

URN: 21-058

Subject: Flytipping and waste hotspot project update

Report to: ELT 14th July 2021
Environment Committee 28th July 2021

Report by: James Wilson – Head of Environmental Services

SUBJECT MATTER

This report provides an overview of the current position of the flytipping hotspot work started earlier in the year and the actions planned over the next phase of this pilot project.

RECOMMENDATION

That Committee:

Notes the update on the project

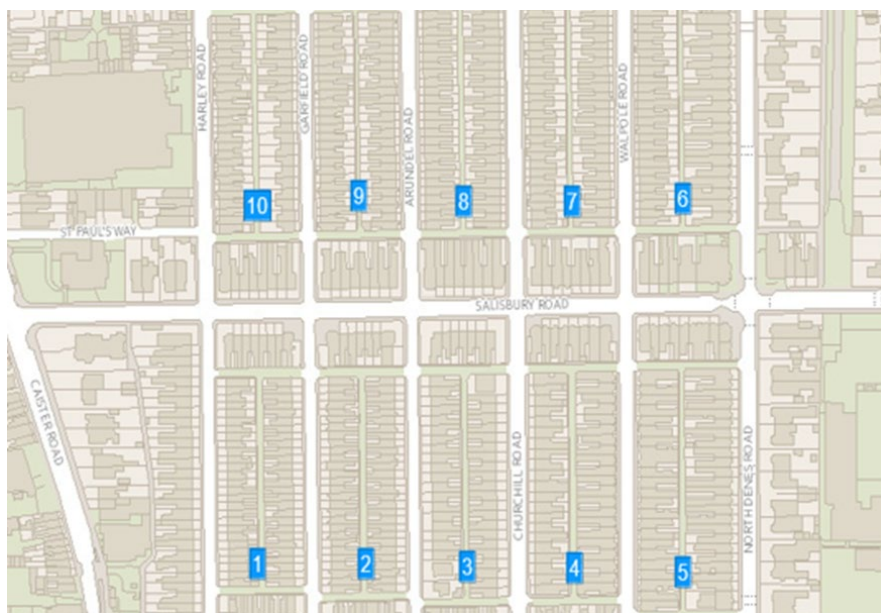
1. Introduction

- 1.1. Environment Committee agreed after a member working group some hotspot locations across Great Yarmouth where we had specific issues with waste, litter and flytipping. Officers identified a location to undertake a pilot in the Northern part of Great Yarmouth in the passageways around Churchill Road.
- 1.2. This area has historically seen issues with large number of bins being left out within the passageways, bin thefts, flytipping and overflowing bins. This all leads to the condition of area deteriorating over time. There are similar issues in other areas across the Borough, this pilot was going to be used to test ideas to solve these problems and sustain the change without constant Council intervention. These ideas could then be used in other area of the Borough with similar issues.

2. Work to Date

- 2.1. In December 2020 we pulled together a small project team consisting of officer from Environment Services, Communications Team, GYBS and colleagues from the Norfolk Waste Partnership. A plan was established to ensure we have data before and after the intervention to measure its effectiveness.

- 2.2. Monitoring of the area took place for 4 weeks earlier in the year to understand the number of bins being left out and the amount of flytipping across a number of passageways. After this work the data was reviewed, and 2 passageways were highlighted as particular issues these are passageway 1 and 4 as detailed on the map below:



- 2.3. Passageway 1 has on average 40 bins left out all the time, with passageway 4 even higher at 70 bins left out permanently. The fact the bins are left out means that no one takes responsibility for them and leads to flytipping and other waste being attracted to the location, meaning the location looks visual unappealing and generally untidy.
- 2.4. Both passageways had reports of flytipping on most days during the monitoring period with some days being 5-8 reports each day within one passageway. These were being picked up by the refuse and fly tip crews. This had become the normal and we needed a way to try and change people's behaviour and take responsibility for their bins and the condition of the passageway to the rear of their house.
- 2.5. After a slight delay due to the pandemic lockdown earlier in the year, the project restarted in June with bin stickers and information packs being hand delivered to each of the households around passageways 1 and 4. This was aimed at getting the residents to number their bins and understand what is flytipping. At the same time any material fly tipped in these passageways was left for 24 hours and was labelled this is flytipping, so residents started to understand what the Council considers as flytipping.
- 2.6. This was monitored for a month after the letters had been delivered and has led to some improvement with approximately 20% of bins now been numbered and

removed off the passageways after collection. There has also been a small drop in the number of fly tips found in this area, but there is still more work to do.

3. Next Steps

- 3.1. In the week commencing 12th July an additional letter has gone out to all the residents in the area advising of the success so far but we still have more to do and highlighting that any fly tipped material will now be investigated by the Council and could lead to enforcement action.
- 3.2. Also, the Council will be reviewing the bins left out in the passageway and where necessary removing bins that are consistently left out. We will continue to monitor the success of each of the steps of the pilot project to learn any lessons for future work in other hotspot locations.
- 3.3. The project team will review the position in approximately a months' time and then make any changes to the interventions in the location. The team will then bring back a full update and assessment report to the Environment Committee later in the year once we have completed all the stages of the project.

4. Financial Implications

- 4.1. No financial implications associated with the delivery of this pilot project

5. Risk Implications

- 5.1. There are some minor risks associated with the areas looking worse before it gets better and also public perception associated with changing people's behaviour.

6. Legal Implications

- 6.1. No legal implications, we are using existing legislation associated with the control of waste.

7. Conclusion

- 7.1. The pilot has had some good initial feedback and engagement with residents on the ground, with people now having a better understanding around what is flytipping and not normal waste collection. Also 20% reduction in bins out in the passageway is a good start with just the initial engagement phase.
- 7.2. The pilot will continue throughout the summer and we hope to get further success over the coming phases, these can be adapted to roll out across other known hotspot locations within the Borough.

8. Background Papers

Areas of consideration: e.g. does this report raise any of the following issues and if so how have these been considered/mitigated against?

Area for consideration	Comment
Monitoring Officer Consultation:	
Section 151 Officer Consultation:	
Existing Council Policies:	Enforcement policy
Financial Implications (including VAT and tax):	None
Legal Implications (including human rights):	None – using existing powers to tackle this issue.
Risk Implications:	Minor risk with changing peoples behaviour.
Equality Issues/EQIA assessment:	Will consider assisted collections as part of this work where persons are unable to move bins, there will be no impact on these residents.
Crime & Disorder:	Planned reduction in bin theft in the locality and reduction in environmental ASB (flytipping)
Every Child Matters:	None