



Northumberland  
County Council

# Fly-tipping Reduction Campaign

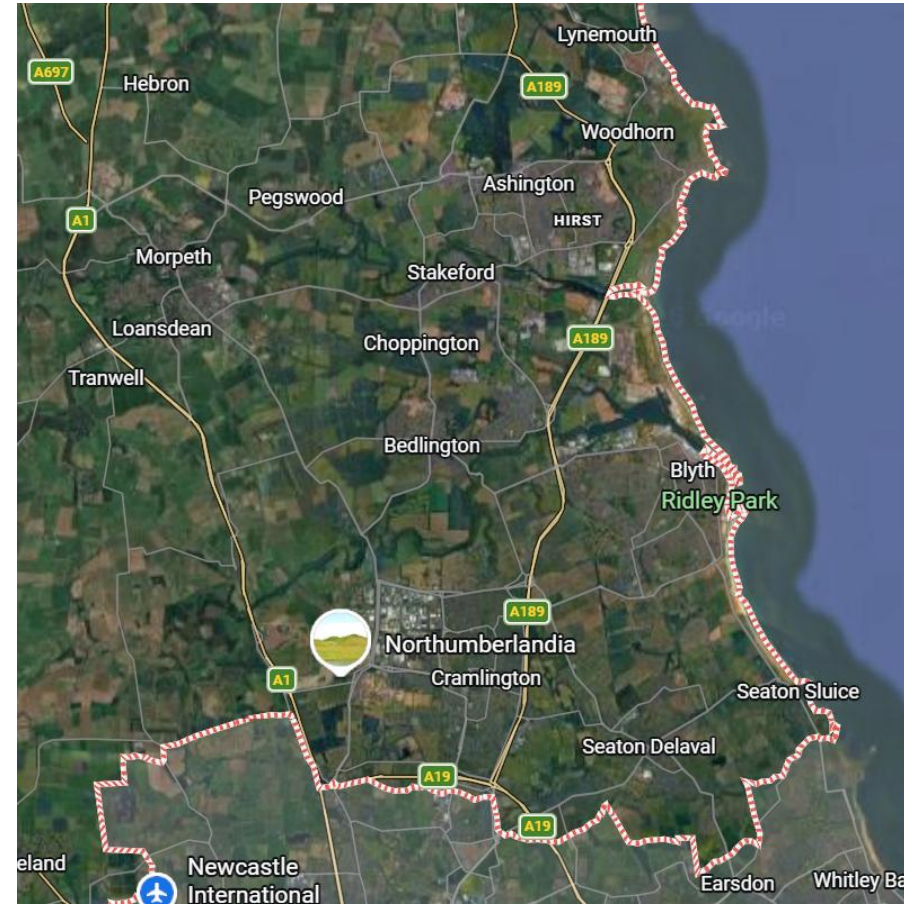
Dr Wendy Fail, Senior Waste Management Officer

[www.northumberland.gov.uk](http://www.northumberland.gov.uk)

# Background

- 4429 Fly-tips in 2023/24, Benchmark Year
- 85% were household items in 2 hot-spot areas of deprivation Blyth & the Hirst in Ashington
- Public and political dissatisfaction
- Stretched Target – 20% Reduction from benchmark by the end of 2025/26
- Fly-tipping Reduction Action Plan Launched September 2024

# Location



# Strategic Context



# Reduction Action Plan Themes

## Stakeholder Engagement

Working with community groups and other key partners to gain insight, build capacity, coproduce educational materials and to collaborate in multi-agency awareness initiatives

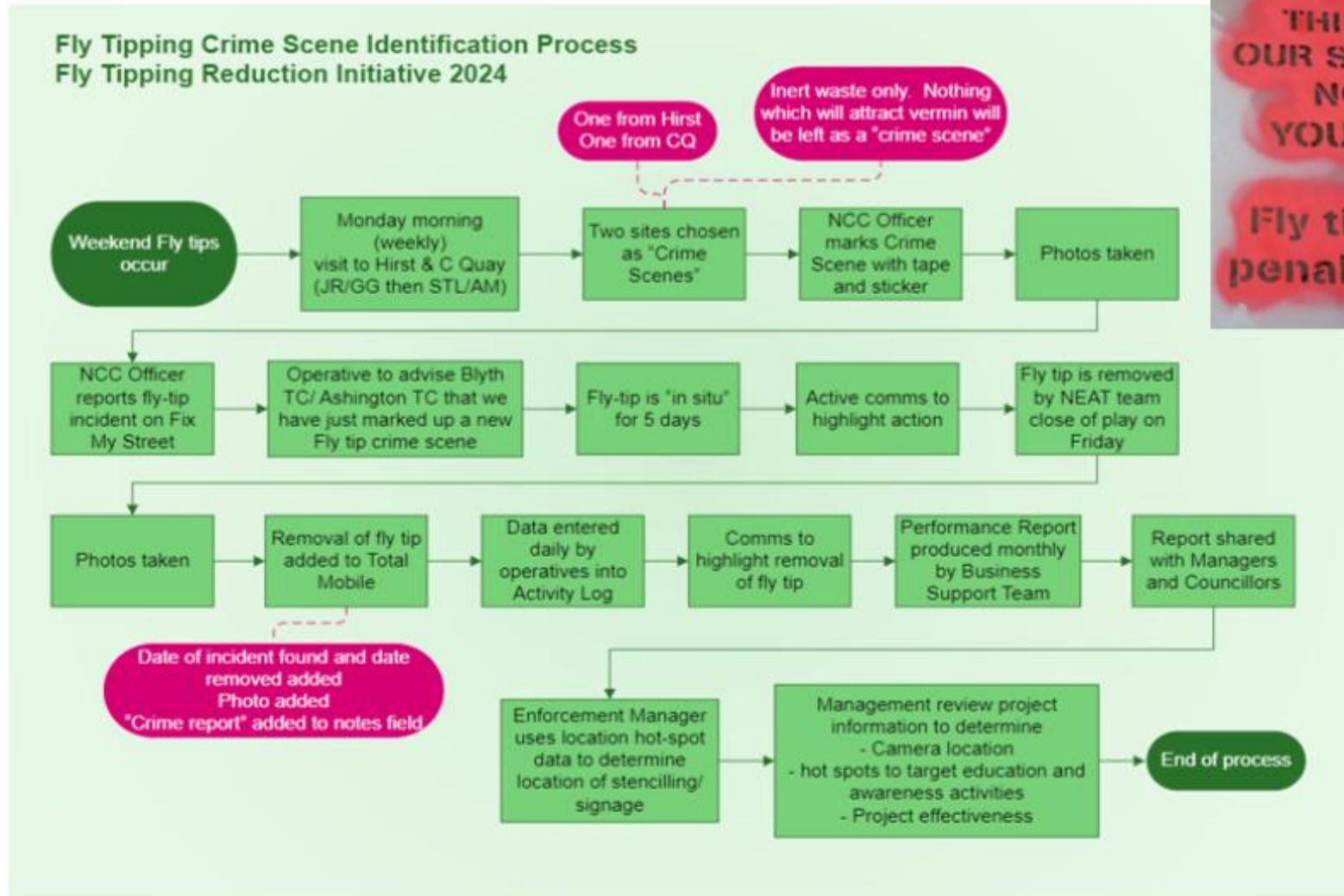
## Hard Hitting Campaign

Coordinated series of messages designed to bring the harms and the risks involved in fly-tipping to public attention

## Increasing Enforcement Activity

Getting tougher on tackling offenders, increased fines, increased cameras and increased enforcement capacity

# Process Map



# Campaign Launch



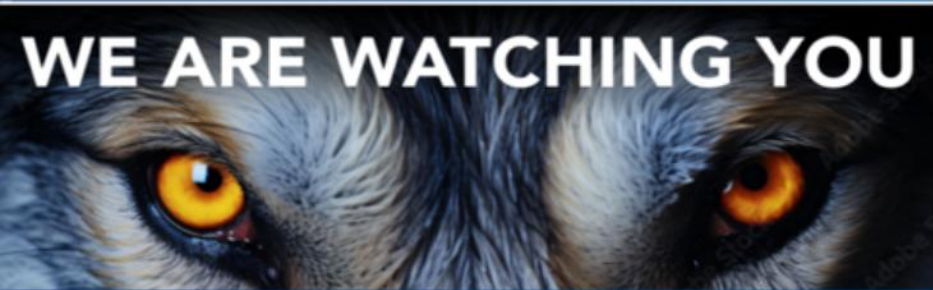
**FLY TIPPING CRIME SCENE UNDER INVESTIGATION**



You wouldn't throw away £1000, would you?  
**IF YOU FLY-TIP, YOU ARE!**

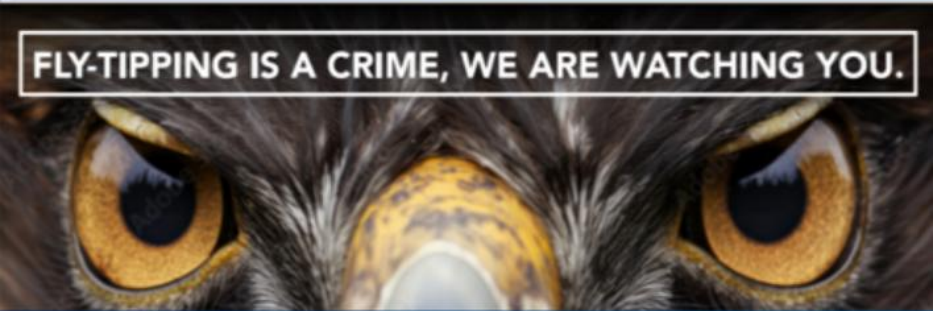


You will be fined £1000.



**WE ARE WATCHING YOU**

Fly-tipping is a crime. You will be fined £1000.



**FLY-TIPPING IS A CRIME, WE ARE WATCHING YOU.**

You will be fined £1000.



**FLY TIPPERS BEWARE!**

**CCTV OPERATING IN THIS AREA**

**MAXIMUM PENALTY £50,000**

**THIS IS OUR STREET NOT YOUR TIP**

**Fly tipping penalty £400**

**CRACK DOWN ON FLY-TIPPING CONTINUES**

We are continuing our crack down on fly-tipping across Northumberland with hefty fines for those responsible.

We also have legal powers to remove large accumulations of rubbish from gardens and charge those responsible for it the full amount for disposing of it.

Fly-tipping means dumping waste illegally, instead of using the kerbside collection service or your local recycling centre. From rubbish left in a back lane, to a mountain of tyres abandoned in a field, it is all fly-tipping.

Fly-tipping is a criminal offence and if you are caught you will face a fixed penalty of £1000.

If you get taken to court you could be fined an unlimited amount and face a prison sentence.

We've now launched a new campaign to tackle fly-tipping head on. "Crime scenes" are being identified and marked with tape and we're tracking down and fining the offenders.

**If you have big items to dispose of...**

We offer a bulky waste collection service with discounts for concessions and people on benefits [nland.co/bulky](http://nland.co/bulky)

You can also visit the Environment Agency's website and search for licensed waste operators near you on the public register's pages of the website.

To find the opening times and your nearest Household Waste Recycling Centre go to [nland.co/tip](http://nland.co/tip)

**Please remember to recycle whenever you can**

Charity shops take all sorts of good quality household items and clothing.

You can also give away old furniture for refurbishing and upcycling.

**COULD THIS BE YOURS?**

**DON'T LET THIS BE YOUR FAULT**

If you're having items removed from your home, it's down to you to check the company you use is legal.

Ask to see a waste carrier's licence or check online at [nland.uk/licensed](http://nland.uk/licensed)

# Crime Scene Initiative

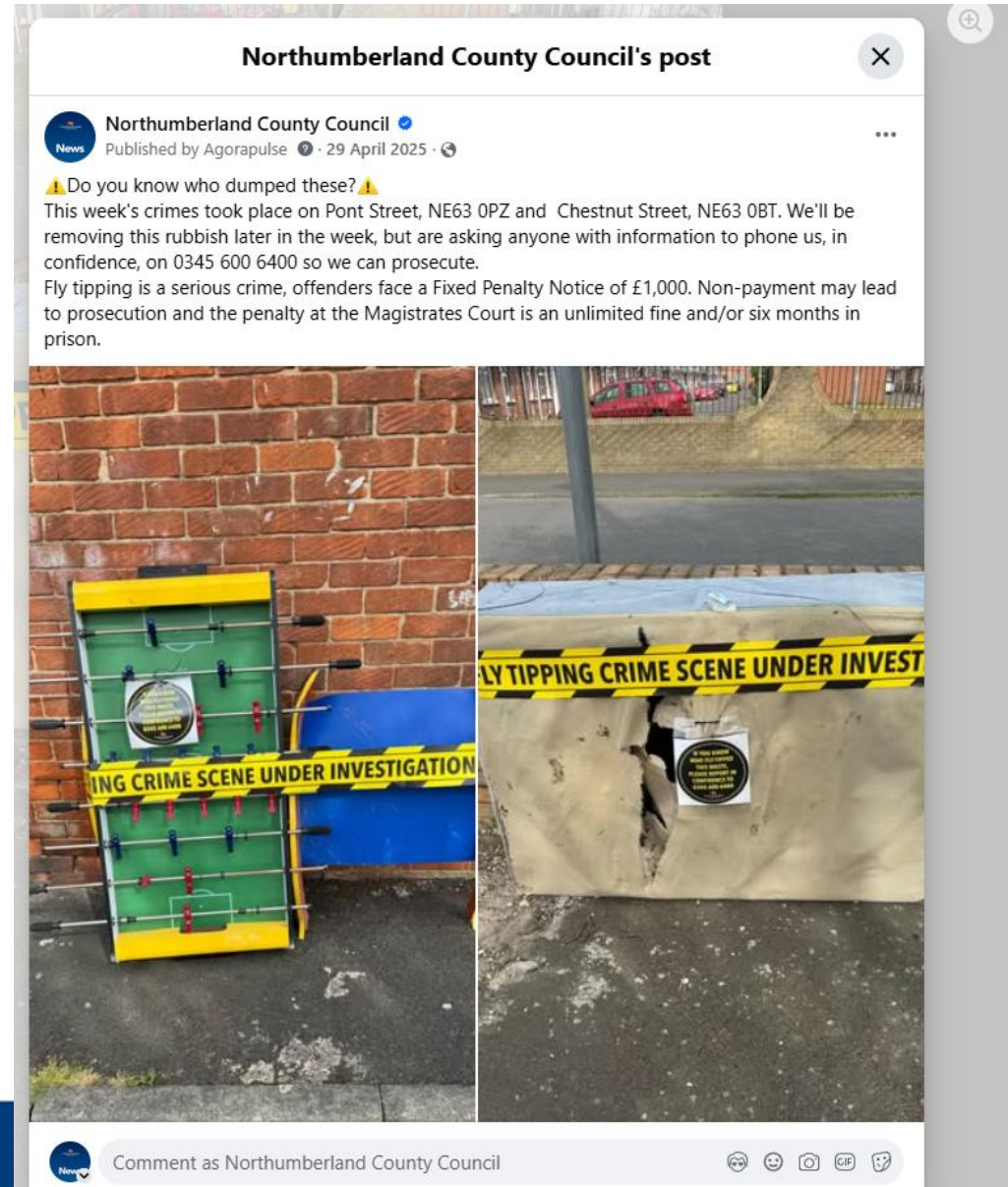


# Crime Scene Initiative

Over 200,000 views of Crime Scene Social Media Posts

Linked follow up communications where offenders were identified and issued £1,000 FPN or taken to court

Comments strongly show a significant majority of the public support the initiative and want the Council to catch and prosecute the offenders



# Results

- Increased awareness
- Increased enforcement action
  - Prosecutions - 34 cases presented at court between Sept 24 – Jan 26.
  - FPN's - 48 issued between Sept 24 – Jan 26. Of those 28 have been paid and the remaining were submitted for prosecution.
- Significant reduction in Fly-tipping
  - **39.3% reduction** up to the end of Q3 in 2025/26 from baseline

# April 25-Dec 25 Stats

## 2047

Fly tips actioned  
April – December 25

## 25.3%

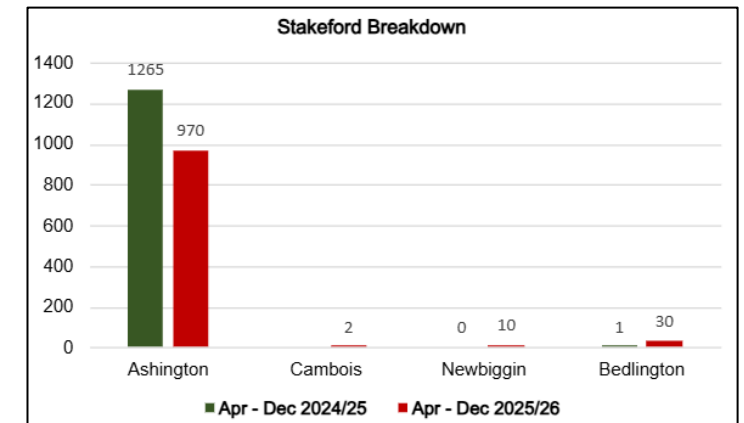
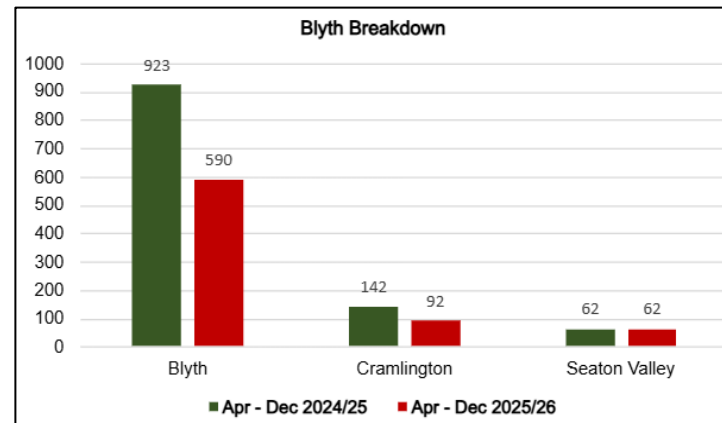
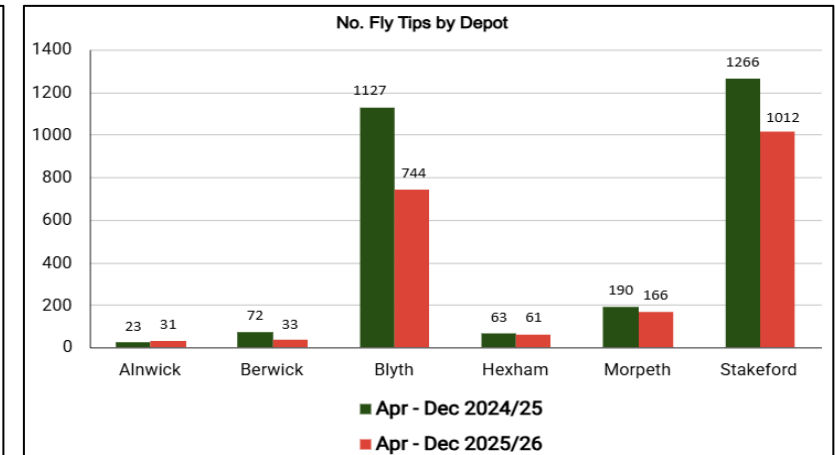
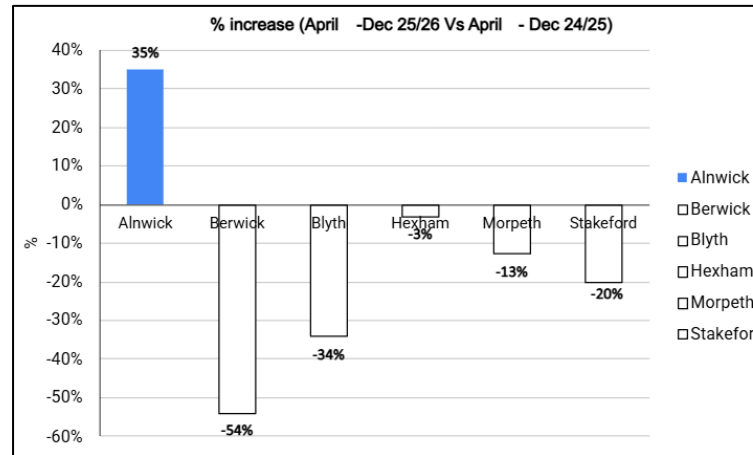
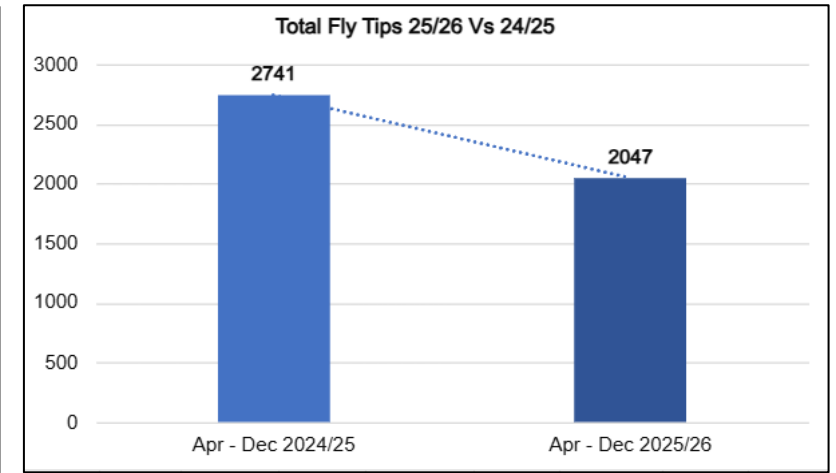
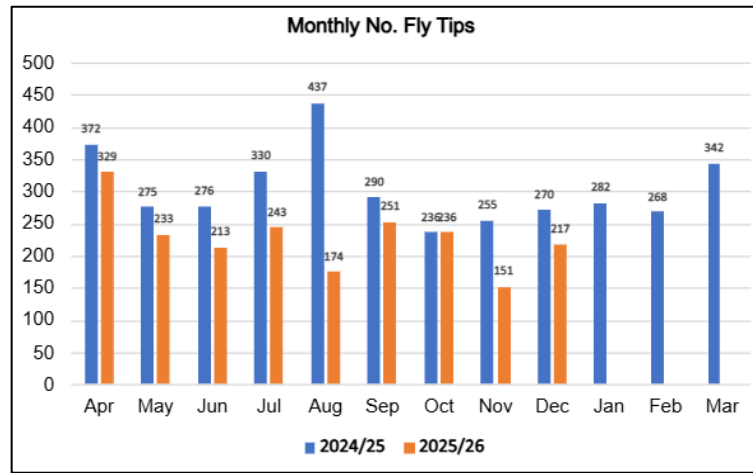
Decrease overall compared to April – December 24/25 (2741)  
**39.3%** reduction against the 2023/24 baseline (target was 20% against baseline)

## 83

Warning Letters for Fly Tipping  
April – December 25  
(52 issued April – December 24/25)

## 27

FPN's Issued for Fly Tipping  
April – December 25  
(18 issued April – December 24/25)





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Questions

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