



Department
for Environment
Food & Rural Affairs

CITY OF
WOLVERHAMPTON
COUNCIL

Tackling fly-tipping on residential streets

City of Wolverhampton Council – Fly-tipping Intervention Grant

City of Wolverhampton Council used a mixture of interventions to tackle fly-tipping happening on its residential streets.

The council targeted five hotspot locations to support enforcement activities and encourage the public to report incidents of fly-tipping. These included interventions such as **CCTV** and promotion of its '**Shop A Tipper**' campaign via leaflets, signs and stickers. Across all five hotspot locations, **fly-tipping reduced by 97%** and the council issued **six fixed penalty notices (FPNs)**. In total, the council **saved approximately £1,040.00** in staff clearance time.



The fly-tipping issue

The main issue facing the council is fly-tipping of bagged domestic waste, which makes up 70% of reported incidents. It is difficult to identify who is responsible for the incidents as most of the waste is dumped on foot. This means we cannot utilise ANPR information and instead rely on witnesses and intelligence provided by the public.

The council targeted streets that appear in the top 20 fly-tipping hotspots for Wolverhampton and used the grant funding to target the streets that had no previous

interventions, or areas where the council had struggled to use CCTV to capture perpetrators.

Hotspot 1: This hotspot is a cul-de-sac next to a busy junction with a small parking area. There are residential properties and a shop nearby. The waste at this location is regularly being fly-tipped around two litter bins and is mostly bagged household waste.

Hotspot 2: This hotspot consists of two residential streets off a main road with approximately 250 terraced houses within its vicinity. The council has had longstanding issues with fly-tipping on the pavement and the highway where the two streets meet at the end.

Hotspot 3: This hotspot is a busy built-up street with terraced housing and nearby takeaway food premises. The fly-tipping at this hotspot occurs under a tree on the pavement and is mainly bagged household waste.

Hotspot 4: This hotspot is a street within a residential area with terraced houses that have no frontages. There is access to a green space with a basketball court at the end of the street. Regular bagged household waste is often fly-tipped on the footpath and on the green space.

Hotspot 5: This hotspot is a street in an industrial area near to railway lines with secluded places to fly-tip waste under the railway bridges and on nearby land and highway. The incidents at this hotspot location vary in size, incidents include lorry trailer size fly-tips as well as smaller fly-tips.

The nature of the waste fly-tipped suggested that residents in the surrounding streets are responsible for the fly-tipping at these locations. There have also been fly-tips from vehicles but those were the minority.

The intervention

'Don't, Can't, Won't' forms part of the council's strategy for tackling fly-tipping, particularly in areas with high levels of pedestrian fly-tipping of household waste. The council categorises the different type of fly-tipper and selects the appropriate type of intervention. Some people may require support or education over an enforcement-based approach; for example, if the council has failed to significantly reduce fly-tipping in an area through educational methods and other solutions it will look at using enforcement powers for the people that 'won't'.

DON'T: Education about expectations of how waste should be legally disposed of, and which council services residents can access.

CAN'T: Look at different solutions for how waste is disposed of, working with stakeholders to support efforts to do the 'right thing'.

WON'T: Enforce those who fly-tip with prosecutions and FPNs. Publicise the consequences of fly-tipping to make sure it is not seen as an easy option.

Based on this strategy the council delivered a variety of interventions:

Solar CCTV: The council installed solar powered CCTV to cover three of the hotspots. The cameras aimed to support enforcement activity and gather intelligence about who is committing the crime and where they are travelling from. Previously the council was restricted by lack of a power supply within the three hotspot locations and therefore the solar element gave officers the flexibility they needed. The CCTV was easy to install and use and produced good, clear images.

Drone: The council purchased a drone to assist with investigations by gathering presentable evidence to help identify residents that are using their gardens to illegally store or treat waste and scrap metal. This evidence could ultimately lead to identifying possible fly-tipping and fly-tippers in those areas. The drone produces good quality, high level aerial photographs and videos to help the council establish the extent of an issue or nature of an activity. It also gives officers the opportunity to view private land where waste related activity is taking place, for example for storage or treatment, as well as areas where it is not safe for officers to attend to gather evidence. In addition, the council purchased training for three officers to become qualified drone pilots. The officers are now able to identify when an issue is likely to benefit from the use of the drone and when it would be suitable due to certain environmental factors. The drone meets the maximum weight requirements to enable officers to fly without restrictions over residential areas.

'Shop a Tipper' (SAT) education leaflets: The council's previous campaign, separate to the grant funding, has been running for five years evolving into a versatile tool to assist the 'Don't, Can't, Won't' strategy. The purpose of the campaign is to promote enforcement activity and encourage residents to report incidents of fly-tipping. If the evidence received leads to a positive enforcement outcome, namely a FPN or conviction, the witness would receive a gift voucher to spend in a range of businesses in Wolverhampton. As the campaign progressed, the council used it to appeal to the public for information about individuals caught fly-tipping on CCTV. These are individuals that the council has struggled to identify and images of the culprits and their vehicles are shared on printed materials and via social media. This has been a success, both in terms of the public helping to identify people, and also as a deterrent to any potential fly-tippers.

The council found that SAT signs were being defaced and torn down so it moved to information leaflets in the affected areas. The fly-tipping team selects the images that the CCTV has captured and distributes the flyers in the surrounding streets; this also gives the team opportunity to engage with residents door-to-door. As well as hotspot areas, the team also targets the neighbouring streets to avoid any fly-tipping displacement once CCTV was present.

Signs: The council installed signs at each hotspot to reassure the community that they are aware of the fly-tipping issues and are looking at ways to tackle it. The purpose of the sign is to encourage residents to provide information that the council could use to progress investigations, including an image of the culprit captured by CCTV (for the purpose of this case study the face has been redacted).



Fly-tipping stickers: The council purchased investigation stickers for officers to use when fly-tipped waste is reported or spotted by officers before it is removed. This shows the public that the council is aware of the tip and is investigating it, while also serving as an appeal for any information/witnesses. The purpose was to reassure residents that the council is not ignoring the situation, but sometimes the fly-tipping must remain in situ while an investigation is ongoing. The council has found that, in some circumstances, waste that has been marked with a sticker has been removed by the culprit from the hotspot into their property.

FLY-TIPPING Under Investigation

The Council is currently taking action to find out where this fly-tipping has come from.

If you have any information please contact the Council on **01902 555685** or **07771 836067**.

Any information provided will be treated in the strictest confidence.

Date Issued:

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CITY OF WOLVERHAMPTON COUNCIL



Litter bin removal: The council found that infrastructure, such as bins, bollards and trees, can create hotspots for fly-tipping. Previously it used stickers reminding residents that they cannot deposit domestic waste in these locations as that would be fly-tipping which would result in enforcement action. But this had little effect in some areas and the problem

continued. In Hotspot 1 the council removed a litter bin that was attracting high amounts of fly-tipping.



Bollards: The council introduced bollards to protect the areas of land where vehicles were fly-tipping to prevent access. The internal highways team supported the installation of the bollards.

Section 46 letters: The council issued letters to residents where sheer amounts of side waste and bagged waste contaminated the bins to remind them that this is not the correct way to present waste for collection and leaving waste in the street is fly-tipping. The letters highlighted that enforcement could follow if these steps were not taken seriously.

The result

The interventions overall have been very successful, and the council has seen a significant drop in fly-tipping in the hotspots, with most instances stopping all together. The council found that a combination of interventions had the most effect. The CCTV in hotspot 2 supported enforcement action due to the position of the camera capturing where perpetrators come from, enabling the council to quickly identify them. The CCTV at other hotspots acted as a deterrent.

The council also found that by removing the bin (the target) in some of the hotspot locations, the fly-tipping stopped. This feeds back into the different types of fly-tippers the council have in the city - it may have been believed that it is acceptable to fly-tip by the bin, and if the bin isn't there that is no longer the place to 'leave' (rather than the reality 'fly-tip') your waste.

The council has found that the impact CCTV cameras have reduces after their initial installation. This is the case unless the images and intelligence they capture are used in

these areas to display images and remind residents that the council is watching, and action is being taken.

The council experienced vandalism of the CCTV in hotspot 4 opposite the green open space as this location attracts other anti-social behaviour but the camera has since been replaced. The footage captured by the CCTV in this location has since been passed to the police.

As a result of these interventions, the council has saved approximately £1,040.00 in staff time by not having to travel and pick up fly-tips. The council has two-man teams in a van and estimates that each fly-tip takes about 30 minutes to resolve.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
Hotspot 1	Fly-tipping Letters, Public Litter Bin removal, CCTV	1 st June 2024-1 st September 2024 15	2 nd September 2024 – 2 nd December 2024 0	100% Decrease
Hotspot 2	Fly-tipping Letter & CCTV	1 st June 2024-1 st September 2024 17	2 nd September 2024 – 2 nd December 2024 0	100% Decrease
Hotspot 3	CCTV & Leaflets	1 st June 2024-1 st September 2024 21	2 nd September 2024 – 2 nd December 2024 0	100% Decrease
Hotspot 4	Fly-tipping Letter & CCTV	1 st June 2024-1 st September 2024 13	2 nd September 2024 – 2 nd December 2024 2	84.6% Decrease
Hotspot 5	Bollards	1 st June 2024-1 st September 2024	2 nd September 2024 – 2 nd December 2024	100% Decrease

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Data Source: Brightly Confirm CMMS via Power BI

Other relevant data

Enforcement: The council issued six FPNs based on footage captured by the CCTV.

Feedback

What went well?

This project has enabled the council to 'step up' the interventions that it already had in place and be more responsive to the fly-tipping incidents. The target hardening (bollards) means the council spends less time and money clearing unadopted land and makes life harder for those who continue to fly-tip. It can use these examples as an 'invest to save' business case to show how a relatively small investment not only prevents unbudgeted clean-up costs but also reminds residents that they do care about these spaces and are working to prevent fly-tipping rather than just clearing it up.

The leaflets have been very well received and send a very strong message to those who are fly-tipping locally that the council is watching them. They also increase residents' confidence in the organisation that we are working hard to address fly-tipping and identify those responsible.

The council has received a lot of positive feedback about the more intensive approach it has taken as part of this project, especially in relation to the new, more agile CCTV cameras and the potential in the future for AI capabilities.

The interventions have also meant that what the council does to address fly-tipping and enforce against those who fly-tip has become more visible. It has given elected members and senior directors confidence to support some of the tougher interventions (such as the Section 46 letters), safe in the knowledge that we are offering a suite of interventions and monitoring the impact they have.

What would you do differently?

The council would make sure that when procuring the cameras, the cost/quality split would be weighted on quality. This makes sure that the features the cameras really need, (battery life, video etc) have a greater effect on the scoring.

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

The main lesson is to try things before you commit long term to the intervention. For example, at first the fly-tipping posters were working well, but people realised what was happening and started removing them. The council could apply that learning to this project and go with leaflets instead.

Also, if possible, procure based on quality rather than price - it is better to have one set of cameras with full functionality rather than two sets with reduced functionality. The council has also learned that cameras alone are no longer a deterrent in some areas, supplementary interventions are also needed to show that the cameras are used to prosecute and identify offenders.

Equipment inventory

Item	Supplier	Unit Cost	Quantity	Total Value
Drone (Mini 4 Pro)	DJI Retail UK	1,135.00	1	£1,135.00
Smart Cameras	IBG	9,250.62	2	£18,501.24
Smart Camera Subscriptions	IBG	3,000.00	2	£6,000.00
Drone Training	Professional Drone Training UK	3,222.00	1	£3,222.00
Translation Service	Word 360	75.00	4	£300.00
Fly-tipping Information Leaflets	CWC Digital print solutions	0.04	2,500	£100.00
Shop A Tipper Leaflets	CWC Digital print solutions	0.15	250	£37.50

Bollards & Installation	MSM Plant	312.15	20	£6,243.00
Fly-tip Investigation Stickers	CWC Digital print solution	0.29	600	£174.00
Section 46 Letters (Tracked Delivery)	CWC Digital print solution	2.55	2000	£5,100.00
CCTV Signs	CWC Digital print solution	1.30	50	£65.00

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.