

**ENVIRONMENT SCRUTINY PANEL
FLY-TIPPING AND ENFORCEMENT
– ACTION PLAN**

DATE: 12 JUNE 2018

NB: If your response to a scrutiny recommendation is that the Council already does this, please can you comment on this in the action column by stating either that:

- i) The action has been implemented as a direct result of the findings of the scrutiny investigation; or
- ii) The service was already undertaking this action prior to the scrutiny investigation taking place.

In the timescales column do not use the phrase 'ongoing' as timescales should be as specific as possible.

SCRUTINY RECOMMENDATION	PROPOSED ACTION	POST TITLE	BUDGET COST	TIMESCALE
1. That the Council should utilise data (once it becomes available) on fly-tipping in order to identify 'hot-spot' areas, and patterns of behaviour, to assist in the development of an effective, targeted enforcement programme that could include the use of signage, in 'hot-spot' areas, warning against fly-tipping, with the overall aim of significantly reducing fly-tipping in Middlesbrough.	<p>A project is ongoing to look at ways of extracting data from the current Firmstep CRM system.</p> <p>Signage - The Service Area was already undertaking this action prior to the scrutiny investigation taking place</p>	Assistive Technology Development Officer	N/K	December 2018

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<p>2. That Environment and Commercial Services (ECS) amends the LEQSE BVP199 survey to include the category of 'fly-tipping', to further assist in identifying 'hot-spot' areas to support targeted enforcement initiatives.</p>	<p>There is currently no category of fly-tipping within the LEQSE BVP199 Survey. However, once the project in Recommendation 1 is complete we will use the extracted data and reports to map this information.</p>	<p>Environment Services Manager</p>	<p>NIL</p>	<p>December 2018</p>
<p>3. The Panel feels that the Council should take a firmer stance with those positively identified as fly-tippers and believes that the Council should impose the maximum £400 FPN for offenders, but that prosecution should still be pursued in more serious cases. This will bring Middlesbrough Council in-line with its neighbours in Redcar and Cleveland, Stockton and Hartlepool. The Panel considers that ECS is best placed to formulate the details as to whether an option for a discounted payment should be offered for early payment of the FPN and, if so, what that amount should be set at. This should be considered by the relevant Committee for approval or otherwise.</p>	<p>Enforcement Officers always consider imposing the maximum penalty of £400 for fly-tipping offences. Middlesbrough Council has a sliding scale regarding fixed penalties for Fly-tipping and Enforcement Officers consider any discount based upon the severity of the offence depending on the volume of fly-tipping.</p> <p>Going forward, the service will seek to impose a fine of £400 in the first instance. Consideration will be given for reductions in certain circumstances.</p> <p>Severe or repeated offences of fly-tipping would in most cases result in prosecution rather than a Fixed Penalty Notice.</p> <p>Middlesbrough Council have had a positive outcome with 8 out of 9 Fixed Penalty Notices served since July 2017 being paid within the lesser timescale of 10 days. The remaining one will be sent for prosecution.</p>	<p>Environment Services Manager</p>	<p>NIL</p>	<p>N/A</p>

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<p>4. Due to a notable and concerning proportion of people not recognising their responsibilities with regard to private waste collection companies, the Panel recommends that a town-wide awareness campaign is launched to educate residents about their responsibilities regarding the disposal of waste via a third party, in order to help them avoid a fine, or prosecution.</p>	<p>Officers are considering a programme of events including:</p> <ul style="list-style-type: none"> • Article in Love Middlesbrough • Update information on Council website • Press Release for Evening Gazette and other associated press • Social Media updates • Investigate possibility of using vehicle sides for advertising campaign on 5 vehicles. • Adshel advertising 	<p>Recycling Officer/Senior Education & Enforcement Officer</p>	<p>£21,000</p>	<p>July 2018 August 2018 October 2018 January 2019</p>
<p>5. In a similar vein, the Panel recognises that a proportion of commercial businesses are not aware of what they need to do to fully comply with their Duty of Care responsibilities and, therefore, recommends that a town-wide campaign is launched to help businesses ensure they are compliant to help them avoid a fine or prosecution.</p>	<p>Officers are considering a programme of events including:</p> <ul style="list-style-type: none"> • Article in Love Middlesbrough • Update information on Council website • Press Release for Evening Gazette and other associated press • Social Media updates • Investigate possibility of using vehicles for advertising campaign • Collaborative work between enforcement officers , food hygiene inspectors & communications • Adshel advertising 	<p>Recycling Officer/Senior Education & Enforcement Officer</p>	<p>£6,000</p>	<p>Sept 18 July 18 August 18 September 18 June 18</p>
<p>6. The Panel feels that the ECS Bulky Item Collection Service should be better publicised through a range of</p>	<p>Officers are considering a programme of events including:</p>	<p>Recycling Officer/Senior Education &</p>	<p>£6,000</p>	

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<p>media, including the Council's website, Love Middlesbrough magazine, signage and leaflets in public access areas such as libraries and community hubs. In addition, the Council's webpage should be made clearer by making a distinction between the separate charges for electrical and non-electrical items, and examples of the types of items that can and cannot be collected under the respective headings.</p>	<ul style="list-style-type: none"> • Article in Love Middlesbrough • Produce Information leaflet on junk job service • Produce Information poster on junk job service • Update Council web pages • Liaise with Community Hubs to allow posters to be displayed providing information on junk job service 	<p>Enforcement Officer</p>		<p>Sept 18 Sept 18 Sept 18 Nov 18 October 18</p>
<p>7. To reduce delays, and potentially costs, to the Council and residents, ECS and its Social Housing partner, Thirteen Housing Group, are strongly encouraged to work together to establish more efficient ways of both collecting and enforcing fly-tipping on Thirteen land as this will benefit all residents of Middlesbrough.</p>	<p>Links have already been established with Thirteen Group. Further discussions are to take place.</p>	<p>Environment Services Manager</p>	<p>NIL</p>	<p>May 18</p>
<p>8. In an effort to reduce seasonal fly-tipping in areas with large student populations, ECS should establish closer links with Teesside University and its Student Union in order to raise awareness amongst students and partner landlords of effective and proper waste disposal and their</p>	<p>Officers have established links with Teesside University and are instigating the following actions:</p> <ul style="list-style-type: none"> • Advertise Council junk job service on Teesside University social media sites • Forge a link with Teesside University to provide information on waste disposal routes 	<p>Recycling Officer/Senior Education & Enforcement Officer</p>	<p>NIL NIL</p>	<p>May 18 September 18</p>

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responsibilities.	<ul style="list-style-type: none"> Attend Fresher's Fayre and other associated student events to promote Council services 		Promotional material £3k	September 18
9. The Panel also recommends that ECS work with the Council's Selective Licensing Team to establish links with private landlords to raise awareness of effective and proper waste disposal processes and their responsibilities.	ECS have already established links with the Council's Selective Licensing Team within North Ormesby and will continue to do so as the scheme is rolled out across other areas of the Town.	Environment Services Manager	NIL	May 18
10. That ECS develops an 'Education and Awareness Strategy' setting out its proposals for tackling fly-tipping, and other environmental issues. The Strategy should include information on plans for collaborative working with other Council departments and key partners, including schools, together with a programme of enforcement and education.	<p>We are currently forging links through various forums including:</p> <ul style="list-style-type: none"> Organise / attend x5 Environment education roadshows Investigate the possibility of organising a schools environment action day Work with x3 schools covering Environment Education & Awareness Ensure collaborative working with other Council departments on environmental issues 	Recycling Officer/Senior Education & Enforcement Officer	NIL	<p>March 19</p> <p>Dec 18</p> <p>March 19</p> <p>March 19</p>