

ADEPT Awards 2018 – Category 3 Entry – Hertfordshire Fly Tipping Group.

In response to concerns about the seemingly unstoppable rise in fly tipping in early 2016 the Hertfordshire Fly Tipping Group was formed to tackle the problem. The FTG is a multi-agency task force including Hertfordshire's 11 local authorities, the Office of Police & Crime Commissioner, Hertfordshire Constabulary, Hertfordshire Fire & Rescue, the Environment Agency, and the National Farmers Union. The FTG brings together a variety of disciplines from preventative behavioural change work through to intelligence gathering and frontline enforcement operations.

The group quickly published its first 2 year work programme covering key issues such as the conceptualisation, design and implementation of a county wide fly tipping campaign; to the development of a bespoke training academy for frontline enforcement officers designed to equalise upwards the standard of investigations for pursuing more serious cases through the courts

The work of the FTG is supported by funding from Hertfordshire's Police & Crime Commissioner. In addition to the above the funding has supported a number of projects ranging from the provision of specialist cameras to tackle fly tipping; through to the use of hand held technologies to improve how fly tipping incidents are investigated meaning enforcement officers are able to be significantly more productive. Funding for such initiatives is provided on a match funding basis with funding only obtained following a bidding and challenge process to ensure projects are in line with a selection criteria agreed by the FTG.

The impact of the FTG's work is reflected in a significant drop in the number of incidents reported from April 2017 – February 2018 which saw a reduction of 2308 incidents (16.6%) compared to same period in 2016/17. More recently the work of the FTG was recognised at the 2018 Keep Britain Tidy awards, where, led by East Hertfordshire DC the FTG picked up the award for Best Partnership.

In addition to launching a number of new work streams the FTG is currently focused on its multi-channel fly tipping campaign, which launched on Monday, 12th March 2018. The campaign has been simultaneously rolled out by the FTG's 16 different stakeholders groups as well as supported by a range of other organisations such as ASPE, CIWM and Defra. The campaign includes a range of instruments; including specifically designed social media images, a householder leaflet, two short films, special banners for installation on farms and other private land, vehicle banners and a magazine pull out that was included in the county-wide magazine in March 2018, thus ensuring all householders in Hertfordshire have been provided with the necessary information. In the two weeks since the launch of the campaign the first of the FTGs short films has been viewed over 44,000 across the FTGs social media channels.

Innovatively all campaign materials have been deliberately designed so that they can be used by any local authority and / or local authority partnership. To encourage wider adoption the FTG is offering a campaign toolkit to those interested with kits recently provided to a number of other local authorities across the UK.

Tweet

Together with our partners we have been working to #SCRAPflytipping in #Herts. @HertsWasteAware @HertsPCC @Hertspolice @HFRS @NFUHerts @EnvAgencySE @KeepBritainTidy @hertsc

Hertfordshire Fly Tipping Group – supporting images

**LET'S
S.C.R.A.P.
FLY TIPPING!**

**The Hertfordshire
Fly Tipping Group is
working together to
combat fly tipping**

Let's **S.C.R.A.P.** fly tipping
hertfordshire.gov.uk/flytipping

Suspect ALL waste carriers
Check with the Environment Agency on 03708 506 506 that the provider taking your waste away is licensed
Refuse unexpected offers to have waste taken away
Ask what will happen to your waste
Paperwork should be obtained – get a full receipt

Let's **S.C.R.A.P.** fly tipping
hertfordshire.gov.uk/flytipping

Fly tipping is a crime
If **YOU** dump waste in Hertfordshire **YOU** will be prosecuted

Let's **S.C.R.A.P.** fly tipping
hertfordshire.gov.uk/flytipping

FLY TIPPING IS THE ILLEGAL DUMPING OF ITEMS

IT CAN BE AS SMALL AS A SINGLE BAG, TO...

AN ENTIRE TRUCK LOAD OF RUBBISH

Let's **S.C.R.A.P.** fly tipping
hertfordshire.gov.uk/flytipping

Don't let **YOUR** rubbish end up in the countryside
It pollutes the environment, threatens wildlife and costs farmers money to clear

Let's **S.C.R.A.P.** fly tipping
hertfordshire.gov.uk/flytipping

Leaving **YOUR** rubbish around litter bins **IS** fly tipping

Let's **S.C.R.A.P.** fly tipping
hertfordshire.gov.uk/flytipping

Use your Council's bulky waste collection service, don't risk **YOUR** items being fly tipped

Let's **S.C.R.A.P.** fly tipping
hertfordshire.gov.uk/flytipping

Staged fly tip launch event in Dacorum

Attended by (left to right); Jennie Probert, Vice Chair - Hertfordshire Fly Tipping Group, Will Dickinson, Regional Board Chair of the NFU, Duncan Jones, Chair – Hertfordshire Fly Tipping Group, David Lloyd, Police Crime Commissioner for Hertfordshire, Rt Hon Sir Mike Penning MP, Cllr David Collins, Dacorum representatives; Cllr David Collins – Mayor of Dacorum, Cllr Janice Marshall - Cabinet Member for Environmental, Sustainability & Regulatory Services, Craig Thorpe - Group Manager, Environmental Services, David Austin - Assistant Director - Neighbourhood Delivery, Melanie Parr - Environmental Projects Lead and Charlie Hall - Chief Constable for Hertfordshire.



Banners in action



#SCRAPflytipping engagement on social media



Four page spread in county-wide magazine Horizons (delivered March 2018)

LET'S S.C.R.A.P. FLY TIPPING!

Items and bags left... beside street bins and recycling banks, on the floor of communal bin areas, ...or outside closed charity shops...are all FLY TIPPING!

If it's YOUR waste, it's YOUR responsibility. Dispose of YOUR items properly to avoid an UNLIMITED FINE.

Could YOU be fly tipping?

FLY TIPPING IS THE ILLEGAL DUMPING OF ITEMS

IT CAN BE AS SMALL AS A SINGLE BAG, TO AN ENTIRE TRUCK LOAD OF RUBBISH

AROUND TWO-THIRDS of fly tips are household waste

If bins or banks are full, or the shop or centre is closed, take YOUR items away with you. DON'T leave items behind, or YOU could receive a Fixed Penalty Notice up to £600 or face an UNLIMITED FINE.

How YOU can prevent fly tipping

We ALL have a legal obligation, or DUTY OF CARE, to ensure our household or business waste is disposed of correctly. The best way to stop organised fly tipping is to make sure that only authorised waste carriers take your waste away.

YOU should have your own... **WASTE CARRIER**... if you are having household items removed.

Always carry out your own... **WASTE CARRIER**... if you are having household items removed.

Let's S.C.R.A.P. Fly Tipping

Select a waste carrier, do not let them take your waste until they have taken permission to do so from the Environment Agency. Always check the carrier's registration details, then verify them by checking the Environment Agency website. Don't be lulled by the saying 'I'll take your waste away'.

Extend your waste carrier's registration details, then verify them by checking the Environment Agency website. Don't be lulled by the saying 'I'll take your waste away'.

Reprove your waste carrier if you have any doubts about their registration details. If you are not sure, report their details to the Environment Agency.

Skip your waste carrier if you have any doubts about their registration details. If you are not sure, report their details to the Environment Agency.

Approve your waste carrier if you have any doubts about their registration details. If you are not sure, report their details to the Environment Agency.

How YOU can find LEGAL waste carriers:

Always carry out your own... **WASTE CARRIER**... if you are having household items removed.

Always carry out your own... **WASTE CARRIER**... if you are having household items removed.

Why fly tipping is rubbish

It is dangerous to people, animals and the environment.

It is illegal to dump waste on the ground.

It harms the environment and causes pollution.

It encourages illegal fly tipping.

It attracts other illegal fly tipping.

It is responsible for the cost of cleaning up the waste.

Around £800,000 of council tax payers' money is spent cleaning fly tips on public land in Hertfordshire each year. Nearly £50 million in England as a whole. The enforcement costs are an additional £115,000 each year too.

Fly tipping is punishable by an UNLIMITED FINE or IMPRISONMENT.

What else can YOU do with YOUR waste?

Use your household waste and recycling collection service.

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Use your household waste and recycling collection service.

Is YOUR business disposing of its waste correctly?

EVERY business that produces waste in the UK has a legal 'DUTY OF CARE' to manage it properly from the moment it is produced until it is either recycled or disposed of.

OVER 95% of UK businesses are not complying with the law and are in breach of the Environmental Protection Act 1990.

It is YOUR legal responsibility to ensure you are reported under the correct name, and to register to transport WASTE from your premises. The correct paperwork must be kept for at least two years.

A lack of understanding will not stop WASTE inspectors from reporting you.

How YOU can report fly tipping

Fly tipping is an illegal activity. If you see it in action, call the Police on 999 and report it as a crime in progress.

All fly tipping should be reported online to your local council, regardless of whether you see it in progress or have just discovered it.

REPORT HERE: hertfordshire.gov.uk/flytipping

Record as many details as possible

Vehicle registration number

Description of the waste

The location of the tip

The date and time of the tip

Details of the people and vehicles involved

Where the tip was seen

Never put yourself at risk when reporting a fly tip!

What are WE doing?

The information is brought to you by the Hertfordshire Fly Tipping Single - a multi-agency task force working together to combat fly tipping. The group is made up of Hertfordshire's local authorities, Hertfordshire Community Office of the Police & Crime Commissioner, Hertfordshire Fire & Rescue, the Environment Agency, the National Farmers' Union, Hertfordshire's Community Safety Partnership and Hertfordshire TFL.

Visit: hertfordshire.gov.uk/flytipping

Find our campaign:

www.hertfordshire.gov.uk/flytipping

<https://twitter.com/HertsWasteAware>

<https://www.facebook.com/WasteAwarePartnership/>

<https://www.instagram.com/hertswasteaware/>

<https://www.youtube.com/user/HertsWasteAware>

Our two fly tipping films can be viewed here;

www.youtube.com/watch?v=dLGfUGVD8NU

www.youtube.com/watch?v=1E8nQkOb3Eo

Our offer to other local authorities to receive the campaign toolkit;

