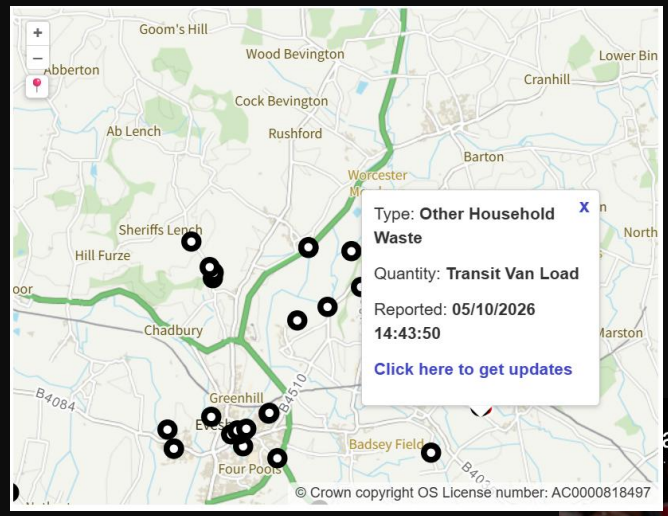
Empowering Residents to Tackle Fly-Tipping Through Digital Innovation

Tim Lewis
Head of Client Services





WasteGuard
Accredited Waste Disposer

A trusted waste carrier directory for Malvern Hills and Wychavon

Reducing fly-tipping risk by making it easier for residents and businesses to choose checked, legitimate waste carriers.



THE CASE FOR WASTEGUARD

Prevention starts before waste is collected.

When residents or businesses use untrustworthy collectors, waste can be dumped illegally, and the clean-up burden returns to the district.

01

Recurring local fly-tips

A visible problem across the districts that damages public confidence and places avoidable pressure on council services.

02

Residents need a simple choice

A clear directory makes it easier to pick a checked waste carrier rather than rely on unknown collectors.

03

Legitimate carriers need recognition

Official accreditation helps compliant businesses stand apart from untrustworthy operators.



WHAT IT IS

A directory of trusted waste disposers.

WasteGuard is a public webpage listing waste carriers that have been checked, accredited and kept under review by the council.

01

Combat fly-tipping

Reduce illegal dumping by steering users towards accredited carriers.

02

Support legal carriers

Provide recognition that helps compliant businesses compete.

03

Raise public awareness

Educate residents on choosing licensed disposal services.

04

Protect the environment

Promote legal disposal of waste.

Scheme inspiration: Leeds City Council's Accredited Waste Carrier Scheme.

WHERE THE IDEA CAME FROM

A proven idea from Leeds, adapted locally.

Leeds City Council's Accredited Waste Carrier Scheme helps residents find waste carriers that are "local, legal and responsible" — the same trust signal WasteGuard is designed to create locally.

Leeds LAWCS

March 2024

Launch model for helping residents avoid rogue removers and reduce fly-tipping risk.

WHAT WE CARRY FORWARD

01

Public directory

Leeds lists accredited carriers; WasteGuard would provide a council-managed webpage for our districts.

02

Visible accreditation

Leeds provides an "I'm Accredited" toolkit and stickers; WasteGuard would issue a badge, logo and certificate.

03

Checks and standards

Leeds uses vetting, good-practice standards and spot checks; WasteGuard would fold these into audits and annual renewal.

Local adaptation WasteGuard is not a direct copy: it tailors the Leeds structure for Malvern Hills and Wychavon checks, renewals and promotion.

Sources: Leeds Directory LAWCS public/carrier pages; Leeds City Council newsroom, 19 Mar 2024.

HOW IT WORKS

A light-touch accreditation layer with annual assurance.

WasteGuard builds on Environment Agency registration: the scheme checks, lists and promotes carriers the public can trust.

01 Verify registration

Applicant provides proof of current Environment Agency waste carrier registration.

02 Vet the applicant

Council checks compliance history, waste practices and business credentials.

03 Publish & certify

Approved carriers join the public directory and receive a badge.

04 Audit & renew

Periodic checks and annual renewal confirm ongoing registration and compliance.

Public trust point The badge/logo turns accreditation into a visible signal on vehicles, websites and promotional materials.

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Allseasonsgwr Ltd

Environment Agency

Waste Guard Accredited



WHY IT IS WORTH DOING

WasteGuard creates a trusted local market.

The scheme links public behaviour, business recognition and environmental protection in a council-backed action.



01

Residents & businesses

Easier route to a checked carrier and a clearer message about responsible disposal.

02

Legal waste carriers

Official recognition, stronger reputation and a fairer competitive position.

03

Council & environment

A practical prevention tool that supports legal, sustainable waste handling.

Important boundary: WasteGuard would complement, not replace, Environment Agency waste carrier registration.

LAUNCH PATH

From scheme design to public adoption.

The first phase should make accreditation practical for carriers and easy for residents to recognise.

01 Confirm criteria

Agree checks, governance and data held in the directory.

02 Build the webpage

Create a simple searchable council-managed WasteGuard directory.

03 Invite carriers

Open applications and issue badge/certificate to approved businesses.

04 Promote publicly

Use website, social media, newsletters and community events.





REPORTING CHALLENGE

The Problem:

Duplicate Flytip Reports

and a simple internal solution

Make existing cases visible before a new report is submitted — reducing repeat reports and avoidable officer checks.

1,300+
reports received

≈350
duplicate reports

1 shared map

See what is already logged before reporting again.

Source: Wychavon District Council reporting data, 1 Apr 2025–31 Mar 2026.

THE SCALE

More than 1,300 fly-tip reports were logged in 12 months.

Reporting period: 1 April 2025 to 31 March 2026.

1,300+

individual reports received

≈350

were duplicate reports

THE SIGNAL

A substantial share of incoming reports repeated incidents already in the system.

Duplicate reporting created avoidable work before an officer could progress the underlying case.

Source: Wychavon District Council reporting data, 1 Apr 2025–31 Mar 2026.

THE OFFICER BURDEN

Every duplicate still had to be opened and checked.

The report could not be dismissed until an officer compared it with what was already logged.

01

Open the report

Review the individual submission and its details.

02

Check the evidence

Compare location and incident information with existing cases.

03

Classify the case

Decide whether it is a new report or a duplicate.

THE DIGITAL RESPONSE

The map helps residents avoid duplicate fly-tip reports.

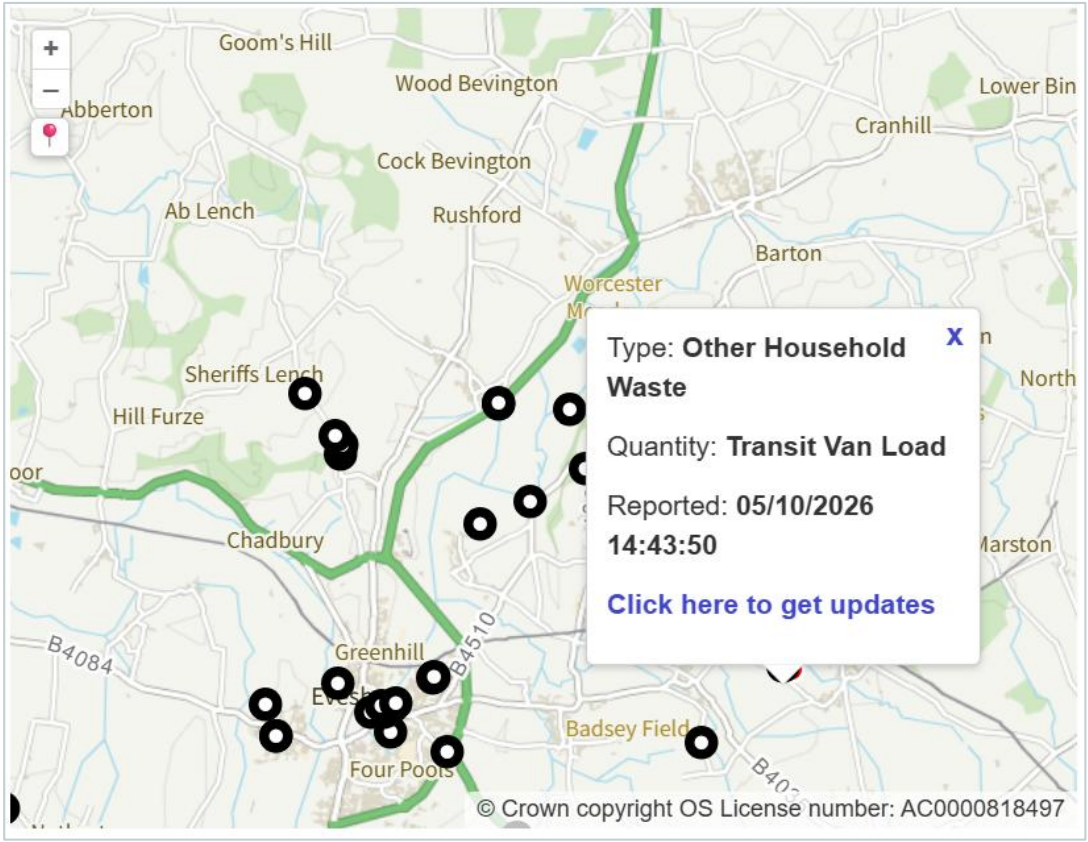
Existing cases are visible before a new report is submitted.

01 See what is already logged

Residents can view existing fly-tip reports on the map and avoid submitting the same incident again.

02 Get updates without re-reporting

Users can click an existing report and choose to receive updates as information becomes available.



Example resident view: select an existing report to receive updates.

Source: user-provided system description and screenshot.