

LITTERING AND FLY-TIPPING REVIEW - UPDATE ON IMPLEMENTATION OF RECOMMENDATIONS

Committee name	Environment, Housing & Regeneration Select Committee
Officer reporting	Cathy Knubley, Waste Services
Papers with report	None
Ward	All

HEADLINES

The now retired Residents, Education and Environmental Services Policy Overview Committee (REESPOC) completed its review of littering and fly-tipping within Hillingdon late last year. This report provides detail of the progress of implementing the recommendations resulting from the review, that were endorsed by Cabinet in October 2020.

RECOMMENDATIONS:

That the Committee:

- 1. Notes the information contained within the report.**

SUPPORTING INFORMATION

The progress of implementing the recommendations from the review is set out in blue text below:

1	<p>Greater Landlord & Tenant Awareness:</p> <p>a. That Waste Services promotes the Council's waste collection services in a targeted way to key landlords, letting agents, the Landlords Forum, Housing Associations on their and their tenants responsibilities;</p> <p>b. To include consideration of 'welcome information' for new tenants on waste and recycling procedures, via letting agents and key landlords.</p> <p>Landlords Letters have been sent to landlords underlying their responsibilities with regards to the Waste and Recycling service in the London Borough of Hillingdon. The letter outlined how the council can help them, for example, engagement, leaflets and if necessary, an onsite meeting.</p>
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	<p>These letters have been sent to registered landlords including HMO's. Approx. 300 letters were sent, to date we have only had two responses back. For the two who responded back the recycling team have delivered leaflets and sacks.</p> <p>Estate Agents We have emailed 32 estate agents asking if they would be interested to send a Waste and Recycling Information Welcome pack to their clients. This included:</p> <ol style="list-style-type: none"> 1. Letter for new residents 2. Flats recycling guide 3. Kerbside recycling guide <p>Paper and PDF versions available, all the estate agents went for PDF versions.</p> <p>Five large estate agents were interested, they have the welcome packs as PDF's to send out to residents in all their branches.</p> <p>Coopers estate agents were the first to trial this. Coopers feedback was very positive as many new residents asked about Waste and Recycling services in the borough. They advised the welcome pack was perfect to give to new residents moving into the borough.</p>
2	<p>Beautification and Civic Responsibility</p> <p>a. That officers increase the scope of roadside beautification through the planting of wildflowers to instil greater civic pride in areas, visually helping to deter littering from cars and by pedestrians;</p> <p>We have planted several verges across the borough with flowers to help encourage biodiversity, which have been well received by residents. Our own observations are where we have planted these areas, they have been in the main kept litter free and well respected.</p> <p>b. That a new 'warning letter' regime be instigated, with letters issued to suspected offenders as recommended by officers following receipt of complaints;</p> <p>A standard template advisory letter is available and circulated to all ASB Officers for use</p> <p>c. That the Council develops its relationship with external organisations such as Keep Britain Tidy and participates in national civic awareness campaigns;</p> <p>Not yet had suitable campaign that meshes with Hillingdon Comms.</p>

	<p>d. That officers investigate the possibility of introducing a unique reference number for each bin to enable Waste Services to easily identify patterns (via reports/requests from residents) where particular bins overflow regularly or indeed are underused, and in turn, allow them to deploy limited resources more strategically and effectively.</p> <p>We explored this idea at length, it was decided that this would be cost inhibited and have no major benefits as we use road names and addresses to locate bins.</p>
3	<p>Hard-hitting Communications Campaign:</p> <p>a. That Cabinet note some of the detailed ideas and creative approaches (not recommendations) suggested by the Committee in the report for consideration as part of the Council’s wider communications campaign, including poster campaigns to highlight the impact, cost, and potential fines resulting from littering and fly-tipping</p> <ul style="list-style-type: none"> • Hillingdon People feature in the May/June 2021 magazine outlining how fly-tipping reports have fallen compared to 2020. The article included fly-tip incident statistics, explained how to report fly-tipping and what the council does once it receives a report and warned that where evidence is found offenders are fined. The article also highlighted the council’s weeks of action where patrols are carried out at hotspot locations, and included a reminder to residents to check waste carrier licences if they’re paying someone to take waste away. Additionally, the article signposted residents to the council’s bulky waste collection service. • Hillingdon People feature in November/December 2020 highlighting a decrease in fly-tipping incidents, explaining that those caught are fined, and introducing the weeks of action by explaining how many fines were issued and listing some of the hotspot areas. The feature outlined the correct ways to dispose of waste (including publicity of the council’s civic amenity sites and bulky waste collection service). • A press release (similar story to November/December Hillingdon People) was issued in October 2020. A press release was also issued on 7 September 2020 when the weeks of action began. • A range of social media has been issued with good engagement rates (average rate of 5.2 per cent which is above the industry average). This has included messaging on: the weeks of action and fines issued, how to dispose of waste properly, publicity of the bulky waste collection service and a spotlight on the work of crews. (All highlight the fines if someone is caught fly-tipping) • A CCTV campaign on social media will start this month to appeal for witnesses.

Comparison of Fly Tipping Stats 2020/2021

Year	Month	Incident Count
2021	January	497
2020	January	912

Year	Month	Incident Count
2021	February	571
2020	February	724

Year	Month	Incident Count
2021	March	808
2020	March	736

Year	Month	Incident Count
2021	April	773
2020	April	703

Year	Month	Incident Count
2021	May	811
2020	May	866

Year	Month	Incident Count
2021	June	877
2020	June	1009

Year	Month	Incident Count
2021	July	693
2020	July	1008

Year	Month	Incident Count
2021	August	630
2020	August	917

Year	Month	Incident Count
2021	September	460

2020

September

935

Street Cleansing have also changed the way in which they work by introducing a new 'ward system.'

The new system assures that our van crews now take responsibility for the clearance of fly tips, emptying of litter bins cleaning of shop fronts etc and any other issues that occur in their dedicated wards, creating a sense of ownership of their area.

This we feel has reduced reports of fly tipping as they are now being picked up before they are reported by the public.

Along with this we have also created a Hotspot crew that attend areas that are known to be problem 'dumping' spots. They attend these areas on a regular basis clearing the waste before it becomes a problem.

That Corporate Communications produces a catchy online clip showing how to report fly-tipping and to book the bulky waste removal service, sharing online and across social media platforms;

- A CCTV campaign on social media will start this month to appeal for witnesses.
- A series of videos publicising the work taking place to investigate fly-tipping, how easy it is to report fly-tipping on the council's website, booking bulky waste, issuing fines and clearing fly-tipping are being prepared for digital use (website and social media).
- A visual fly-tipping campaign is also being prepared to start being used in October. This will include JC Decaux, posters for council sites and community notice boards, graphics for social media and adverts for Hillingdon People.

c. That officers further investigate, and report back to the Cabinet Member with proposals, on the potential for "CCTV appeals" on video and social media, for residents to help identify offenders caught on CCTV in an effort to promote greater public engagement and a new avenue of information for securing successful later prosecutions;

This has been approved and we now are circulating imagery of unidentified suspects through a number of social media platforms which are live and in use. No results to date.

d. That ASBET officers, in conjunction with the Legal officers and the Corporate Communications team, roll out a regular programme to publicly 'name and shame' offenders once prosecuted, communicated widely including to Councillors, Street Champions and Neighbourhood Watch.

	<p>This is in place.</p> <p>e. That the Council publicise all successful prosecutions from the preceding 12 months through the Communications team. One outstanding case for publication however offender is awaiting sentencing, no court date set as yet. This has been discussed with Communications Team and will be publicised as soon as the court process is complete. All future successful prosecutions will be publicised, subject to Legal advice and agreement.</p>
4	<p>Engaging Volunteers and Young People:</p> <p>a. That the Council provides free litter picking equipment to established local groups, residents associations, schools, Ward Councillors or street champions, upon request;</p> <p>Street cleansing have been working together with the ‘Hillingdon Litter Pickers’ They are a local community group that organise litter picks and waste clearances across the borough. We have been providing the litter picking equipment and bags to them and then picking up and disposal of the waste after the events. We have also worked with and supplied equipment to various Ward Councillors and residents.</p> <p>b. That the Waste Services Team establish a programme of liaison with Hillingdon Schools, including environmental awareness and training, pupil led poster campaigns; and regular litter-picking activities;</p> <p>This has been delayed due to Covid.</p> <p>c. That the Council steps up its use of Community Payback to help clear litter and fly-tipping in parks, as well as ‘hotspots’ such as alleyways.</p> <p>This has been delayed due to Covid.</p>
5	<p>Embracing National Changes</p> <p>a. Following the Motion approved at Council on 16 January 2020 and national changes expected from the 2020 Environment Bill, notes that the Committee will revisit what additional steps can be taken by the Council should new powers and the ability to impose larger fines be granted upon local authorities to provide a stronger deterrent, reporting back to Cabinet as appropriate.</p>

Implications on related Council policies

A role of the Policy Overview Committees is to make recommendations on service changes and improvements to the Cabinet who are responsible for the Council's policy and direction.

How this report benefits Hillingdon residents

The Committee's recommendations were put forward to enable the Council to further address the blight of littering and fly-tipping across the Borough, through the use of innovative approaches to public engagement and awareness, and additional tools for officers to pursue increased prosecution of offenders.

Financial Implications

Corporate Finance previously confirmed that there were no direct financial implications resulting from the recommendations.

Legal Implications

The Borough Solicitor previously confirmed that there were no legal implications resulting from the recommendations.

BACKGROUND PAPERS

NIL.