

**Appendix 1 – Draft Fly-Tipping Action Plan**

Theme	Solution/Action	Stakeholder	Delivery Period (S/M/L)	Action Lead / Theme Lead	Comments
<p><b>Communication</b></p>	<p><b>Develop and run a behaviour change campaign to improve knowledge/raise awareness of fly-tipping and waste disposal in local communities.</b>                      Using social media/webpages/printed media e.g. Council Tax Bills, Stickers on bins, Staff Intranet articles, Straight Talk, Community Magazines, advertising boards in the markets. Could include videos/printed text and articles/advertisements on vehicles, ensuring information is in accessible formats (including community languages/Easy Read/Sign Language videos)to highlight:</p> <ul style="list-style-type: none"> <li>• How to correctly dispose of waste in Barnsley i.e. bins and HWRCs (Household Waste Recycling Centres) including ‘myth buster’</li> <li>• Using reputable waste removal companies</li> <li>• the issue of fly-tipping and its cost to us – infographics showing shocking figures</li> <li>• everyone needs to be BMBC’s eyes and ears re. fly-tipping and here’s where to report it (e.g. residents, employees around the borough-Highways staff/Housing Officers)</li> <li>• risk/cost of prosecution                         <ul style="list-style-type: none"> <li>○ your responsibilities as a resident (i.e. not leaving items at the end of the driveway)</li> <li>○ how many prosecutions there have been and for what amount – ‘name and shame campaign’</li> </ul> </li> <li>• the Council’s bulky item collection service</li> <li>• Freecycle</li> </ul>	<p>All local area</p> <ul style="list-style-type: none"> <li>• Residents (local and neighbouring)</li> <li>• Council / Partner agency employees</li> <li>• Schools</li> <li>• Equality Forums</li> <li>• Businesses - specifically Letting Agents Stores selling white goods / beds</li> <li>• Chamber of Commerce</li> <li>• Building material supplies</li> <li>• Tyre fitting companies</li> <li>• Landlords</li> </ul>	<p>Short/ Medium term hold ‘Fly-Tipping’ week</p> <p>Long term – ongoing comms.</p>	<ul style="list-style-type: none"> <li>• Communications team to facilitate resource development &amp; press engagement such as Barnsley Chronicle</li> <li>• Communities-Area Council Officers to assist facilitation</li> <li>• Elected Members/Area Councils/MPs to promote in their communities and engage with local stakeholders</li> <li>• Barnsley College students to support creation of videos</li> <li>• One Barnsley partner organisations to disseminate</li> </ul>	<ul style="list-style-type: none"> <li>• A ‘Fly-Tipping’ week could be held locally and co-ordinated across the region to raise awareness of the issue (i.e. with our neighbouring Councils) and make fly-tipping ‘socially unacceptable’</li> <li>• If communicating re. HWRCs – need to do this to the local area across borders (not just Barnsley residents)</li> <li>• Preparations will need to be made by services to deal with increased customer contact during this period including swift removal / prosecution</li> </ul>

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	<p>Create and distribute the following:</p> <ul style="list-style-type: none"> <li>• Welcome to Barnsley packs for residents to post through neighbouring doors on private rented sector homes to include for use in areas of high tenant turnover</li> <li>• Letter to landlords outlining responsibilities of effective disposal of waste</li> <li>• Letter offering new premium bulky service</li> <li>• Webpage on waste services</li> <li>• Web address contact details for bin calendar</li> </ul>				
	<p>Specific Communication to Businesses re. their responsibilities to dispose of waste appropriately, making them aware of available options and fines that can/have been given</p>	<ul style="list-style-type: none"> <li>• Businesses - specifically Letting Agents, Stores selling white goods / beds/construction companies</li> <li>• Chamber of Commerce/</li> <li>• Federation of small businesses</li> </ul>	<p>Short/ Medium term hold 'Fly-Tipping' week</p> <p>Long term – ongoing</p>	<ul style="list-style-type: none"> <li>• Communications team to facilitate design</li> <li>• Regulatory services/Waste/ Elected Members to facilitate/ assist distribution</li> <li>• Chamber of Commerce/Federation of small businesses to distribute</li> </ul>	
	<p>All Member Information Brief on FAQs answered through this investigation/myth buster e.g. re. HWRCs</p>	<ul style="list-style-type: none"> <li>• Elected Members</li> </ul>	<p>Short term</p>	<ul style="list-style-type: none"> <li>• Waste, Enforcement &amp; Scrutiny</li> </ul>	
<b>Waste/Item Disposal</b>	<p>Work towards improving the offer at HWRCs for the small/medium business sector, such as a 'Pay As You Drop Site' at a HWRC</p>	<ul style="list-style-type: none"> <li>• Small/Medium Businesses</li> <li>• 'White Van Man'</li> </ul>	<p>Long term</p>	<ul style="list-style-type: none"> <li>• Waste services</li> </ul>	<p>Aware that current HWRCs are already running at full capacity</p>
	<p>Develop a swap shop available either at HWRCs or in a town centre unit e.g. Hull Council example</p>	<ul style="list-style-type: none"> <li>• Council – Waste Services</li> <li>• Residents</li> <li>• Businesses</li> </ul>	<p>Medium/ Long term</p>	<ul style="list-style-type: none"> <li>• Waste services to lead through HWRC procurement</li> </ul>	
	<p>Enable young people through IKIC to reuse fly-</p>	<ul style="list-style-type: none"> <li>• Schools</li> </ul>	<p>Medium/</p>	<ul style="list-style-type: none"> <li>• IKIC Officers/Council's</li> </ul>	

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	tipped items for business purposes i.e. sell on old items as they are or create something new out of them	<ul style="list-style-type: none"> <li>• Council – Waste Services</li> </ul>	Long term	Education service to facilitate <ul style="list-style-type: none"> <li>• Local schools to lead implementation</li> </ul>	
	Waste Service to receive allocated budget for each new house that's built to allow for them to be incorporate on rounds/set up costs	<ul style="list-style-type: none"> <li>• Council – Waste Services and Planning Dept.</li> <li>• Construction Companies</li> </ul>	Medium/ Long term	<ul style="list-style-type: none"> <li>• Elected Members to agree</li> <li>• Planning department to facilitate</li> </ul>	
<b>Enforcement</b>	Include waste disposal considerations/ procedures/ licences as a 'must-have' for businesses i.e. if you are a business you must evidence you have appropriate disposal mechanisms in place for your business waste such as a contract for a commercial bin	<ul style="list-style-type: none"> <li>• Sheffield City Region</li> <li>• Council - Regulatory / Enforcement Services</li> </ul>	Medium term	<ul style="list-style-type: none"> <li>• Planning/ Regulatory Services to facilitate</li> <li>• Sheffield City Region Devolution Deal to resource</li> </ul>	Devolution Deal should make funds available to ensure new and existing businesses comply and facilitate random and planned checks to be carried out
	Undertake proactive monitoring/enforcement of businesses regarding whether they have appropriate arrangements for waste disposal (utilise this as part of Environmental Health/ Regulatory Services visits) and send out warning letters	<ul style="list-style-type: none"> <li>• Council - Enforcement/ Regulatory Services</li> </ul>	Short, medium and long term	<ul style="list-style-type: none"> <li>• Planning/ Regulatory/Waste Services to facilitate</li> </ul>	
	Use surveillance/warning signs in hot-spots and increasingly utilise Community Protection Notices (CPNs), Fixed Penalty Notices (FPNs) and warning letters	<ul style="list-style-type: none"> <li>• Council - Enforcement/ Waste services</li> <li>• South Yorkshire Police</li> </ul>	Short, medium and long term	<ul style="list-style-type: none"> <li>• Enforcement/ Waste services</li> <li>• South Yorkshire Police</li> </ul>	
	Gather, analyse and ensure intelligence regarding what is being fly-tipped and at what locations is accurate and shared by services to enable joint-action	<ul style="list-style-type: none"> <li>• Council - Enforcement/ Waste services</li> </ul>	Short term	<ul style="list-style-type: none"> <li>• Enforcement/ Waste services</li> </ul>	Give Neighbourhood teams cameras to photograph the waste; this can be shared with enforcement staff to analyse
<b>Other</b>	Waste/Neighbourhood and Enforcement Services come together at a strategic and management level to agree joint resources/plans and end to end processes	<ul style="list-style-type: none"> <li>• Council - Enforcement/ Waste services</li> </ul>	Short term	<ul style="list-style-type: none"> <li>• Enforcement/ Waste services</li> </ul>	

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	Send thank-you letters from the Leader/Chief Executive to volunteers who have helped clear waste – tie this in with the Love Where You Live campaign	<ul style="list-style-type: none"> <li>• Volunteers</li> <li>• Voluntary Action Barnsley (VAB)</li> <li>• Council - Communities Directorate</li> </ul>	Short, medium and long term	<ul style="list-style-type: none"> <li>• Communities service to devise letter</li> <li>• Elected Members, VAB and volunteer co-ordinators to disseminate</li> </ul>	
	Include 'effective waste disposal' as a criteria on the 'Private Landlord Accreditation Scheme'	<ul style="list-style-type: none"> <li>• Council - Strategic Housing Service</li> <li>• Landlords</li> </ul>	Short term	<ul style="list-style-type: none"> <li>• Strategic Housing service</li> </ul>	
	Planning service to provide information on waste disposal and fly-tipping to land and property owners	<ul style="list-style-type: none"> <li>• Land and property owners</li> <li>• Council's Planning service</li> </ul>	Short, medium and long term	<ul style="list-style-type: none"> <li>• Planning Service</li> </ul>	
	Lobby local Members of Parliament (MPs) regarding the issue of fly-tipping and the problems this causes; request increased penalties to be available and administered through the courts. Also liaise with and lobby the local court user group regarding the problem of fly-tipping and ensuring appropriate penalties/solutions are administered.	<ul style="list-style-type: none"> <li>• Elected Members</li> <li>• MPs</li> <li>• Law Courts</li> <li>• Enforcement Team</li> </ul>	Short term	<ul style="list-style-type: none"> <li>• Elected Members</li> <li>• Enforcement Team</li> </ul>	
	Investigate best practice and learn from Councils who've reduced fly-tipping in their area; understanding what schemes they have utilised and whether they would be suitable approaches within Barnsley	<ul style="list-style-type: none"> <li>• Council - Waste Services</li> </ul>	Short term	<ul style="list-style-type: none"> <li>• Waste Services</li> </ul>	