

Haringey's Fly-tipping Strategy

ACTION PLAN

2019 to 2024



Section 10. Delivery – Annual Action Plan 2018/19

EARLY INTERVENTION

What we will do	Outcome and Output measures and targets	Responsible Team	By When	Costs/issues/learning
Through our community champions, friends groups and schools we will promote civic pride and responsibility. → Provide positive messages championing a clean and safe Haringey and encourage their dissemination. → Initiate a series of community action days for our hotspot areas. This will involve agreeing joint action with key partners (landlords, contractors and other public agencies such as Police or Fire where appropriate; communications with residents prior to the action days making clear the responsibilities we all have to dispose of waste correctly and the benefits of doing so. → Encouraging landlords to support community clean up days; encouraging landlords to design out fly-tip hotspots; visible enforcement following clean up. → Encourage responsible waste disposal through our school awareness programme. → Lessons learnt from the Team Noel Park pilot.	Resident satisfaction with fly-tip removal: 2017/18 baseline: 39% say fly-tipping is a problem in their neighbourhood Targets: 2018/19: 37% Reduction in fly-tips: 2017/18 baseline: 24,000 Targets: 2018/19: 21,200	Enforcement (Area Managers working with Village Managers). Homes for Haringey. Communications.	Four hotspots will be targeted each financial year from 2018/19 to 2022/23.	Costs should be contained within existing resources. Key to the success of this strand will be the active participation and cooperation of Homes for Haringey and other significant landlords. Communications must make clear residents' responsibilities for waste disposal. Landlords will be able to help communicate this. Landlords will also be encouraged to provide skips for community clean up days. These should be supported by Fire and Police as part of community engagement and arson reduction programmes. Clean up days should also be promoted through the Council's staff volunteering programme. Landlords will also be encouraged to design out fly-tip hotspots.

EARLY INTERVENTION

What we will do	Outcome and Output measures and targets	Responsible Team	By When	Costs/issues/learning
→ Through our communications team we will ensure that residents know it is a criminal offence to fly-tip and the consequences. → Via our website, social media and Haringey People, we will provide consistent messaging about the problems caused by fly-tipping, the benefits to all of responsible waste disposal and the Council's programme of enforcement to tackle offenders. → Publish information about the number of FPNs issued. → Use the ideas set out in the Litter Strategy for England April 2017 and Keep Britain Tidy Report Reaching the Tipping Point continually informing residents. → Use local poster campaigns (learning from those developed by Team Noel Park) and national #CrimeNotToCare campaign.	Resident satisfaction with fly-tip removal: 2017/18 baseline: 39% say fly-tipping is a problem in their neighbourhood Targets: 2018/19: 37% Reduction in fly-tips: 2017/18 baseline: 24,000 Targets: 2018/19: 21,200 Reduction in the volume of resident reports by 10%. 2017/18 baseline: 16,900 reports 2018/19 target: 15,200 reports Number of communications issued: At least 4 publications per year (one per quarter).	Communications; Waste Commissioning & Client Team	Ongoing to March 2023 and monitored quarterly to 2023.	Costs should be contained within existing budgets.

PREVENTION

What we will do	Outcome and Output measures and targets	Responsible Team	By When	Costs/issues/learning
→ Working with our partners we will design out hot spots wherever possible. → Install alley gates or fencing. → Work with Planning Department to make sure un-adopted land is reclaimed. → Work with Planning and Regeneration to ensure that new developments have enough waste disposal and hidden spaces where fly-tips can occur are designed out. → Work with Homes for Haringey and other social landlords to install temporary CCTV if necessary and gate any areas where consistent fly-tips take place.	Resident satisfaction with fly-tip removal: 2017/18 baseline: 39% say fly-tipping is a problem in their neighbourhood Targets: 2018/19: 37% Reduction in fly-tips: 2017/18 baseline: 24,000 reports Targets: 2018/19: 21,200 reports	Enforcement (Area Managers working with Village Managers). Planning Waste Monitoring officers Homes for Haringey.	Ongoing to March 2023.	Most of our fly-tip hotspots are within larger housing developments. A certain amount of this should be designed out by actions such as relocating or improving bin stores etc. Landlords should understand the efficiencies this brings to their service (reduction in anti-social behaviour, arson etc) as well as increasing the quality of life and satisfaction for their residents. This work should be carried out in conjunction with Police Design Out Crime Advisers where possible.

ENFORCEMENT

What we will do	Outcome and Output measures and targets	Responsible Team	By When	Costs/issues/learning
We will issue Fixed Penalty Notices (FPNs) whenever we have evidence of a fly-tipper. Introduce area based enforcement teams in the Council. Undertake proactive intelligence led enforcement to tackle the most serious and prolific offenders. Identify the top 10 hotspots. Ensure that fly-tips are cleared within 24 hours unless an investigation is taking place. Liaise with Veolia's village managers to ensure we are targeting the right areas. Use the Council App where fly-tips are reported to gain information. Reduce the number of fly-tips.	FPNs issued: 2017/18 baseline: 1,235 Target: 2017: 1,400 Year on year reduction in the number of fly-tips. 2017/18 baseline: 24,000 2018/19: 21,200	Enforcement (Area Managers working with Village Managers).	Ongoing to March 2023 and monitored quarterly.	This activity will be contained within existing budgets. It assumes no change in the capacity of Area Managers and Village Managers. Village Managers will be key to the speedy identification of issues to allow effective evidence gathering. They will need to work closely with Area Managers to ensure that enforcement is swift and effective.
We will work with our partners to track down individuals to hold them to account. Through our communications and resident engagement we will encourage speedy identification of perpetrators wherever possible. Our zero tolerance approach will ensure a speedy response. This will provide best possible intelligence to increase the prospects of successful prosecutions.	Increase in successful prosecutions: 2017/18 baseline: 23	Enforcement	From July 2017 to March 2022	The success of this measure will need to be seen in the context of the preceding measures. Over time as the approaches in the strategy get established we would see the incidence and reporting of fly-tips decrease. We should look to see prosecutions as a proportion of the overall number of fly-tips increase.
Educate Magistrates about the impact of fly-tipping to assist them in imposing realistic fines. Through the Clerk of the Courts and in the presentation of our cases we will advise Magistrates of our approach and the extent of education and communication available to help ensure people can dispose of their waste correctly.	Overall level of fines imposed. 2017/18 baseline: £14,700 2018/19 target: £16,200	Enforcement and Legal.	Ongoing to March 2023	The success of this measure will need to be seen in the context of the preceding measures. Over time as the strategy begins to bite we would see the incidence and reporting of fly-tips decrease. We should look to the overall level of fines as a proportion of the overall number of fly-tips increase.