

Leicester and Leicestershire


Fly-tipping campaign summary May to June 2018



Hinckley & Bosworth
Borough Council



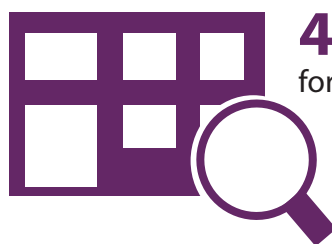
In just 2 months (May to June 2018) we achieved :

Campaign seen
 at least
600,000
times



9% increase in the
number of people using
council collection services
compared to same period in 2017

£ **49** fly-tippers
fined a total of
£21,173



410 businesses inspected
for waste compliance

2 fined and **1** prosecuted with
fine /costs totalling **£57,000**
All other businesses were able to
demonstrate compliance within set time
limits.

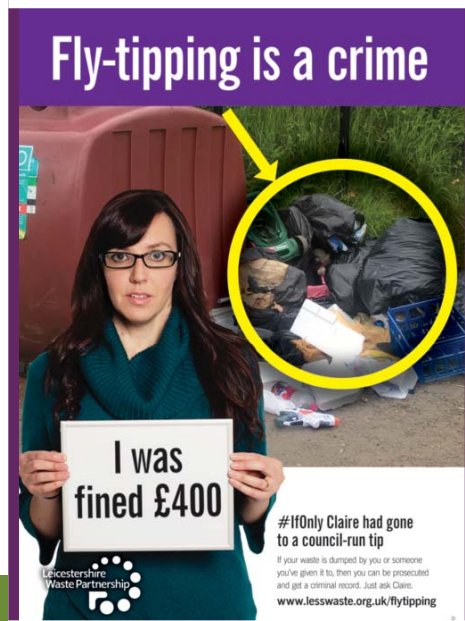
Why do it?

Like many parts of the country fly-tipping in Leicester and Leicestershire increased to around 12,000 incidents in 2017. That is nearly 33 fly tips every day.

Councils have different resources and various approaches to tackle fly tipping. There have been a number of campaigns over the years which have been successful but joining forces has shown would be fly-tippers that Leicester and Leicestershire does not tolerate fly-tippers. By sharing expertise and resource we were able to have a greater impact across the city and county.

Our solution:

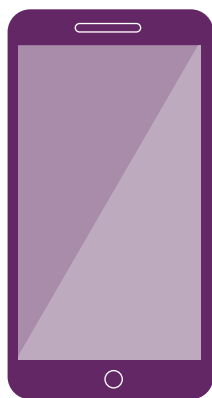
A joint campaign to raise awareness amongst residents of their responsibilities about disposing of their waste and that we are watching and enforcing fly-tipping. Funded by the Leicestershire Waste Partnership and Leicester City Council.



How we got the message out:



261,000
people reached on
council run social
media



374,213
people reached by
other social media and
10,000
website hits

284,000

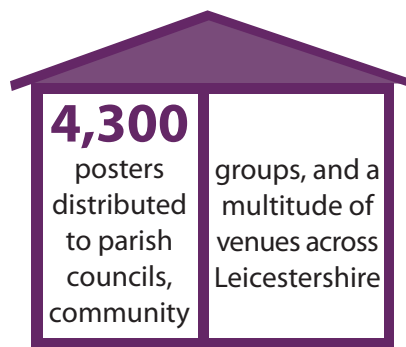
people reached
through radio



14 awareness
events



292 bus adverts



4,300

posters
distributed to parish
councils, community

groups, and a
multitude of
venues across
Leicestershire

1,000

signs at
fly-tipping
hot spot
areas



3 prime time
local news items
(BBC and ITN)

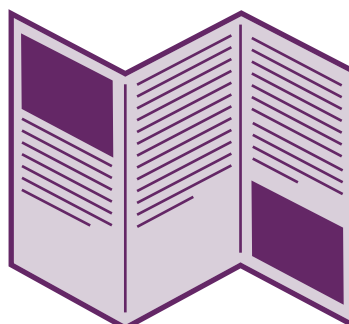
13

billboards
in Leicester
city centre



3,500
outdoor
stickers

used mainly
on litter bins
and recycling banks



10,000 leaflets
distributed to residents
and businesses



18,000 people
reached through existing
networks/ partnerships e.g.
NFU, neighbourhood watch,
industrial estates, housing
tenants, town centre
partnerships, community
safety partnerships, parish
councils etc



52,000

adverts for council
collections on
wheelie bins
(not funded by
campaign)

The campaign

May 2018 – Raising awareness

June 2018 – Increased enforcement to drive home the message

Simple, clear messages for residents:

- X** Using an unauthorised person to remove waste is illegal.
- X** Don't dispose of waste in the wrong place for example in laybys, by litter bins, by recycling banks or on the road side.
- ✓** How to dispose of your waste correctly for example by using recycling and household waste sites.



To remember that fly-tipping is a crime, councils are enforcing the law and you could be fined or prosecuted.

5 characters were created from recent cases:

Super fly-tipper – A loveable rogue who would take your rubbish and then fly-tip it leaving you to pay the fine and clear up costs. Used as a funky funny radio advert and video on social media and the internet, targeting people who use social media as their main source of information:
www.lesswaste.org.uk/flytipping

Sue – Prosecuted and fined after using an unregistered waste carrier who then fly-tipped her waste. #ifonly she'd asked to see their waste carriers licence. A reminder for people to use a registered waste carrier. Used on bill boards / bus advertising, posters, social media etc.

Mo – Fined after putting his fridge out on the roadside for a scrap metal collector to take it. #ifonly he'd asked the council to collect or taken to a council run tip. Used in residential areas where this is prevalent as a reminder about good practice for scrap metal collections.

Claire – Fined after leaving her rubbish by a recycling bank. #Ifonly she had taken it to the council run tip. Used mainly on litter bins and recycling banks.

David – Fined after fly-tipping himself. #ifonly he had asked the council to collect. Targeted at areas with high amounts of fly-tipping.

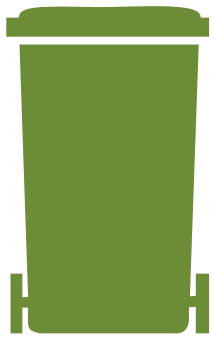
Report it - an appeal to everyone to report fly-tippers, to deter would-be fly-tippers and to show that we are working together to share intelligence across councils. Targeted at regular fly-tipped areas.

Used joint **Lesswaste website** to provide information on how to report fly-tipping and dispose of your waste correctly: www.lesswaste.org.uk/flytipping.

Easy to read informative leaflet for residents and businesses giving further information on responsibilities and how to dispose of their waste correctly.



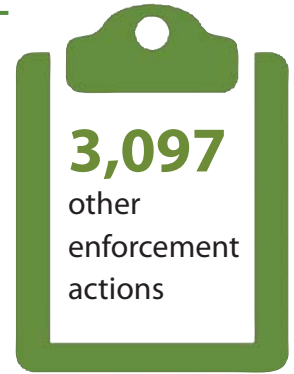
Increased enforcement to tackle persistent fly-tippers



410 duty of care visits to check businesses disposing of their waste correctly



49 fixed penaltys issued for fly-tipping



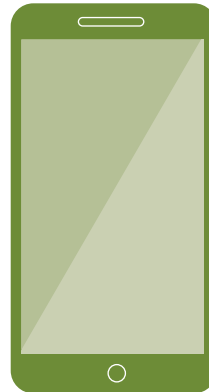
3,097 other enforcement actions



2 fines for businesses without waste contracts

1 successful prosecution of a business without waste contracts with costs /fines totalling

£57,000



Ongoing

monitoring of social media to identify unregistered collectors and promote correct methods of waste disposal



Further

prosecutions and fines to be issued as investigations started during the campaign period conclude



1 prosecution resulting in fly-tipper having to pay fines and costs totalling **£4,473**

The results

The results of this campaign will become apparent over the next 6 to 12 months but data from the campaign period of May and June shows:

- 2,220 fly-tips reported (1% increase on 2017). This increase was expected as the campaign raised awareness of how to report fly-tipping. We will keep monitoring and hope to see a reduction in the number of fly-tips over the next 12 months.
- 9 percent increase in use of the council's large item collection services. If this continues then this would be an extra 6,000 collections for the year which reduces the chance of these items being fly-tipped.
- Over 600,000 people reached. Posters, stickers and leaflets remain in place across the city and county and we continue to use social media and other channels to report fly-tipping incidents and enforcement across the county – sharing each others' intelligence and successes.
- Fly-tipping at recycling banks is reducing.

Contacts

For more information on the campaign visit: www.lesswaste.org.uk/flytipping

Online contact form: streetscene@hinckley-bosworth.gov.uk/streetcleaningQ