

FOSSE WARD FLY-TIPPING CAMPAIGN

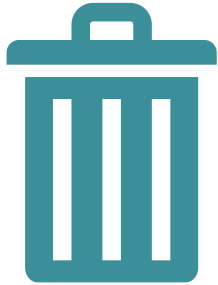
2018-2019

JANUARY 2020

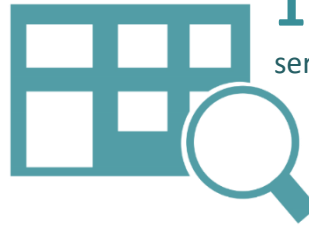
Leicester City Council
Authored by: City Wardens Team



What we achieved during the campaign



18%
reduction in
fly-tips



117 businesses inspected and
served with a legal notice

16 fined a total of **£4,800**
resulting in 85% compliance to the
notices



9% increase in the
number of people using
council collection services

compared to same period in 2018

Why is fly-tipping a problem?

Fly-tipping adversely affects the wellbeing of Leicester citizens and visitors to the City, imposing significant costs on the City Council in respect of protection, clearance and investigation.

What was our approach?

An effective tactical response to incidents, problems and perpetrators requires the sharing of good data, analysis, and management arrangements for designing the response and a frontline capability to deliver.

The 'Intelligence Led' approach is a common technique used by regulatory and law enforcement agencies. In this approach the problem is identified, analysed, understood and an appropriate package of control measures designed and applied. It ensures that there is an effective application of scarce officer resources on a problem. This approach is characterised by mapping locations of fly-tips, analysing volumes of waste, and identifying the appropriate resource and/or intervention.



Why Fosse ward?

Fosse ward has continually had a problem with fly-tipping and despite a leaflet drop to the top streets there has been no reduction in either fly-tipping, bins on the street or side waste issues. Therefore, we started to analyse all the data we had for the ward.

Last year there were 971 fly tips in Fosse ward between 01/01/2018 and 21/12/2018 compared to those in the County:

Area	2018 Fly-tips
Blaby District Council	588
Charnwood Borough Council	673
Harborough District Council	608
Hinckley and Bosworth	731
Melton Borough Council	410
North West Leicestershire	731
Oadby and Wigston	8
Rutland	329

How did we analyse the data?

The figures from cleansing were added to our mapping system so we could heat map the hot spot areas, layered with this were the student and HMO properties.

We also met with De Montfort University who confirmed what we suspected in that the majority of the students who had lived in the ward had now moved into purpose build accommodation.

The suspicion was that the land lords were now renting out to Eastern Europeans who are moving to Leicester. We contacted electoral services for the breakdown of ethnicity for the ward and found a high number of Polish, Romanian, Lithuanian and Latvians in the ward.

Comparing all of this data we have a clearer picture of whom and where we need to target our resources. As we have leafleted before with no effect, we have worked with waste management and got all of the literature simplified and put together in a 20-page booklet in English and the 4 Eastern European languages.



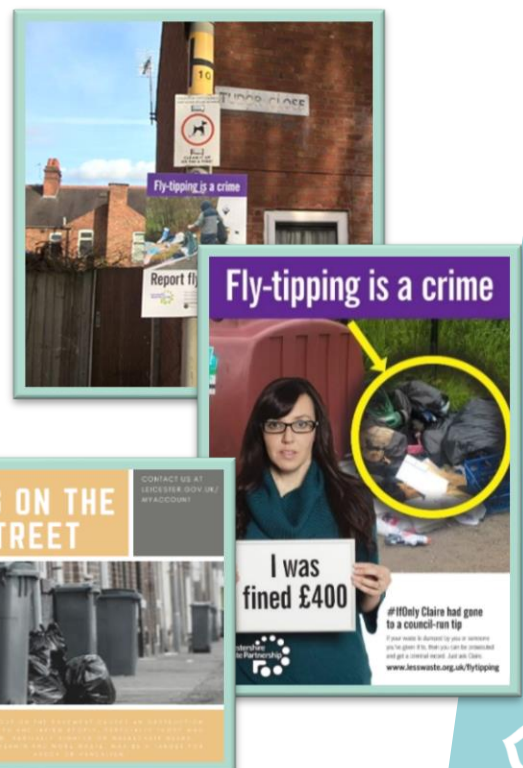
The campaign

Month of education

- ✓ Attendance at the ward community meetings (councilors given electronic version of booklet to email out)
- ✓ Posters on notice boards, shops and public buildings (libraries, shops, Brite Centre) in five languages
- ✓ Erection of signage on the streets to make people aware about fly-tipping (16 in total)
- ✓ Meeting with community leaders from the ethnic communities (Project Polska, Brite Centre)
- ✓ Dropping leaflets through all doors in the hot spot areas (37 streets in total)
- ✓ Serving S46 warning notices about bins on the street and stickering all the bins (37 streets in total)
- ✓ Serving Community Protection Warning Notices about side waste and fly-tipping
- ✓ Serving Community Protection Notices for untidy land (domestic and private)
- ✓ Deployment of CCTV and surveillance cameras
- ✓ Contacting letting agents so they can send the education booklet out electronically to tenants (Tudor Studios, Tudor Road, Beatrice Road)
- ✓ Sending the electronic booklet out to community contacts to send out (Project Polska, Eco Schools, Saturday Polish School, Brite Centre play and stay)
- ✓ Use of social media in five languages
 - @projectPolsk1
 - @ProjectPolskaLeics
 - @LeicesterPolska
 - @LPFossePolice
 - @LPHinckleyRoad
 - @Tedcassidy
 - @Orangebags

Month of enforcement

- ✓ Following up the bins on street notices
- ✓ Following up on Community Protection Notices
- ✓ Issuing fines for fly-tipping - £400 discounted to £280
- ✓ Issuing fines for breaches of Duty of Care - £400 discounted to £280
- ✓ Conducting PACE interviews
- ✓ Issuing warning letters



What were the outcomes?

Fly tips are normally cleared up by Cleansing Services within 48 hours. With agreement and working with the Local Area Manager (Chris Nutting), fly-tips were searched through and cordoned off with Environmental Crime tape and a notice that fly-tipping is a crime. These were left for a week before removal as another way to raise awareness.

Education and promotion types

- ✓ Posts on social media - 16 posts
- ✓ Approximately 2000-3000 leaflets delivered to homes and local businesses
- ✓ Community events attendance - Pancake Day event with Project Polska (pictured)
- ✓ Attendance at ward community meetings - booklet and handout given to all those who attended, and electronic version of the booklet sent to Democratic Services to send as attachment when sending out minutes
- ✓ HMOs - any Houses of Multiple Occupancy found that were not on Uniform (only 29 registered) were reported to Private Sector Housing for further investigation
- ✓ Abandoned bins - these were reported to Waste Management to liaise with Biffa and get removed



How did we reach our audience?



16

social media posts across several accounts in 5 languages

117



businesses visited for DOC inspections and 18 given posters to display



Meeting community leaders from the ethnic communities in Fosse ward



16 fly-tip signs attached to lamp posts on 11 streets



Attending Ward Community Meetings and events including Pancake Day with Project Polska



10,000

people reached through social media



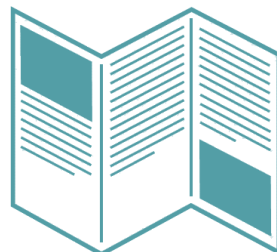
1,002

enforcement actions for bins on streets



over 1,000

stickers put on wheelie bins as warning to raise awareness



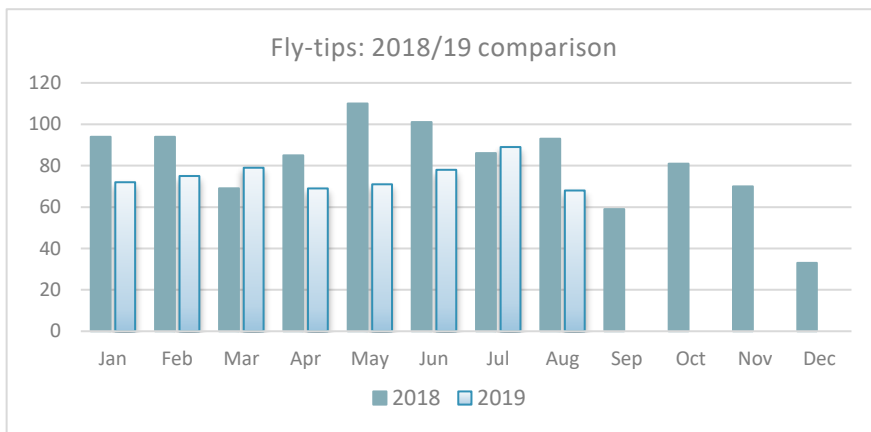
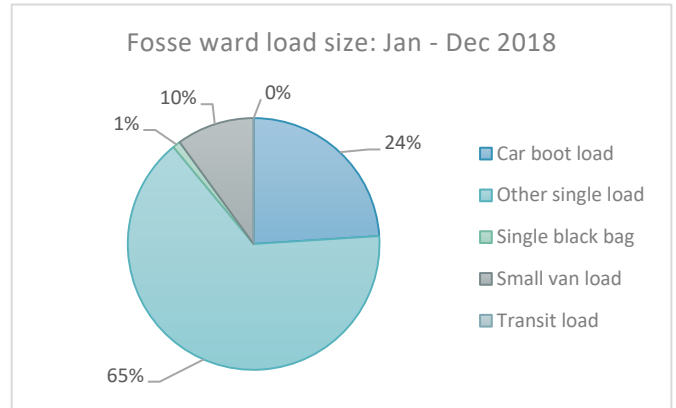
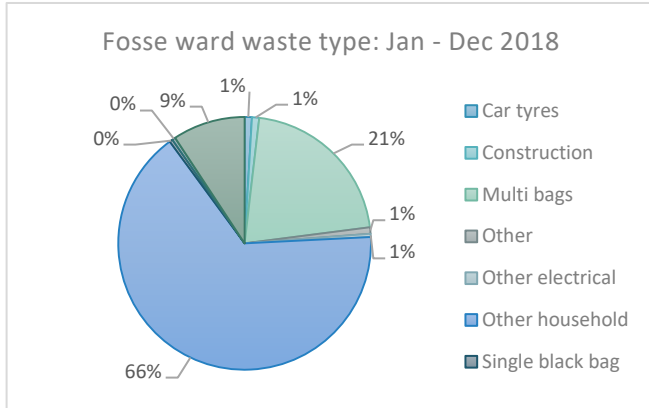
2,000-3,000

leaflets delivered to homes in fly-tip hot spots



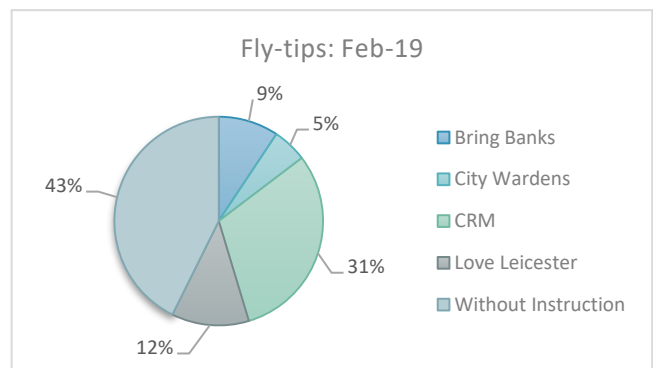
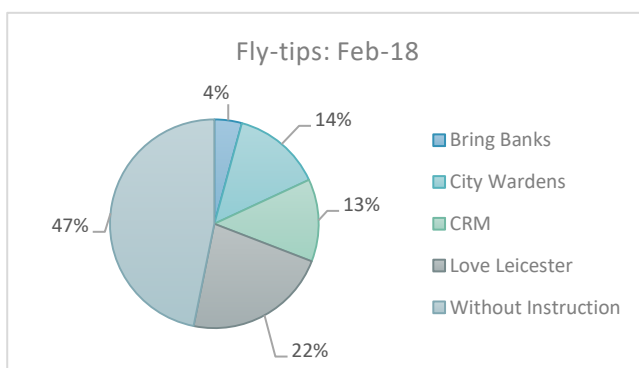
Fly-tipping statistics

January - December 2018



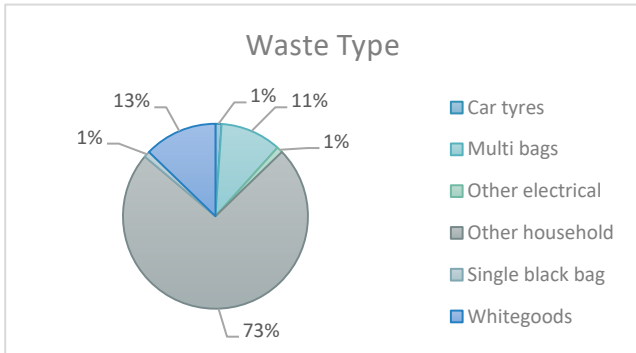
Waste Type	Number of Instances
Car tyres	9
Construction	9
Multi bags	205
Other	8
Other electrical	4
Other household	638
Single black bag	4
Vehicle parts	4
White good	90
Total	971

February 2018/19

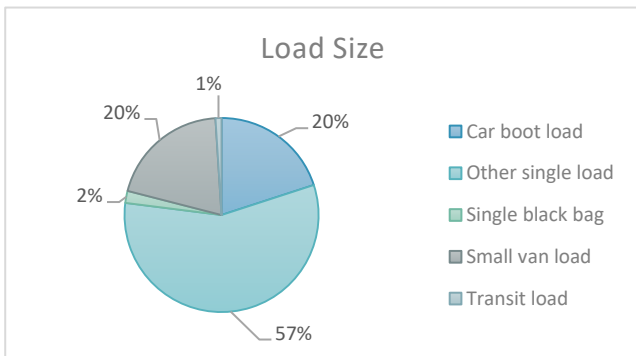


Time Period	Bring Bank	City Wardens	CRM	Love Leicester	Without Instruction	Total
Feb-18	4	13	12	21	44	94
Feb-19	7	4	23	9	32	75

January 2018

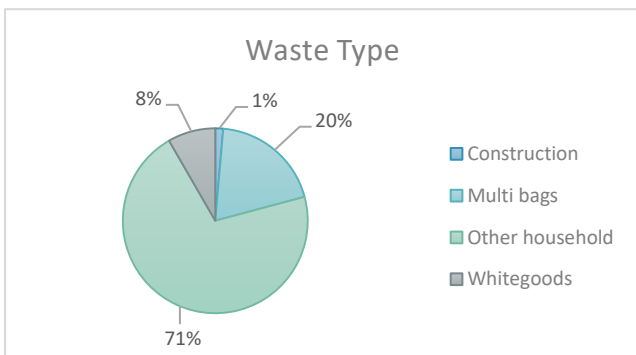


Waste Type	Number of Instances
Car tyres	1
Multi bags	10
Other electrical	1
Other household	69
Single black bag	1
White goods	12
Total	94

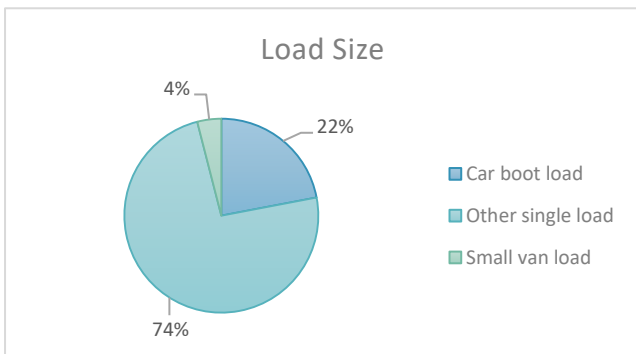


Worst areas by postcode			
LE3 5JQ	8	LE3 5HN	3
LE3 5RA	6	LE3 5RJ	3
LE3 5RF	5		
LE3 5JR	4		
LE3 5HW	3		
LE3 9GX	3		
LE3 5EP	3		
LE3 6BD	3		
LE3 5FD	3		
LE3 5RX	3		

January 2019

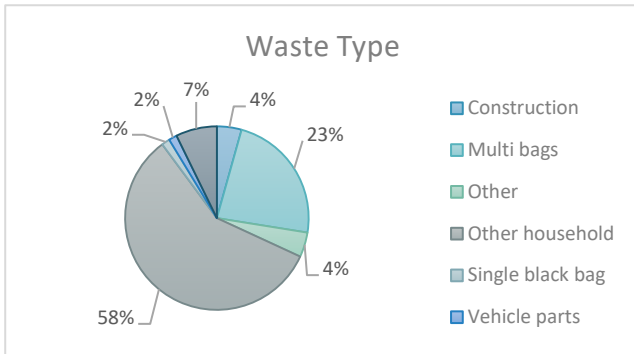


Waste Type	Number of Instances
Construction	1
Multi bags	14
Other household	51
White goods	6
Total	72

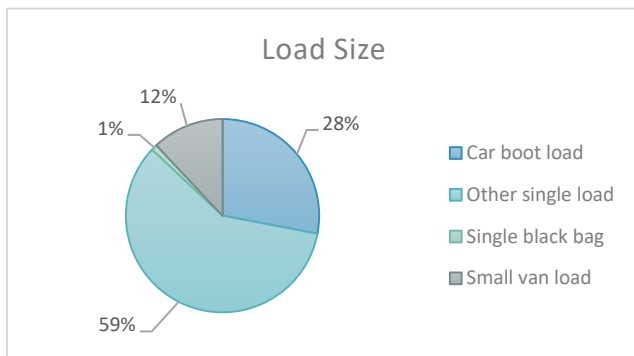


Worst areas by postcode			
LE3 5RA	9	LE3 5RJ	2
LE3 5SD	5	LE3 5SA	2
LE3 5HR	4	LE3 6AG	2
LE3 5EJ	3	LE3 9GS	2
LE3 5HE	3	LE3 9FS	2
LE3 5HG	3	LE3 9FD	2
VLE00831	2	LE3 5EE	2
LE3 5JJ	2		
LE3 5JR	2		
LE3 5SE	2		

March 2018

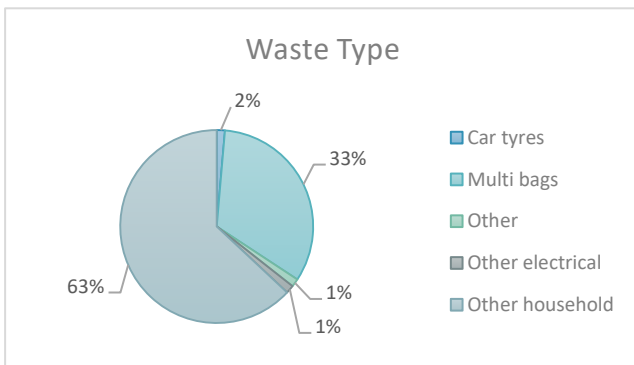


Waste Type	Number of Instances
Construction	3
Multi bags	16
Other	3
Other household	40
Single black bag	1
Vehicle parts	1
White goods	5
Total	69

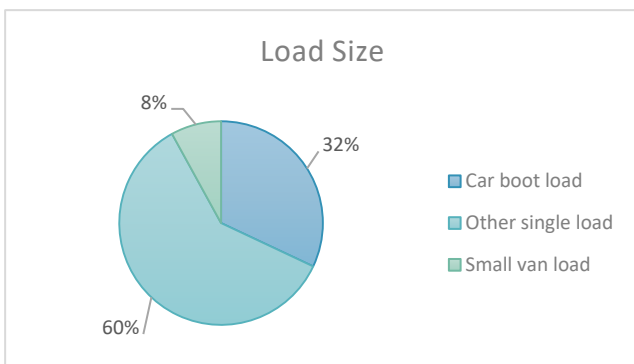


Worst areas by postcode			
LE3 5RA	8	LE3 5JR	2
LE3 9GB	5	LE3 5HQ	2
VLE00830	3	LE3 5EP	2
LE3 5HH	3	LE3 5RD	2
LE3 5HE	3		
LE3 5HD	3		
LE3 9FG	2		
LE3 6AY	2		
LE3 6AH	2		
LE3 5RB	2		

March 2019

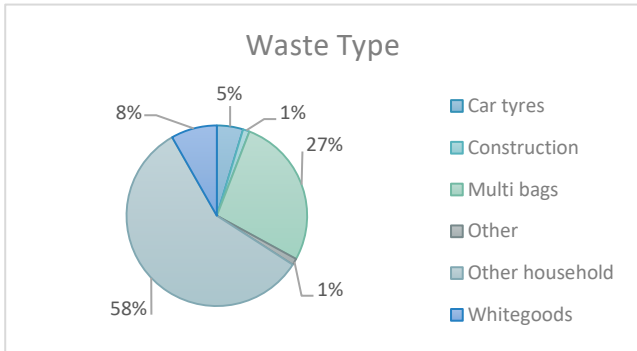


Waste Type	Number of Instances
Car tyres	1
Multi bags	24
Other	1
Other electrical	1
Other household	46
White goods	6
Total	79

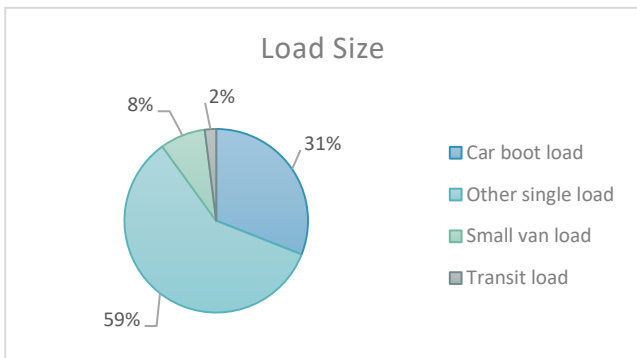


Worst areas by postcode			
LE3 5RA	10	LE3 5HE	2
LE3 5HN	6		
LE3 5RX	4		
LE3 5RF	3		
LE3 5EJ	2		
LE3 5EL	2		
LE3 9GS	2		
LE3 5HG	2		
LE3 5HS	2		
LE3 5JQ	2		

April 2018

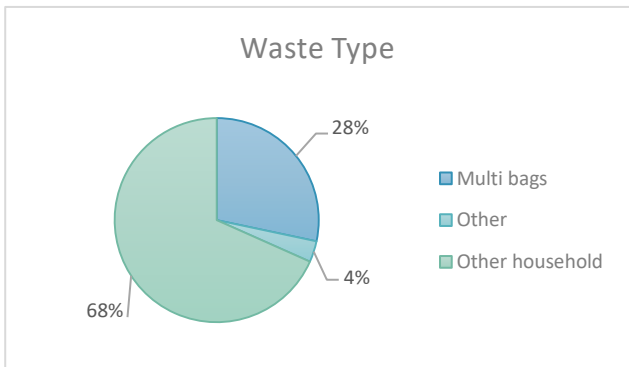


Waste Type	Number of Instances
Car tyres	4
Construction	1
Multi bags	23
Other	1
Other household	49
White goods	7
Total	85

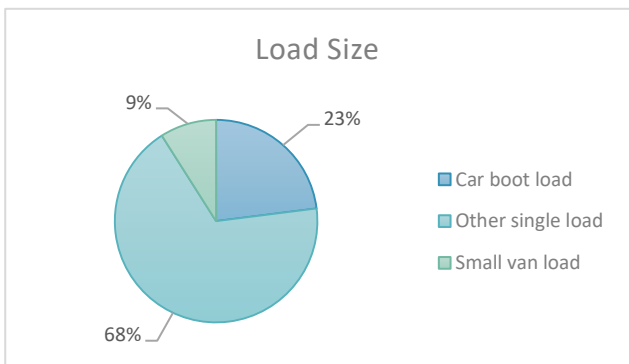


Worst areas by postcode	
LE3 5RA	6
LE3 5HU	5
VLE00831	5
LE3 5HN	4
LE3 5HE	3
LE3 5HF	3
LE3 9FG	3
LE3 6BD	3
LE3 5RX	3
LE3 5JR	3

April 2019



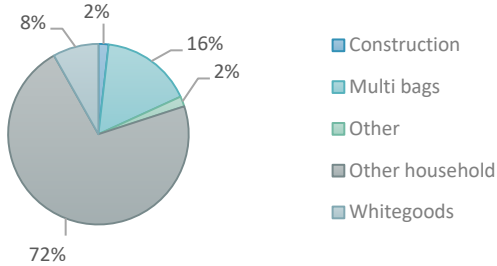
Waste Type	Number of Instances
Multi bags	17
Other	2
Other household	41
White goods	9
Total	69



Worst areas by postcode			
LE3 5RA	8	LE3 5JH	2
LE3 5HN	6		
LE3 5HB	3		
LE3 9AE	3		
LE3 9FD	3		
LE3 5EJ	2		
LE3 5HE	2		
LE3 9FQ	2		
LE3 5HT	2		
LE3 5RL	2		

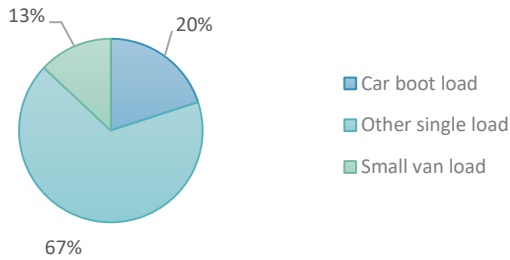
May 2018

Waste Type



Waste Type	Number of Instances
Construction	2
Multi bags	18
Other	2
Other household	79
White goods	9
Total	110

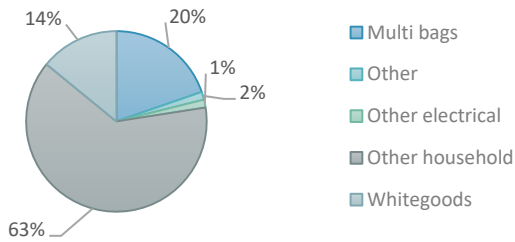
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Worst areas by postcode	
LE3 5RA	9
LE3 5JQ	8
LE3 5EA	7
LE3 5HN	6
LE3 9FG	4
LE3 5HE	3
LE3 5SE	3
LE3 6AE	3
LE3 5FD	3
LE3 5EP	3

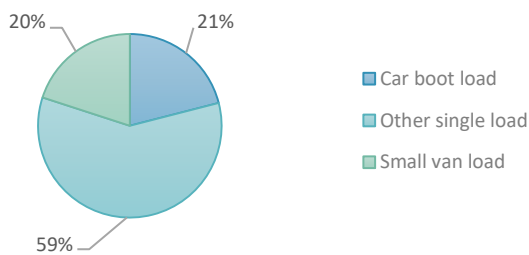
May 2019

Waste Type



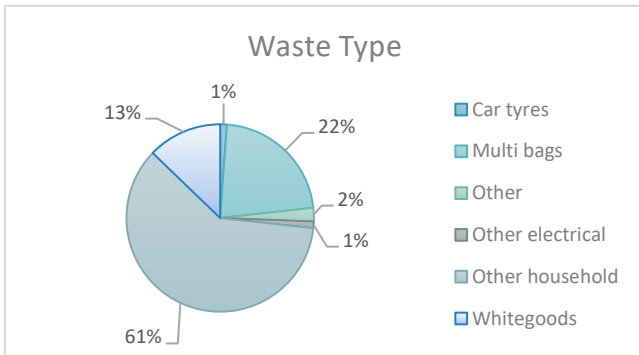
Waste Type	Number of Instances
Multi bags	14
Other	1
Other electrical	1
Other household	45
White goods	10
Total	71

Load Size

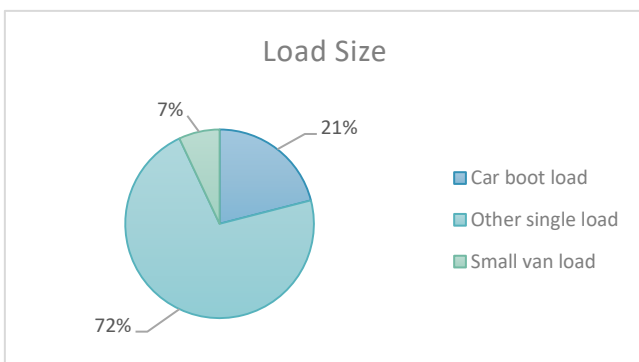


Worst areas by postcode			
LE3 5HN	9	LE3 5FD	2
LE3 9FG	5		
LE3 5RA	4		
LE3 5QG	3		
LE3 9GS	3		
LE3 9AD	2		
LE3 5HP	2		
LE3 9GA	2		
LE3 6DD	2		
LE3 5RJ	2		

June 2018

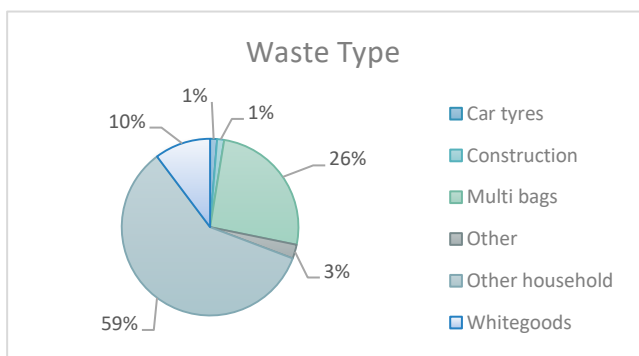


Waste Type	Number of Instances
Car tyres	1
Multi bags	22
Other electrical	1
Other household	69
White goods	8
Total	101

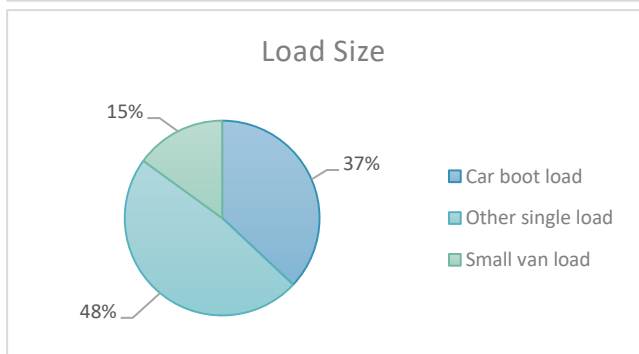


Worst areas by postcode	
LE3 5RA	9
LE3 5RB	4
LE3 9FD	4
LE3 5EP	4
LE3 5HF	3
LE3 5JQ	3
LE3 5SD	3
LE3 9FG	3
LE3 5RJ	3
LE3 5RX	3

June 2019



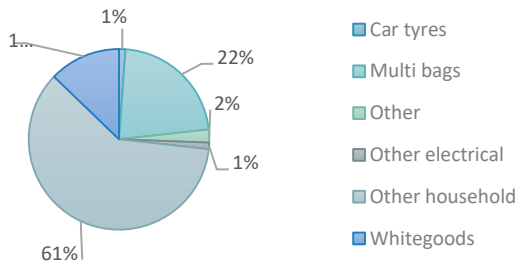
Waste Type	Number of Instances
Car tyres	1
Construction	1
Multi bags	20
Other	2
Other household	46
White goods	8
Total	78



Worst areas by postcode			
LE3 5HN	10	LE3 6AF	2
LE3 5RA	5	LE3 0TG	2
LE3 5EL	4		
VLE00831	4		
LE3 9GR	2		
LE3 5FA	2		
LE3 5HS	2		
LE3 6BE	2		
LE3 5JF	2		
LE3 5QG	2		

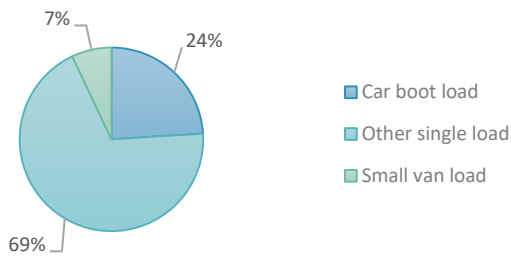
July 2018

Waste Type



Waste Type	Number of Instances
Car tyres	1
Multi bags	19
Other	2
Other electrical	1
Other household	52
White goods	11
Total	86

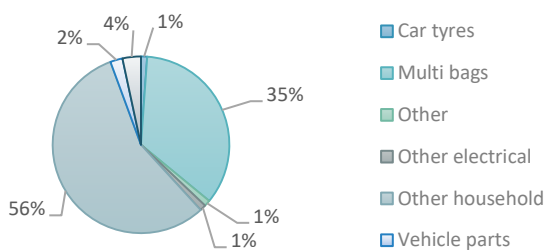
Load Size



Worst areas by postcode			
LE3 5RA	10	LE3 5HG	2
LE3 5EP	5	LE3 5RX	2
LE3 5RF	4	LE3 9GX	2
LE3 9FS	4	LE3 9GW	2
LE3 9GS	3	LE3 5FA	2
LE3 5HH	3	LE3 5EB	2
LE3 6BD	2	LE3 9GT	2
LE3 9AE	2	LE3 5RL	2
LE3 5HN	2		
LE3 9FJ	2		

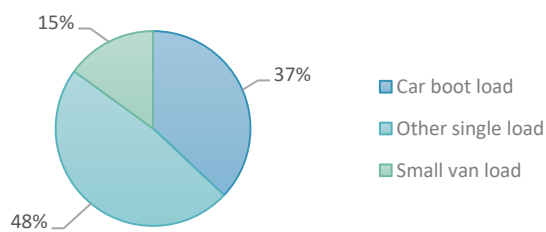
July 2019

Waste Type



Waste Type	Number of Instances
Car tyres	1
Multi bags	31
Other	1
Other electrical	1
Other household	50
Vehicle parts	2
White goods	3
Total	89

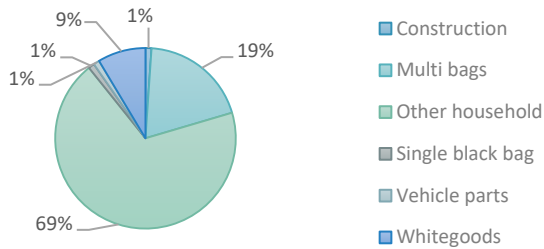
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Worst areas by postcode			
LE3 5RA	11	LE3 9DF	2
LE3 5HN	7	LE3 5HU	2
LE3 6BD	4	LE3 9FD	2
LE3 5EJ	3	LE3 9FG	2
VLE00831	3	LE3 5EA	2
LE3 9AD	3	LE3 5FD	2
LE3 5HG	3	LE3 5JR	2
LE3 6AP	2	LE3 9GX	2
LE3 5HE	2	LE3 5ED	2
LE3 5QG	2	LE3 6BE	2

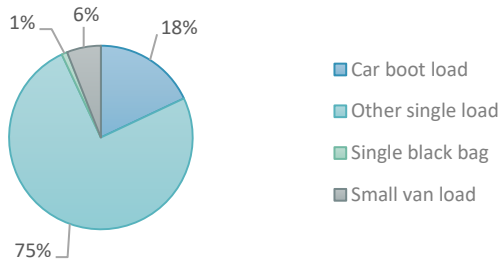
August 2018

Waste Type



Waste Type	Number of Instances
Construction	1
Multi bags	18
Other household	64
Single black bag	1
Vehicle parts	1
White goods	8
Total	93

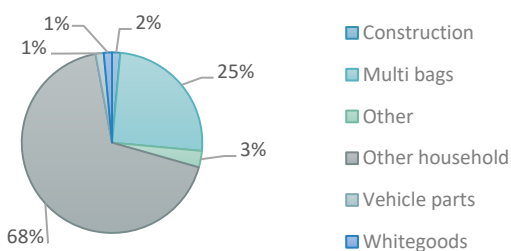
Load Size



Worst areas by postcode			
LE3 5RA	9	LE3 5RB	2
LE3 5HG	5	LE3 6BD	2
LE3 5JR	4	LE3 5RQ	2
LE3 5SE	3	LE3 9GB	2
LE3 5HT	3	LE3 5HB	2
LE3 5HF	3	LE3 5EA	2
LE3 5FD	3	LE3 9FQ	2
LE3 5HN	2	LE3 9AG	2
LE3 5JN	2		
LE3 5SD	2		

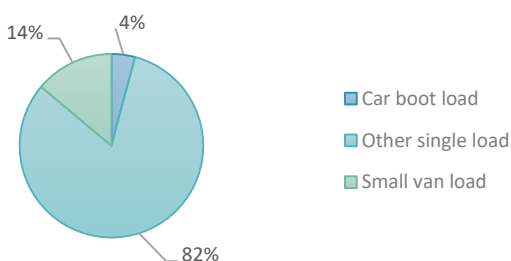
August 2019

Waste Type



Waste Type	Number of Instances
Construction	1
Multi bags	17
Other	2
Other household	46
Vehicle parts	1
White goods	1
Total	68

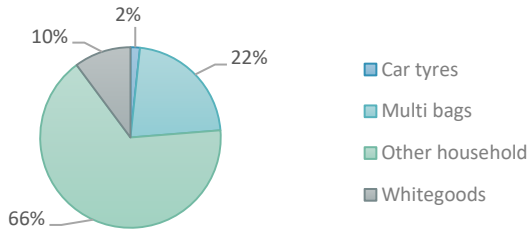
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Worst areas by postcode			
LE3 5RA	8	LE3 9FW	2
LE3 5FD	6		
LE3 5EB	5		
LE3 9FG	4		
LE3 5EA	4		
LE3 5HN	3		
LE3 5HE	2		
LE3 5EG	2		
VLE00931	2		
LE3 9FS	2		

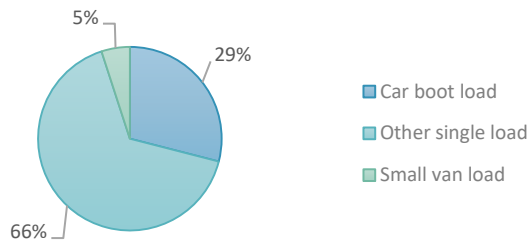
September 2018

Waste Type



Waste Type	Number of Instances
Car tyres	1
Multi bags	13
Other household	39
White goods	6
Total	59

Load Size



Worst areas by postcode			
LE3 5RA	10	LE3 5FA	1
LE3 5SD	4	LE3 5JL	1
LE3 5FD	2	LE3 5FF	1
LE3 5JN	2	LE3 5JP	1
LE3 5JQ	2	LE3 5HE	1
LE3 5RR	2	LE3 5HG	1
LE3 5RU	2	LE3 5HN	1
LE3 9GN	2	LE3 5EH	1
LE3 5HQ	1	LE3 9GP	1
LE3 5EP	1	LE3 5HH	1

Tables and figures

Bins on street and side waste

Street Name	Bins on Street Stage 1	Stage 2	Stage 3	Stage 4 FPN	CP Warning	CPM Legal Notice	FPN
Balfour Street	10						
Bassett Street	17	6			2		
Battenberg Road	27	3			1		
Beatrice Road	56	47	12				6
Bolton Road	54	25					
Bonchurch Street	22	3	3				
Borlace Street	4	2					
Bosworth Street	35	19					
Carlisle Street	42	24	9		1		2
Central Road	3						
Clifford Street	16	1	1				1
Dannett Street	16	6					
Dunton Street	46	12	1		2		
Empire Road	3						
Fosse Road North	52	16	2				
Hawthorne Street	60	14	14				
Hoby Street	11	2					
Ingle Street	8	6	4				1
Ivanhoe Street	7						
Mantle Road	22	12					
Marshall Street	8	2					
Mostyn Street	33	20	4				
Newport Street	8						
Nugent Street	26						
Oban Street	1						
Paget Road	39	21	4		1	1	
Pool Road	38	17	3				3
Repton Street	29	9			2		
Rivers Street	26	18	5				4
Rowan Street	39	11					
Ruby Street	37	12	17				
Rugby Street	7	12	3				
Sylvan Street	3						
Tewkesbury Street	29	12			1	1	
Tudor Road	55	24	7		1		14
Tyrell Street	35	8					
Vaughan Street	67	19					
Vernon Street							
Warren Street	11	5					
Woodgate					3		

More tables and figures

Duty of care inspections

Street Name	Guidance booklet delivered	Notice served	FPN issued
Beatrice Road	All businesses	12	2
Blackbird Road	All businesses	3	0
Buckminster Road	All businesses	8	1
Fosse Road North	All businesses	26	4
Groby Road	All businesses	4	0
Hinckley Road	All businesses	16	4
King Richards Road	All businesses	15	3
Newfoundpool	All businesses	13	0
Tudor Road	All businesses	31	0
Woodgate	All businesses	17	2

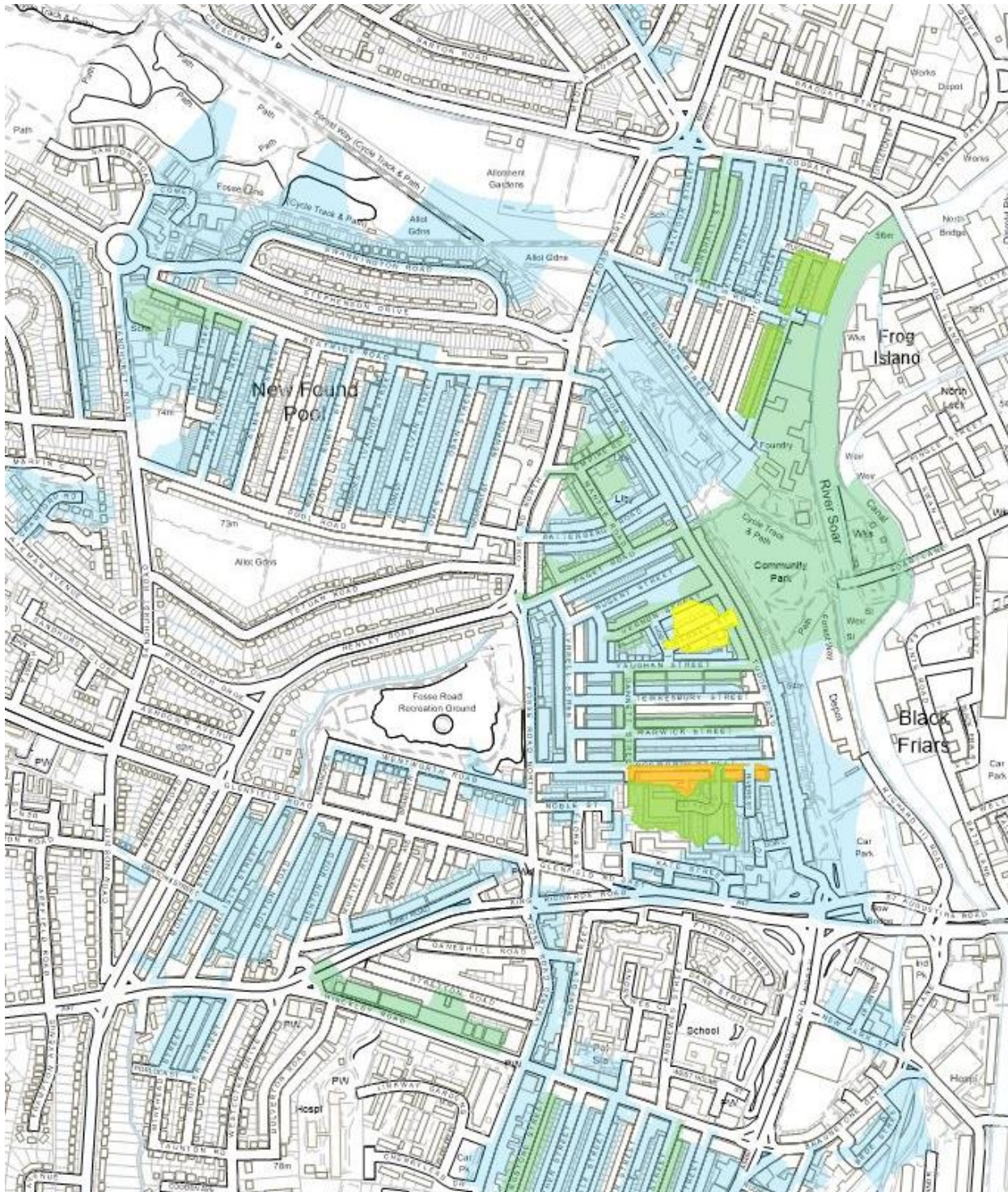
Signage up on street

Location	Number
Tudor Road	4
Battenburg Road	1
Paget Street	2
Mantle Road	1
Fosse Road North	1
Vernon Street	1
Warwick Street	1
Rivers Street	1
Tudor Close	2
Dannett Street	1
Empire Road	1

Posters delivered

Street Name	Property details	Types of poster or sign
Tudor Road	39 Bunati Romanesti	Romanian and English posters given
	66 Polski Slep off licence	Polish and English posters given
	Tudor Groceries	English poster given
	Your shop off licence	Latvian and English posters given
	Tudor studios (flats)	English posters given
	West end supermarket	English poster given
	West end supermarket	English poster given
Bosworth Street	Off licence	English poster given
Pool Road	Patel News	English poster given
	Miss Honey's nursery	Romanian and English posters given
	Pool Road convenience store	English poster given
Beatrice Road	Gorgeous Salon	All languages posters given
	Stop n shop	All languages posters given
	The hair & beauty salon	English poster given
	Charlie's news	All posters given except Lithuanian
	Digger & Company barbers	All languages posters given
	Ocean Breeze chippy	English poster given
	Maggie's café	All languages posters given
Fosse Road North	Darren barber shop	All language posters given

Tables and figures continued...



Tables and figures continued...

