

Fly-tipping Action Wales

Our partnership approach to tackling
fly-tipping in Wales

Who are we?

We are a Welsh Government sponsored initiative, co-ordinated by Natural Resources Wales. We bring together over 50 partners including the 22 Local Authorities in Wales, Keep Wales Tidy, Third Sector Organisations, Private Landowners, Community Groups and the Police and Fire Services.

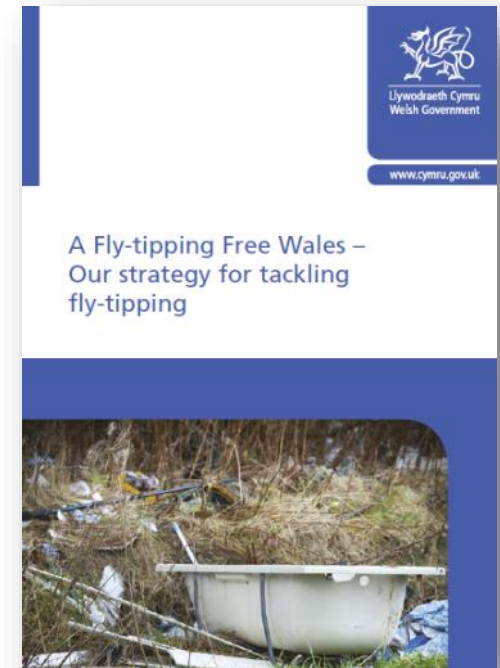
About Us

It is generally agreed that to tackle fly-tipping, behavioural change is needed through **education**, **enforcement** and **community engagement**.

We use a **preventative approach** to reducing fly-tipping and develop collaborative and innovative solutions with partners that draw upon the 3 E's above.

Fly-tipping Strategy

Our main focus is to work in partnership to deliver the actions within **‘A Fly-tipping Free Wales’** - Welsh Government’s fly-tipping strategy



Strategy Outcomes

Outcome 1 - All key organisations in Wales commit to eliminating fly-tipping - a commitment that is embedded in their strategies and day to day operations.

Outcome 2 - Fly-tipping is widely understood as being socially unacceptable

Outcome 3 - It becomes easier for people to deal with their waste responsibly

Outcome 4 – Anyone who fly-tips is caught and punished appropriately.

Communicating with Partners

We hold three **working group** meetings, twice a year:

- Fly-tipping on private land
- Making fly-tipping socially unacceptable
- Enforcement

The **knowledge hub** is a digital collaboration platform for public service. We have set up on-line forums to allow partners to share best practice and request advice.

Social Marketing

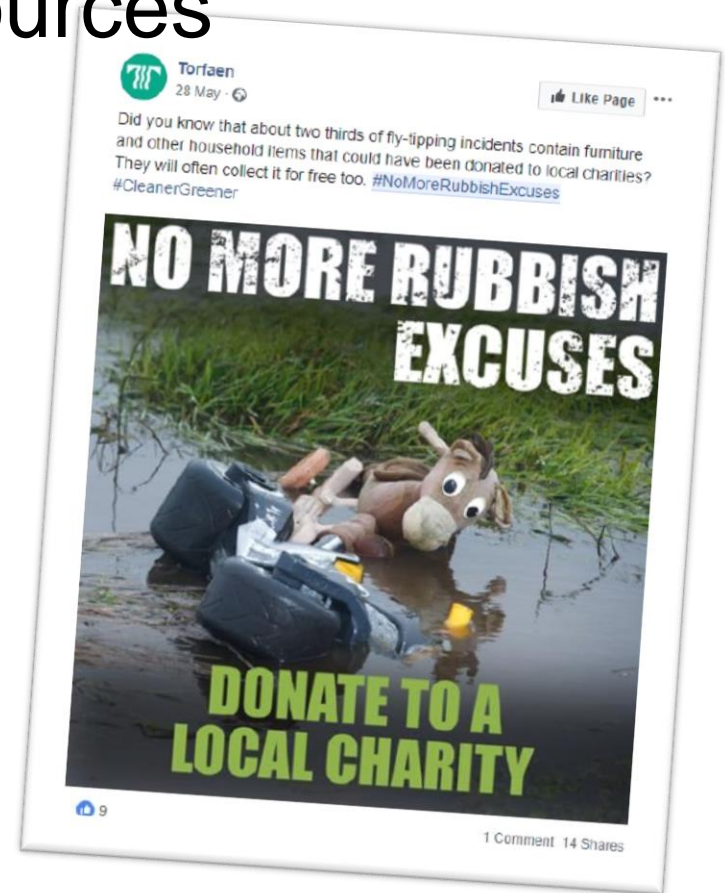
We have developed a bi-lingual **communications toolkit** for our partners to utilise - helping to get consistent messaging out to members of the public.

#NoMoreRubbishExcuses

#DimMwyOEsgusodionSbwriel



Social Media Resources



Promoting Prosecutions / Fines



NPT Waste Crime @NPTWasteCrime · 5h

The #Pontardawe male, who illegally deposited these black bags that contained commercial waste: on Quarr Road, has been ordered to pay over £650.

#WasteCrime #CrimeNotToCare #NoMoreRubbishExcuses #Court #Prosecution



You, Kathryn Britton, Neath Port Talbot Council and Recycle for NPT

1 7 17



FtAW @FtAW · Aug 29

There are no more rubbish excuses for sights like these on our streets...

This is fly-tipping!

Leaving unwanted items NEXT to charity banks when they are full could lead to a £400 fine.

#NoMoreRubbishExcuses



NO MORE RUBBISH EXCUSES

2017/18 Results



6.5m

Opportunities to view



295k

People in Wales engaged with social media content



428

partners engaged through **toolkit**

19%

increase in **Facebook** followers

12%

increase in **Twitter** followers

78%

ENGAGEMENT INCREASE

49%

REACH INCREASE

vs.
2016/17

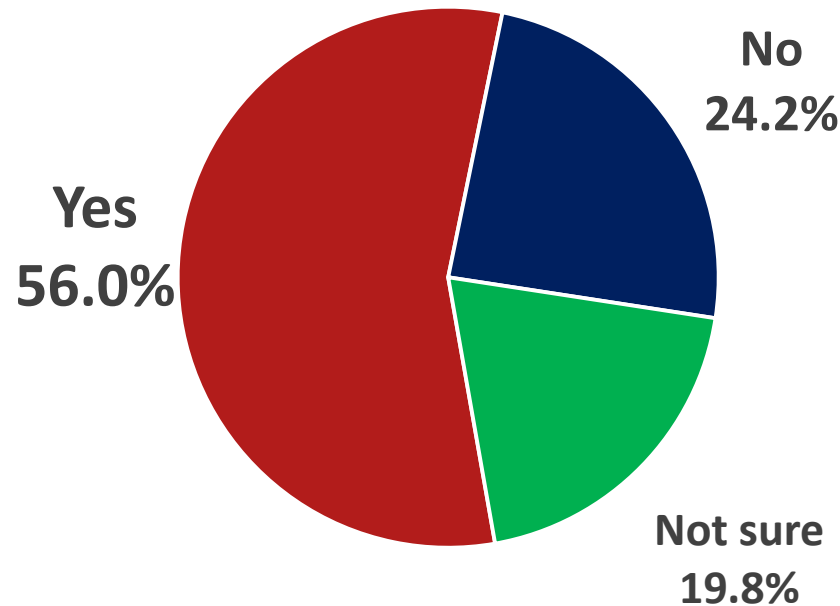
40% positive step change

in **positive comments** vs. negative comments on social media

FLY-TIPPING ACTION WALES
TACLO TIPIO CAMRU

Awareness of Waste Duty of Care

Q. When getting rid of household rubbish or unwanted items (for example an old mattress or furniture) you must follow your 'Waste Duty of Care'. Do you know what this is?



Our new DoC Campaign

We have developed a new campaign to raise awareness on the Fixed Penalty Notice for Householder Waste Duty of Care.

It includes a **communications toolkit** for our partners to utilise - helping to get consistent messaging out to members of the public.



The poster features a man and a woman standing in a rural setting with a dog and a pile of illegal waste (tires, a pink bag) in the foreground. The text 'FLY-TIPPING' is in large green letters, and 'It's YOUR DUTY TO CARE' is in a yellow and green banner. A green box on the right contains the following text:

How you can help:

Fly-tipping Action Wales works with partners across Wales to tackle the illegal dumping of waste.

We've just launched our national campaign which focuses on household waste duty of care under the theme 'It's Your Duty to Care'

The recent introduction of a new fixed penalty notice means that householders can now receive a **£300 fine** if they do not meet their duty of care towards their household waste.

We want to help people in Wales understand how they should dispose of their waste safely, legally and responsibly and stop waste getting into the hands of fly-tippers.

Please support our campaign by using the downloadable resources below across your own communication channels, tagging FtAW's social media handles below:

Educational Resources

Catch A Fly-Tipper Resource Pack for Schools & Libraries



Gotcha Board Game

Surveillance cameras & Signs

We loan out covert surveillance cameras to Local Authorities and provide signs to partners for use in hotspot areas.



FLY-TIPPING ACTION WALES
TAKING PRIDE IN OUR COMMUNITIES

TACLO TIPIO CAMRU
BALCHDER YN EIM BRO

NO FLY-TIPPING

DIM TIPIO

Maximum fine £50,000 and / or imprisonment
This area is regularly monitored

Uchafswm dirwy £50,000 a / neu garcharu
Mae'r fan hwn yn cael ei fonitro yn rheolaidd

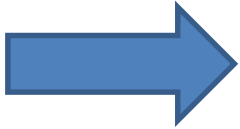
Help us tackle fly-tipping www.flytippingactionwales.org
Helpwch ni i dacio tipio anghyfreithlon www.tadotipiocymru.org

Supported by Welsh Government

Cyfoeth Naturiol Cymru
Natural Resources Wales



Cross-cutting themes



Data collection - a robust evidence base is needed that covers both public and private land.

Partnership working - no one organisation can tackle fly-tipping in isolation, we need to work together.

Communications - consistent and clear messages delivered at a local level are key to influencing behaviour change.

Stats Wales

Area (Wales)												
Area		Area Code										
Period												
Variable		2006- 07	2007- 08	2008- 09	2009- 10	2010- 11	2011- 12	2012- 13	2013- 14	2014- 15	2015- 16	2016- 17
Incidents by waste type		54,834	61,995	55,349	48,179	41,750	36,411	34,876	32,934	31,713	36,259	38,614
Incidents by waste type	Animal carcass	281	333	302	213	100	94	110	72	70	56	52
	Green	2,462	2,901	2,939	2,374	1,943	1,739	1,610	1,197	1,278	1,219	1,080
	Vehicle parts	1,046	815	588	470	513	341	236	247	184	269	367
	White goods	2,564	2,868	2,216	1,809	1,622	1,161	726	1,574	1,827	1,782	2,168
	Other electrical	1,057	1,496	1,561	1,740	1,336	830	676	708	889	980	1,072
	Tyres	1,360	1,641	1,622	1,366	1,141	1,157	815	596	559	484	651
	Asbestos	236	168	188	172	180	197	167	214	218	172	304
	Clinical	122	97	110	96	68	90	122	38	43	40	59
	Construction / demolition / excavation	3,394	3,885	3,120	2,652	2,861	2,978	2,549	2,216	2,505	2,608	2,620
	Black bags - commercial	2,332	941	985	1,157	1,427	963	882	817	788	963	1,072
	Black bags - household	18,621	20,740	16,267	13,052	9,312	9,466	8,276	6,397	6,673	9,247	9,004
	Chemical drums, oil, fuel	205	268	239	210	170	151	103	122	117	103	140
	Other household	17,128	21,375	19,768	18,270	17,666	15,038	16,439	16,494	14,647	16,596	17,927
	Other commercial waste	2,105	2,238	2,998	2,702	1,647	997	1,099	928	739	941	833
Other waste type (unidentified)	1,921	2,229	2,446	1,896	1,764	1,209	1,066	1,314	1,176	(.) 799	1,265	

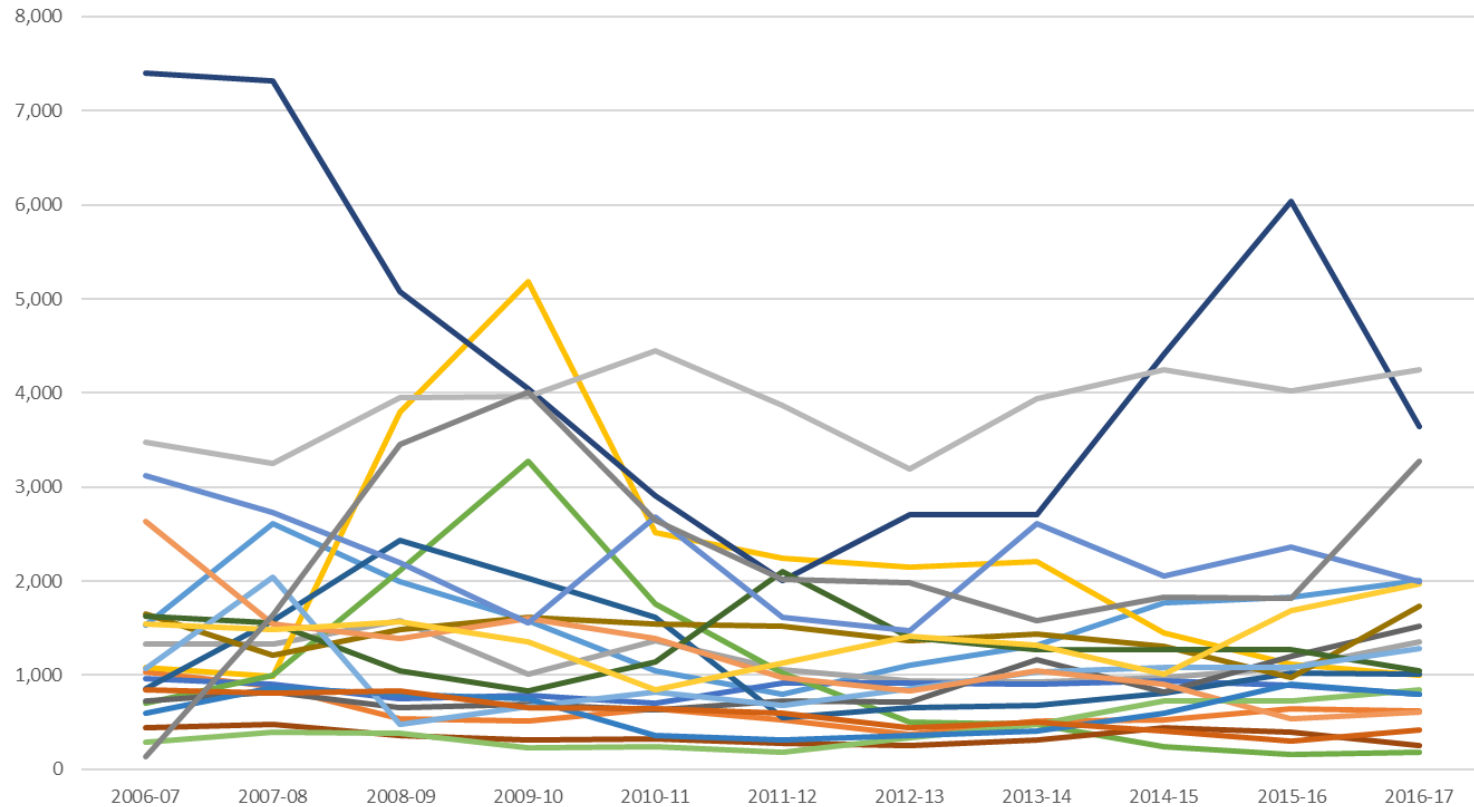
Why is consistent data on fly-tipping important?

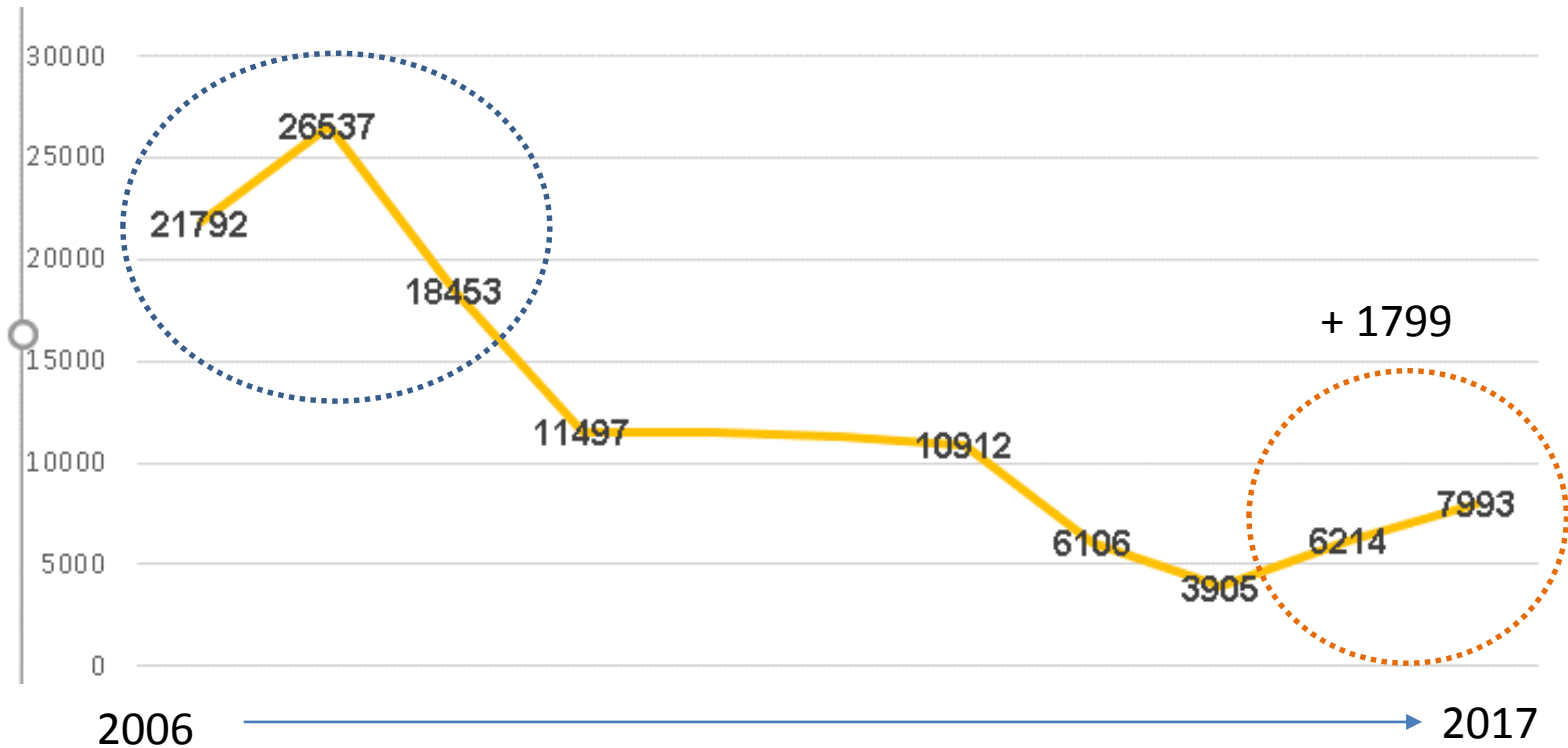
- Data used to publish national and LA figures
- Used for monitoring purposes (over time and by area)
- Wide press interest & coverage
- Evidence need for resources and investment in teams
- Monitoring policy changes

Limitations of this data

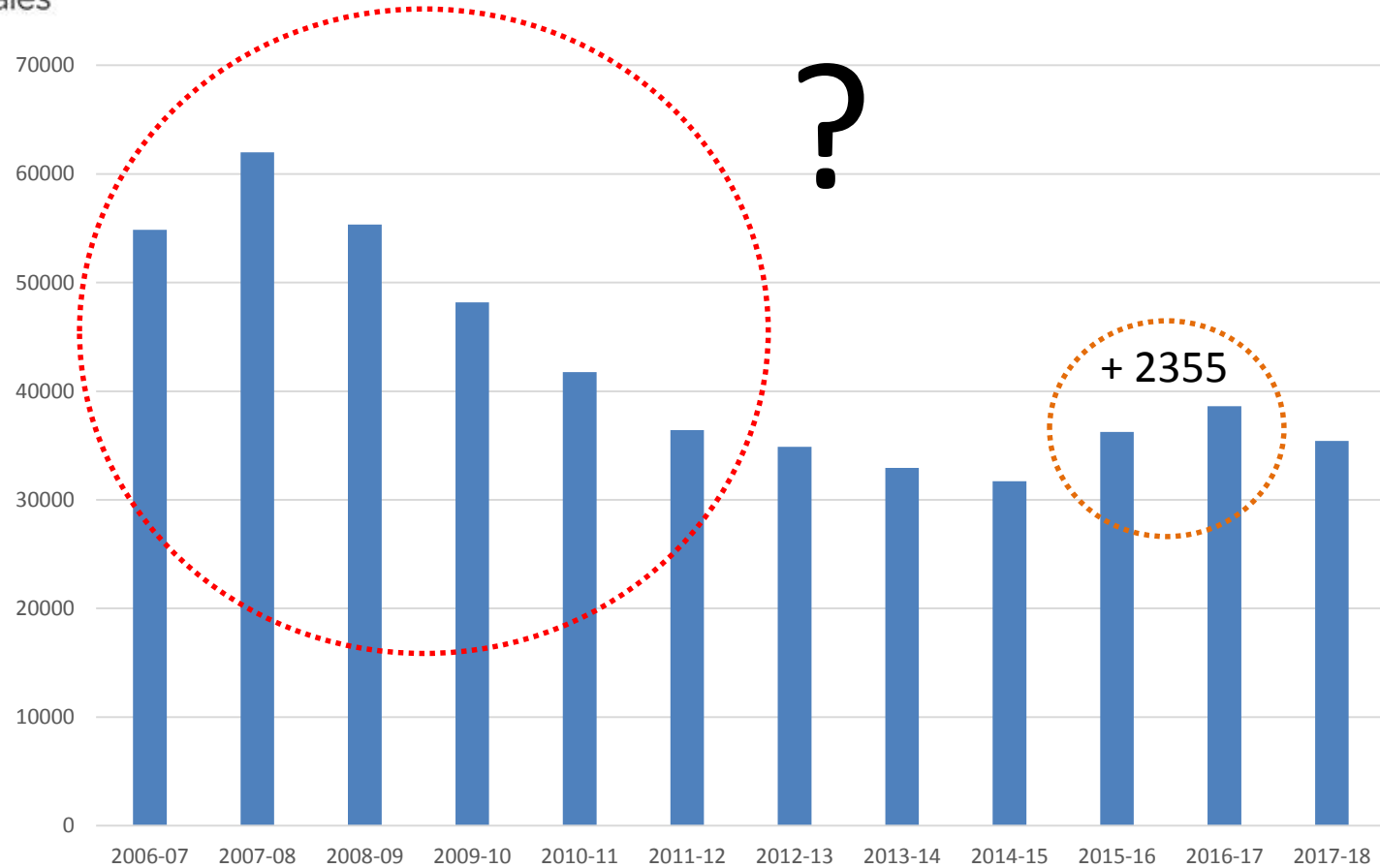
- Not all incidents are reported
- Incidents on private land often not included (including housing associations)
- Figures influenced by changes in:
 - Recording practices
 - Staffing levels and changes
 - Interpretation of guidance

Waste Data Flow Data (Previously Flycapture)



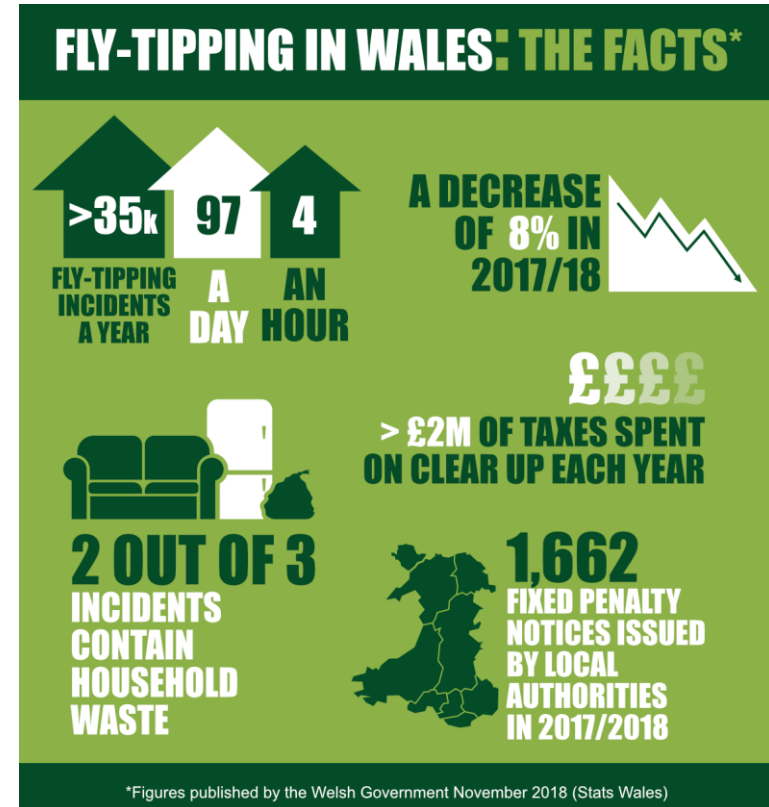


Total Number of Incidents in Wales



Improving National Data

- Produced a '**Best Practice Guide**' for 'Waste Data Flow' to improve **consistency of reporting**
- WDF workshop was held in 2018
- Helping to validate national data submitted by LAs
- Developing **FlyMapper** to enable incidents to be recorded spatially and accurately in the field

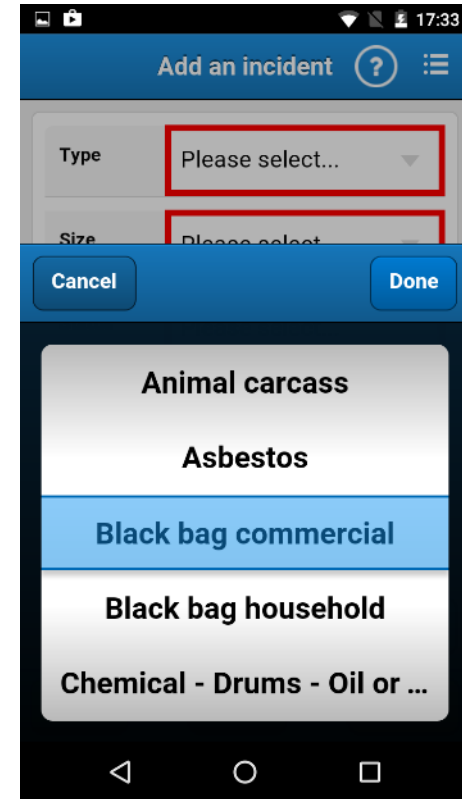


What is FlyMapper?

A web based tool for the field recording of fly-tipping incidents.

FlyMapper has two components:

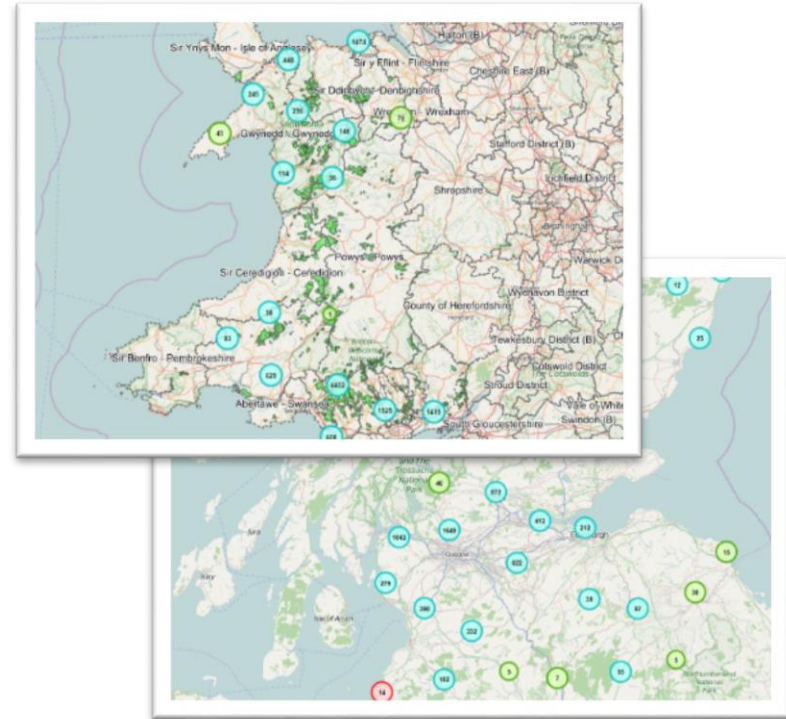
- a mobile application to record the location of incidents along with a photo
- a website where the data can be analysed in more detail.



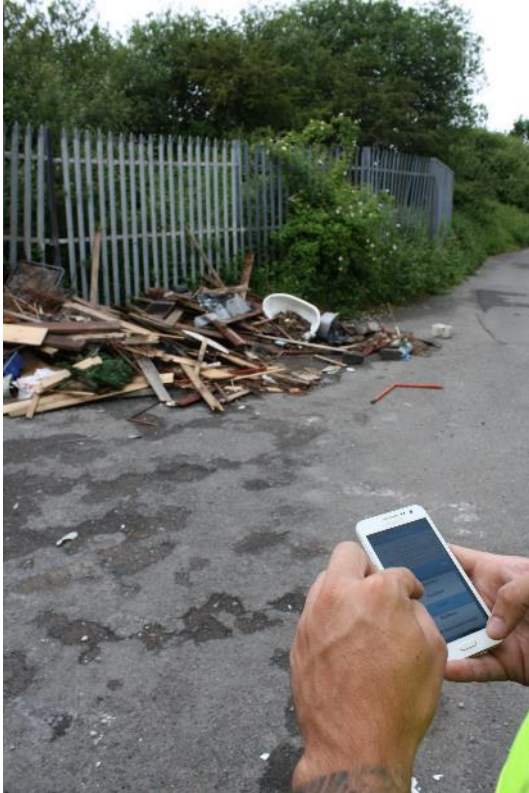
Who is it for?

FlyMapper has been developed as a practitioners tool for the recording and management of substantiated fly-tipping incidents and is **not currently a public reporting tool.**

FlyMapper is licenced for use by all LAs and Private Organisations in Wales free of charge.



Benefits of FlyMapper



- RIPA applications
- Faster evidence retrieval / investigations
- Crime analysis using consistent data
- Reduced paperwork for LA officers and office staff
- Faster response to freedom of Information requests
- Running reports on electoral wards areas
- Monitoring policy changes
- Improved collaboration with wider organisations

Images on FlyMapper can be analysed to ensure that officers are recording waste issues using a **consistent approach**.



Side waste issues captured via FlyMapper

FlyMapper - Mapping hotspots

Identification of hotspot locations allowing for more targeted use of resources



Helping Partners

Some of the ways we can currently assist partners:

- Working Groups
- Online Forums
- Surveillance cameras
- Investigation Manual
- Intelligence sharing pilot
- FlyMapper system
- Signs & dummy cameras
- Press & social media
- Transformation projects
- Educational resources