

Using Behaviour Insights to Tackle Fly Tipping

APSE Street Cleansing Seminar – 13 February 2020

Mike Cockburn, Wirral Council

Behaviour Insights

In 2017, Wirral Council commissioned Behaviour Insights Team to provide solutions to reduce fly tipping.

The BIT was originally set up within the UK Cabinet Office to apply nudge theory within British government. It is now a global social purpose organisation that generates and applies behavioural insights to inform policy and improve public services.

What are Behaviour Insights?

- Our 'behaviour' is different from our intentions, beliefs or attitudes.
- People often suffer from a gap between our intentions and our actions.

→ Understanding how people behave in practice.

How do we change behaviour?



Easy

- Use defaults
- Simplify messages and have a clear call to action
- Reduce friction costs

Attractive

- Attract attention
- Personalise
- Use loss aversion

Social

- Highlight social norms
- Use peer networks
- Encourage commitments & reciprocity

Timely

- Give timely prompts
- Account for present bias
- Help people make plans to achieve their goals

Who Fly Tips and Why?



Poorer and more densely populated areas produce more waste



Rapid population turnover and some evidence of a 'landlord effect'



Cost



Social influences



Environmental and contextual factors

Recommendations to Reduce Fly Tipping

'Quick Wins' (act on immediately)

- Provide clearer information on bins and tips
- Make it easier to book ERIC
- Make it easier to apply for a new bin

Light-touch changes (trial)

- Provide feedback and reminders to reduce missed bin collections
- Test different ways of providing information to discourage fly-tipping
- Make it easy to dispose of waste properly

Intensive staged approach (trial)

- **Begin:** Start with a smaller, more manageable request
 - **Build:** Remove excuses to fly-tip and support the emerging norm
 - **Embed:** Change the environment and increase community engagement
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Quick Wins

- Stickers on recycling bins advising what can go in.
- More streamlined process to find information online.
- Subsidised recycling bins – free.
- Easy online requests for new bins and bulky item collections.

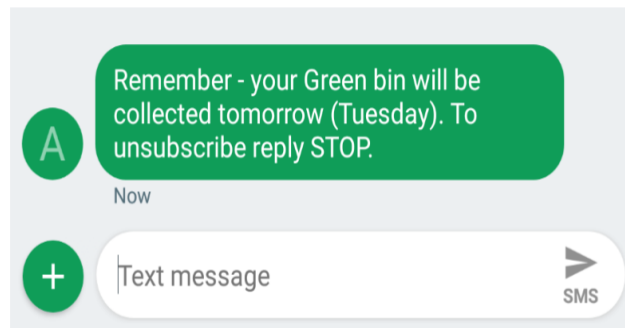
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Light Touch - Text Message Reminder Service

Set up a new text message reminder service via gov.uk Notify to:

- Reduce fly tipping due to missed collections
- Increase recycling
- Establish a new communication channel to use at peak periods or service change (e.g. Christmas or bad weather)



Light-touch changes (trial)

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Intensive Approach

Neat Streets Initiative:

Most alleyways in Birkenhead are unadopted, however Wirral Council cleanses these on a 4-weekly basis.

Problems with fly tipping, poor waste management, bins left out, contaminated recycling bins etc.

23 blocks targeted with 360° action:

- Street cleansing
- Fly tipping removal
- Bins
- Reporting issues found
- Resident engagement

Intensive staged approach (trial)

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Neat Streets - Outcomes

- More than 120 tonnes of fly-tipped waste removed from streets and alleyways.
- 383 streets and 223 entries cleansed.
- Graffiti and fly posting removed from 94 locations.
- 708 contaminated bins emptied.
- 434 abandoned bins removed.
- 114 items of damaged street furniture reported for repair.
- 9 new bins provided to residents.
- 2.7 tonnes of weeds removed from entries.
- 97 bin repairs carried out free of charge.
- 8,851 residents engaged with over the course of the campaign.
- 24 damaged cabinet boxes and phone boxes reported to Openreach and Virgin.



Next Steps

- Investment in Neighbourhood Street Cleansing services.
- More face-to-face engagement with residents.
- More projects involving local schools and communities.



LOVE
Wirral

Thank you

Mike Cockburn, Wirral Council
mikecockburn@wirral.gov.uk

