



Department
for Environment
Food & Rural Affairs



City of
Stoke-on-Trent

Educational Campaign & CCTV in Urban City Hotspots

Stoke-on-Trent City Council – Fly-tipping Intervention Grant

Stoke-on-Trent Council are keen to change the ‘feel of the city’ especially in public spaces by instilling a sense of pride into residents. During this project the council installed **CCTV and signage** at 6 hotspot locations to capture offenders and reassure the public that the council take a zero-tolerance approach to fly-tipping. To change behaviour around waste disposal the council also ran an **education campaign** with the tagline ‘**Fly-tippers Beware, We Are Watching**’ across the hotspot areas. This included **digital billboards, bin stickers and social media advertising**. Across all 6 hotspot locations **fly-tipping decreased by 19%** and the **council issued 27 Fixed Penalty Notices (FPNs)**. The council also found that the educational message had a big impact on the residents with **77% of people surveyed in the target hotspots saying they had heard of the campaign**.

The Fly-tipping Issue

The hotspot areas chosen in the city are based on statistical analysis regarding the number of fly-tipping incidents reported. The highest ranked problematic locations within each of the north, central and south sub-boundaries of the city have been selected for targeted interventions. Rural fly-tipping is not as issue, the city is fortunate to not have many rural hotspots, however what the city does have is large areas with rear alleys that are constantly being filled with domestic household waste. Alley gates have been expensive and helped prove the waste is coming from residents living there, however, the installation of the gates has not provided any improvement for fly-tipping.

The council targeted 6 hotspot locations:

Hotspot 1: This is a residential street with terraced properties that do not have front gardens. There is an adjoining green space that used to form part of a disused railway line. There is a mixture of owner occupiers and private rented properties and historically this hotspot has a high turnover of residents.

Hotspot 2: This is a residential road with terraced properties and a mixture of owner occupiers and private rented properties. There is a local school, and commercial bins located on road.

Hotspot 3: This is a residential street with terraced properties that do not have front gardens. There is a mixture of owner occupiers and private rented properties.

Hotspot 4: This is a residential road with terraced properties that do not have front gardens. There is a mixture of owner occupiers and private rented properties. The road is located within the vicinity of Staffordshire University and Stoke-On-Trent college and therefore has a high population of students residing in the area.

Hotspot 5: This is a residential street with terraced properties that have a mixture of front court yards and no court yards. The street is adjacent to a retail park and has a large green space located behind the property that formed part of a former railway line.

Hotspot 6: This is a residential road with a mixture of terraced and semi-detached properties that form part of owner occupied, private rented and council rented properties. The waste collection arrangements consist of a collection point at the end of alleyways that adjoin the street.

The fly-tipping at the location is predominantly domestic household waste consisting of mattresses, carpets, wallpaper, furniture, unwanted electrical items and large white goods. Another commonly fly-tipped category is home improvement waste whereby people fly-tip wood, tins of paint or general bags of materials that are associated with DIY.

The areas targeted have experienced high incidents of fly-tipping over the past 4 years, the main offenders appear to be landlords/transient residents who clear out their properties as well as people who may not be educated specifically on how to dispose of their waste correctly.

The student population also appear to be irresponsible when disposing of waste. Student areas near the university often have high fly-tipping rates

The Intervention

The council used a combined approach of monitored CCTV cameras, local signage and a communications campaign, to broaden residents' knowledge and subsequently change behaviours towards appropriate waste disposal. Education is key to ensure that residents are clear on where waste must be disposed of legally, for those that continued to ignore the rules, enforcement action is taken.

Monitored CCTV Cameras:

The council installed CCTV cameras to collect evidence and penalise people who do not correctly dispose of their waste. The council used the same CCTV cameras that have already been purchased and deployed across the city for other purposes, as a framework agreement is in place whereby it gains value for money on orders placed. Using the same supplier also benefited by having the staff knowledge of how the CCTV cameras operate and how they are maintained. The images and footage capture were of high definition and good quality.



Signage: The council installed signs in each hotspot location warning potential offenders that the council is watching. The signs also directed residents to the fly-tipping webpage for further information www.stoke.gov.uk/illegaldumping. The signs were easy to install using 76mm 'U' brackets.



Communications Campaign:

The council has recently completed projects and campaigns such as 'The IDIOT Campaign' (Illegal Dumping In Our Towns) and #lovesot, which encourages staff, businesses and the local community to help clean up the town. The council designed a further campaign advertising 'Fly-tippers Beware, We Are Watching' which comprised of city-wide communication such as banners on waste vehicle trucks, electronic billboards and social media posts and direct communication at targeted hotspot locations including bin stickers, leaflets and lamppost stickers to maximise impact.

Social media advertising



Digital boards and billboard advertising



Banners on bin wagons



Bin stickers, leaflets and lamppost stickers



The campaign was supported by councillors and channelled by organic social media, local newspaper coverage and also local TV which resulted in the entire city being aware this campaign was taking place and the message that the council is taking action.

Partnership Working:

Collaboration with Staffordshire University gave the council the opportunity to send communication to all students to raise awareness of fly-tipping issues. The university also displayed the message in electronic magazines and on electronic boards to try and encourage students to take the message seriously.

The council also collaborated with the internal private sector landlords' team to send direct messages to them via council newsletters to try and help to install accountability and a sense of pride.

Separate to the grant funding, there is also work taking place with Staffordshire Police called 'Making Greater Places'. It could be that synergies are being created between the two projects creating benefits for both due to the mass communication taking place across the area.

The Result

The overall fly-tipping statistics show that 4 out of 6 of the hotspots have seen slight increase in fly-tipping incidents reported, however, the council believe this could be due to seasonal variations of fly-tipping across areas, and a better understanding of what constitutes as fly-tipping amongst the public. The educational campaign and CCTV also demonstrated that the council are taking a zero-tolerance approach towards waste offences and instilled confidence in residents to report fly-tips.

It is firmly believed that targeted student communication has significantly impacted the result of 87.5% decrease in Hotspot 4, as working with the university and private sector landlords directly have helped to educate this sector.

Fly-tipping displacement was expected due to the installation of CCTV, however due to the educational campaign, increased awareness of the project and consequences of fly-tipping this did not occur to the extent as expected in the locality.

Overall, the communication campaign was very successful, and the council have obtained valuable feedback from qualitative surveys that have been completed. Survey results show that in the hotspot areas where it has been conducted, people are more much aware of the problem and feel educated in what to do if it occurs.

Residents have also said they have seen a noticeable difference.

- 83% of those surveyed said that they had seen a difference since the intervention.
- 77% of people surveyed in the target hotspots said they had heard of the campaign
- 74% of people thought they were effective in making people responsible for their home and area
- The survey also informed the council that Facebook (44%) and waste vehicle advertising (16%) were the best channels to communicate the message

The statistics show that the campaign had 11,700 direct views on the council’s website and 439 via social media posts. The total reach for the social media campaign was 121,500 interactions.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
Hotspot 1	CCTV, Signage & Communications Campaign	1 st May 2024 – 31 st July 2024 6	1 st August 2024- 31 st October 2024 8	25% Increase
Hotspot 2	CCTV, Signage & Communications Campaign	1 st May 2024 – 31 st July 2024 2	1 st August 2024- 31 st October 2024 5	60% Increase
Hotspot 3	CCTV, Signage & Communications Campaign	1 st May 2024 – 31 st July 2024 1	1 st August 2024- 31 st October 2024 2	50% Increase
Hotspot 4	CCTV, Signage & Communications Campaign	1 st May 2024 – 31 st July 2024 16	1 st August 2024- 31 st October 2024 2	87.5% Decrease

Hotspot 5	CCTV, Signage & Communications Campaign	1 st May 2024 – 31 st July 2024 10	1 st August 2024- 31 st October 2024 9	10% Decrease
Hotspot 6	CCTV, Signage & Communications Campaign	1 st May 2024 – 31 st July 2024 7	1 st August 2024- 31 st October 2024 8	14% Increase

Data Source: Council Internal Confirm System

Other Relevant Data

Enforcement: The council issued 27 FPNs using a mixture of evidence such as images captured on the CCTV, physical evidence and information provided by residents. The intelligence provided by the public demonstrates that they were more reassured to report waste issues, such as fly-tips.

The council have also issued formal written warnings under the Anti-Social Behaviour, Crime Policing Act 2014 where waste was stored in private gardens. This was to ensure the lawful removal and disposal of stored waste and to reduce the possibility of waste migrating into the public domain.

Feedback

What went well?

Overall, the project went well in terms of deliverability. The project group worked very well together in terms of operational delivery on the ground and the communications campaign. The sequencing of the project was timed well and the primary design used across all campaign materials was effective.

Many people have commented on the effectiveness of using the “eyes” to embed the enforcement approach. Officers within the Environmental Crime Unit have expressed that the design looks effective on the lamp post posters in the hotspot areas. The bin wagons have also had the design displayed on the side to maximise exposure across the city.

Council officers have received general positive feedback whilst working in the areas. Many residents have said that they now know how to report fly-tipping. People are much more aware which is a very positive impact as it will hopefully bring accountability to households by instilling pride of their homes into the actions they take

As well as residents suggesting they have noticed a vast improvement and that areas look generally cleaner, feedback also suggests they were reassured and pleased that waste concerns were being taken seriously by the council; especially the additional resources such as CCTV to combat the criminal's unacceptable behaviour.

Councillors were very engaged with the campaign and were happy to be the representatives by pushing the message out publicly. Councillors have been particularly complimentary over the design used within the campaign and have now requested that some of these signs are printed on a metal sign so they can be distributed in other areas.

What would you do differently?

In the future a consideration would be given to not using JCDecaux totums due to them being seen by a limited amount of people, instead expanding on the usage of the digital boards alongside the main highways as it is more effective.

What key information would you pass on so others can deliver this project?

Having an effective design and ensuring the correct channels of communication are utilised are extremely important. It is important to have the wider media campaign to promote the project city-wide, but the channels chosen to do this are critical to gain the maximum exposure. The design needs to be striking and effective to gain attention, this along with the appropriate display will relay the message effectively.

Having officers personally call on the residents within the hotspots and conduct a survey on fly-tipping was very beneficial as it has given useful insights into resident opinions. Surveys were conducted both before and after the intervention to gauge differences in opinion, this is a rare luxury that came out of this project, having the time dedicated to speak to residents.

Having Councillor backing is also a key success. This gives the project a real sense of purpose and importance and helps to support the strategy that the council is serious about fly-tipping.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
Rapid Deployment Cameras and fixings	Dahua	2,700	8	£21,600.00

Power supply unit, fixing, sim cards, 5G	Ubiquity	2,300	8	£18,400.00
Fly-tipping Signs	Trowers Creative	40.62	50	£2,031.00
Bin Stickers	Rowtype	n/a	2000	£1,252
Digital Billboard Advertising	JC Deaux	n/a	(2 x 2 week period, operational every day 6am-8pm, 540 plays a day)	£500.00
Banners for Bin Wagons	Roadvert	£595.00	3	£2,142.00
Leaflets	Rowtype Printers	n/a	1000	£64.00
Lamppost Stickers	Rowtype Printers	n/a	250	£102.00

Contact Details

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Defra's Fly-Tipping Intervention Grant: The Fly-tipping Intervention Grant supported projects trialling approaches and interventions to tackle fly-tipping. Administered by Rural Payments Agency (RPA) on behalf of Defra, this grant provided capital and revenue funding for projects at known fly-tipping hot-spots that showed the potential for improving infrastructure, raising awareness, and supporting enforcement activity.