



Using Data To Improve Place

Use of Data and Intelligence to Improve the Street Scene

Paul Fenn – Neighbourhood Enforcement Manager

Reporting

Reports of fly-tipping come into the Council via different methods:

Public – 63.45%

Online WebForms

Customer Contact Centre

MyTelford App

Contractor Self-Reporting – 7.85%

Contractor Self Reporting

Council Officers / Members – 28.54%

Councillor Ward Walks

Community Liaison Officers

Enforcement Officers

Leader / Member Enquiries

The Council uses the Confirm system to capture and report on these jobs.

*% values for all fly-tips since 1/4/2022

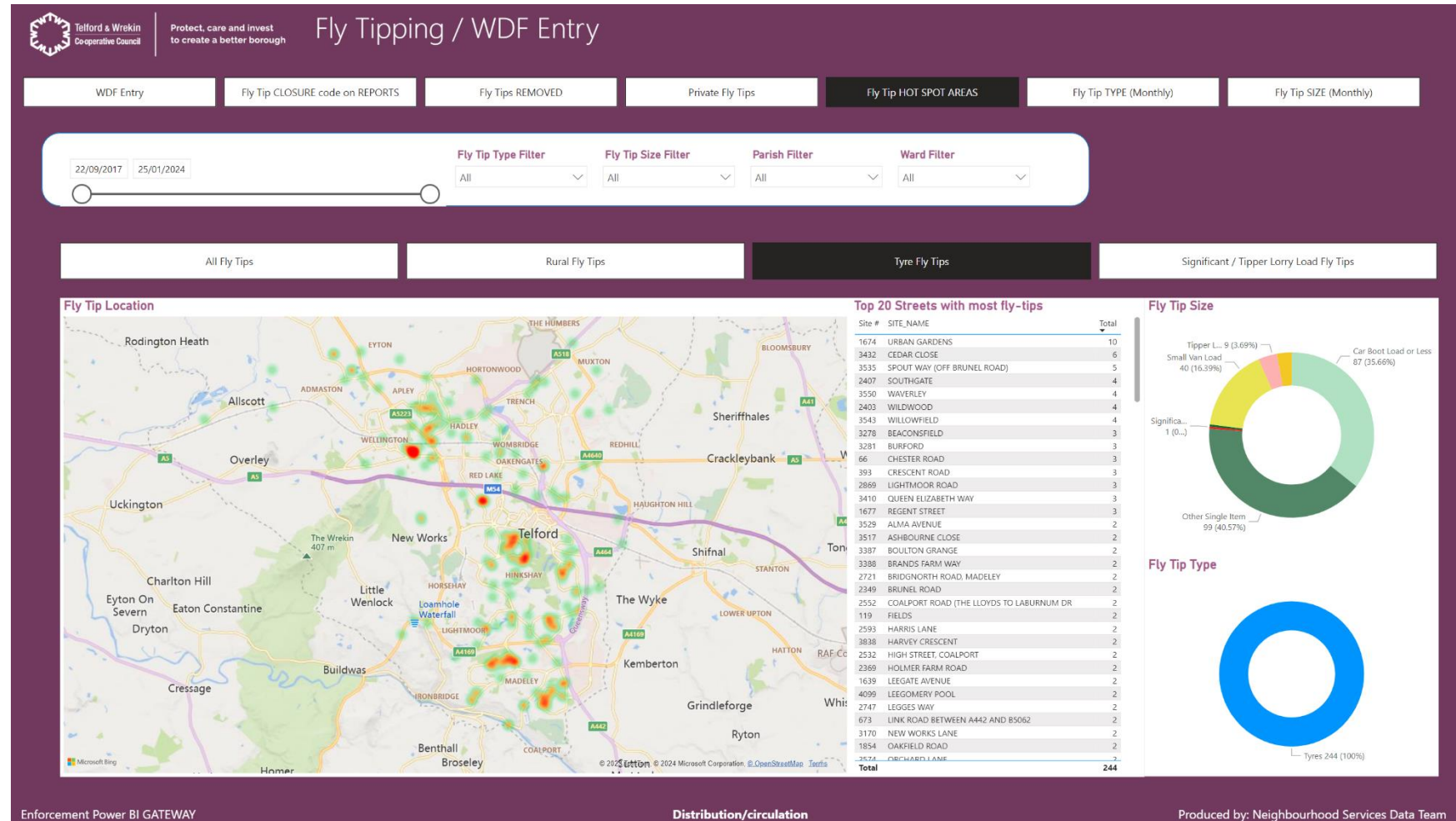


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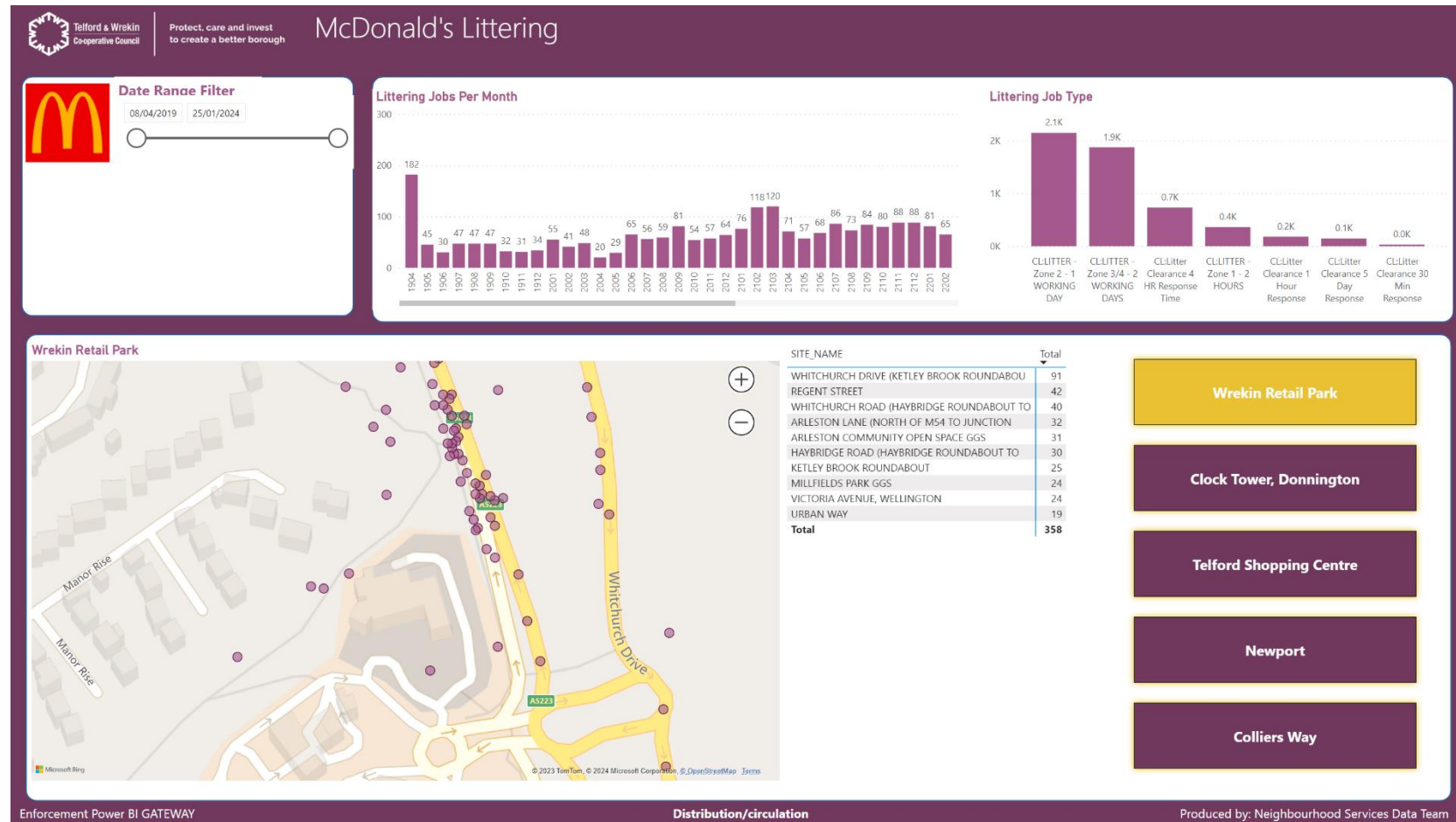
Business Insight / PowerBI

- PowerBI report show hot-spot areas and key priorities (tyres, rural, significant / multiple loads)
- Allows Officers to drill-down the Information to granular targeted intervention



Partnership Working – Best Practice Example

- PowerBI reports used for targeted partnership working (litter picking with McDonalds in key hot-spot areas near restaurants)
- Self-serve PowerBI link
- Long term sustainability



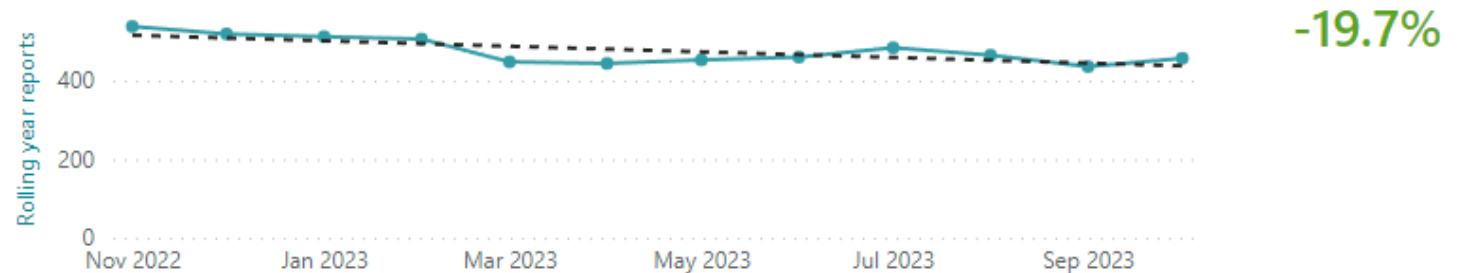
Safer & Stronger Partnership

- Reports of fly-tipping are a key metric used alongside crime and ASB to monitor the impact of the Building Safer & Stronger programme in improving our place
- Trend data is monitored at Lower Layer Super Output Area (LSOA) level.

Change rolling year

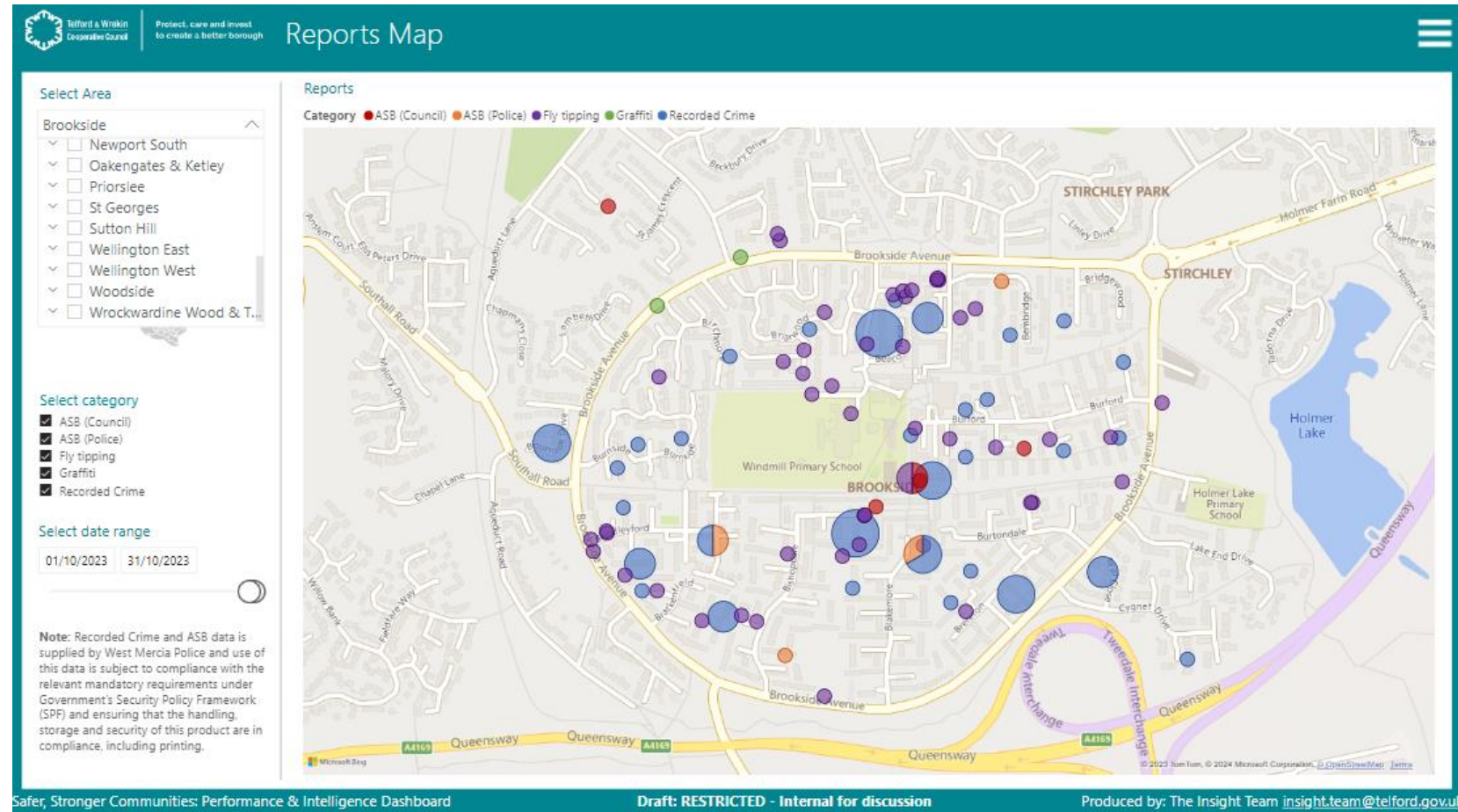
Area	Recorded crime	ASB Police	ASB Council	Fly Tipping
⊕ Apley & Leegomery	-23.5%	-38.0%	-36.0%	76.6%
⊖ Brookside				
Telford and Wrekin 020A	-13.0% ↓	-33.3% ↓	-50.0% ↓	1.5% →
Telford and Wrekin 020B	-21.6% ↓	-46.2% ↓	-14.3% ↓	-14.3% ↓
Telford and Wrekin 020C	-44.6% ↓	-28.0% ↓	-2.6% →	-19.6% ↓
Telford and Wrekin 020D	-31.8% ↓	-29.2% ↓	25.0% ↑	-41.3% ↓
Telford and Wrekin 020E	-28.3% ↓	-16.0% ↓	0.0% →	-23.0% ↓

Fly Tipping change rolling year



Safer & Stronger Partnership

- Fly-tipping reports are mapped alongside reports of crime and ASB and used to gain a detailed understanding of issues in our communities to drive targeted intervention.



Communication & Engagement

- News stories relating to fly-tipping are regularly shared via the council website and social media channels.
- Residents are actively encouraged to report fly tips and share information that might help identify perpetrators.



Fly-tipper hit with hefty fine after council issues CCTV appeal

04 Dec 2023 / 0 Comments

A fly-tipper who dumped construction waste at the back of houses, causing a fire risk, has been tracked down and handed a £1,000 fine following a CCTV appeal by Telford & Wrekin Council.



Telford woman convicted after waste dumped at fly-tipping hotspot

08 Nov 2023 / 0 Comments

A tenant who failed to take reasonable steps to prevent her waste being fly-tipped will have to pay more than £1,500 following a Telford & Wrekin Council prosecution.



Fly-tipping hotspot areas visited by enforcement crews.

18 Sep 2023 / 0 Comments

Enforcement officers from Telford & Wrekin Council have been attending areas with the highest rates of fly-tipping, in a bid to dispel myths and prevent people incurring higher fines.



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Telford & Wrekin Watch

- Telford and Wrekin Watch launched in January 2022.
- Website allows members of the public to support us with the identification of offenders.
- TWW updates on success stories as well as report any environmental offences they witness.
- This website supports investigations with limited evidence as well as 'name and shame'.

If you have witnessed someone fly-tipping

Contact our dedicated team on the confidential hotline where you can share intelligence or give eyewitness reports about people committing offences.

Hotline 01952 388800



Caught on camera



Successful cases



Report it



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Council warns fly-tippers will be caught after landlord fined £300 for dumping

By [Dominic Robertson](#) | [Telford](#) | Published: Jun 30, 2022 | Last Updated: Jun 30, 2022

Fly tippers are being warned they will be caught after a landlord was fined for a sofa, a broken bed, and other waste being dumped near a primary school.



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Engagement & Education

- To support the reduction of environmental crimes.
- Engagement and Education by carrying out 'days of action'
- Walkabouts with multiple agencies, social media, leaflet distributions.
- Effective use of our engagement hub

Fly-tipping hotspot areas visited by enforcement crews.

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Community Action Team Partnership

- Neighbourhood Enforcement Team funded through the Community Action Team Partnership
- Working in partnership Town and Parish councils
- Data provided by Power BI allows the team to focus on key streets
- Power BI maps provided to each Town / Parish council monthly



Mobile CCTV Hub – data led

- The mobile CCTV unit is a significant investment for Telford & Wrekin Council
- The hub increases visibility to reassure the public and provide an additional deterrent
- PowerBi directs the mobile CCTV hub to key locations, often informing the Police of emerging areas of concern
- Reassures local communities that we are listening and acting through a data led approach.



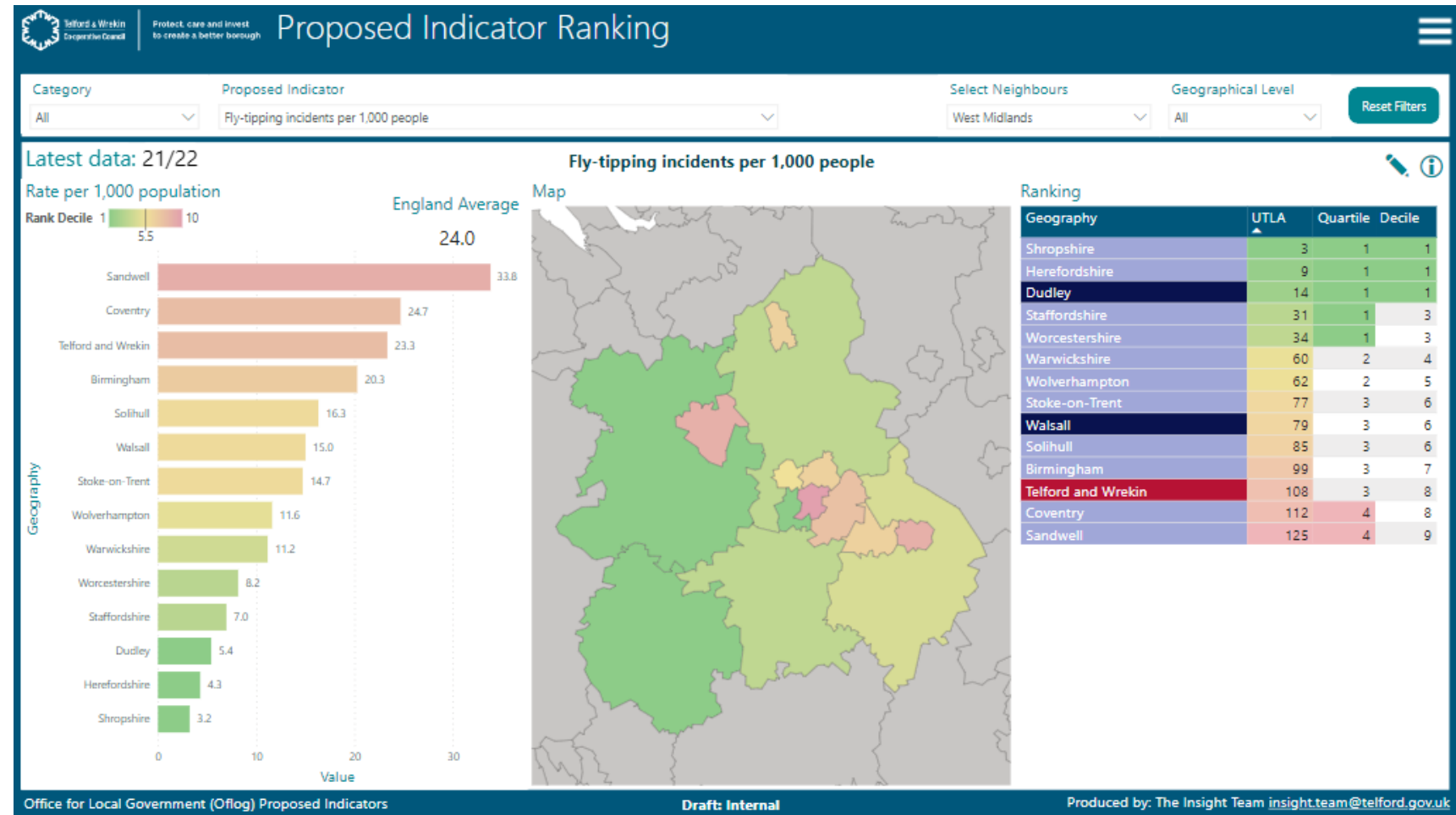
When Data makes a difference

- Using a data led approach, 3 solar powered CCTV cameras have been installed in both rural and urban hotspot locations.
- We also created a steering group to discuss aims, sharing data, information and intelligence.
- We explored all opportunities to combat fly tipping.
- We also strengthened our working relationship with household waste partner and implemented a new policy on tackling trade waste at household recycling centres

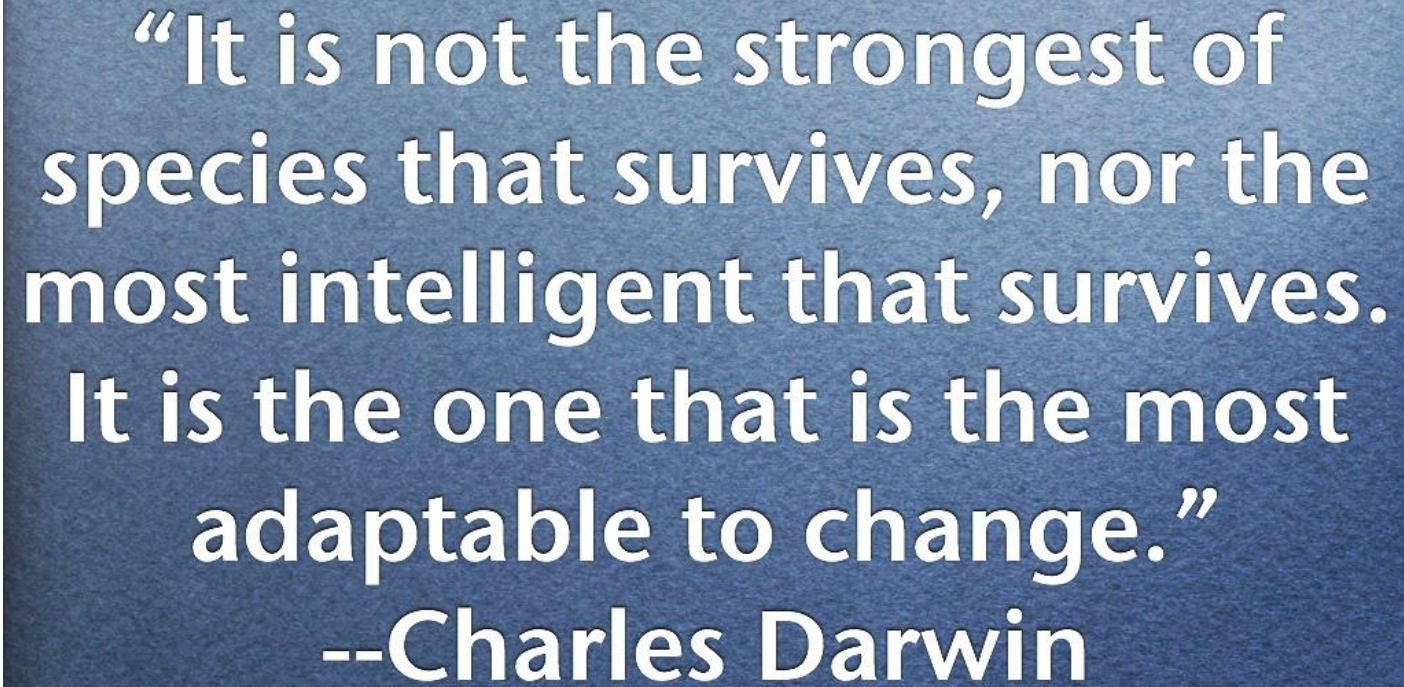


OFLOG

- Fly tipping incidents per 1,000
- Fly tipping enforcement actions per incident
- Fly tipping FPN's per 1,000 population
- Fly tipping FPN's issued per incident



In Summary



“It is not the strongest of species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”
--Charles Darwin

