



## Environment Committee

06 October 2021

<b>Title</b>	<b>Fly Tipping Update</b>
<b>Report of</b>	Chairman of Environment Committee
<b>Wards</b>	All
<b>Status</b>	Public
<b>Urgent</b>	No
<b>Key</b>	No
<b>Enclosures</b>	Appendix One – Updated Fly Tipping Group Action Plan
<b>Officer Contact Details</b>	Craig Miller, Street Scene Director <a href="mailto:craig.miller@barnet.gov.uk">craig.miller@barnet.gov.uk</a> – 020 8359 6065

### Summary

This report provides a six-month update on the implementation of the fly tipping action plan approved by Environment Committee in January 2021.

A summary of the actions delivered since the approval of that plan is contained within the body of the report with more detail provided in an annotated copy of the delivery plan within the appendices. Details of the actions that are live and being actively worked on are also provided.

Reference is given to impact of the COVID-19 on the delivery of some actions and a delay whilst resources were diverted to the Council's response to the pandemic and maintaining front line services. Services have now resumed as normal, including the Council's enforcement function that had been paused to focus on social distancing compliance.

A breakdown of the number of actionable fly tips dealt with over the past two years by the Council's Street Scene service is provided. The report notes that 845 actionable fly tips were dealt with in quarter one of 2021/22 compared to 1,494 in quarter one 2020/21, just before the real effects of the covid pandemic became apparent.

Details are provided of a communications and marketing campaign to support the Council's efforts to tackle fly tipping. The campaign is to be focussed on encouraging residents to

love where they live and empower people to report fly tipping incidents through the Council's online reporting portal and will be launched in quarter three of 2021/22.

The report proposes the implementation of a pilot to consolidate the dedicated resource that Barnet Homes and the Council has for clearing fly tips. The purpose of the pilot is to build on efforts undertaken already to work more collaboratively. The pilot will test the potential to increase service resilience, improve responsiveness and assist in harmonising service standards through closer integration.

The report suggests that an annual progress report be provided to the Environment Committee detailing progress on the implementation of the fly tipping action plan. This annual report would also provide performance monitoring information to allow the committee to assess the level of fly tipping occurring across the borough and the efficacy of the efforts being implemented to tackle it.

## **Officers Recommendations**

**1. That the Environment Committee notes the contents of the report.**

**2. That the Environment Committee notes the updated Fly Tipping Working Group action plan as outlined in appendix 1.**

**3. That the Environment Committee request that the Executive Director for Environment reports back in the next municipal year an update on progress of the implementation of the action plan.**

### **1. WHY THIS REPORT IS NEEDED**

- 1.1 The Environment Committee approved the implementation of a fly tipping action plan in January 2021 in response to the increased prevalence of fly-tipping being and more locally within Barnet.
- 1.2 The Executive Director for Environment was requested to report back to the Environment Committee with an update on progress of the implementation of the action plan. This report provides that update and proposes that annual updates be provided to the Committee to allow members to monitor the level of fly-tipping occurring across the borough and assess the efficacy of the Council's ongoing activity to tackle this issue.
- 1.3 The Street Scene service actioned 3,420 fly tipping incidents in 2019/20 and 4,218 in 2020/21. There has been a reduction in the number of actionable fly tips in quarter one of 2021/22 compared with the same period of the previous year. However, the COIVD19 pandemic is likely to have affected this position. Table one provides a breakdown of the number of actionable fly tips per quarter for the past two years.

Year	Quarter	Number
2019 – 2020	Q1	442
	Q2	1,041
	Q3	983

	Q4	954
2020 - 2021	Q1	1,494
	Q2	1,290
	Q3	463
	Q4	971
2021 – 2022	Q1	845

The numbers detailed in table one exclude duplicate/multiple reports or fly tipping reports where the responsibility for clearing the tip does not lie with Street Scene e.g. where it is located on private land.

## 2. REASONS FOR RECOMMENDATIONS

2.1 The Fly Tipping Working Group action plan is provided at Appendix One. Each action has been annotated to provide a status update and comments on key developments or completion details. The following paragraphs provide a summary of the main actions that have been completed since the plan was approved and those that are actively being worked on.

2.2 The COVID-19 pandemic has caused a delay to the implementation of some project actions as resources were prioritised on maintaining front line statutory service delivery.

2.3 The Council's enforcement activity was also paused due to enforcement personnel being redeployed to oversee social distancing compliance across the Borough. Enforcement activity including formal case investigations for new cases and those evidenced previously have now recommenced.

### 2.4 Completed Actions

2.4.1 *Verge Planting Trial* – three grass verge areas in Burnt Oak regularly affected by fly-tipping were dug over to flower bed and planted out with hardy shrubs in February 2021. The objective of this trial is to enhance the look and feel of the area but also to protect the land from being tipped once the plants mature. Letters were sent to households located in the area around the site to highlight the work undertaken and to raise awareness and generate support for the objective to deter fly tipping in their community.

2.4.2 *Recycling Service Relaunch – Grahame Park Estate* – an initiative to relaunch and reinvigorate participation with the Council's recycling services and help address fly-tipping issues commenced in March 2021. Recycling container provision had diminished on the estate due to waste containers being misused and contaminated preventing materials from being recycled. There was also a history of fly-tipping in the vicinity of the recycling containers.

138 flats were provided with reusable recycling storage sacks and received specific communication about the enhanced service. This included translation panels explaining how residents could access translated versions of the information. New larger recycling containers were installed for the six flat blocks along with improved signage indicating what could be recycled etc.

The council worked in collaboration with Barnet Homes whose Caretakers monitored the recycling containers to assess usage and report any issues with contamination or fly-tipping.

The pilot has been well received and improvements in reducing recycling contamination have been reported. Fly-tipping events have been reported during the trial and in the main are related to how people dispose of unwanted bulky household items. Work is now being undertaken to extend the pilot to work with a charitable organisation from within Grahame Park to provide an outlet for bulky household items to be reused and/or upcycled.

- 2.4.3 *Evidence Identification & Gathering* – the Council’s Street Cleansing and Recycling & Waste Supervisors have been trained by Enforcement colleagues in the procedure for identifying and gathering evidence from fly-tipping incidents to support formal enforcement processes. The Supervisors can complete an initial assessment of tipped sites and identify and gather evidence in a manner that facilitates enforcement. This approach increases speed of response and allows the specialist enforcement officers to focus on the more complex cases and on processing those claims where further action is possible.
- 2.4.4 *Re-deployable CCTV Pilot* – six mobile/re-deployable CCTV cameras have been purchased to assist efforts to deter fly-tipping in known hotspot locations. The camera units work as two units of three, have an independent power supply and utilise mobile data enabling coverage in difficult to access or remote locations. The Council is also trialling an ANPR camera unit. These units together have detected 13 potential offences during lockdown which are now being actively investigated following the lifting of lockdown restrictions. The outcomes of this pilot will be assessed and incorporated in the Councils CCTV Strategic Review which – includes maintenance and update current CCTV network, project around planned move of the CCTV control room, contract re-procurement exercise including consultation on increasing CCTV coverage.
- 2.4.5 *Enforcement Officer Recruitment* –The Assurance Group are undertaking an Enforcement review which includes implementing new ways of working with a ‘one team’ approach, increase visibility and a place-based presence, ensuring the best use of enforcement powers, intelligence handling and reporting. Over the last year 21 additional Investigation and Enforcement Officers have been recruited (on a one-year fixed term basis) within the Community Safety Team in the Assurance Group. The Community Safety Team (CST) Enforcement Team has reconfigured its staffing structure and has an operating model based on three geographical areas that align with those used by Street Scene. A Senior Enforcement Officer has been allocated responsibility for each area and has a team of enforcement officers dedicated to that area. The new CST Investigation and Enforcement Officers have a multi-disciplinary role within the remit of CST responsibilities and as such part of their role will be to collaborate with the Street Cleansing Area Supervisors when investigating fly tipping incidents. This new approach and resource currently supplement and enhances our in-house capability alongside the work of our current contractor for fly tipping, Local Authority Services (LAS) formally known as Kingdom.

- 2.4.6 *Houses in Multiple Occupation* – bulky household waste items are a common component of fly tips in parts of the Borough where there are Houses in Multiple Occupation. Specific correspondence has recently been sent to all known private landlords and owners of houses in multiple occupation within Barnet detailing the council’s bulky waste collection service and the Summers Lane Household Waste & Recycling Centre. This information was sent to raise awareness of both services and to provide helpful advice that landlords can pass onto tenants and be aware of when disposing of waste materials at the end of a tenancy and to help mitigate the risk of this material being fly tipped.
- 2.4.7 *Fly Tipping Dashboard* – a new fly tipping incident data set is being developed to capture details of fly tips dealt with by the Council. This will enable analysis and trend identification e.g., by location, by waste type and by volume to help inform resource deployment. This dashboard will also be used for performance management purposes. The number of fly tipping incidents dealt with and the Council’s response within published service standards for clearing tipped waste are the proposed key performance indicators to assess the impact of the Council’s efforts to tackle this issue. The number of fly tips dealt with by the council will be reported within the corporate suite of performance indicators.
- 2.4.8 *Fly Tipping Reporting Applications* – The Street Scene Service has assessed third party “app” based fly tip reporting solutions to determine if they would provide a simpler and more accessible method for residents and visitors to report fly tipping incidents to the Council. The assessment concluded that the Council’s online reporting portal represented the most effective reporting mechanism for members of the public. The online system is fully integrated with the operational services case management system. Service requests are forwarded to the relevant department upon receipt and are given a unique reference so that they can be traced upon enquiry etc. The portal will be publicised in a future fly tipping communication campaign and work is being undertaken to improve its prominence on the council’s website and to streamline the number of ‘clicks’ required to reach the reporting page.
- 2.4.9 The applications were readily accessible but had a similar information requirement as the Council’s own online reporting portal. Some applications require the user to register for an account whereas the Council’s portal allows reports to be submitted without registration. The applications are either not supported by the Council’s IT infrastructure or do not integrate with the Council’s Customer Relationship Management system. Reports submitted through these applications would have to be forwarded to a generic Barnet Council e-mail address and then subsequently forwarded through to the Street Scene team or relevant department for manual entry onto the Council’s system. This introduces delay in the report being directed to the appropriate team for response. The lack of integration also means that status updates cannot be easily submitted back to the app to enable the customer to track progress with their issue.

## 2.5 **Live Actions**

- 2.5.1 *Communications Campaign* – The Council’s Communications team will be undertaking an awareness raising and behaviour change campaign to support the delivery of the fly-tipping action plan. The long-term term campaign will follow a three-part strategy:

- Deterrence – focusing on the likely perpetrators of fly-tips, providing them with information on how to dispose of waste correctly, as well as alerting them to the punitive consequences of fly-tipping. Tactical communications, such as posters, will be displayed in known hotspots.
- Empowerment – focusing on residents, raising awareness of the council's programme to tackle fly-tipping and a call to action to use the council's reporting tool if they see a fly-tip. The team will also focus on the user experience, making the process as easy and simple as possible to report online.
- Reassurance – again focusing on residents, communications will raise awareness of the successful actions the council has taken, highlighting the volume of fly-tips cleaned up and the punitive action taken against perpetrators.

It is proposed that the resident-facing campaign will be branded 'Love where you live', tapping into the emotional connection and resonance that we know our residents have for their home borough and especially for the parks and greenspaces.

The Deterrence strand of the campaign will encompass primarily direct and targeted communications and placing signage at known fly-tip hotspots to emphasise the 'You're being watched, and we will take action' message.

The Empowerment and Reassurance strands of the resident-facing campaign will assert positive messages, encouraging people to take responsibility when they see a fly-tip, not to be a bystander, and to ensure they understand how to report one to the council. The Reassurance strand will follow a 'You said, we did' approach, conveying the action has taken in response to residents' concerns and contact with the council.

The Communications team will launch a phased multi-media campaign starting in late autumn. This will encompass mass communications such as out of home posters (e.g., bus stops and free-standing high street units), advertising in local and council publications, paid-for social media and SEO, door drops, and promotion through council and partner channels. Tactical activity such as using 'CSI' style tape to rope off fly-tips, and signage/pavement stencilling highlighting the fly-tip that has been removed will be an attention-grabbing method of showing the action the council has taken.

The Communications team will test the campaign creative with a focus group of residents to optimise how the message of 'Love where you live' resonates, as well as the best way to encourage people to use the online fly-tip reporting tool. The success of the campaign will be measured through the number of user visits to the reporting tool, and the reach and engagement with digital and social communications.

2.5.2 *Consolidated Fly Tipping Resource* – The Street Scene service have worked closely with Barnet Homes to assess the feasibility of consolidating the dedicated resource that both parties have for responding to fly tipping incidents. The purpose of the assessment was to determine the potential to increase service resilience, improve responsiveness and assist in harmonising service standards across the stakeholder group involved in fly tipping.

Both teams have been working collaboratively since the commencement of this project and have seen the benefits of undertaking joint tasking meetings and multi-stakeholder

case conferences for fly tip cases that are complex and may require input from several parties. This approach has enabled greater emphasis on addressing the root cause of issues rather than simply clearing tipped material. This model has more recently enabled mutual support to be provided from one party to the other when peaks in demand have exceeded operational capacity.

In view of the experiences so far and the potential benefits that closer alignment could deliver, both parties are preparing to implement a pilot to test the concept of both the Barnet Homes and Street Scene fly tipping teams being managed and deployed together under Street Scene management. It is proposed that this is implemented for a six-month period and reviewed monthly. Consideration will be given to a formal transfer of resource and delivery of service under a service level agreement if the pilot should prove to be successful.

2.5.3 *Online Reporting Enhancement* – work is being undertaken to improve our customers experience when trying to report fly tipping to the Council. The Barnet website currently offers an Environmental Problem reporting mechanism. The reporting tool is good and aligns with the experience on many of the third-party applications available and offers the opportunity to report without registering for an account. However, the reporting function is not particularly prominent from the home page of the Council website. A web user currently must click through seven commands before entering details about the fly-tip. Work is being undertaken to make this function more prominent and to streamline the customer journey to the point of entering details. It is proposed that there will be direct access via a button on the home page to the entry page.

## **2.6 Wider Environmental Actions**

- 2.7 The Council has implemented other environmental actions or initiatives since January 2021 that are indirectly linked to fly-tipping and connected to the Council's corporate priority to deliver a clean, safe, and well-run borough.
- 2.8 *Graffiti* – Street Scene worked in collaboration with Barnet Education and Communication colleagues, Whitefield School, Brent Cross Shopping Centre and Pines & Needles to deliver a community art project to engage young people in improving their local community and to deter graffiti in the Brent Cross/A406 area. A mural designed by A level and GCSE art students from Whitefield School was installed along the wooden hoarding that bounds the Pines & Needles site adjacent to the A406 North Circular Road. The hoarding has been a prolific graffiti and tagging location for many years. The mural has vastly improved the look and feel of a key gateway onto the borough.
- 2.9 *Enhanced Litter Picking Services* – the Council increased the level of resource deployed within Parks & Open Spaces from May 2021 as part of its response to help manage the higher levels of use during the pandemic and summer months. This resource increased the visibility of Council resources and provided natural surveillance to help deter environmental crime but also report incidents for response when they did occur.
- 2.10 *Park Guard Pilot* – the Greenspaces & Leisure team delivered a proactive parks patrol pilot covering several of the Council's parks and open spaces as part of the Pleasant Parks initiative. This consisted of two patrol officers working in a marked and dedicated patrol vehicle focussing on high footfall locations and two teams of four Operational Reassurance Officers focussing on medium/low footfall areas. The pilot was well

received and provided high visibility patrols that were able to gather and share information and intelligence to support the Council's approach to taking any enforcement action, its response to environmental issues and effort to increase public reassurance. The patrols identified and referred approximately 650 littering incidents between May and September 2021.

## **Summary**

- 2.11 The report indicates a significant number of actions that have been implemented in respect of this matter, but it has been difficult in view of the COVID-19 pandemic to fully establish the level of success or otherwise of some items. The fly tipping working group will be analysing this now that the operation is much closer to business as usual and will provide an update in future reports to the committee.

## **3 ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED**

- 3.1 Maintaining the current working arrangements with collaboration occurring on an ad hoc or as needed basis has been considered. This has not been pursued and has not been recommended as it would not realise the opportunity to enhance the operation and improve the response and effort to tackle fly tipping within Barnet.

## **4 POST DECISION IMPLEMENTATION**

- 4.1 The fly tipping working group action plan will continue to be implemented and will be managed and monitored through monthly project working group meetings. A progress report detailing the implementation of the action plan will be brought back to the Environment Committee on an annual basis.
- 4.2 Performance monitoring data will be provided to the Environment Committee as part of the annual fly tipping progress report. Performance will be measured by the number of actionable fly tipping incidents dealt with.

## **5 IMPLICATIONS OF DECISION**

### **Corporate Priorities and Performance**

- 5.1 The implementation of the action plan and collaborative approach to tackling fly tipping supports the Council's corporate priority of delivering a *'clean, safe, and well-run borough'*.

### **Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)**

- 5.2 **Finance and Value for Money:** All actions and proposals detailed within the action plan will be subject to a business case that considers value for money and any financial implications outside of existing budgetary provision. Any actions that require additional investment will be considered through the Council's delegations and established governance arrangements.
- 5.3 **Procurement:** Not applicable.
- 5.4 **Staffing:** The actions detailed within the fly tipping action plan provide upskilling opportunities for existing personnel.

- 5.5 **Property:** The actions detailed within the fly tipping action plan seek to utilise existing assets. Any additional investment will be subject to established approval and governance arrangements.
- 5.6 **IT:** The implementation of a single point for the reporting of fly tipping incidents is being considered including the use of an 'App' based function. This will provide a more convenient and streamline process for residents and will support greater responsiveness and intelligent resource deployment by the front-line operational teams.
- 5.7 **Sustainability:** The effective management and deterrence of fly-tipping will help reduce the detrimental impact that unlawfully dumped waste material can have on the environment, biodiversity, flora, and fauna.
- 5.8 Fly-tipped material and waste collected by the front-line operational teams will be processed and treated through approved and permitted waste disposal channels.

### **Social Value**

- 5.9 The Public Services (Social Value) Act 2013 requires people who commission public services to think about how they can also secure wider social, economic and environmental benefits. The implementation of the fly tipping working group action plan will improve the public realm and help encourage customers, visitors and businesses to the Borough. This will assist with the Council's efforts to assist economic recovery post COVID and future economic success.

### **Legal and Constitutional References**

- 5.10 Local authorities have several different statutory powers and responsibilities in relation to street cleaning, recycling, and waste collection. The Environmental Protection Act 1990 (as amended), the Controlled Waste Regulation 1992 (as amended) the London Local Authorities Acts 2007 (as amended). These acts set out the duty of the Local Authority to ensure that land in its area for which it is responsible is kept clear of litter and refuse.
- 5.11 Council Constitution (Article 7, Committees, Forums, Working Groups and Partnerships) sets out the responsible body and their functions. For the Environment Committee it's functions include: *Responsibility for all borough-wide or cross-constituency matters relating to the street scene including, parking, road safety, lighting, street cleaning, transport, waste, waterways, refuse, recycling, allotments, parks, trees, crematoria and mortuary, trading standards and environmental health*".

### **Risk Management**

- 5.12 The Fly Tipping Working Group and the implementation of the action plan is being managed as a discrete project and is subject to normal project governance arrangements. This incorporates a project risk register and issues log that is regularly reviewed and updated by the project board.

### **Equalities and Diversity**

- 5.13 Equality and diversity issues are a mandatory consideration in the decision making of the council. The Equality Act 2010 and the Public-Sector Equality Duty requires elected Members to satisfy themselves that equality considerations are integrated into day-to-day business and that all proposals emerging from the business planning process have taken into consideration the impact, if any, on any protected group and what mitigating factors

can be put in place.

- 5.14 This is set out in the Councils Equalities Policy together with our strategic Equalities objective – as set out in the corporate plan – that citizens will be treated equally with understanding and respect; have equal opportunities and receive quality services provided to the best value principles.

### **Corporate Parenting**

- 5.15 Not applicable.

### **Consultation and Engagement**

- 5.16 The Street Scene Service will engage with ward members and residents where appropriate for specific actions, initiatives or pilots proposed within the fly tipping working group action plan.
- 5.17 The Environment Committee membership will be kept up to date with the development of the proposed plan as necessary.

### **Insight**

- 5.18 This proposal has been informed by intelligence from service requests, complaints and feedback received from members of the public and elected Members. Actions have also been informed by officer's experience and knowledge of this subject matter and hot spot areas etc. across the Borough.
- 5.19 Historic complaint and service request data has been analysed and cross referenced with geographical information to help identify patterns and trends.

## **6. Environmental Impact**

- 6.1 There are no direct environmental implications from noting the recommendations. Implementing the recommendations in the report will lead to a positive impact on the Council's carbon and ecology impact, or at least it is neutral.

## **7 Background Papers**

[Environment Committee Report – Fly Tipping](#) – 18 January 2021

[Environment Committee Printed Minutes](#) – Members Item – Fly Tipping – 09 September 2020

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## Appendix One - Fly Tipping Working Group Action Plan

### Workstream: Operational

Ref	Action	Expected Outcome	By When	Status	Comments
FTOP1	Implement fortnightly joint tasking and debrief sessions for Community Safety, Enforcement & Barnet Homes officers.	All resources involved in fly tipping investigation or clearance are fully informed of active cases in Borough. Reduced risk of cases falling between stakeholders. Greater responsiveness and ability to determine more complex cases.	Q3 - 2020/21	Complete	Joint tasking meetings scheduled in key stakeholders' diaries. Initial meeting held on 07/10/20
FTOP2	Create a central register of active fly tipping cases and enforcement.	Common intelligence source for fly-tipping cases in Barnet used to inform all stakeholders and facilitate joint tasking and information sharing between key stakeholders.	Q1 - 2020/21	Complete	07/10/20 - Circulated to working group for review and use at next joint tasking and debrief meeting.
FTOP3	Review and improve the reporting arrangements for members of the public for incidents of fly-tipping within Barnet.	Creation of a simple, single point of reporting for customers irrespective of tenure.	Q3 - 2021/22	See FTOP3a	LBB online reporting portal selected as preferred medium for customers reporting fly tipping incidents. Prominence of reporting button on LBB homepage to be enhanced.
FTOP3a		Creation of easy access button from LBB website landing page to fly tipping reporting portal.	Q4 – 2021/22	In progress	
FTOP4	Upskilling of front-line operational staff to support fly-tipping evidence collation.	a) Competent and trained front-line staff who can assess fly tips at the time of attending and collate any evidence so as to support any future enforcement action.	Q4 - 2020/21	Complete	Street Scene Street Cleansing & Recycling & Waste Operational Supervisors have been trained by Enforcement Officers in correct procedure for identifying and gathering evidence from fly tipped material to support potential formal enforcement.

FTOP5	Implement pro-active patrols of known fly-tipping hotspots.	<p>a) Increase visibility of fly-tipping personnel to act as a deterrent to tip waste material.</p> <p>b) Pro-active identification of fly-tipped material and resolution prior to complaints being registered.</p>	Q3 - 2020/21	Complete	Dedicated LBB & Barnet Homes fly tipping crews are in place with responsibility for defined areas of the Borough. Each crew undertakes pro-active patrols of known fly-tipping hotspots.
FTOP6	Trial fly tipping geographical data capture through Kingdom's newly developed case and tasking request app.	Develop analytical capability on fly tipping location data to identify trends and emerging hot spots etc.	Q2 - 2021/22	Complete	Considered as part of the testing of third-party applications. Fly Tipping data set and dashboard created that provides granular data capture re: fly tip incidents including location details and nature/size of fly tip. Dashboard to be used to inform resource deployment and performance monitoring with reports provided to Environment Committee on an annual basis.
FTOP7	Develop cost identification process for use in schedules of costs for enforcement cases in order to assist cost recovery efforts in successful prosecutions.	a) Schedule of costs developed to allow simple calculation of manpower, clearance and disposal costs for each fly-tipping incident.	Q4 - 2020/21	Complete	Street Scene has developed a schedule of costs for work undertaken during fly tipping removals. This schedule will be used to itemise costs for potential recovery if formal enforcement processes are pursued and cost claims are successful.
FTOP8	Meet with the Environment Agency to confirm responsibilities for litter and fly tipping clearance within the Silk Stream.	a) Clarity on roles and responsibilities for this area and confirmation of a clearance programme etc.	Q4 - 2020/21	On Track	Work undertaken as part of the Pleasant Parks initiative to clear litter and tipped material around the Silk Stream including the use of specialist contractors to remove material tipped in the watercourse.

FTOP9	Complete feasibility study of consolidating dedicated fly tipping resource from LBB and Barnet Homes into one operational team.	<p>a) Determination of viability and potential to deliver enhanced responsiveness, service standards and service resilience.</p> <p>b) Identification of any risks or detrimental impacts on other dependant/related services.</p> <p>c) development of a business case for consideration and determination by both stakeholders.</p>	Q1 - 2021/22	Complete	Initial feasibility undertaken and collaborative working between LBB Street Scene and Barnet Homes undertaken from start of project. Analysis of resourcing arrangements and workloads indicate potential benefits from closer alignment including possible opportunities to align service standards. Operational pilot suggested to test concept and identify any unforeseen operational issues/risks.
FTOP9a	Implement six-month operational trial to consolidate LBB and Barnet Homes fly tipping resource.	<p>a) One operational cohort of staff managed operationally and deployed by the LBB Street Cleansing Function</p> <p>b) Service delivery implemented in accordance with service level agreement</p> <p>c) Trial review detailing the findings of the trial and recommendation whether to proceed with a permanent arrangement or cease the initiative.</p>	<p>Q4 – 2021/22</p> <p>Q4 – 2021/22</p> <p>Q2 – 2022/23</p>	In progress	
FTOP10	Utilisation and enhancement of the council's CCTV resource to support the management of fly tipping.	a) Develop agreed protocols and arrangements for utilising the council's CCTV resource to support fly-tipping deterrence and enforcement activity.	Q1 – 2021/22	Complete	Six Mobile/re-deployable CCTV cameras purchased to trail within LBB. Mobile units provide capability to cover hard to reach locations and those that do not have mains power supply etc.
<b>Workstream: Communication/Education &amp; Awareness</b>					
Ref	Action	Expected Outcome	By When	Status	Comments
FTCOM01	Develop a common brand for fly tipping	Development of a single brand identity and marketing strap line for fly tipping to be used by all stakeholders.	Q1 - 2021/22	In progress	Communications strategy and initial brand and marketing concepts have been developed that focus on the concept of encouraging residents to love where they live and empowering people to report fly tipping incidents by sign

					<p>posting the Council's online reporting portal.</p> <p>Focus groups are to be undertaken to test that the concepts resonate and are relevant to residents and elected members.</p> <p>Following the approval of the concepts, the proposed first phase of the campaign will involve mailouts to Houses in Multiple Occupation and Landlords in tandem with door dropping to small businesses. This activity will be backed up with social media posts, news releases and online content.</p> <p>The campaign will also include material that can be used on the ground at fly tipping incidents to indicate that the tip is known to the Council and is being investigated. It is proposed that the material will contain prominent messages and statements highlighting the cost to residents and the Council of dealing with fly tipping that can be communicated by social media etc.</p>
FTCOM02	Develop a joint communications strategy with all stakeholders.	Development of common messaging for fly tipping that is employed and publicised by all stakeholders. The CST 'Caught in the act' campaign to be incorporated into this strategy and be used as the platform to kick start the joint marketing initiative.	<del>Q1 – 2021/22</del>  Q3 – 2021/22	In progress	As above
FTCOM03	Targeted marketing campaign for HMO's and Private Landlords	Increased awareness of correct waste disposal channels and bulky waste collection service. Opportunity to	Q1 - 2021/22	Complete	Direct communication issued to HMO owners and Private Landlords advertising LBB bulky waste service and Summers Lane HWRC facility for disposal of bulky

		communicate enforcement risks if fly tipping is evidenced.			waste and household items at end of tenancy etc. Reference to fly tipping offence and potential enforcement if evidenced etc.
FTCOM04	Enhanced communications and sign posting to community waste outlets.	a) Marketing campaign with Barnet Homes residents/new tenants signposting residents to Summers Lane HWRC and LBB's bulky waste collection service.	Q1 - 2021/22	Complete	Fly tipping article was published within Barnet First Magazine 12 July 21 and issued to all households in Borough. Barnet Homes have replicated fly tipping messages within their tenant newsletter/magazine. Further communication will be incorporated in communications campaign.
FTCOM05	Development of a Legal Powers and Tools Fact Sheet for stakeholders and interested parties.	Greater understanding of the legal powers and processes that are available for dealing with fly-tipping.	<del>Q1</del> - 2021/22 Q3 - 2021/22	In progress	
<b>Workstream: Community Empowerment/Engagement</b>					
Ref	Action	Expected Outcome	By When	Status	Comments
FTEMP01	Trial the use of online single point of reporting App e.g. Clearwaste.com/Up my street etc. application across all stakeholder groups.	a) Single point of reporting for fly-tipping cases for residents (irrespective of tenure), businesses and visitors.  b) Improved simple reporting mechanism with online app accessibility and capability to upload photos.	Q1 - 2021/22	Complete	Third party applications tested to assess suitability for use at LBB and potential to improve the reporting arrangements for customers. Applications were positive in terms of initial accessibility from a smart phone but did not add further value in terms of reporting arrangements than that offered through the LBB on-line portal. The third-party applications were either not supported by LBB IT or did not integrate with the LBB CRM. The LBB online reporting portal is integrated with the CRM resulting in direct referral to the correct operational service and assignment of a unique reference. Trial concluded that the online reporting portal would be preferred medium for residents to use but work needed to enhance prominence and improve customer journey and click rate.

FTEMP02	Recycling relaunch & Reinvigoration pilot at Graeme Park Estate	<p>a) Introduction of new recycling containers for BH flatted developments to enhance and/or reintroduce recycling effort.</p> <p>b) Increased disposal capacity for residents and improved local environment through reduced incidence of fly tipped side waste.</p>	Q1 - 2021/22	Complete	The pilot has been well received and improvements in reducing recycling contamination have been reported. Fly-tipping events have been reported during the trial and in the main are related to how people dispose of unwanted bulky household items. Work is now being undertaken to extend the pilot to work with a charitable organisation from within Grahame Park to provide an outlet for bulky household items to be reused and/or upcycled.
FTEMP03	Consider options for community initiatives to assist residents in disposing of bulky items easily, locally and, through correct disposal channels. Research options available and present an options appraisal and recommendations for consideration.	Research paper and options appraisal for community recycling and bulk waste disposal initiatives. Paper to consider schemes delivered by other London authorities and assess ability to mitigate potential risk of fly tipping etc.	Q4 – 2021/22	In progress	