

## **Approach to Flytipping Communications**

### **Common Issues**

1. Education of residents and businesses – Many households are unaware of their 'Duty of Care' responsibilities when disposing of their waste (i.e. to keep waste safe, and to make sure it is dealt with responsibly and only given to businesses authorised to take it). Research also suggests that UK businesses are not complying with their 'Duty of Care' related regulations.
2. Data Recording – Not all incidents of fly-tipping are recorded or are recorded in a consistent way. Encouragement and support will be offered to private landowners to report any incident, even though it is their responsibility to remove any fly-tipping.
3. Lack of cross border working with neighbouring local authorities.
4. Partner enforcement resources – Different levels of resource and access to information, to assist with investigation and enforcement activities.

### **Aims and Objectives**

**Aim One – Stimulate and maintain a change in behaviour amongst residents, businesses and landowners that helps reduce the amount of fly-tipping in Breckland (and Norfolk as a whole), underpinned by a common understanding of fly-tipping as a socially unacceptable behaviour.**

#### **Objectives:**

- Raising awareness of the financial and environmental impacts of fly-tipping.
- Educating residents and businesses about their 'duty of care' responsibilities.
- Highlighting the consequences of fly-tipping.
- Encouraging and enabling the reporting of fly-tipping incidents.
- Making it easier to report fly-tipping.
- Enabling and encouraging landowners to help prevent fly-tipping.

**Aim Two – Work with partners to maximise investigation and enforcement resources, to ensure we use these in the most efficient and cost effective way, to achieve improved outcomes.**

#### **Objectives:**

- Establish a network and platform to share intelligence on fly-tipping incidents, as well as best practice and resources on prevention and enforcement between partner organisations.
- Use technology to assist with intelligence gathering and enforcement activities.
- Identify resources that can be applied to enforcement activities and processes.
- Work with neighbouring authorities to investigate and bring enforcement action against serial offenders.
- Ensure enforcement is used to good effect with maximum penalties and fines to help serve as a deterrent to future incidents.

### **Outcomes**

- It will become easier for people to understand how they can dispose of their waste responsibly.
- Effective mechanisms are put in place to catch those responsible for fly-tipping, leading to a higher conviction rate with greater penalties levied where possible.
- A decrease in the number of fly-tipping incidents across Breckland (and Norfolk as a whole), improving the environment and reducing the cost to the taxpayer and private landowner.

## Action Plan

Aim One	Stimulate and maintain a change in behaviour amongst residents, businesses and landowners that helps reduce the amount of fly-tipping in Breckland (and Norfolk as a whole), underpinned by a common understanding of fly-tipping as a socially unacceptable behaviour.			
Objectives	Actions	Key Tasks	Time Scale	Progress to Date
<ul style="list-style-type: none"> <li>Raising awareness of the financial and environmental impacts of fly-tipping.</li> <li>Educating residents and businesses about their 'duty of care' responsibilities.</li> <li>Highlighting the consequences of fly-tipping.</li> </ul>	Agree resources and communications plan – inclusive of Norfolk wide SCRAP campaign.	Increase and improve the use of social media.  Identify suitable images for communication materials.  Highlight hotspots as case studies.  Undertake a straw poll of residents to gauge knowledge of fly-tipping, waste carriers licences and their duty of care.	Ongoing  Ongoing  March 2019  Jan 2019	
<ul style="list-style-type: none"> <li>Encouraging and enabling the reporting of fly-tipping incidents.</li> <li>Making it easier to report fly-tipping.</li> <li>Enabling and encouraging landowners to help prevent fly-tipping.</li> </ul>	Produce communications materials ahead of launch.	Develop branding and campaign material.  Target Communications to: <ul style="list-style-type: none"> <li>Residents</li> <li>Businesses</li> <li>Landowners</li> <li>Perpetrators</li> </ul> Adapt Norfolk Recycles website to include campaign information and 'How to report a fly-tip'.  Create Q & A document.	Jan 2019          Jan 2019          Dec 2018	SCRAP launch planned for end of Jan 2019.  1 <sup>st</sup> draft 6 page leaflet by 12 Dec for comment.          Work has commenced          Q & A's started. Contributions by 21 Dec.

	Launch communications campaign.	<p>Brief Members about forthcoming launch event.</p> <p>Launch event.</p> <p>Roadshows</p> <p>Social Media</p>	<p>Mid Jan 2019</p> <p>End of Jan 2019</p> <p>Feb 2019 onwards</p> <p>Jan 2019 - ongoing</p>	<p>Media launch event being planned. Preferred location Chapelfield Gardens. To include fake fly-tip.</p> <p>Roadshows to follow at one per month around the county.</p> <p>A post launch 2 month plan is being created to firstly focus on 'Your waste, your responsibility' and then statistics.</p>

Aim Two	Work with partners to maximise investigation and enforcement resources, to ensure we use these in the most efficient and cost effective way, to achieve improved outcomes.			
Objectives	Actions	Key Tasks	Time Scale	Progress to Date
<ul style="list-style-type: none"> <li>Establish a network and platform to share intelligence on fly-tipping incidents, as well as best practice and resources on prevention and enforcement between partner organisations.</li> <li>Use technology to assist with intelligence gathering and enforcement activities.</li> </ul>	<p>Create an intelligence hub.</p> <p>Create a protocol for information sharing.</p> <p>Agree shared definition of flytipping to be adopted by all Norfolk Authorities.</p> <p>Seek to engage partner organisations, such as Housing Associations, Town and Parish Councils, etc.</p>	<p>Investigate software to enable intelligence sharing.</p> <p>Agreed by NWEG and partners.</p> <p>Agreed by NWEG.</p> <p>Engage with partners about Norfolk wide campaign to seek support and become partners.</p>	<p>June 2019</p> <p>June 2019</p> <p>June 2019</p> <p>Jan 2019</p>	<p>Supplier presentation to NWEG.</p> <p>Proposed definition submitted to NWEG for consideration.</p> <p>EA and NFU to be contacted.</p>
	<p>Encourage and enable partnership working.</p> <p>Share best practice and improve enforcement and prosecutions.</p>	<p>Encourage and identify work with cross cutting aims.</p> <p>Ongoing review of best practice.</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>NWEG has been reinstated.</p>
<ul style="list-style-type: none"> <li>Work with neighbouring authorities to investigate and bring enforcement action against serial offenders.</li> <li>Ensure enforcement is used to good effect with maximum penalties and fines to help serve as a deterrent to future incidents.</li> </ul>				

