

Cleaning Up Together: Tackling Fly-Tipping through Joint Enforcement and Cleansing Operations

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Waste & Street Scene

The National Context

- 1.15 million fly-tipping incidents in England in 2023/24 (+6% vs 2022/23)
- 60% involved household waste (688,000)
- Highways were most common location: 37% (427,000; -1% vs 2022/23)
- Most common sizes: 'small van load' 31%; 'car boot or less' 28%
- Large incidents (tipper lorry load or larger): 47,000 (4%); £13.1m clearance cost
- Enforcement actions: 528,000 (slightly down from 530,000)
- Fixed Penalty Notices issued: 63,000 (-5%); average court fine £530





Local Context

- High levels of fly-tipping incidents each year
- Challenges common to many urban areas:
 - Dense housing
 - High resident turnover
 - Commercial waste abuse
- Strong community expectation for visible action

EPR Funding

- £150,000 awarded through EPR (Extended Producer Responsibility) funding (2024/25)
- Investment in:
 - Mobile CCTV technology
 - Additional enforcement resources
- Supports an intelligence-led and visible deterrence approach



Deployment of Mobile CCTV





Joint Working

- Collaboration across enforcement, public protection, and environmental services
- Communications team amplify enforcement successes
- Legal services support prosecutions
- IT/Data teams strengthen dashboard use
- Core partnership between enforcement officers and cleansing crews



Coordinated Operations



Cleansing and
enforcement teams
operate side by side



Waste cleared
immediately after
investigations



Faster, more efficient
interventions



Reinforces a 'zero
tolerance' message

Social Media & Awareness



Communications team
highlight enforcement
successes online



Raises awareness of
penalties for fly-
tipping



Promotes legitimate
disposal options



Builds trust and
community confidence



Case Study: Westminster

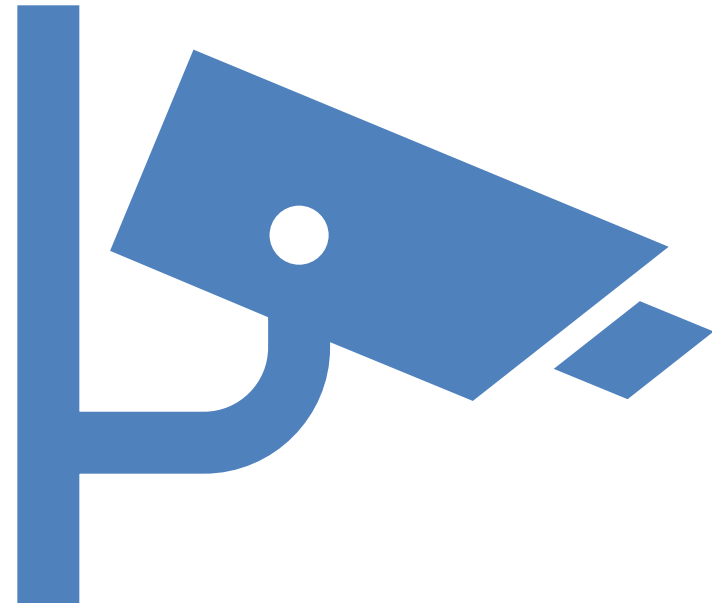


- Monthly joint operations in a high-pressure central London area
- Enforcement officer investigates, cleansing team clears immediately
- Benefits: rapid removal, stronger deterrence, cleaner streets
- Model adaptable to other urban environments



Fly-Tipping Dashboard: Evidence- Led Interventions

- Dashboards track incident types, trends, and outcomes
- Data informs deployment of CCTV and operations
- Focus areas:
 - Top 3 Hotspot Wards (anonymised)
 - Waste Type Breakdown (Bulky / Household / Commercial / Other)
 - Enforcement Outcomes (FPNs / Prosecutions / Clearances)



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Challenges & Opportunities

Note: Enforcement volumes and some metrics fluctuate with guidance and reporting practice. Defra's methodology/reporting caveats mean year-on-year comparisons should be interpreted with care.

Challenges:

- Repeat offenders and organised waste crime
- Court delays & limited penalties
- Resource pressures

Opportunities:

- Expand joint enforcement/cleansing model
- Greater use of tech & behavioural insights
- Regional collaboration across councils

Conclusion



EPR-funded CCTV
and joint operations
delivering impact



Social media raising
awareness and
deterrence



Coordinated services
= faster response and
cleaner streets



Clear message: fly-
tipping will not be
tolerated

Fighting back against Fly Tippers

City of Wolverhampton Council

30 September 2025

Presenter:

Thomas Hawkins

Section Lead for Fly
Tipping

Ian Crutchley

Senior Compliance
Officer

[wolverhampton.gov.uk](https://www.wolverhampton.gov.uk)

Current Fly Tipping Statistics

9,500 items collected in
the past 12 months

The cost of Fly Tipping to
the authority in 2024/25
was £554,000

We currently have 30 live
prosecution cases

Further 12% reduction in
Fly Tipping over the past
12 months

We are the only Council
in the region seeing a
decrease in our fly tipping
stats (DEFRA)

12% of fly tips are
collected proactively
without a report from the
public

Shop a Tipper

Commencing in January 2023, Shop a Tipper group was created to identify and tackle fly-tipping hotspots across Wolverhampton through proactive interventions and enforcement.

The project team includes members from Street Cleansing, Environmental Crime, our CCTV Custodian and Public Realm Logistics for data analysis.

Interventions have included:

- Educational letters to all addresses surrounding identified hotspots
- CCTV installation in targeted areas, and further letters informing residents of the surveillance
- Public sharing of offender images via posters and flyers, with a public incentive of a £100 gift card for information which leads to a successful conviction
- Stickers marking items under investigation and targeted litter bins
- Targeted issuing of Section 46 Notices

Shop a Tipper



SaT Posted Leaflets



SaT Waste Stickers

Shop a Tipper – How we identify hotspots

All fly-tipping enquiries & incidents attended by our teams are logged in our asset management system, Confirm, with detailed records of the specific items retrieved at each site — for example, the exact number of black bags.

This data is compiled in Power BI and reviewed fortnightly during project meetings.

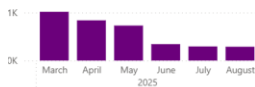
Analysis of the data reveals that approximately 40% of all fly-tipping in Wolverhampton at any given time can be traced to our top 20 hotspot locations.

Fly Tipping Data

01/03/2025 31/08/2025

- Select all
- ** TEST SITE **
- ACKLETON GARDENS
- ADELAIDE WALK
- ALBERT ROAD
- ALCESTER DRIVE
- ALDERSLEY CLOSE
- ALDERSLEY ROAD
- ALEXANDRA ROAD
- ALL SAINTS ROAD
- ALLEN ROAD
- ALMA STREET
- ALTON CLOSE
- ANCHOR LANE
- ARTHUR STREET
- ASH STREET
- ASHBOURNE ROAD
- ASHLAND STREET
- ASHLEY STREET

Count by Month (Volume)



Volume of Fly Tipping by Week

Week Num	Volume
10	264
11	302
12	186
13	174
14	90
15	182
16	210
Total	3507

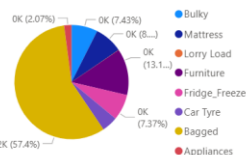
Sum of Total Items by ward_name



Volume Trend Line



Type of Fly Tipping



1195

Sum of No of Jobs

3507

Sum of Total Items

Area Flag

- Select all
- 0
- All Saints Area

Side Waste Ma...

- Select all
- CWC

Location of Exceptions

site_name	March	April	May	June	July
POWELL STREET	123	28	1		
MASON STREET	1	99	2	2	5
DUNSTALL ROAD	45	9	5	11	5
DUDLEY ROAD	5	71	1		
BATH STREET		70			
BLAKENHALL RESOURCE CENTRE: HAGGAR ST: S					
DALE STREET			69		
GOWER STREET	31	4	23	6	2
MOSELEY ROAD	32	18	2	1	2
GLENTWORTH GARDENS	40	5			1
POOL STREET	22	12	2	8	
CHESTER STREET		4	35		4
DIMMOCK STREET	18	11			
FISHER STREET		25	6	1	5
JAMESON STREET	33	6			
JEFFCOCK ROAD	11	16	4	5	1
MURDOCH ROAD	8		31		
GORGE ROAD					38
ALMA STREET					
CRADDOCK STREET	8	1	1	12	8
POPLAR STREET			31		1
CARDER CRESCENT	34	2			
BRISTOL STREET	15	5	8	6	
CROWTHER STREET	3	1	20	4	
ALL SAINTS ROAD	7	11	6	5	
GRANVILLE STREET	16	15	1	2	
Total	1016	838	729	342	294

An aerial photograph of an urban area, showing a large pile of fly-tipped waste in a central lot. The waste consists of various household items, including white appliances, furniture, and other debris. The lot is surrounded by residential buildings and a road with parked cars. The text is overlaid on the left side of the image.

Drones

Following a successful application to DEFRA's Fly-Tipping Intervention Grant in 2024, the team procured a drone to support targeted fly-tipping prevention efforts.

Rather than being used to directly identify or apprehend offenders, the drone provides high-quality aerial imagery discreetly, without alerting individuals on the ground.

This capability enables the team to monitor land use and identify environmental indicators—such as garden waste accumulation or unauthorised activity—that may signal a heightened risk of fly-tipping.

The drone has become a valuable tool in proactive site assessment and strategic intervention planning.

Use of Section 108 Notices

When people are ignoring requests for PACE interviews and not paying FPNs, we issue Notices requiring their attendance (section 108 (4) Environment Act 1995)

If they ignore these Notices, they are committing an offence under 110

If they attend, it will give you the opportunity to conduct a PACE or ask them questions related to the investigation

Can also be used to request documentation (e.g. vehicle insurance policies, tenancy agreements)

We have seen fines and costs awarded for these offences similar to fly tipping offences

Vehicle Seizure Powers in Fly-Tipping Investigations

Where officers have reasonable grounds to believe that a vehicle has been used in the commission of a waste offence, such as fly-tipping, the Council may seize the vehicle under powers granted by Section 34B of the Environmental Protection Act 1990.

There are specific procedures for handling seized vehicles,

- Retention Period: Vehicles may be held for up to 15 working days to allow for investigation and potential claims of ownership.
- If legal proceedings are initiated within this period, the vehicle may be retained for the duration of the case.
- Seizure is particularly effective where vehicles are unregistered, registered to incorrect addresses, or linked to persistent or large-scale fly-tipping.

Following a successful prosecution, the Council may apply to the court for a forfeiture order, allowing the vehicle to be destroyed (e.g. crushed). Publicising such actions serve as a strong deterrent to others considering illegal waste disposal.

Fly-Tipping Fixed Penalty Notice (FPN) Increase)

In line with national changes and to strengthen local enforcement, Wolverhampton has increased the Fixed Penalty Notice (FPN) for fly-tipping from £400 to £1,000, with a 50% reduction to £500 if paid within 14 days.

This early payment incentive encourages prompt resolution and reduces the need for court proceedings. The Council maintains a flexible and proportionate approach:

- Individuals who engage early and express financial difficulty may be offered reasonable extensions or payment arrangements.
- Larger-scale or repeat fly-tipping offences will be escalated to prosecution, it is important that we have a consistent and proportionate approach to deter these instances

Revenue from paid FPNs is reinvested into the Council's environmental crime service, supporting further enforcement and public awareness campaigns

wolverhampton.gov.uk

Publicising everything we do!

Publicising enforcement actions—such as vehicle seizures, prosecutions, and Fixed Penalty Notices (FPNs)—is a vital part of Wolverhampton Council's strategy to combat environmental crime.





ALL THINGS FLY-TIPPING

RACHEL SCARISBRICK

KEEP BRITAIN TIDY

Keep Britain Tidy

As the **UK's experts on litter, waste, and place management**, Keep Britain Tidy is the perfect partner for local authorities striving to create cleaner communities free from fly-tipping.



Fly-tipping Action Plan

The **actions** that are needed to **eradicate fly-tipping**.

We will launch an **updated Action Plan** at the Labour Party Conference in Autumn 2025 with our Network members helping to shape our calls on government.



Our work is insight-led

We have conducted **extensive research** into why people fly-tip.

Using these research insights, we have **developed and tested targeted interventions** – actions for local authorities to use with residents to tackle this behaviour head-on and reduce householder fly-tipping.



BEYOND THE TIPPING POINT: INSIGHTS TO TACKLE HOUSEHOLDER FLY-TIPPING

Keep Britain Tidy



Our work is award winning

Our work with Newham Council to tackle fly-tipping won the Environmental Services Award at the **Local Government Chronicle Awards** described as an:

"...impactful and innovative solution to tackling a significant environmental problem. Developed with strong and ongoing relationships with the community."



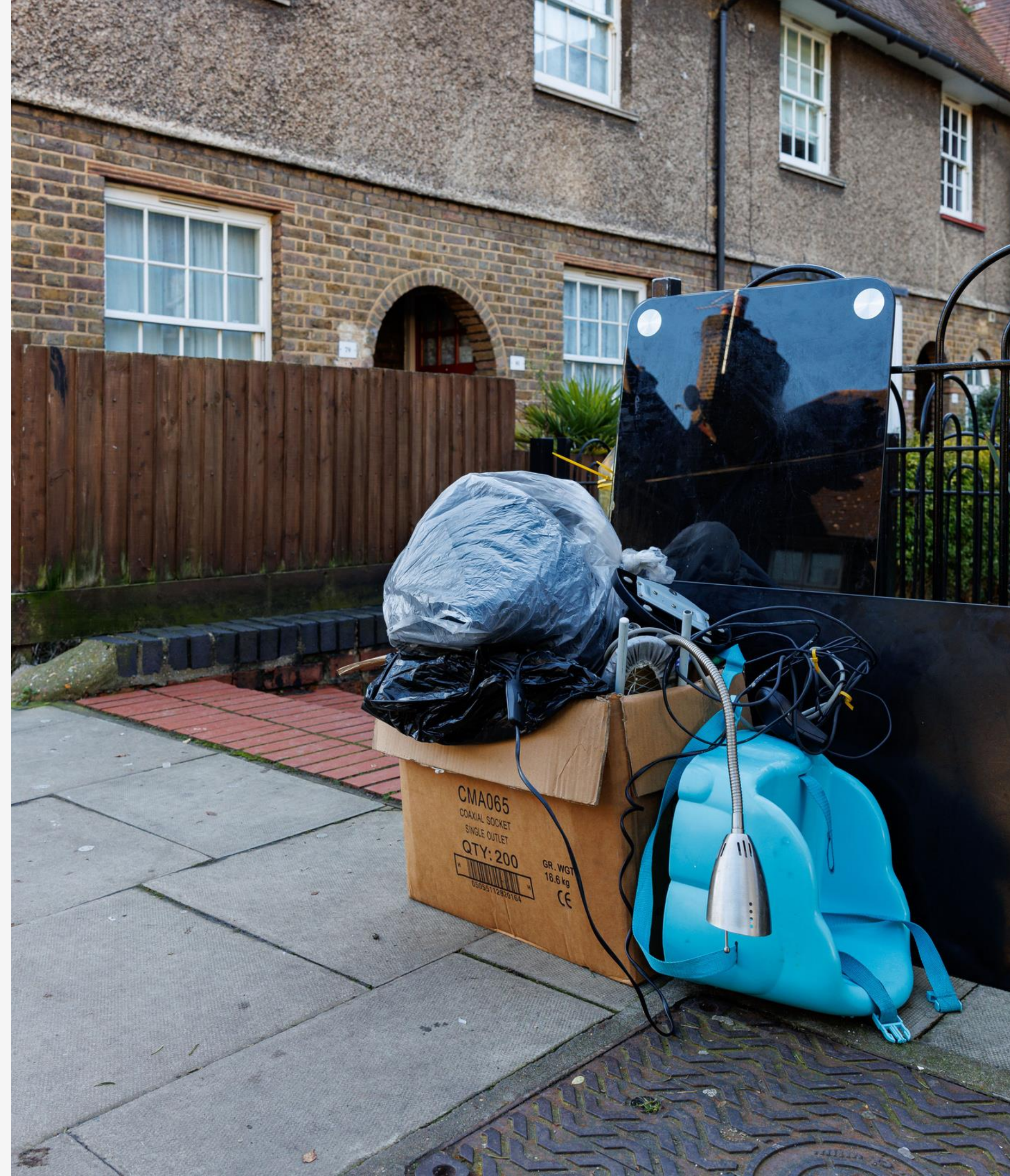
WINNER

Why are people fly-tipping?

- **Fly-tipping is often seen as the easier and quicker option**
- **Many fly-tippers see fly-tipping as having little or no wider impact**
- **Fly-tips are often quickly removed without feedback**
- **The perceived threat of enforcement among fly-tippers is low**
- **Some people are not aware that they are doing the wrong thing**
- **Many households are not managing their waste effectively**



With the causes of fly-tipping being so complex, we require a range of varied approaches to successfully address it...



Crime scene investigation (CSI) tape

Insight

There is an expectation that fly-tips will be collected quickly and without repercussion

What did we do with this insight?

Implemented a feedback loop to break this expectation, highlighting investigation and enforcement activity on street



Crime scene investigation (CSI) tape

Results

Up to 73% and average 64% reduction in fly-tipping with no displacement

Post-intervention, fly-tipping remained on average **50% lower** than pre-intervention

50% of residents felt the intervention showed the council was working to tackle fly-tipping



Social impact stencils

Insight

People perceive fly-tipping as low-impact

What did we do with this insight?

Highlighted the social and financial impacts of fly-tipping to residents



Social impact stencils

Results

67% average reduction in fly-tipping with no displacement

Post-intervention, fly-tipping remained on **average 63% lower** than pre-intervention

Fly-tipping **down 30%** on pre-intervention baseline two years later

58% of residents felt the intervention showed the council was working to tackle fly-tipping



No waste on streets

Insight

Waste left on streets legitimately can drive fly-tipping

What did we do with this insight?

Removed waste from the street scene through containerisation



No waste on streets

Results

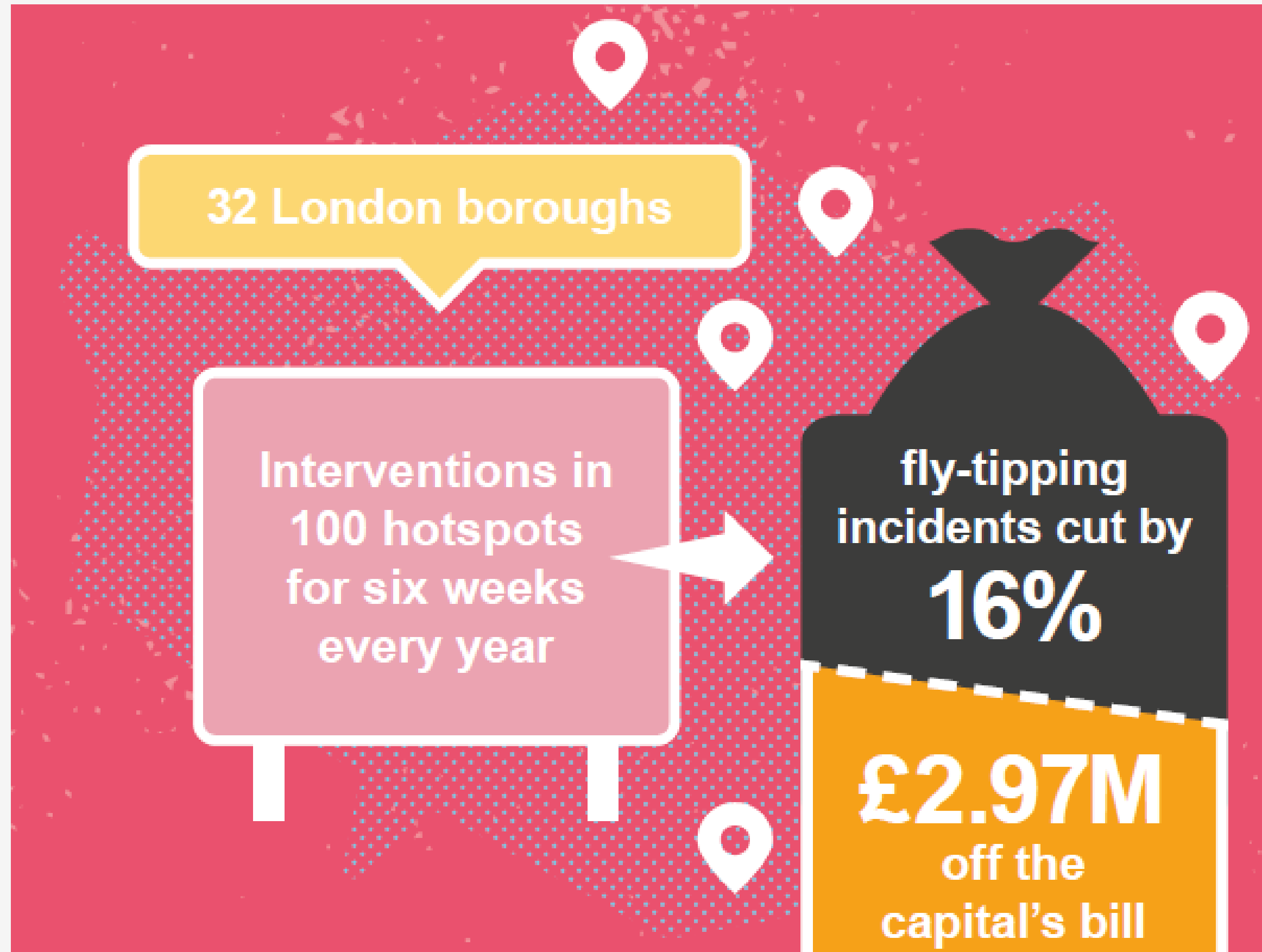
24% average reduction in fly-tipping

75% of residents said it made them feel the council was doing something to tackle waste dumped on streets



Scaling solutions

Newham Council's scaling of the crime scene tape and social impact stencil interventions saw **reductions in two thirds of the hotspots** targeted with a **42% average reduction** in fly-tipping.



Cost to the community campaign

Insight

People perceive fly-tipping as low-impact

What did we do with this insight?

Highlighted the social and financial impacts of fly-tipping to residents



DUMPED RUBBISH COST SKERTON £122,766 LAST YEAR

LET'S SPEND IT ON THE THINGS THAT MATTER

There are many ways to get rid of your rubbish easily and legally.

Visit: www.lancaster.gov.uk/prevent-fly-tipping

LANCASTER CITY COUNCIL
Promoting City, Rural & Countryside



IN PARTNERSHIP WITH
KEEP BRITAIN TIDY.

Cost to the community campaign

Results

Up to 95% of residents felt that the campaign shows their council is working to tackle dumped waste in their area

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LANCASTER CITY COUNCIL
Providing City, Rural & Countryside

IN PARTNERSHIP WITH
KEEP BRITAIN TIDY.

Fight Fly-Tipping Fortnight

An annual campaign for fly-tipping delivered for Network members from Keep Britain Tidy

Monday 10th November 2025

- Raising awareness of consumers individual "duty of care"
- A platform for local authorities to help tackle issue and drive consumer behaviour change at a local level



Crime Not to Care campaign

#CrimeNotToCare developed pre pandemic to raise the awareness of residents' Duty of Care in a simple format to reduce fly-tipping.

Still a successful campaign with over 50 partners using the campaign collateral in a variety of ways



Are you doing the right thing with your waste? Find out or you could end up with a criminal record.

www.keepbritaintidy.org



Fly-tipping strategy

We recommend that local authorities produce a fly-tipping strategy that clearly identifies the local problem, objectives, a plan of action, and how progress against the plan will be monitored.

The plan of action should involve behaviour change interventions, education, engagement, and enforcement, as well as clearing fly-tips.

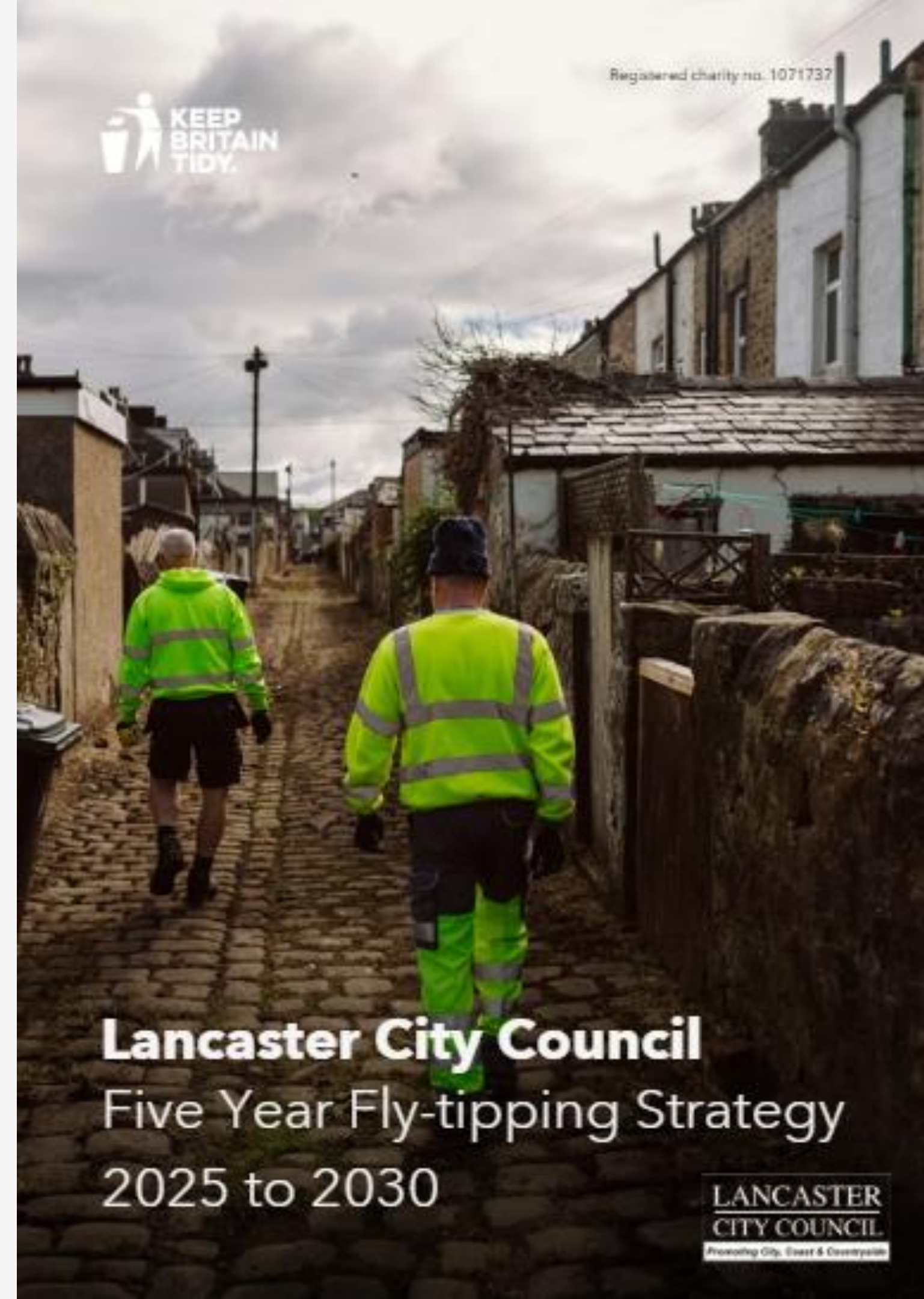
We can work with local authorities to produce robust and effective fly-tipping strategies.



Testimonial

"Working with Keep Britain Tidy was instrumental in helping us understand the issues the district faced and what interventions would be suitable in order to make the necessary improvements. Delivering their work in a collaborative and responsive way made it so easy to develop our strategy around fly-tipping. Their expertise and insights across the sector is unmatched and helped us deliver better outcomes for our residents."

Will Griffith, Chief Officer – Environment & Place,
Lancaster City Council



Lancaster City Council
Five Year Fly-tipping Strategy
2025 to 2030

**THANKS FOR LISTENING
ANY QUESTIONS?**

