

## **BARNSLEY METROPOLITAN BOROUGH COUNCIL**

**This matter is not a Key Decision within the Council's definition and has not been included in the relevant Forward Plan**

### **Report of the Executive Directors – Place & Communities**

#### **Response to the Overview & Scrutiny Committee's (OSC's) Fly Tipping Task & Finish Group Report**

##### **1. Purpose of Report**

- 1.1 To report to Cabinet the actions taken as well as the findings of the Officer Fly-Tipping Task & Finish Group's (TFGs) continued work in relation to reducing the high instances of fly-tipping in the Borough.

##### **2. Recommendations**

- 2.1 In response to the Overview and Scrutiny report on fly tipping, this report seeks to support the recommendations made in Cabinet on 5<sup>th</sup> April 2017.
- 2.2 In addition this report seeks to highlight the Officer TFG's performance over 16/17 and furthermore to provide a high-level action plan in support of the recommendations made for 17/18.

##### **3. Introduction/ Background**

- 3.1 In 2015, Elected Members from across the Borough raised concerns about the amount of fly-tipping incidents that had occurred in their ward. Therefore during 2015/16 one of the OSC's TFGs undertook a detailed investigation into this area, working in partnership with Council officers, which resulted in the creation of a Draft Fly-Tipping Action Plan.
- 3.2 In response to this, the Council formed a cross-Directorate Officer Fly-Tipping TFG to consider and implement actions in the plan drafted by the Member TFG. During 2016/17, the Officer Fly-Tipping TFG has met regularly and has undertaken a number of the proposed activities. Additionally the OSC's Fly-Tipping TFG continued in order to: monitor the work of and input into the officer group; undertake further investigation into what is being done to combat fly-tipping; and complete the actions which were identified for Members in the Draft Fly-Tipping Action Plan.
- 3.3 The TFG Members included:  
Councillor Gill Carr (TFG Lead Member), Councillor Robert Frost, Councillor Wayne Johnson, Councillor Caroline Makinson, Councillor Pauline Phillips, Councillor Harry Spence and Councillor Sarah Tattersall together with Co-opted Members Joan Whitaker and Pauline Gould.
- 3.4 The Officer members included:

Paul Castle, Paul Hussey, Paul Brannan, Howard Gaskin, Lisa Thompson, Siobhan Dransfield, Jane Ripley and Paul Denton.

#### **4. Recommendations**

The following recommendations were made in the Overview and Scrutiny Report.

##### **4.1 Recommendation 1: The OSC facilitates the Fly-Tipping TFG to continue its work during the 2017/18 municipal year**

The TFG supports this recommendation and has developed an action plan for 17/18 that is within Appendix A. Please refer to section 5 for a brief summary of the achievements of the TFG in 16/17.

##### **4.2 Recommendation 2: Services continue to facilitate officers from across the Council to attend and action the work of the Officer Fly-Tipping TFG**

Incorporated within the 17/18 action plan as 4.1.

##### **4.3 Recommendation 3: Sustained investment is made in the Fly-Tipping Campaign**

Incorporated within the 17/18 action plan as 4.1.

##### **4.4 Recommendation 4: An all-member information brief (AMIB) is held so that ALL Members are aware of and are updated in relation to key issues in relation to fly-tipping and the action being taken**

Incorporated within the 17/18 action plan as 4.1.

#### **5. Achievements of the Task & Finish Group**

##### **5.1 The goal of this group is reduce fly tipping by 25% (2,700 incidents a year) by 2020. In support of this the group have developed these specific outputs:**

- Change campaign - our residents and businesses will understand the impact of fly tipping and the effect on our communities. They will be aware of their social and ethical responsibilities to dispose of waste.
- We will target residents, landlords and businesses to inform them of our services and their responsibilities through our web services, welcome packs and letters.
- To improve the understanding and complexity of enforcement activity and led by Communities to develop a core offer which helps clarify roles and responsibilities across the Council.
- Service – to implement changes to the service for a better customer experience and better use of resources.

A summary of the year's performance indicators can be seen in Appendix B.

## 5.2 Achievements against the outcome

'Everybody Think' launched in December 2016 and was the result of the work of both groups which brought together elected members and officers to look at the problem of fly tipping. Colleagues were invited to view a gallery of initial design ideas and key messages, giving their feedback, and voting on their favourites over a period of two weeks at Westgate and Smithies. It was decided that something innovative and eye catching would be required to capture the interest of the public and media and the target audience for the campaign was identified as local residents using social media.

The campaign began with a bold publicity stunt outside the town hall, where an unsightly pile of fly tipped rubbish appeared. The pile included a sofa, fridge freezer, microwaves, and mattresses and was cordoned off with cones and police tape as commuters and students walked past in the morning.

In highlighting the problem of illegal and unlicensed small businesses offering low or no cost services to dispose of rubbish, often 'advertising' their services on social media channels, we hoped to reduce the number of fly tipping instances and therefore the cost to clear up.

The first four months of the campaign have been very positive with significant coverage in local and specialist media, reach on social media and most importantly fly tipping incidents for the last four months are at lower levels than the same time in the previous year.

The campaign has received media coverage to a value of £17,199.44 reaching over 240,000 people. On social media, we reached almost 266,000 people and over 30,000 of those commented on, liked or shared our posts. We have received positive support from The Chronicle and featured on BBC and in the Yorkshire Post.

In addition to the campaign we have been working with housing and Berneslai Homes to ensure that people have a better understanding of fly tipping and how to prevent it from occurring. Updated website information in tenant packs and the like are being produced.

Listening to customers and Members, a key aspect of reducing fly tipping was to offer a new commercial bulky waste service as many small companies were saying that they had no way of disposing of some wastes in the borough. Since its launch in December 38 commercial jobs have been received.

Working with Planning colleagues a simple, but effective note was added to all people seeking planning permission highlighting their responsibility to dispose of wastes appropriately. Since September some 539 letters have been issued containing this information.

Working with regulatory services we have been able to ensure that any food hygiene visits undertaken also include the monitoring of the companies' waste contract arrangements. 324 businesses have now been checked to ensure that they have compliant waste contracts.

The integration of our enforcement service into the TFG has helped to focus attention on the complicated nature of fly tipping investigations and collectively consider and develop an intelligent enforcement strategy to contribute towards the combatting of fly tipping. The approach considers the different dynamics of fly tipping and looks at different

enforcement and intervention approaches dependent upon the actual problem. Part of the ongoing approach will be to identify and intensively target prolific fly-tippers who profit financially from the offence. In addition warnings letters and advice will be issued to all individuals whose personal details are found in items which are tipped. Full scale fly tipping investigations are both labour intensive and can often result in minor sanctions from the court and therefore a more targeted and sustained approach against those individuals who are prolific will potentially have a greater impact.

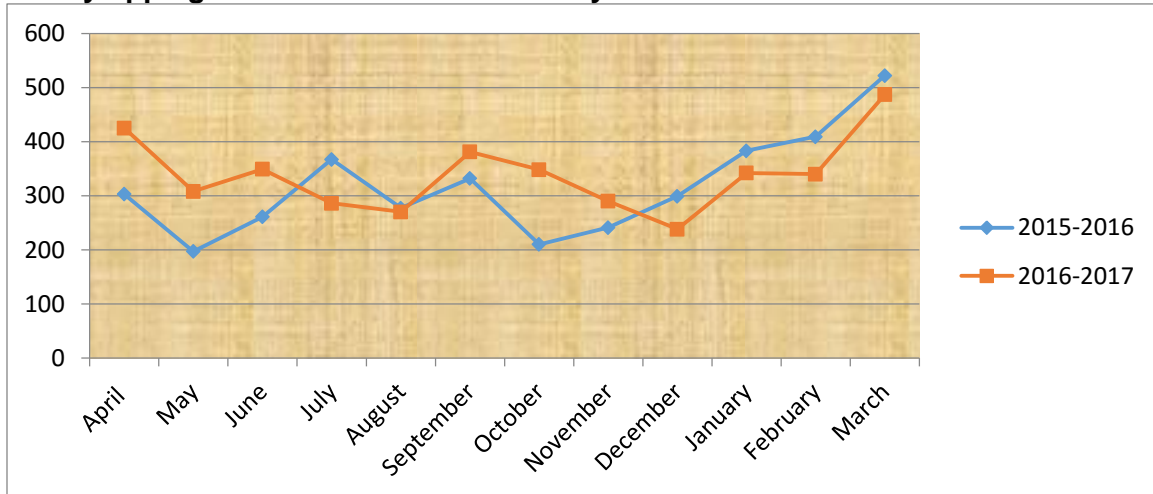
The service had made key changes working with the contact centre. Through the task and finish group it became apparent that the fly tipping team was wasting valuable time searching for repeat jobs and being allocated jobs on private land. By changing the scripts at the contact centre and provided better GIS maps we have been able to dramatically increase the time spent collecting fly tipped items per day. In addition the outcome of the review of Community Safety Services has provided further improvement to the flow of customer information enabling a more intelligent and informed approach to both clearance and investigation.

During 2016/17 there has continued to be significant enforcement activity in relation to environmental crime of which fly-tipping is one specific category. Over 2000 fixed penalties, and up to 300 prosecutions per quarter have been secured against dog fouling and littering offences. In addition Community Protection Notices have been used to address environmental blighting of private land and property with 160 warnings being issued and 27 Fixed Penalties or prosecutions for failure to comply with initial notices. More than 40 formal criminal investigations have been initiated for fly tipping and duty of care offences with 12 resulting in either a fixed penalty or prosecution. All prosecutions formally progressed have been successful even where initial not guilty pleas have been made however criminal investigations remain labour intensive and the burden of proof must satisfy criminal standards which will continue to restrict the numbers of investigations which can be realistically undertaken. Recognising the resourcing challenge to undertake large scale criminal investigations into fly tipping it is proposed that more targeted activity against more prolific offenders is considered in future to focus attention on those causing most harm to our environment.

The service has also invested in the latest video technology and deployed this to catch people fly tipping, at the same time they erected 70 'eyes watching you' signs around the borough following a review of the service data. The service has also adopted the use of Dearne FM to advertise both its bulky waste service and public messages about dumpit & scarper.

A series of performance measures has been used by the task & finish group to track achievement of the goals. The key metric being the number of fly tipping jobs measured each month.

**Fly tipping incidents over the last two years**



## **6. Implications for local people / service users**

- 6.1 The issue of fly-tipping is prevalent across the Borough; therefore improvements in this area of work have implications across the area. Residents are being involved in work in their local communities and by them being increasingly aware of the problem and associated costs through campaign materials should improve intelligence gathering and the prosecution of those committing this crime.

## **7. Financial implications**

- 7.1 There are no specific financial implications, although in responding to the recommendations in the report, the financial implications of these would need to be fully assessed by the appropriate services responding which may be the Council or other agencies.

## **8. Employee implications**

- 8.1 There are no specific employee implications, although in responding to the recommendations in the report, the employee implications of these would need to be fully assessed by the appropriate services responding which may be the Council or partnership agencies.

## **9. Communications implications**

- 9.1 To combat the issue of fly-tipping it would be impractical and ineffective to rely solely on enforcement action, therefore a joined up, holistic approach is required. A key focus to help prevent fly-tipping is communication activity, to reduce the incidents by raising awareness of the issues and costs, and making fly-tipping socially unacceptable.

## **10. Consultations**

- 10.1 Officer Fly-Tipping TFG.

## **11. The Corporate Plan and the Council's Performance Management Framework**

- 11.1 One of the Council's strategic priorities is to have 'Strong and Resilient Communities'. Within this, 'Outcome 11' focuses on 'protecting the Borough for future generations', describing how we must ensure the effective collection and disposal of waste to protect the environment for the future. This requires encouraging residents, businesses and visitors to the Borough to ensure they recycle and correctly dispose of their waste, not only to protect the environment but to minimise associated costs and protect savings for other important services.
- 11.2 The formulation and continued meeting of the Officer Fly-Tipping TFG is evidence of this issue requiring a One Council response, with representation and action taken from across all Council Directorates.
- 11.3 As evidenced in the Council's Corporate Performance Report, fly-tipping continues to be an issue in the Borough, therefore the group will continue to investigate and take action in relation to this area of work.

## **12. Risk management issues**

- 12.1 Although not logged as a specific risk in the Council's Strategic Risk Register (SRR), the issue cuts across a number of risk areas such as economic growth, health and wellbeing and stakeholder engagement.
- 12.2 It is envisaged that the findings of the Overview and Scrutiny TFG will contribute towards the effective mitigation of these risks through the implementation of recommendations detailed in section 4 of this report.
- 12.3 The findings of the TFG, detailed in section 6 will be discussed between the Risk and Governance Manager, and relevant risk owners as part of the review of the SRR, and operational risk registers during 2017. A number of the actions detailed in section 6 may at that stage be included within the appropriate risk register as risk mitigation actions.

## **13. Health, safety, and emergency resilience issues**

- 13.1 Fly-tipping can cause serious pollution to the environment as well as risks to human health, wildlife and animals. National data shows that in 2014/15 nearly half of all fly-tipping incidents (48%) were on highways (2015/16 data not currently available). This can cause serious risks to road users, therefore it is important that work is undertaken to combat this issue.

## **14. Promoting equality, diversity, and social inclusion**

- 14.1 To ensure the correct disposal of waste, it is essential that all our communities understand how to correctly use local methods and facilities. Therefore when undertaking campaigns to highlight the issue of fly-tipping a variety of methods have been used including social media, videos, printed text so that the information is accessible to all our communities and promote social inclusion.

## **15. Reduction of crime and disorder**

- 15.1 Fly-tipping is a criminal activity and is considered as part of the local area's Joint Strategic Intelligence Assessment (JSIA). Large costs are associated with undertaking enforcement action; therefore it is impractical to rely solely on this to deal with the issue. It is important that residents are encouraged to be alert to the issue, reporting concerns and intelligence to appropriate agencies to assist with tackling the problem and reducing this crime.

## **16. Glossary**

AMIB - All Member Information Brief  
BMBC - Barnsley Metropolitan Borough Council  
DEFRA - Department for Environment, Food and Rural Affairs  
HWRC - Household Waste Recycling Centre  
OSC - Overview and Scrutiny Committee  
TFG - Task and Finish Group

## **17. Background papers**

- Defra Fly-tipping Statistics for England 2014/15:  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/469566/Flycapture\\_201415\\_Statistical\\_release\\_FINAL.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/469566/Flycapture_201415_Statistical_release_FINAL.pdf)
- Defra Fly-tipping Statistics for England 2015/16:  
[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/595773/Flytipping\\_201516\\_statistical\\_release.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/595773/Flytipping_201516_statistical_release.pdf)
- Council's 2016-17 Q3 Corporate Performance Report:  
<http://barnsleymbc.moderngov.co.uk/documents/s18006/Appendix%201.pdf>

## **19. List of Appendices**

Appendix A – Action plan for 17/18  
Appendix B – 16/17 Performance

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## Appendix A – Action Plan for 17/18

FLY TIPPING TASK AND FINISH GROUP HIGH LEVEL ACTION PLAN FOR 17/18			
What are we trying to achieve (Outcome) <i>- What needs to change - What will success look like - What is the evidence base</i>	What action is needed (Output/Deliverables) <i>- What do we need to build/produce/develop - What do we need to do differently or stop</i>	Output Deadline	ACTIONS <i>- What are the key steps along the way - What approvals will be needed - Who needs to be consulted</i>
Change campaign - our residents and businesses will understand the impact of fly tipping and the effect on our communities. They will be aware of their social and ethical responsibilities to dispose of waste	Run change campaign targeting residents and businesses to reduce the volume of fly tipping incidents and educate regarding social responsibilities and consequences Increase awareness and penetration of #Everybodythink & #Dumpit&Scarper	Mar-18	Phase 2: Campaign plan for #Dumpit & Scarper  Target specific businesses : tyre dealers, Landlord letting companies, small builders yards etc. Target social media channels, Chronicle and wider  Include a note on business rate letters to inform business how to deal with waste & services we offer Development of schools toolkit/lesson plan Town hall stunt in principal towns Improve the sharing of information from Area Councils to Comms team. Linking in with area council clean up activities
We will target residents, landlords and businesses to inform them of our services and their responsibilities through our web services, welcome packs and letters.	Leaflet designed to insert into tenancy and home packs.  Develop and distribute leaflets for landlords and private tenants which outline their responsibilities for effective and responsible waste disposal	Q2 17/18  Q2 17/19	Develop the leaflet for inclusion in BH packs and distributed through the accredited landlord scheme / Housing Association Partners/tenancy enforcement/BH landlord management scheme Agreement with Berneslai Homes, Registered Social landlords and Private Landlords to distribute leaflet. Confirm coverage of leaflet through key stakeholder groups including all the above and Area councils
Working with Key Stakeholders to engender behavioural Change	Continued work with Scrutiny team Implement Scrutiny recommendations Enable young people through IKIC to reuse fly tipped items Provide college with information packs that contact all they need to know about waste in a New business venture. Specific communication with the college and those who make be looking to set up their own business after qualification, provide course to those students on their duty of care as a business owner.	All year Q2 17/18 Q1 17/18  Q1 17/18	All Member information Brief to be delivered by Officer TFG Members Paul Castle to liaise with Tom Smith Paul Castle to liaise/provide information to Tom Smith  Paul Castle to liaise/provide information to Tom Smith
Develop & implement revised enforcement strategy to support behavioural change strategy	Improved & targeted enforcement that tackles key problem areas repeat offender and increase wider awareness Implement enforcement approach based on three types of offending as per Plan	Mar-18  Mar-18	2 referrals per locality per week  Identify top ten offenders Agree and publicise approach / impact SNS locality officers will investigate area referrals and remove any residual fly tip for disposal SNS case management officers 2 waste carrier operations per annum involving South Yorkshire Police SNS Selective Licensing Officer to include Environmental standards in the licence applied to selective licensing areas SNS Housing and Environment Officers to work proactively with Communities/Residents/Landlords/Tenants etc. based on target hot spot intelligence
To provide an effective and efficient fly tipping service	Undertake a series of service improvement areas to increase productivity	All year	Increase the number of jobs collected per day  Identify new and emerging hot spot locations Work with Enforcement strategy to provide complimentary service offer Identify up to 2 locations per week where evidence is present To provide private land intelligence Deploy covert cameras to support enforcement activity Improve service performance management information offer Continue to market Premium Bulky Waste Service Sharing the videos captured through media channels
To provide an effective and efficient experience for our customers	PIN on a Map feature Essential feature for all customers, contact centre and service to be able to use pins on maps to identify correct locations of fly tipped items   Deliver to the Customer Service Strategy	Date TBC	Develop plan with CSI team    Improved Customer experience of fly tipping service   To utilise channels to advice customers of activity, sales promotions etc.   Pick up online activity with BH customers



## Appendix B – 16/17 performance

Performance measure	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17	Year End
<b>Enforcement</b>							
No. of fly tipping incidents dealt with by the enforcement team	79	57	49	62	46	27	900
No of FPN issued ( less than 5 bags)	0	0	2	0	0	0	6
No of prosecutions ( 12 month period	2	0	0	1	0	1	6
No of CPN warning letter	6	0	7	7	17	9	160
No of CPN fixed penalties ( non compliance)	1	0	2	0	0	0	27
<b>Other Service Measures</b>							
Business Waste Inspections							
a. Premises with Appropriate waste contract	a. 47,	a. 53,	a. 83,	a. 61,	a. 59,	a. 21,	a. 324,
b. Premises with No Waste Contract but given 28 days to arrange	b. 1,	b. 0,	b. 1,	b. 0,	b. 1	b. 0	b. 3
c. Number of premises which have arranged new contract following inspection	c. 0,	c. 1,	c. 0,	c. 1,	c. 0,	c. 0,	c. 2,
d. No suitable contract – enforcement action	d. 0,	d. 0,	d. 0,	d. 0,	d. 0,	d. 0,	d. 0,
Planning information - Letters issued with planning permission	98	86	77	73	85	92	539
<b>Service</b>							
Overall number of fly tipping incidents							
% of fly tipping sites cleared within 7 days	96.0%	98.0%	97.0%	98.0%	97.0%	96.0%	95.3%
Number of fly tipping incidents reported 16/17	348	290	238	342	340	487	4064
15/16	210	241	299	383	409	522	3801
Difference	138	49	-61	-41	-69	-35	263
<b>Communications</b>							
Barnsley Council Facebook reach			131,865	21,789	19,160	13,633	186,447
Barnsley Council Facebook engagement			21,413	429	2,415	448	24,705
Barnsley Council Twitter reach			29,119	10,580	2,034	5,085	46,818
Barnsley Council Twitter engagement			2,759	546	81	152	3,538
Dumpit & Scarper Facebook reach			32,555	333	18,334	7,859	59,081
Dumpit & Scarper Facebook engagement			867	35	2,168	364	3,434
Media coverage reach			109,041	81,956	49,067	0	240,064
Media coverage value			£ 4,513	£ 3,604	£ 9,082	£ -	£ 17,199
<b>Telephony</b>							
Fly-tipping - public land	58	39	79	219	171	216	967
Fly-tipping - Private land*	3	9	10	24	12	23	104
Fly-tipping - repeat contact*	4	0	6	1	2	6	26
<b>Total Phone Contact</b>	<b>65</b>	<b>48</b>	<b>95</b>	<b>244</b>	<b>185</b>	<b>245</b>	<b>1097</b>
<b>Social Media</b>							
Twitter comments	6	1	6	12	9	114	210
Facebook (private messages)	51	0	2	3	8	6	327
Facebook post (Barnsley Helps)	9	0	1	4	2	3	178
<b>Web</b>							
E-form started	145	108	91	188	178	216	1805
E-form ended	111	64	52	131	122	147	1142
% Completed	76.6%	59.3%	57.1%	69.7%	68.5%	68.1%	63.3%