

COMMITTEE TITLE: Clean & Green Committee

DATE: 11 September 2023

REPORT TITLE:	Fly Tipping
REPORT OF:	Marcus Hotten, Director of Environment

REPORT SUMMARY

The Keep Britain Tidy offer of support to deliver Better Street Programme would cost approximately £25,000. There is concern that the programme is better suited to urban/city environments and would not be as effective in rural locations. However, it may prove useful for addressing fly-tipping in flatted schemes, which is currently an under recorded problem.

Given the significant cost of the scheme, it is proposed that an initial inception meeting is held with Keep Britain Tidy to scope out the capacity of the Council to deliver the majority of the programme without assistance. This project plan would be brought back to the Committee for consideration.

RECOMMENDATIONS

Members are asked to:

- R1. OBJTo arrange an inception meeting with Keep Britain Tidy offer of support, to scope the specific needs of the Council.**
- R2. To present a costed project plan based on the deliverables of the Better Street programme to the Clean & Green Committee for consideration.**

SUPPORTING INFORMATION

1.0 REASONS FOR RECOMMENDATIONS

- 1.1 To ensure value for money is fully considered before committing to the Better Streets Programme.
- 1.2 To provide costed project plan against which certainty of delivery can be assessed.
- 1.3 To help address fly-tipping within the Borough, particularly in the urban areas and flatted schemes.

2.0 BACKGROUND INFORMATION

- 2.1 Keep Britain Tidy is an independent charity with years of experience in gathering insights into tackling litter and waste issues. Over the past years,

they have conducted extensive research into why people fly-tip and brought this insight into a publication: Beyond the Tipping Point: Insights to Tackle Householder Fly-Tipping.

- 2.2 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 cost significant cost to address.
- 2.3 Keep Britain Tidy offer a package of support to Local Authorities based around the two most successful of the behavioural interventions identified from their previous research: the CSI Tape intervention; and the Social Impact Stencil intervention.
- 2.4 The CSI Tape intervention involved leaving fly-tips in situ for a defined period, wrapped in CSI tape with a sticker highlighting investigation/enforcement activity. This was accompanied by communication with residents and businesses about the correct disposal of waste. Research into fly-tipping behaviour revealed that there is an expectation that fly-tips will be collected quickly and without repercussion. In response, the CSI Tape intervention implement a feedback loop to break this expectation, by highlighting investigation and enforcement activity on street.
- 2.5 The Social Impact Stencil response, highlights social and financial impacts of fly-tipping to residents through chalk paint stencil messages left behind where fly-tips had been cleared. This is again accompanied by communication with residents and businesses about the correct disposal of waste. Research into fly-tipping behaviour revealed that people perceive fly-tipping as low-impact, the use of stencils and messaging aims to alter this perception.
- 2.6 The cost of the package can be tailored and reduced if required, the package currently set out, covers the following areas of managing the project. 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 provide:
 - Inception meeting
 - Managerial staff workshop - Deliver a workshop for key managerial staff in person
 - Communications support - workshop with communications staff to design two A5 double sided leaflets for residents and businesses in the hotspot areas Up to 5,000 households with leaflets delivered spread across the 10-12 hotspots Up to 1,000 businesses with leaflets delivered
 - Site selection support - Support decision-making around the selection of 10-12 suitable fly-tipping hotspots
 - Elected member's support
 - Operational staff workshop x 2 before baseline period- motivate and empower and create buy-in work through the practical considerations of delivering the CSI Tape and Social Impact Stencil interventions.

- Operational staff practice session x 2 before intervention period
 - Monitoring and evaluation - door-to-door surveys with 300 residents across the 10-12 fly-tipping hotspots
 - Reporting and close out meeting
 - General support/quality assurance
- 2.7 Officers have raised concerns that the KBT intervention examples are all from inner city/ urban areas. The use of the chalk stencils on pavements would not be applicable in rural areas, paradoxically, where the majority of the fly tip offences are perceived to occur in the Brentwood Borough.
- 2.8 The use of targeting residents from surrounding hotspots may not be appropriate, again for the rural areas, where it is suspected that a significant proportion of the fly tip offences are from businesses/ groups outside of Brentwood Borough.
- 2.9 However, in all probability, fly-tipping in urban areas, particularly in flatted schemes and commercial/industrial areas is currently under recorded. This is due to landlords/landowners having to make provision to remove these fly tips, rather than report to the Council to remove. An example that is particularly relevant, is the use of the Council's bulky waste collection service to remove unwanted items from the Council's own flatted schemes. These would not be reported or recorded as fly-tipping, but still does have a significant impact on the housing and operational services.
- 2.10 Therefore, the service that KBT offers may still be relevant, albeit not addressing the original concerns of reducing fly tips in the rural areas such as Navestock.
- 2.11 The cost of the recommended package by KBT based on the deliverables as set out in the attached proposal is £25,096 excluding VAT, dropping to £24,330 excluding VAT for Keep Britain Tidy Network members.
- 2.12 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.
- 2.13 The total cost of the package is not insignificant, and given the concerns raised by Officers above, it is recommended that the Council only commits to an inception meeting, at a cost of £363, to specifically identify where KBT does offers value for money, and where the Council is better placed to deliver, and is already is able to commit resource and capacity to take forward the project.

3.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

- 3.1 None identified.

4.0 RELEVANT RISKS

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

5.0 ENGAGEMENT/CONSULTATION

5.1 No engagement is to be considered at this time.

6.0 EQUALITY & HEALTH IMPLICATIONS

6.1 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.

6.2 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).

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

7.0 FINANCIAL IMPLICATIONS

Name & Title: Tim Willis, Director – Resources & Section 151 Officer

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7.1 The cost of the inception meeting would be met within existing budgets. A further budget may well have cost implications and will be addressed at that stage.

8.0 LEGAL IMPLICATIONS

Name & Title: Claire Mayhew, Joint Acting Up Director People & Governance & Monitoring Officer

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

9.0 EQUALITY AND HEALTH IMPLICATIONS

Name & Title: Kim Anderson, Corporate Manager - Communities, Leisure and Health
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There are no identified adverse impacts in relation to this report for those with protected characteristics

10. ECONOMIC IMPLICATIONS

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10.1 None identified

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APPENDICES

Appendix A - Brentwood & Rochford Fly-tipping Interventions Support 2023-24 Proposal

BACKGROUND PAPERS

None

SUBJECT HISTORY (last 3 years)

None