

Appendix 1 – Draft Fly-Tipping Action Plan

Theme	Solution/Action	Stakeholder	Delivery Period (S/M/L)	Action Lead / Theme Lead	Comments
<p>Communication</p>	<p>Develop and run a behaviour change campaign to improve knowledge/raise awareness of fly-tipping and waste disposal in local communities.</p> <p>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"> • How to correctly dispose of waste in Barnsley i.e. bins and HWRCs (Household Waste Recycling Centres) including ‘myth buster’ • Using reputable waste removal companies • the issue of fly-tipping and its cost to us – infographics showing shocking figures • 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) • risk/cost of prosecution <ul style="list-style-type: none"> ○ your responsibilities as a resident (i.e. not leaving items at the end of the driveway) ○ how many prosecutions there have been and for what amount – ‘name and shame campaign’ • the Council’s bulky item collection service • Freecycle 	<p>All local area</p> <ul style="list-style-type: none"> • Residents (local and neighbouring) • Council / Partner agency employees • Schools • Equality Forums • Businesses - specifically Letting Agents Stores selling white goods / beds • Chamber of Commerce • Building material supplies • Tyre fitting companies • Landlords 	<p>Short/ Medium term hold ‘Fly-Tipping’ week</p> <p>Long term – ongoing comms.</p>	<ul style="list-style-type: none"> • Communications team to facilitate resource development & press engagement such as Barnsley Chronicle • Communities-Area Council Officers to assist facilitation • Elected Members/Area Councils/MPs to promote in their communities and engage with local stakeholders • Barnsley College students to support creation of videos • One Barnsley partner organisations to disseminate 	<ul style="list-style-type: none"> • 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’ • If communicating re. HWRCs – need to do this to the local area across borders (not just Barnsley residents) • Preparations will need to be made by services to deal with increased customer contact during this period including swift removal / prosecution

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	Create and distribute the following: <ul style="list-style-type: none"> • 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 • Letter to landlords outlining responsibilities of effective disposal of waste • Letter offering new premium bulky service • Webpage on waste services • Web address contact details for bin calendar 				
	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	<ul style="list-style-type: none"> • Businesses - specifically Letting Agents, Stores selling white goods / beds/construction companies • Chamber of Commerce/ • Federation of small businesses 	Short/ Medium term hold 'Fly-Tipping' week Long term – ongoing	<ul style="list-style-type: none"> • Communications team to facilitate design • Regulatory services/Waste/ Elected Members to facilitate/ assist distribution • Chamber of Commerce/Federation of small businesses to distribute 	
	All Member Information Brief on FAQs answered through this investigation/myth buster e.g. re. HWRCs	<ul style="list-style-type: none"> • Elected Members 	Short term	<ul style="list-style-type: none"> • Waste, Enforcement & Scrutiny 	
Waste/Item Disposal	Work towards improving the offer at HWRCs for the small/medium business sector, such as a 'Pay As You Drop Site' at a HWRC	<ul style="list-style-type: none"> • Small/Medium Businesses • 'White Van Man' 	Long term	<ul style="list-style-type: none"> • Waste services 	Aware that current HWRCs are already running at full capacity
	Develop a swap shop available either at HWRCs or in a town centre unit e.g. Hull Council	<ul style="list-style-type: none"> • Council – Waste Services 	Medium/ Long term	<ul style="list-style-type: none"> • Waste services to lead through HWRC 	

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	example	<ul style="list-style-type: none"> Residents Businesses 		procurement	
	Enable young people through IKIC to reuse fly-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"> Schools Council – Waste Services 	Medium/ Long term	<ul style="list-style-type: none"> IKIC Officers/Council’s Education service to facilitate Local schools to lead implementation 	
	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"> Council – Waste Services and Planning Dept. Construction Companies 	Medium/ Long term	<ul style="list-style-type: none"> Elected Members to agree Planning department to facilitate 	
Enforcement	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"> Sheffield City Region Council - Regulatory / Enforcement Services 	Medium term	<ul style="list-style-type: none"> Planning/ Regulatory Services to facilitate Sheffield City Region Devolution Deal to resource 	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"> Council - Enforcement/ Regulatory Services 	Short, medium and long term	<ul style="list-style-type: none"> Planning/ Regulatory/Waste Services to facilitate 	
	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"> Council - Enforcement/ Waste services South Yorkshire Police 	Short, medium and long term	<ul style="list-style-type: none"> Enforcement/ Waste services South Yorkshire Police 	
	Gather, analyse and ensure intelligence regarding what is being fly-tipped and at what	<ul style="list-style-type: none"> Council - Enforcement/ 	Short term	<ul style="list-style-type: none"> Enforcement/ Waste services 	Give Neighbourhood teams cameras to photograph the

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	locations is accurate and shared by services to enable joint-action	Waste services			waste; this can be shared with enforcement staff to analyse
Other	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"> • Council - Enforcement/ Waste services 	Short term	<ul style="list-style-type: none"> • Enforcement/ Waste services 	
	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"> • Volunteers • Voluntary Action Barnsley (VAB) • Council - Communities Directorate 	Short, medium and long term	<ul style="list-style-type: none"> • Communities service to devise letter • Elected Members, VAB and volunteer co-ordinators to disseminate 	
	Include 'effective waste disposal' as a criteria on the 'Private Landlord Accreditation Scheme'	<ul style="list-style-type: none"> • Council - Strategic Housing Service • Landlords 	Short term	<ul style="list-style-type: none"> • Strategic Housing service 	
	Planning service to provide information on waste disposal and fly-tipping to land and property owners	<ul style="list-style-type: none"> • Land and property owners • Council's Planning service 	Short, medium and long term	<ul style="list-style-type: none"> • Planning Service 	
	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"> • Elected Members • MPs • Law Courts • Enforcement Team 	Short term	<ul style="list-style-type: none"> • Elected Members • Enforcement Team 	

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	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">• Council - Waste Services	Short term	<ul style="list-style-type: none">• Waste Services	

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