



**COMMITTEE TITLE: Clean & Green Committee**

**DATE: 26 June 2023**

<b>REPORT TITLE:</b>	Reducing Fly Tipping in the Borough
<b>REPORT OF:</b>	Marcus Hotten, Director - Environment

## **REPORT SUMMARY**

The report sets out the proposal to explore a range of behavioural interventions developed by Keep Britain Tidy to reduce fly tipping and return with a further report outlines feasibility and resources required.

## **SUPPORTING INFORMATION**

### **1.0 BACKGROUND INFORMATION**

The Environmental Protection Act 1990 (EPA) imposed duties under section 89(1) and (2) on certain landowners and occupiers to keep specified land clear of litter and refuse.

Under the Act, Brentwood Borough Council are defined as a Principal Litter Authority Council and as such must keep any publicly maintainable highway within the Borough clean and clear of litter and refuse (as far as is practicable). The Council must also keep clear land that is: publicly accessible, and under their direct control; and, open to the air at least on one side.

Fly-tipping is often regarded as one of the top environmental challenges faced by many local authorities in this country. It is a crime, a nuisance and a hazard, with significant costs – both financial and environmental.

Brentwood Borough Council has to this effect, successfully engaged National Enforcement Services (NES) to undertake investigation and enforcement of littering offenses, including fly-tipping. Although the partnership has been successful, the number of fly-tips recorded in the borough, have not witnessed any decrease. This is unfortunately typical of the situation facing England as a whole.

According to the Keep Britain Tidy (2023) around a million fly-tipping incidents are reported in England every year and almost two-thirds of all recorded fly-tips are made up of household waste. Despite resources going into tackling fly-tipping –

education, monitoring, enforcement and removal – incidents of fly-tipping continue to increase.

Keep Britain Tidy is an independent charity with years of experience in gathering insights into specific behaviours to inform a systematic approach to tackling litter and waste issues. Over the past few years, they have conducted extensive research into why people fly-tip and have brought this insight together into a publication; Beyond the Tipping Point: Insights to Tackle Householder Fly-Tipping.

This publication, developed by the Keep Britain Tidy Centre for Social Innovation, examines eight key insights into the behavioural drivers behind householder fly-tipping. Using these research insights, tested targeted 'interventions' were developed – actions for local authorities and other land managers to use with residents to tackle this behaviour head-on and reduce householder fly-tipping.

In 2019, Keep Britain Tidy embarked on the award-winning Better Streets programme, in partnership with Newham Council to tackle the fly-tipping that was blighting their borough and costing them, like local authorities across the country, millions of pounds a year to deal with.

These interventions had some fantastic results with some seeing initial reductions in fly-tipping of at least 64% on average with, crucially, longer-term reductions averaging at least 50% lower than pre-trial levels. Newham has gone on to replicate the approach in other areas of the borough, with two thirds of sites delivering an average 42% reduction in fly-tipping.

Keep Britain Tidy offer a package of support to Local Authorities. It is proposed that a report is brought back to this Committee setting out the approach that is undertaken by Keep Britain Tidy, identifying the suitability of the interventions and the resource that would be required for delivery.

## **2.0 FINANCIAL IMPLICATIONS**

**Name & Title: Tim Willis, Director – Resources & Section 151 Officer**  
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None.

## **3.0 LEGAL IMPLICATIONS**

**Name & Title: Claire Mayhew, Joint Acting Director People & Governance & Monitoring Officer**  
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Local authorities are responsible for investigating, clearing and taking appropriate enforcement action in relation fly-tipping on public land.

Any work undertaken by the Council, either by itself or in partnership will be in line with statutory legal guidance.

#### **4.0 RELEVANT RISKS**

None, the report is currently, effectively setting out the scope of the proposed project.

#### **5.0 ENGAGEMENT/CONSULTATION**

None.

#### **6.0 EQUALITY & HEALTH IMPLICATIONS**

**Name & Title: Kim Anderson, Corporate Manager - Communities, Leisure and Health**

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The Public Sector Equality Duty applies to the Council when it makes decisions. The duty requires us to have regard to the need to:

- a) Eliminate unlawful discrimination, harassment and victimisation and other behaviour prohibited by the Act. In summary, the Act makes discrimination etc. on the grounds of a protected characteristic unlawful
- b) Advance equality of opportunity between people who share a protected characteristic and those who do not.
- c) Foster good relations between people who share a protected characteristic and those who do not, including tackling prejudice and promoting understanding.

The protected characteristics are age, disability, gender reassignment, pregnancy and maternity, marriage and civil partnership, race, religion or belief, gender, and sexual orientation. The Act states that 'marriage and civil partnership' is not a relevant protected characteristic for (b) or (c) although it is relevant for (a).

The proposals in this report will not have a disproportionate adverse impact on anybody with a protected characteristic.

#### **7.0 ECONOMIC AND CLIMATE IMPLICATIONS**

**Name & Title: Phil Drane, Director - Place**

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There are no direct economic implications. More generally, the upkeep of a clean and pleasant environment in the borough positively contributes to the local economy.

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**APPENDICES**

None

**BACKGROUND PAPERS**

None

**SUBJECT HISTORY (last 3 years)**

None