

PROPOSAL

**Brentwood & Rochford Fly-Tipping Interventions
Support Package 2023-24**

August 2023

Keep Britain Tidy is an independent environmental charity with three goals – to eliminate litter, improve local places and prevent waste.

We understand that we cannot reach our goals by working alone, so we work with businesses, schools, communities, individuals, government - local and national – and other charities and voluntary organisations.

We know that if people care for the environment on their own doorstep – the local park, the street in which they live, the river that runs through their area – then the environment, the community and the individual will all benefit. How can we expect people to understand and care about global environmental issues if they don't understand the importance of, or care about, their own local environment?

Keep Britain Tidy is a charity with a wealth of experience and expertise. We have been working and campaigning to eliminate litter, improve local places and prevent waste for many years. We want to share that experience and expertise with others, supporting businesses, communities, schools and government.

We fund our work by offering services and expertise to those who can benefit from them, by delivering accreditation schemes for parks, beaches, schools and public spaces and by developing relationships with partners in the corporate sector to support our research and campaign activities.

ABOUT KEEP BRITAIN TIDY.

PROPOSAL RELEASE SHEET

Date: 3 August 2023

Written by: Dr. Anna Scott (MCIWM), Director of Services

Quality checked by: Farhana Aktar, Project Manager

Lead contact details: Keep Britain Tidy
The Green House
244-254 Cambridge Heath Road
London E2 9DA

Telephone: 07970 375 097

Email: anna.scott@keepbritaintidy.org

1 BACKGROUND

Keep Britain Tidy is an environmental charity which aims to eradicate litter and reduce waste, improve the quality of public space and help people live more sustainably.

We develop and deliver high quality research, innovation and evidence-based services – to local authorities, government, and businesses – which contribute significantly to Keep Britain Tidy’s charitable aims.

In 2015, Keep Britain Tidy launched the Centre for Social Innovation, becoming the only UK charity to take a systematic approach to applying behavioural insights to tackle litter and waste issues. The Centre focuses on understanding the root causes of these issues through high-quality behavioural insights research and uses this together with behavioural science to design and pilot behavioural interventions. We work together with private, public and third sector organisations, local authorities’ managerial and operational staff as well as communities, to design interventions which are cost-effective, measurable and practical to deliver. In this way, we ensure that the interventions we develop are scalable. To date, over 290 local authorities and other organisations have implemented one or more of our tested interventions.

Our services for local authorities also include the Keep Britain Tidy Network which brings organisations together with a common purpose to make places better. We do this by sharing expertise through learning events, legal updates, online resources and training, along with celebrating and promoting success through the Network annual conference and awards.

In 2019-20, Keep Britain Tidy’s Centre for Social Innovation developed and robustly tested a series of interventions to tackle fly-tipping in partnership with the London Borough of Newham under the Better Streets programme. These were based on the latest behavioural insights from our research into domestic fly-tipping and previous pilots. The Better Streets programme was shortlisted for the Best Community and Neighbourhood Initiative at the APSE Annual Service Awards 2021, and in the Environmental Behaviour Change at the Global Good Awards 2022. The programme also won the Local Government Chronicle Award 2021 for Environmental Services. The judges said:

“Impactful and innovative solution to tackling a significant environmental problem. Showing much creativity in the approach, developed with strong and ongoing relationships with the community.”



Two interventions produced a substantial reduction in the number of fly-tipping incidents:

Crime Scene Investigation (CSI) Tape intervention

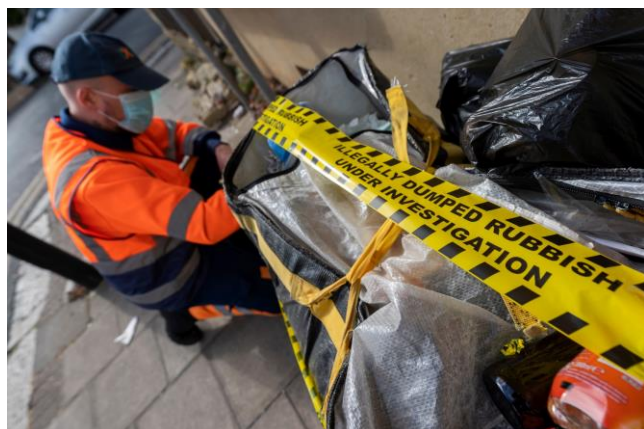


Photo credit: Newham Council

Keep Britain Tidy research into fly-tipping behaviour revealed that there is an expectation that fly-tips will be collected quickly and without repercussion. In response, we implemented a feedback loop to break this expectation, highlighting investigation and enforcement activity on street. The CSI Tape intervention involved leaving fly-tips in situ for a defined period of time, wrapped in CSI tape with a sticker highlighting investigation/enforcement activity. This was accompanied by communication with local residents and businesses about the correct disposal of waste.

The CSI Tape intervention produced the following results:

- A 73% reduction in the number of fly-tipping incidents at one fly-tipping hotspot (busy main road) between the baseline period and intervention period (the average number of fly-tips per week dropped from 14.8 to 4.0). Furthermore, the number of fly-tipping incidents reduced by 30% between the baseline period and post-intervention period (the average number of fly-tips per week dropped from 14.8 to 10.3).
- A 55% reduction in the number of fly-tipping incidents at another fly-tipping hotspot (residential street) between the baseline period and intervention period (the average number of fly-tips per week dropped from 3.3 to 1.5). Furthermore, the number of fly-tipping incidents reduced by 70% between the baseline period and post-intervention period (the average number of fly-tips per week dropped from 3.3 to 1.0).
- There was no evidence that fly-tipping was displaced to adjacent streets.
- 50% of residents in the hotspot areas agreed that the CSI Tape intervention showed that Newham Council was working to tackle fly-tipping.

Social Impact Stencils intervention



Photo credit: Newham Council

Keep Britain Tidy research into fly-tipping behaviour revealed that people perceive fly-tipping as low-impact. In response, we highlighted and social and financial impacts of fly-tipping to residents through chalk paint stencil messages left behind where fly-tips had been cleared. This was accompanied by communication with local residents and businesses about the correct disposal of waste.

The Social Impact Stencils intervention produced the following results:

- A 67% reduction in the average number of fly-tipping incidents across a set of four hotspot roads between the baseline period and intervention period (the average number of fly-tips per week dropped from 30.2 to 10.1). Furthermore, the average number of fly-tipping incidents reduced by 63% between the baseline period and post-intervention period (the average number of fly-tips per week dropped from 30.2 to 11.2).
- There was no evidence that fly-tipping was displaced to adjacent streets.
- 58% of residents in the hotspot roads agreed that the Social Impact Stencil intervention showed that Newham Council was working to tackle fly-tipping.
- Looking at longer term trends, the average number of fly-tipping incidents across a set of four hotspot roads was 32% lower than the baseline period in the first year post intervention (2020, a year when fly-tipping increased in general) and 30% lower than the baseline period in the second year post intervention.

Newham Council has scaled the CSI Tape and Social Impact Stencils interventions and targets fly-tipping hotspots on a rolling basis. Fly-tipping has dropped at 66% of sites, dropping by an average of 42% at those sites.

In 2022-23, Keep Britain Tidy began scaling the CSI Tape and Social Impact Stencil Interventions by offering support to five local authorities wanting to implement the interventions as part of their work to tackle fly-tipping, including Lancaster, Milton Keynes,

Birmingham, Derby and Liverpool. In 2023-24 we have capacity to support a further six local authorities who want to implement the interventions as part of their work to tackle fly-tipping. Priority will be given to local authorities who are Keep Britain Tidy Network members. The package of support is bespoke, and is designed to help the local authority plan and execute these interventions efficiently and to maximum effect, then using the expertise and skills gained to run the interventions without the need for ongoing support.

2 DELIVERABLES

As part of the package of support to implement the CSI Tape and Social Impact Stencil Interventions to tackle fly-tipping, Keep Britain Tidy will:

- Hold an inception meeting with the local authority remotely to map an outline timeline for the project, schedule the first workshop of the process and identify key attendees.
- Deliver a workshop (up to 3 hours) for key managerial staff in person with three objectives:
 - To better understand fly-tipping behaviour
 - To have a clear understanding of the CSI Tape and Social Impact Stencil interventions and what they can achieve
 - To work through the practical considerations of delivering the CSI Tape and Social Impact Stencil interventions effectively in the local authority.

The workshop should be attended by managerial staff responsible for fly-tipping clearance, enforcement activity, the provision and analysis of fly-tipping incident data, and communications. Elected members can also be accommodated if desired.

- Produce a project plan for implementation of the interventions which formalises the timing of key decisions and the decision-makers.
- Support decision-making around the selection of 10-12 suitable fly-tipping hotspots (streets or sections of streets) to be targeted by the interventions (typically half targeted with each intervention) including the identification of displacement streets (adjoining streets where incidents of fly-tipping could be a result of the intervention taking place nearby and fly-tippers avoiding the target area). The identification of control streets is also desirable to allow wider trend in fly-tipping to be seen – control streets are streets in the ward or wider area where no intervention takes place and are not considered to be displacement streets. The 10-12 fly-tipping hotspots and associated displacement streets should be cleared of fly-tipping by no more than two operational teams to limit the number of staff responsible for the successful delivery of the interventions.
- Hold a workshop with communications staff to design two A5 double sided leaflets for residents and businesses in the hotspot areas about how to dispose of waste responsibly, including original professional photography and using behavioural insights from Keep Britain Tidy’s research into fly-tipping behaviour. The leaflets can be co-branded as the local authority and Keep Britain Tidy using the wording *“This leaflet has been produced in partnership with Keep Britain Tidy”*. Note that these leaflets are instructional with the design based on an existing Keep Britain Tidy template, and are not designed to raise awareness of the interventions.
- Arrange the print and delivery of 170gsm leaflets in radii around the 10-12 fly-tipping hotspots at the start of the intervention period using a third party distribution company:
 - Up to 5,000 households with leaflets delivered without envelopes by Royal Mail second class post. The cost assume that the 5,000 properties spread across the 10-12 hotspots are close enough to be within the third party distribution company’s minimum order of 5,000 households within one area.
 - Up to 1,000 businesses with leaflets delivered in envelopes by Royal Mail second class post.

Alternatively, the local authority can take on responsibility for the distribution of the leaflets at the start of the intervention period or a reduced cost.

- Provide the materials needed for the interventions in addition to the communications leaflets above – tape, stickers and marker pens for the CSI Tape intervention, and stencils and chalk paint spray for the Social Impact Stencils intervention.
- Provide briefing documents for the communications team and elected members with answers to questions which may likely be asked by residents and the media. A briefing meeting for elected members can be held remotely if desired for an additional cost.
- Support the development and implementation of a monitoring framework to evaluate outcomes both in terms of fly-tipping incidents (including hotspots and displacement streets, and potentially also control streets/areas) and resident perceptions:
 - Establish what constitutes fly-tipping for the purposes of the intervention. We recommend that this includes bags of waste on streets as well as bulky items.
 - Establish the length and timing of the baseline period, intervention period, and post-intervention period. We

recommend that each is typically a four week period, but this can be adapted.

- Develop a practical approach to recording the number of fly-tips at both target streets and displacement streets on a weekly basis. This system should involve operational staff logging any fly-tips cleared in the hotspots and displacement areas in the baseline, intervention and post-intervention periods, whether they have already been reported to the local authority or not. Our preference is to work with local authorities who already have an established system in place. However, we can work with local authorities without such a system to put one in place for the purposes of the intervention. Through experience we know that this needs to be a simple system to avoid overburdening operational staff and we therefore suggest using the Keep Britain Tidy Litter App (which requires Keep Britain Tidy Network membership). The local authority will be responsible for the provision of mobile devices to operational staff.
- Conduct on street/door-to-door surveys with 300 residents across the 10-12 fly-tipping hotspots following the intervention period to establish perceptions in relation to the intervention – aspects including their perception of fly-tipping as a problem, their understanding of what constitutes fly-tipping, whether or not they have seen the intervention and what they think its purpose is.
- Prior to the baseline period, deliver a workshop (up to 2 hours) for operational staff in person to motivate and empower them to record fly-tips at hotspots and displacement areas during the baseline, intervention and post-intervention periods (according to the agreed definition of what a fly-tip is), and deliver the CSI Tape and Social Impact Stencil interventions effectively. The workshop will take a similar form to the workshop for managerial staff with the same three objectives. While the practical considerations of delivering the interventions will have been agreed during and following the workshop with management staff, there is scope for some final refinement during the workshop with operational staff using their local knowledge – important to create their buy in.
- Prior to the intervention period, deliver an on-the-ground session (up to 1 hour) with operational staff in person to demonstrate/practice how to deliver the CSI Tape and Social Impact Stencil interventions effectively. This is important for operational staff to feel supported throughout the process. This activity will involve original professional photography to provide a gallery of images for the local authority to use after the project has concluded.
- Support the local authority to collate and analyse the number of fly-tips at hotspots and displacement areas during the baseline, intervention and post-intervention periods. This will include requiring the local authority to do a dry run of fly-tipping incident data retrieval during the hotspot selection process, and providing data at the end of the baseline, intervention and post periods.
- Analyse resident responses to the perceptions survey by intervention.
- Conduct interviews with key managerial and operational staff (remotely) to gather their feedback on how the interventions and the implementation process have worked to inform future delivery.
- Produce a final written report for the local authority presenting the results of the interventions and recommendations for future implementation, including an executive summary. This will be accompanied by a simple one page version for operational staff to be shared by managerial staff.
- Hold a close out meeting with key managerial staff in person to discuss the final report and next steps. A debrief meeting for operational staff can be held remotely if desired for an additional cost.
- Supply the local authority with all presentations, documents and design files used in the project, along with all original professional photography and supplier details for the intervention materials. If the communication leaflets are cobranded using the wording “*This leaflet has been produced in partnership with Keep Britain Tidy*”, then the local authority can continue to use them as per the agreed design. Any future changes to the design will need to be approved by Keep Britain Tidy and we reserve the right to remove the cobranding.
- Provide general support to the local authority throughout the project through a dedicated Project Manager with quality assurance from the Projects Delivery Manager and Director of Services.

3 PRICE

The support package is bespoke and customisable to a local authority’s needs. The cost of our recommended package based on the above deliverables is **£25,096 excluding VAT**, dropping to **£24,330 excluding VAT** for Keep Britain Tidy Network members (a saving of £766 generated through a 5% reduction on management costs). The reduced costs assumes that the local authority is already or becomes a member of the Keep Britain Tidy Network at Essential level or higher (which normally costs £995 excluding VAT). Offers on a higher level of membership may also be offered alongside this package. The benefits offered at each level of Network membership are outlined [here](#). All Network membership costs are for 12 months starting from the receipt of a purchase order.

The cost breaks down as follows (all costs excluding VAT):

ACTIVITY	MANAGEMENT COSTS		DIRECT COSTS	TOTAL COSTS	
	WITHOUT DISCOUNT	WITH 5% DISCOUNT		WITHOUT DISCOUNT	WITH DISCOUNT
Inception meeting	£363	£344		£363	£344
Managerial staff workshop	£1,050	£997	£225	£1,275	£1,223
Communications support	£3,300	£3,135	£3,883	£7,183	£7,018
Site selection support	£600	£570		£600	£570
Elected members support	£150	£143		£150	£143
Operational staff workshop x 2 before baseline period	£750	£713	£485	£1,235	£1,198
Operational staff practice session x 2 before intervention period	£900	£855	£750	£1,650	£1,605
Monitoring and evaluation	£4,025	£3,824	£4,440	£8,465	£8,264
Reporting and close out meeting	£2,738	£2,601		£2,738	£2,601
General support/quality assurance	£1,438	£1,366		£1,438	£1,366
TOTAL COST	£15,313	£14,547	£9,783	£25,096	£24,330

The additional cost of delivering a briefing session for elected members held remotely is **£300 excluding VAT**, dropping to **£285 excluding VAT** for Keep Britain Tidy Network members.

The additional cost of delivering a debrief session for operational staff per area team is **£150.00 excluding VAT**, dropping to **£143 excluding VAT** for Keep Britain Tidy Network members.

This quote is valid for 12 weeks from the date of issue.

4 TIMELINE

Our suggested timeline is shown below which allows for the project to run over a minimum period of five months. This allows for a minimum period of seven weeks for set up to allow for delivery of the inception meeting, managerial staff workshop, communications support, site selection support, elected members support, development of the monitoring and evaluation framework, and the operational staff workshops which take place just before the baseline monitoring period. We have allowed the baseline period, intervention period and post-intervention period all at the recommended duration of four weeks. The operational staff practice sessions take place just before the intervention period. We have also allowed for a three week period to produce the final report and hold the close out meeting.

WEEK	SET UP	BASELINE PERIOD	INTERVENTION PERIOD	POST-INTERVENTION PERIOD	REPORTING
1	█				
2					
3					
4					
5					
6					
7					
8		█			
9					
10					
11					
12			█		
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21					
22					



KEEP BRITAIN TIDY.

Wigan office

Elizabeth House
The Pier
Wigan
WN3 4EX
01942 612621

London office

The Green House
244-254 Cambridge Heath Road
London
E2 9DA
020 8076 9262

[keepbritaintidy.org](https://www.keepbritaintidy.org)

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