and procedures in place in relation to fly-tipping and anti-social littering within Hillingdon and how the Environmental Enforcement Team and Waste Services, in particular, are deployed to respond. To further understand how Council teams work together to tackle fly-tipping and litter.
2. To understand the reasons why individuals, businesses and others choose to be anti-social and litter and fly-tip in local communities.
3. To better understand the ways residents currently report instances of littering and fly tipping, and how the Council is working to improve these reporting tools;
4. To review current and future plans by the Council to enforce the issue of fly-tipping and littering, including education, fines and prosecution action;
5. To explore in-depth new practical, cost-effective and innovative ways that other local authorities, nationally and internationally, are doing to tackle fly-tipping and littering and to assess the effectiveness of their possible use within Hillingdon.
6. To review the current policies, legislation, research and activity by Government, national charities, volunteer groups and campaigns that are working to reduce instances of littering and fly tipping and to explore national guidance and advice that could be adopted by Hillingdon;
7. To better understand the impact on the street scene, civic pride, environment and wildlife as a result of littering and fly tipping;
8. To make any findings along with feasible and affordable recommendations to Cabinet based on the outcome of the Committee's review.

Witnesses & Committee activity

The Committee received evidence from the following sources and witnesses:

<p>Witness Session 1 – 4 September 2019</p>	<p>Cathy Knubley, Head of Waste Services Nathan Welch, ASB and Environment Manager</p>
<p>Witness Session 2 – 15 October 2019</p>	<p>David Brough – Chairman of the Hayes Town Partnership A S Puar – Chairman of the Hayes Town Business Forum Colleen Sullivan – Oak Farm Residents Association Jane Turnbull - Oak Farm Residents Association Claire King – Resident of Barnhill Ward Kiran Soor – Resident of Barnhill Ward</p>
<p>Witness Session 3 - 4 November 2019</p>	<p>Rose Tehan, Research and Innovation Development Manager for Keep Britain Tidy (KBT)</p>

References

The following information is provided in order to signpost readers to useful contextual information to this review:

Associated legislation and national policies

[Department for the Environment and Rural Affairs \(DEFRA\) guidance to Councils](#)

[June 2019 Parliamentary Research Briefing on Fly-tipping](#)

[The Clean Neighbourhoods and Environment Act 2005](#)

[The Waste \(England and Wales\) Regulations 2011](#)

[The Unauthorised Deposit of Waste \(Fixed Penalties\) Regulations 2016](#)

[The Clean Neighbourhoods and Environment Act 2005](#)

The Environmental Protection Act 1990:

[Part IV \(Sections 86 - 99\) of the Act pertains to littering.](#)

[Section 88 \(6A\) regarding fixed penalty notices](#)

[Section 33 of the Act is enforceable by both the Environment Agency and the local authorities](#)

[Anyone who produces waste has a duty of care under section 34 of the Act](#)

Council Walls of Shame:

[Haringey Wall of Shame](#)

[Barking & Dagenham Wall of Shame](#)

[Redbridge Wall of Shame](#)

Case Studies

Local Authority actions:

1. [Don't Mess With Croydon - Croydon's 'naming and Shaming' policy](#)
2. [Wallsall's approach to address fly-tipping](#)
3. [Ballot Bin Initiative](#)

National Groups and Campaigns

1. [Keep Britain Tidy](#)
2. [DEFRA's Keep It, Bin It anti-littering campaign](#)
3. [Reducing litter caused by 'Food On The Go'](#)
4. [Government's 'Litter Strategy for England'](#)
5. [National Fly Tipping Prevention Group](#)
6. [Fix My Street - A nationwide reporting service for incidents of fly tipping, graffiti, etc. \(Often used by councils to map incidents\)](#)

Local Groups

1. [Litter Action: An archive of local groups dedicated to litter picking. \(Most are individuals who occasionally organise litter picks.\)](#)

2. [Uxbridge Green Gym Volunteers: A community volunteer group dedicated to conservation around Uxbridge \(specifically the greenery around Hillingdon Leisure Centre\).](#)

3. [London Waste and Recycling Board](#)

Appendices

Appendix 1: Enquiries logged with the Council's Contact Centre, by type.

Description	Number of Enquiries by Residents and Members
SC - Fly Tipping on Highway - Not Witnessed	6989
SC - Litter on highway/footpath	4645
ME - Fly Tipping	3288
ASBIT Fly Tipping	1284
Fly Tipping on Council Land CARETAKERS ONLY	984
SC - Litter Bin Full	709
ME - ASBIT - Fly Posting	485
ME - Refuse/Litter on Street/Pavement	451
SC - Dog Litter Bin Full	214
GS - Fly Tipping	211
SC - Request for Litter Bin	123
SC - Fly Tipping on Private Road	100
Litter Bin Full In Park	84
SC - Drug Related Litter - Highway	31
SC - Request for Dog Litter Bin	31
ME - ASBIT Fly Posting	26
SC - Drug Related Litter - Other Areas	24
Drug Related Litter	15
Recycling - Litter Bins	5

SC - Removal of Fly Posting - Pasted	2
CCTV – Fly Tipping - Witnessed on Camera	1
ME - Build Up of Litter	1
Recycling - Siting Litter Bins	1

Key: ME = Member's Enquiry, SC = Street Cleansing, GS = Green Spaces, ASBIT = now Anti-Social Behaviour and Environment Team (ASBET)

Appendix 2: Litter recorded on mobile phone apps during the Great British Spring Clean 3 - 5 March 2017 (DEFRA, 2018)

Type of Litter	Percentage of litter recorded (3,226 items in total)
Food and food packaging	23%
Alcoholic drinks	22%
Non-alcoholic drinks	20%
Other, including tissues	13%
Smokers' litter	12%
Dog faeces	5%
Chewing Gum/Wrappers	5%

Appendix 3 - Examples of Fly-Tipping in Hillingdon





Appendix 4 - Volume of fly-tipping incidents since 2014

Volume of fly tipping incidents ASBET figures	
2014	1,922
2015	1,668
2016	1,499
2017	1,213
2018	1,253
2019 Jan to July	927
Total	9,862

Volume of fly tipping incidents excluding ASBET figures	
2014	10,239
2015	9,850
2016	11,045
2017	8,555
2018	9,952
2019 January to July	6,646

Appendix 5: Volume of littering incidents

Volume of littering incidents

2014	2,968
2015	3,470
2016	4,757
2017	4,074
2018	4,445
2019 January to July	3,313

Appendix 6 - Keep Britain Tidy CSI Tape



Appendix 7 - Ballot Bins



Appendix 8 - Thought Provoking Posters



Appendix 9 - Illegal Dumping Incidents in London 2017/18

Area	Total Incidents	Total Action Taken	Warning Letters	Fixed Penalty Notices	Statutory Notices	Formal Cautions	Injunctions	Prosecutions
City of London	1,826	2,579	0	559	221	0	0	0
Barking and Dagenham	2,628	1,066	7	970	27	0	0	0
Barnet	6,153	503	7	496	0	0	0	0
Bexley Council	2,105	327	28	68	0	0	0	0
Brent	18,609	7,483	372	2,531	708	0	0	253
Bromley	3,067	258	17	34	3	0	0	3
Camden	12,170	12,671	0	832	337	0	0	0

Croydon	19,198	2,684	19	520	10	0	0	49
Ealing	13,610	5,471	150	5,021	100	0	0	0
Hackney	9,821	11,172	112	119	245	5	0	17
Hammersmith and Fulham	18,652	2,982	0	194	262	6	0	8
Haringey	23,549	3,171	0	1,235	469	8	0	27
Harrow	9,626	1,622	77	17	60	0	0	5
Havering	4,655	10,463	3,986	295	611	0	0	2
Hillingdon	7,181	4,393	0	4,393	0	0	0	0
Hounslow	17,063	4,334	2,074	765	4	0	0	0
Islington	2,588	7,231	964	5,393	254	0	0	5

Kensington and Chelsea	9,852	10,165	0	181	0	0	0	1
Kingston Upon Thames	1,349	3	0	3	0	0	0	0
Lambeth	3,433	959	0	181	0	0	0	0
Lewisham	3,562	1,330	32	365	249	0	0	0
Merton	8,878	6,299	191	5,641	18	0	0	0
Newham	15,206	3,615	0	1,290	119	0	0	0
Redbridge	:	5,670	889	523	607	435	0	16
Richmond Upon Thames	4,701	2,615	288	25	0	0	0	0

Southwark	15,741	2,255	113	309	439	0	0	6
Sutton	2,683	450	57	6	56	0	0	0
Tower Hamlets	7,465	13,316	821	1,179	161	0	0	0
Waltham Forest	7,678	17,036	236	9,566	1,005	202	0	45
Wandsworth	5,000	9,735	1,453	2,064	0	158	0	0
Westminster	13,890	7,111	1,882	5,098	131	0	0	0

Appendix 10 - Fly-tipping hotspots

