



Department
for Environment
Food & Rural Affairs



CCTV, fly-tipping Signage, Litter Bin Stickers & Vehicle Livery

Cambridge City Council – Fly-tipping Intervention Grant

Cambridge council installed **CCTV** and a **mixture of signage to raise awareness** of correct waste disposal and the consequences of fly-tipping. The council also utilised **litter bin stickers, vehicle livery and community engagement** to promote their message further. The project ran for 6 months and overall, the results show a great success with a **reduction of fly-tipping in 9 out of 11 hotspot locations**. The council have also issued 1 fixed penalty notice (FPN).

The Fly-tipping Issue

The council targeted 11 hotspot locations. The locations were a mixture of household/neighbourhood recycling points designed to complement the kerbside collection of household recycling and to provide additional receptacles for waste streams not recycled through household waste such as clothing, batteries, and small electricals. The others were residential hotspots which included a mixture of city, social and private residential areas that had frequent fly-tipping.

The waste fly-tipped at the hotspots included household and commercial waste and varied in size from black bin bags of household waste to large items of furniture.

The nature of the waste suggests that the fly-tipping at residential areas predominantly came from residential properties in the direct locality and little evidence was identified of businesses being responsible. At recycling points, the waste appeared to come from multiple locations, both local and outside of the city boundary.

The Intervention

CCTV: The council purchased 6 re-deployable CCTV cameras to monitor the hotspot locations. The hotspots targeted were those that are more problematic and have

lampposts and a power source available. The council worked in partnership with the Shared CCTV Service (run by Huntingdonshire District Council) to procure, deploy, maintain and manage the cameras. The cameras were deployed both onto county and city council owned lampposts using council contractors. The CCTV images captured are of good quality and contribute towards evidence that the council's enforcement team can use to be able to issue FPNs or prepare a case for prosecution.

Signage: The council introduced various signage at a variety of locations including the recycling centre hotspots and residential areas. The purpose of the signage was to reduce feedback from potential offenders reporting lack of signage being a contributing factor to committing fly-tipping. The council worked with Greater Cambridge Shared Waste Service to develop the materials used in the project, the permanent signage was deployed by the councils Community Engagement team.

The council used SCRAP campaign materials in 2019 for a country-wide campaign on fly-tipping, they decided to use the same materials for this project to have consistent communications, the message provided in the campaign materials is exactly what the council are trying to convey. All of the materials that have been used have been of a suitable quality and easy to use. The project was supported by local relevant images i.e. Images of fly-tipping in Cambridge showing fly-tipping in residents' streets and parks as opposed to generic images.

Litter Bin Stickers: The council installed litter bin stickers at a selection of street litter/recycling bins within the hotspot areas and wider city. The council targeted bins in areas of anti-social behaviour, high footfall, fly-tipping issues and where litter bins are being misused (i.e. for disposal of domestic waste as an extension to their household bins). The council have previously trialled the use of stickers around dog waste disposal.



Recycling Signage: The council installed clear uniformed signage at the recycling points hotspots that conveyed the message around how to recycle waste correctly and the consequence of not recycling using the correct available bins/banks. Most importantly the signs alerted the public to the consequences of fly-tipping.

Fly-tipping Signage: The council designed 2 separate signs; one was to be used after enforcement action had been taken which also recognised the hotspot and the other was an information sign informing residents of household duty of care to prevent fly-tipping. The enforcement sign was installed at locations where fly-tipping had been cleared and on appropriate structures if they were available. The information signs were installed at hotspot areas where fly-tipping is a continuous problem (i.e. communal bin areas) and on appropriate structures if they were available.



For more information on preventing fly-tipping or to report fly-tipping use the link below or scan the QR code
cambridge.gov.uk/report-flytipping
 Contact the council for details of bulky waste collection services
cambridge.gov.uk/arrange-a-bulky-waste-collection



(Enforcement Sign)



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(Duty of Care Sign)

Vehicle Livery: The council decided to trial vehicle livery to raise awareness, the vehicles cover the whole city, including the hotspot locations. The vehicle livery was installed by a local signage manufacturer who printed the signage as well, the council used a mixture of banners, magnetic signs, and vinyl signs. The only issue encountered was the banners used have not fared well and the weather to date has damaged one banner beyond repair.



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Community Engagement: Communication is key to educate residents about what they must do with their waste; and drive home the key message that it is their waste and their responsibility. The council used print media, social media to share campaign messages, targeted Facebook ads in hotspot postcode areas and door knocking in hotspot areas upon discovery of a fly-tip.

During door knocks officers explained to residents that dumping waste is illegal and that there have been incidents of it in their neighbourhood. Advice was given about bulky waste collections that could be booked via the council or using Household Waste Recycling Centre. They were also encouraged to report incidences of fly-tipping and advised that they had a legal duty of care and that failure to comply could result in a £400 fine.

Cambridge City Council
19 Jul · 🌐

If you need to get rid of unwanted items, you can request a bulky waste collection from us: <https://www.cambridge.gov.uk/arrange-a-bulky-waste-collection>

You can also:

- 🍀 Donate it to a charity
- 👉 Sell or give it away
- 🚚 Check if can be taken away by a company delivering a replacement product

Renovating **YOUR property?
It's **YOUR** duty to care
where **YOUR** waste goes**

**Leaving excess
waste next to **YOUR**
bins is fly tipping and
YOU could face a fine
of £400**

Let's S.C.R.A.P. fly tipping
www.cambridge.gov.uk/report-flytipping

ADVICE TO HOUSEHOLDERS

An officer from the Environmental Crime Team has noticed (an) item(s) of waste on your property that could be at risk of being fly-tipped. We would like to make you aware of the following;

FLY TIPPING/DUTY OF CARE

As a householder **YOU** have a Duty of Care to ensure that **YOUR** waste is disposed of responsibly and legally, or is transferred for disposal only to authorised persons. If **YOUR** waste is taken by someone and is fly-tipped, **YOU** may be liable for failing in **YOUR** Duty of Care and may receive a fine of £400 or be prosecuted in the courts, where higher penalties may be imposed.

ADVICE

Move this waste to a location within **YOUR** property that people will not have access to. Follow the S.C.R.A.P code (see reverse) to organise for the waste to be correctly removed without delay. For advice in relation to any of the above, or for further information, please contact:

Environmental Crime Team
envirocrime@cambridge.gov.uk

Arrange a bulky collection by using the link below or scan the QR code:
cambridge.gov.uk/arrange-a-bulky-waste-collection
Or call: 01223 458282

The Result

The council have, over the years, successfully decreased fly-tipping at these hotspot locations through campaign work; the fly-tipping that occurs at these locations now is periodic and can be seasonal due to student influxes, it also tends to spread around an entire area rather than a direct spot. The council also found that fly-tipping appears for weeks on end and then stops completely, at the time of this project the fly-tipping was lower than usual.

The project however has been successful and fly tipping reduced in 9 out of the 11 intervention areas. Feedback from officers suggests that the overall look of most hotspot areas have improved and less excuses have been reported related to lack of signage. This in turn should help to prevent fly-tipping influxes in the future.

The council have redeployed around 50% of the CCTV cameras to alternative locations since the intervention was introduced and have not found that fly-tipping has increased at the hotspots the cameras were removed from. This confirms that the signage also acts as a permanent deterrent. The council have also not noticed displacement to neighbouring or out of area sites.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
Hotspot 1	CCTV camera & signage	1 23 rd March 2023- 26 th June 2023	1 28 th July 2023-16 th October 2023	0% Change
Hotspot 2	CCTV camera & signage	6 23 rd March 2023- 26 th June 2023	0 28 th July 2023-16 th October 2023	100% Decrease
Hotspot 3	New Signage	2 23 rd March 2023- 26 th June 2023	1 28 th July 2023- 16 th October 2022	50% Decrease
Hotspot 4	New Signage	5 23 rd March 2023- 26 th June 2023	3 28 th July 2023- 16 th October 2023	40% Decrease
Hotspot 5	New Signage	2 23 rd March 2023- 26 th June 2023	0 28 th July 2023- 16 th October 2023	100% Decrease
Hotspot 6	New Signage	1 23 rd March 2023- 26 th June 2023	0 28 th July 2023- 16 th October 2023	100% Decrease

Hotspot 7	New Signage	0 23 rd March 2023- 26 th June 2023	1 28 th July 2023- 16 th October 2023	100% Increase
Hotspot 8	CCTV camera & signage	5 23 rd March 2023- 26 th June 2023	0 28 th July 2023- 16 th October 2023	100% Decrease
Hotspot 9	CCTV camera & signage	1 23 rd March 2023- 26 th June 2023	0 28 th July 2023- 16 th October 2023	100% Decrease
Hotspot 10	New signage	3 23 rd March 2023- 26 th June 2023	2 28 th July 2023- 16 th October 2023	33% Decrease
Hotspot 11	New Signage	1 23 rd March 2023- 216 th June 2023	0 28 th July 2023- 16 th October 2023	100% Decrease

Data Source: Alloy (Cambridge council recording system)

Other Relevant Data

Enforcement: Since introducing the CCTV cameras, the council have issued 1 FPN. The footage obtained by the CCTV, together with the evidence collated by the enforcement team, made this successful.

Feedback

What went well?

The procurement, installation and management of the re-deployable CCTV cameras has gone well. The camera processes and management have been aligned with the static CCTV cameras that the council has and included within relevant DPIA and GDPR assessments/audits. A simple process has been set up to allow wider teams (such as housing and environmental health) to request deployment of the cameras for fly tipping and waste crimes within their individual hotspot areas.

The development of the recycling centre signage has been positive, the need for individual signs for different sites (depending on the waste streams recycled there) has been removed,

meaning that if sites change, the signs are no longer obsolete. New signs have also empowered the enforcement team to challenge excuses around lack of signage when dealing with those responsible for dumping waste.

The development of the vehicle livery has also been positive in that street cleansing operatives are now able to direct residents and members of the public on how to report fly tipping by referring to their vehicles.

Moving forward the council will be making changes to the way in which it responds to fly tipping. The council will also be looking to deploy CCTV cameras to hotspot areas and try to deal with every incident of fly tipping within these hotspot areas.

What barriers have you faced trying to complete the project?

The biggest barrier for the council was having to contend with the pre-election period (which in Cambridge is every year), it meant that launching a project before June was not feasible and again pushed the timeline for delivery.

The timeline given for the project from confirmation of the grant has proved the most difficult. The timeline was very short and meant that not as much time for planning campaign materials was available as the council would have liked.

What key information would you pass on so others can deliver this project?

Development of materials to tackle fly tipping has to be a council-wide project, it cannot be delivered by one team without support of the wider council network. This has been learnt from the input that all of the relevant team representatives brought something to the project group and is practice which the council would replicate again.

The council would certainly revisit the vehicle livery methods with sufficient time and money and consider the most appropriate signage. Having used a mixture of banners, magnetic signs, and vinyl signs, the council would note that the vinyl signs are the most dependable and are worth the time and investment.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
Re-deployable CCTV Cameras	Dahua Technology	3,254.20	6	£19,525.20
CCTV installation (lampposts)	Cambridge City Council	600	6	£3,600
Vinyl Signs (Vehicle Livery)	Footprint Signs and Graphics	493.44	6	£2,960.64

Magnetic Signs (Vehicle Livery)	Cambridge Print Solutions	68.13	8	£545.04
Banners (Vehicle Livery)	Cambridge Print Solutions	114.51	2	£229.02
Vehicle Livery and signage design	Cambridge Print Solutions	470	1	£470
A5 Litter Bin Stickers	Cambridge Print Solutions	0.49	1000	£490
Fly tipping signage for recycling centres	Cambridge Print Solutions	164.75	12	£1,977
Fly tipping signage for hotspots A3 & A4 Foamex	Cambridge Print Solutions	8.21	35	£287.35
Fly tipping Signage for hotspots A3 & A4 Dibond	Cambridge Print Solutions	12.25	44	£539
Fly tipping signs for hotspots A3 & A4 Correx	Cambridge Print Solutions	2.86	300	£858
Fly tipping sign fixings (selection of banding sizes)	Start Traffic UK	403.15	1	£403.15

Fly tipping signs installation costs	Cambridge City Council	4733.72	1	£4,733.72
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Contact Details

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Defra’s Fly-Tipping Intervention Grant: The Fly-tipping Intervention Grant supported projects trialling approaches and interventions to tackle fly-tipping. Administered by Rural Payments Agency (RPA) on behalf of Defra, this grant provided capital funding for projects at known fly-tipping hotspots that showed the potential for improving infrastructure, raising awareness, and supporting enforcement activity.