

**CENTRE FOR
SOCIAL
INNOVATION**



INSIDE THE HEAD OF FLY-TIPPERS

AUGUST 2017

Contents

| | | |
|--------|--|----|
| 1. | Executive Summary | 3 |
| 2. | Introduction | 10 |
| 3. | Methodology | 11 |
| | Results | 13 |
| 4. | Waste services used by residents | 13 |
| 4.1 | When do people need to get rid of unwanted items and waste | 13 |
| 4.1. | Waste services used by respondents | 13 |
| 4.2. | Resident perceptions of council waste services | 14 |
| 4.2.1. | The local tip | 14 |
| 4.2.2. | Recycling banks | 20 |
| 4.2.3. | Council waste collection service | 22 |
| 4.3. | Communications and sources of information | 23 |
| 5. | Household fly-tipping behaviours and drivers | 24 |
| 5.1. | Fly-tipping behaviours | 24 |
| 5.2. | Awareness and perceptions | 26 |
| 5.2.1. | Communicating about waste and fly-tipping | 29 |
| 5.3. | Expectation that the fly-tipped item will be collected quickly | 30 |
| 5.4. | Perception of helping others | 31 |
| 5.5. | Duty of Care and enforcement | 32 |
| 5.6. | Personal obligation and values | 34 |
| 6. | Targeting specific fly-tipping behaviours | 36 |
| 6.1. | Fly-tipping of charity donations | 36 |
| 6.2. | Leaving items out for scrap dealers | 39 |
| 6.3. | Fly-tipping at recycling banks | 41 |
| 7. | Recommendations | 43 |
| 8. | Conclusion | 46 |
| | Appendix A – Waste services used (data tables) | 47 |
| | Appendix B – Fly-tipping behaviours and profiles | 54 |
| | Neighbourhood area type | 54 |
| | Gender | 56 |
| | Age group | 57 |
| | Car ownership/access | 59 |
| | Employment status | 61 |
| | Home accommodation type | 63 |
| | Appendix C – Online survey questionnaire | 65 |

1. Executive Summary

This report presents research conducted by Keep Britain Tidy in partnership with Welwyn Hatfield Council, Stevenage Council and the Hertfordshire Waste Partnership to better understand the triggers and barriers that lead to the fly-tipping of household waste. As part of the project, the partners conducted a workshop with other stakeholders from across Hertfordshire to co-design interventions to address fly-tipping using insights from the research. The workshop produced a number of behavioural intervention ideas that are presented in a separate report, *Interventions to address household fly-tipping behaviours*.

Methodology

Desk research, focus groups and an online survey were conducted as part of this research.

The desk research involved a review of available fly-tipping data provided by Welwyn Hatfield and Stevenage councils and the Hertfordshire Waste Partnership. This identified the most prevalent types of household fly-tipping and hotspot locations across the boroughs. The research was used to inform the focus groups and online survey conducted in the research, firstly by allowing the recruitment of focus group participants to be targeted to specific hotspot locations within the boroughs, and secondly, by allowing Keep Britain Tidy to ensure that the subsequent research covered topics that were most relevant to the types of household fly-tipping most prevalent in the two boroughs.

Three focus groups were conducted with 33 residents of Welwyn Hatfield and Stevenage boroughs. The aim of these was to understand in depth the behavioural drivers of fly-tipping. The first two focus groups were conducted with residents from each borough. Participants of these focus groups were recruited via on-street interviews at hotspot locations and must have been living in the area for more than one year. Recruitment quotas were used to ensure that the demographic profile of participants was representative of the broader populations of Welwyn Hatfield and Stevenage. The third focus group was with participants from fly-tipping hotspot locations in both Welwyn Hatfield and Stevenage, with participants who had admitted to disposing of waste or an unwanted item in a way that is classified as fly-tipping within the last two years.

Finally, an online survey was conducted with 1,017 residents of Welwyn Hatfield and Stevenage boroughs. The aim of the survey was to verify and build on the findings from the focus groups. Respondents were invited to participate by telephone and were targeted to ensure that the demographic profile was representative of the broader populations of the boroughs.

Results

Waste services used by residents

- Generally, residents can need to dispose of unwanted items and waste at any time, however specific triggers of the behaviour include:
 - When moving house
 - When clearing out (the house, the garage, a specific room)
 - When replacing white goods, mattresses and other items
 - When decorating
 - When gardening
 - When having people to stay and needing to clear up
 - After a party (generally large volumes of glass bottles and cans).
- The waste collection and disposal services most commonly used by respondents were:
 - the local tip (73%)
 - charity store/charity collection services (61%)
 - recycling banks (e.g. in a supermarket car park) (46%)
 - online classifieds websites/social media sites (e.g. via Ebay, Gumtree or Shpock) (30%)
 - the council's waste collection service (29%).
- The top five mostly commonly used services were generally consistent across all demographic subgroups (neighbourhood type (urban, suburban, rural), gender, age group, car ownership/access, employment status and household accommodation type), with the following exceptions:
 - 18-24 year olds were less likely to use their local council waste collection service and more likely to give unwanted items away for free via online platforms
 - Respondents aged 65 and over and retirees were least likely to use online platforms to sell or give away unwanted items, and were most likely to use a retailer removal service or trade-in scheme
 - Students and self-employed respondents were less likely to use the local council collection service compared to other employment status groups.
 - Survey respondents who did not have access to a car were significantly less likely to use their local tip to dispose of unwanted items and more likely to use a charity store/charity collection service instead.

Resident perceptions of council waste services

- Overall, participants saw value in using their local tip to dispose of unwanted items, but expressed frustration about inconvenient tip opening hours, long queues (which they felt could lead to fly-tipping) and unfriendly staff. There was also a lack of understanding that those using commercial vehicles could apply for free permits to dispose of personal household waste at tips.
- There was a lack of awareness that leaving recyclables next to recycling bank bins is classified as 'fly-tipping', even when the bins are full. When the focus group participants were made aware of this, they expressed frustration that the bins were not emptied frequently enough and felt that having made an effort to recycle, councils were not meeting their obligations.
- Council bulky waste collection services were viewed as expensive and

inflexible compared to alternative options for getting rid of waste, and were generally not used by the focus group participants for this reason. The most important factor for participants when deciding how to get rid of waste was convenience.

- Positively, the majority of research participants said that they look up their local council website when seeking information about the different ways they can get rid of waste and unwanted items. This suggests that council websites could be a powerful tool for communicating a range of waste issues and service not currently addressed on the relevant webpages.

Fly-tipping behaviours

- Overall, 40% of online survey respondents said that they had done at least one thing that is classified as 'fly-tipping', while almost a third (31%) of respondents said that they had done more than two of the fly-tipping behaviours.
- The fly-tipping behaviours most commonly self-reported by respondents were:
 - Leaving charity donations outside a charity store (23%)
 - Leaving charity donations next to charity donations bins (19%)
 - Leaving household items out on the street or in a public place for a scrap dealer who might like it (10%)
 - Leaving recyclables next to a public recycling bin (10%)
 - Leaving household items out on the street for someone else who might like it for free (9%).
- Overall, respondents who lived in urban areas were more likely to say that they had fly-tipped (46%) compared to those living in rural (38%) and suburban (37%) areas.
- Females were slightly more likely to say that they had fly-tipped (41%) compared to males (38%), and this was consistent across all of the different fly-tipping behaviours.
- Younger respondents, particularly those aged 18-24 (63%) and 25-34 (57%), were more likely to say that they had fly-tipped compared to those from older age groups overall. In particular, 18-24 year olds were significantly more likely than the other age groups to say that they had left an unwanted item on the street or in a public place because they 'had to get rid of it quickly' (14% of 18-24 year olds reported this compared to less than 5% across all other age groups).
- Respondents who did not have regular access to a car were more likely to say that they had fly-tipped (48%) compared to those who did (38%), and this particularly related to leaving recyclables and bags of rubbish next to public bins.
- Students were significantly more likely to fly-tip (70%) compared to those in other employment status groups (working full/part time, retired, unemployed, etc. – all 44% or less). Specifically, students were most likely to leave charity donations next to bins/outside shops, recyclables next to public recycling bins, and household items in the street or another public place because they needed to get rid of it quickly. It should be noted that these findings are based on

proportions, therefore in areas with small student populations, while students appear to be most likely to fly-tip, this does not necessarily mean that they are contributing the most towards the overall number of fly-tipping incidents. Where student populations are high, it is likely that fly-tipping by students increases at the end of the academic year, when students move out of their (on- or off-campus) university accommodation. In Hertfordshire, universities and colleges can finish anywhere between May and July, depending on their year level and exams schedule. However, it is important that students are engaged on waste issues well in advance of this time of year, when students will tend to prioritise study and other commitments, and we have made recommendations to this end below.

- Respondents who lived in apartments were more likely to say that they had fly-tipped compared to those who lived in houses.

Drivers of fly-tipping behaviours

- There was a clear lack of awareness about what constitutes ‘fly-tipping’ amongst both the focus group and online survey respondents, and many of the focus group participants said that they did not realise they had been fly-tipping until they were made aware of this during the focus group session.
- When asked ‘what is fly-tipping?’, respondents tended to recall large scale and messy dumping of furniture, building materials, mattresses and white goods in natural spaces, roadside ditches and alleyways, rather than more single items dumped on the street or next to bins. This appears to contribute to people generally not seeing themselves or people they know as ‘fly-tippers’.
- The biggest driver of fly-tipping behaviour by residents appears to be an expectation that the fly-tipped items will be collected quickly. Participants said that items they see left out on the street, or that they leave out themselves, are often collected quickly and without repercussions. Many did not even know who took the items, but assumed that it was either a scrap dealer or someone else who wanted to use the item. Therefore, by collecting fly-tipped items, councils may be reinforcing this behaviour.
- Many focus group participants were motivated by a feeling of ‘helping someone out’ when it came to leaving items out for others to take for free, giving these to scrap dealers or donating at charity bins and shops. Many also saw the behaviour as an effective way to ‘recycle’.
- Understanding of Duty of Care responsibilities was relatively low amongst survey respondents, with only 28% correctly identifying that they would be legally responsible if a waste item they had collected by someone else was subsequently fly-tipped.
- There was a high level of awareness of the legal consequences of fly-tipping (80% of survey respondents said that offenders could receive a fine, 59% said that they could go to court and 52% said that they could get a criminal record). However, the perceived threat of enforcement was very low, with only 11% of respondents saying that it was likely that a person who fly-tipped would get caught.

- Survey respondents who said that they had fly-tipped displayed lower levels of personal obligation to hold onto waste items until they could dispose of them responsibly when presented with minor challenges, such as bins being full and the tip being closed, compared to respondents who hadn't fly-tipped.

Fly-tipping of charity donations

- Fly-tipping of charity donations was done by people from all demographic sub-groupings, but was most likely to be done by people who were one or more of the following:
 - living in an urban area
 - female
 - aged 18 to 34
 - a student
 - living in a shared household (house, apartment or bedsit).
- The key behavioural drivers of fly-tipping of charity donations are:
 - a lack of awareness that it is considered 'fly tipping'
 - a perception that if the items are contained and in a location where it's easy to pick up, then 'it's fine'
 - a perception that it's for a 'good cause' and that someone else will be able to find a use for the items
 - a perception that it's more socially acceptable than other types of fly-tipping.

Leaving items out for scrap dealers

- The main predictor of this behaviour appears to be whether the resident lives in an area where 'rag and bone man' services are most active. In these pockets, use of the service (and leaving items out on the street for this) appears to be a social norm. The focus groups research suggests that 'rag and bone man' services are more active in Stevenage, however the proportion of online survey respondents who admitted to fly-tipping items intended for scrap dealers was equal across both boroughs (11% in Welwyn Hatfield and 10% in Stevenage).
- Those who use 'rag and bone' services are most likely to:
 - live in rural and suburban areas
 - be female
 - be aged 35 and over
 - be employed part time, self-employed, a part time student, a full time carer/stay at home parent or retired
 - live in a semi-detached or terraced house.
- Rag and bone service providers can be very proactive in how they target locations and people for scrap metal. For example, some spoke of being visited by a rag and bone man asking if they have anything to be collected and in one instance, an item was taken from the front yard of a household that had been intended for council bulky waste collection.
- Participants displayed little concern about what happens to their waste once it has been collected by a scrap dealer, with one even identifying that unwanted parts could be fly-tipped rather than disposed of responsibly.

- Those who gave items to scrap dealers felt that they were ‘doing a good thing’ by helping someone out who could make money from the scrap metal. Convenience and zero-cost were also key factors.
- Overall, those who had fly-tipped an item intended for scrap dealers were significantly more likely to see this as a socially acceptable behaviour and say that they did not realise it was considered ‘fly-tipping’ compared to those who said that they had not done this type of fly-tipping.

Fly-tipping at recycling bins

- Those who said they had fly-tipped at recycling bins were most likely to:
 - live in an urban or suburban area
 - be aged 18-24, followed by 25 to 34
 - not own or have regular access to a car
 - be a student
 - live in a shared household.
- The key behavioural drivers of fly-tipping at recycling bins are:
 - a lack of awareness that the behaviour is classified as fly-tipping
 - a perception that the items will be collected soon
 - a perception that if the bins are full, it’s what people should do as they are in a place where they will be collected anyway.
- Full bins were used as an excuse for fly-tipping at recycling bins, with focus group respondents blaming the local council for not delivering on their ‘end of the bargain’ when it comes to recycling.

Recommendations

Based on the findings of the research, Keep Britain Tidy has eight recommendations for tackling household fly-tipping in Welwyn Hatfield and Stevenage. Many of these will also be applicable for those seeking to address household fly-tipping in other areas. The recommendations are summarised below and detailed in the main body of this report.

1. Trial ‘crime scene investigation’ tape to address the expectation that fly-tipped items will be collected quickly and without repercussions
2. Conduct research to better understand ‘rag and bone man’ services
3. Use relevant images of fly-tipping, plain language and values-based communications
4. Install ‘last collected by’ or ‘next collection due’ signage at recycling banks
5. Consider installing bin sensors at recycling banks
6. Work with charity shops and organisations to improve awareness and perceptions about fly-tipping of charity donations, and to improve donations infrastructure

7. Make local tips easier and more attractive for residents to use
8. Consider reviewing current bulky waste collection services and promote alternative waste services.

2. Introduction

Fly-tipping is of increasing concern to local land managers. Despite the cuts to local authority budgets, demand for their services remains constant and fly-tipping continues to be a key issue. Last year, local authorities dealt with nearly 900,000 incidents of fly-tipping, an increase of 5.6 per cent on the previous year, with nearly two thirds involving household waste¹. Feedback suggests that household fly-tipping is one of their biggest priorities as local authorities and they are continually looking for effective, low cost solutions to tackle the problem.

With this in mind, this year Keep Britain Tidy partnered with Welwyn Hatfield Borough Council, Stevenage Borough Council and the Hertfordshire Waste Partnership to conduct research to better understand the behavioural drivers of fly-tipping. Using the insights from this research, the partners, alongside other stakeholders from across Hertfordshire, came together in a workshop to co-design interventions to address fly-tipping. Selected interventions will be piloted in partnership with local authorities, and robustly monitored and evaluated, with a view to scaling effective interventions for broader impact.

This report presents the findings from the research conducted by Keep Britain Tidy and makes recommendations for tackling household fly-tipping. While the research explored fly-tipping in Welwyn Hatfield and Stevenage boroughs specifically, many of the findings and recommendations are likely to be applicable in other areas. The co-design workshop produced a number of behavioural interventions and other ideas for tackling household fly-tipping, which are provided in a separate report, *Interventions to address household fly-tipping behaviours*.

2.1. Aim and objectives

The aim of the project was to better understand fly-tipping behaviour and to develop new interventions to prevent household fly-tipping in Stevenage and Welwyn Hatfield boroughs.

The objectives were:

- To gather insights to better understand the triggers and barriers to fly-tipping behaviour
- To use these insights to develop targeted interventions to prevent fly-tipping in partnership with Stevenage Borough Council, Welwyn Hatfield Council, the Hertfordshire Waste Partnership and other key stakeholders. These interventions will be piloted through a future project in 2017/18.

¹ National Fly-tipping Prevention Group website, accessed 31.03.16

3. Methodology

The research was conducted in four phases:

Phase One: Desk Research

An analysis of fly-tipping data collected by Stevenage Borough Council and Welwyn Hatfield Council between April 2015 and September 2016 was conducted by Keep Britain Tidy. This data comprises a record of all reported incidents of fly-tipping on public land within the boroughs, including the type, size and location of fly-tip, and the action taken by the local authority in response to the fly-tip (e.g. issuing a warning letter or Fixed Penalty Notice to the perpetrator). This information was used to inform the design of the Phase Two research in two ways. Firstly, it identified, by street name, the household fly-tipping hotspots across the two boroughs, which allowed Keep Britain Tidy to target its recruitment of participants in the focus groups specifically towards people who lived at or within a ten minute walk of those locations. Secondly, it allowed Keep Britain Tidy to ensure that the topics covered in the focus groups were relevant to the types of fly-tipping (and related behaviours) most prevalent in the two boroughs.

Phase Two: Focus Groups

The aim of Phase Two was to identify and understand in depth the behavioural drivers that lead to fly-tipping in Welwyn Hatfield and Stevenage. Three focus groups were conducted with a total of 33 participants, who were invited to participate via on-street surveys conducted by Feedback Market Research to ensure that they met the criteria for participation:

- Welwyn Hatfield focus group – one focus group in Welwyn Garden City town centre with 12 residents of Hatfield, South Hatfield and Welwyn Garden City, which were identified as fly-tipping hotspot locations. Participants must have been living in the area for more than one year and were recruited to meet a quota that was representative of the demographic profile of Welwyn Hatfield.
- Stevenage focus group – one focus group in Stevenage town centre with 11 residents (one resident did not attend) who lived at or within ten minutes' walk of one of 15 identified fly-tipping hotspot locations (all streets or roads in Stevenage). Participants must have been living there for more than a year and were recruited to meet a quota that was representative of the demographic profile of Stevenage.
- Fly-tippers focus group – one focus group with 10 residents who lived at or regularly visited (at least once per week) one of 13 fly-tipping hotspots in Hatfield, Welwyn Garden City and Stevenage. Participants were recruited if they admitted to having disposed of waste in a way that is classified as fly-tipping within the last two years.

Phase Three: Public Perceptions Research – online survey

The aim of the online survey was to verify and build on the findings from Phase Two of the research. An online survey was conducted with 1,017 residents – 615 from Stevenage and 402 from Welwyn Hatfield². The online survey respondents were invited to participate by Feedback Market Research by telephone. The online survey was hosted by SurveyMonkey and lasted approximately 10 minutes. The questionnaire used in the survey is included in Appendix C.

All research was designed, conducted and analysed by Keep Britain Tidy's Centre for Social Innovation.

² The target response rate was 1,200 in total, giving a response rate of 85%.

Results

4. Waste services used by residents

4.1. When do people need to get rid of unwanted items and waste

Focus group participants were asked when they are most likely to need to get rid of an unwanted item or waste that they can't put in their regular household waste and recycling bins. Generally, participants felt that this could be at any time, however a number of specific activities were identified:

- When moving house
- When clearing out (the house, the garage, a specific room)
- When replacing white goods, mattresses and other items
- When decorating
- When gardening
- When having people to stay and needing to clear up
- After a party (generally large volumes of glass bottles and cans).

4.2. Waste services used by respondents

When asked what services they have used to get rid of unwanted items that can't put in their household waste and recycling bins, respondents were most likely to say their local tip (73% of respondents) and/or a charity store or charity collection service (61% of respondents) (Table 1).

Table 1: Waste services used by respondents

| Waste service used | % of respondents | Count of respondents |
|--|------------------|----------------------|
| I took it to my local tip | 73% | 740 |
| I took it to a charity store/organised a charity collection | 61% | 621 |
| I took it to a recycling bank (e.g. in a supermarket car park) | 46% | 471 |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 30% | 301 |
| I used my local council's waste collection service | 29% | 293 |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 20% | 208 |
| A company that I made a new purchase from took it away (retailer removal or trade-in scheme) | 18% | 179 |
| A trade person doing works on my house took the item away | 12% | 124 |
| I hired a skip | 12% | 121 |
| I used a 'rag and bone' service | 11% | 109 |
| I sold it via a garage sale or car boot sale | 9% | 89 |
| I burnt it (e.g. in my backyard) | 7% | 73 |
| The company that I purchased it from took it away (retailer take-back scheme) | 6% | 65 |
| I used a private waste collection service (e.g. a 'man with a van') | 4% | 45 |
| I left it on the street for someone else who might like it for free | 4% | 38 |
| I put it in someone else's skip | 2% | 18 |
| I left it out in a public place | 1% | 11 |
| Other | 1% | 13 |

Base: All respondents - 1,017.

The tables included in Appendix A provide a breakdown of the waste services used by respondents by borough, neighbourhood type (urban, suburban, rural), gender, age group, car ownership/access, employment status and household accommodation type. Across almost all of these groups, the five most utilised services (based on the number of respondents who said that they used it to get rid of unwanted items) were consistently:

- the local tip
- a charity store/collection service
- a recycling bank
- an online platform for selling the item, such as Ebay or Shpock
- the local council waste collection service.

There were a number of exceptions to this trend:

- 18-24 year olds were less likely than all other age groups to use their local council waste collection service (18% of 49 respondents), and more likely to give unwanted items away for free via online platforms instead (22%).
- Respondents aged 65 and over and retirees were least likely to use online platforms to sell or give away unwanted items, and were most likely to use a retailer removal service or trade-in scheme, whereby the retailer that they purchase a new item from takes away the old item being replaced.
- Students and self-employed respondents were generally less likely to use the local council collection service compared to other employment status groups. Respondents in the self-employed group include tradesmen who were more likely to have access to a van for transporting bulky materials, meaning that they may not need to use the council collection service.
- Survey respondents who did not have access to a car were significantly less likely to use their local tip to dispose of unwanted items (45% of 117 respondents compared to 77% of 860 respondents with access to a car). These respondents were more likely to use a charity store/collection service to get rid of unwanted items.

4.3. Resident perceptions of council waste services

The focus group participants provided further insights into residents' use of council waste services, including the perceived advantages and disadvantages of these. These are discussed below.

4.3.1. The local tip

Almost all focus group participants said that they used their local tip to get rid of unwanted items or waste. Participants were generally aware of, and used, more than one tip location. For example, a number mentioned looking up and visiting an alternative tip when their local tip was closed, while others fitted tip visits around other activities, such as when travelling to work or running errands. It should be noted that all of the focus group participants had regular access to a car. The online survey found that the majority of respondents in both Stevenage (88%) and Welwyn Hatfield (87%) own or have regular access to a car, suggesting that this is fairly common amongst the broader population. As noted above,

respondents without regular access to a car were significantly less likely to use their local tip to dispose of unwanted items.

Overall, participants saw value in using their local tip to dispose of unwanted items and waste. A key reason for this was that they could generally choose to get rid of their waste items when it suited them, rather than having to arrange and wait for a collection service. Another benefit mentioned by respondents was that the service is free of charge.

However, a number of frustrations about the local tip service were mentioned by respondents and many felt that these contributed to rates of fly-tipping. The most frequently mentioned complaint related to inconvenient tip opening hours and long queues. For some, this was part of a broader issue relating to a lack of infrastructure and funding.

“...why are they closing local dumps and reducing their hours – surely we’ve got more waste than we ever had so I can’t understand why.”

“The population in some of these newer towns is getting bigger and bigger. They’re building more and more houses but along with schools and everything else they’re not building bigger dump areas. You’re getting all these people with all this rubbish don’t know what to do with it.”

“If you’ve got a day off that day and you decide that you’re gonna clear out the kids’ bedrooms and you’ve sorted all your recycling out, you don’t realise when you do go down the dump it’s shut you’re like ‘Oh God’... I can understand why people do it, I know it’s wrong, but [I can] see when someone’s got a load of stuff and thinks “Oh I can’t have that around the house any longer.”

“People tend to follow each others’ lead with dumping – maybe you need an amnesty spot where you can dump outside of tip opening hours.”

(Focus group participants)

The local tips in Hertfordshire, known as Household Waste Recycling Centres, are managed by Hertfordshire County Council. The locations and opening times for these are shown in Table 2 on page 17. These are ordered to show neighbouring local tips side-by-side and shaded in colours to show the same or very similar opening hours.

Positively, each tip is only closed on two days of the week and these days vary across the County so that on any given day, there are multiple tip locations open. Additionally, all tips are always open on Saturdays, Sundays and Mondays. Residents can enter their postcode on the Hertfordshire County Council *WasteAware* Household Waste Recycling Centres webpage³ to locate their three

³ <https://www.hertfordshire.gov.uk/services/recycling-waste-and-environment/recycling-and-waste/where-can-i-recycle/household-waste-recycling-centres/st-albans-household-waste-recycling-centre.aspx>

nearest tips, with the distances specified in miles. When the users clicks on a specific tip for more information, the webpage provides the opening hours for the tip and in cases where the tip is closed at the time of lookup, information on when the tip will next be open, alongside further information on and distance to the nearest tip that is open at that time. The lookup function on this webpage is easy to use and works well. The webpage is linked from both the Welwyn Hatfield and Stevenage Council websites. Evidence from the online survey suggests that the majority of residents in Welwyn Hatfield and Stevenage visit their local council website when seeking information on what to do with their waste (61% of 1,017 respondents said that they do this) – this is discussed further at Section 4.4.

However there are a number of improvements that could be made to increase the convenience of using these tips. On weekdays, with the exception of Elstree, Royston and Bishop's Stortford (open from 8am) and Buntingford (open until 8pm), the tip opening hours are during times that are not convenient for those who work regular business hours, making it difficult for them to visit the tip before or after work. Most neighbouring tips are open during the same hours (generally 10am to 6pm), meaning that if a residents visits the tip when it is closed, they have limited options for finding a tip that is open and conveniently located. It is recommended that the opening hours of neighbouring tips be staggered across a larger portion of the day to avoid this. If the overall length of opening hours is an issue, some tips could open for shorter periods earlier in the morning (e.g. 7-10am) and again in the afternoon/evening (e.g. 4-8pm) to provide more options for those who are unable to visit due to full time work or other commitments during business hours.

Information provided on the individual local tip information webpages on the Hertfordshire County Council website could be improved to help residents avoid queues and potentially reduce peak periods. Currently, each page provides a list of recommendations for avoiding queues, including avoiding school and bank holidays, pre-sorting waste, and to come later in the day, as "There is normally an early morning rush". This information is general and the same across all tips. It would be useful to provide more specific information (days and hours) about the peak and quiet times for each individual local tip on its personal webpage.

Table 2: Hertfordshire County Council Household Waste Recycling Centres (local tips) locations and opening hours

| | Berkhamsted | Hemel Hempstead | Harpenden | St Albans | Waterdale | Rickmans-worth | Elstree | Potters Bar | Cole Green | Turnford | Hoddesdon | Ware | Stevenage | Letchworth | Royston | Buntingford | Bishop's Stortford |
|--------------|---------------|-----------------|-----------|-----------|-----------|----------------|---------|-------------|------------|----------|-----------|----------|-----------|------------|---------|-------------|--------------------|
| Mon | 8.30am-4.30pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 8am-4pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 8am-4pm | 5pm-8pm | 8am-4pm |
| Tues | 8.30am-4.30pm | Closed | 10am-6pm | Closed | 10am-6pm | Closed | Closed | 10am-6pm | Closed | 10am-6pm | Closed | 10am-6pm | 10am-6pm | Closed | 8am-4pm | 5pm-8pm | Closed |
| Wed | 8.30am-4.30pm | Closed | 10am-6pm | Closed | 10am-6pm | Closed | Closed | 10am-6pm | Closed | 10am-6pm | Closed | 10am-6pm | 10am-6pm | Closed | 8am-4pm | 5pm-8pm | Closed |
| Thurs | Closed | 10am-6pm | Closed | 10am-6pm | Closed | 10am-6pm | 8am-4pm | Closed | 10am-6pm | Closed | 10am-6pm | Closed | Closed | 10am-6pm | Closed | 5pm-8pm | 8am-4pm |
| Fri | Closed | 10am-6pm | Closed | 10am-6pm | Closed | 10am-6pm | 8am-4pm | Closed | 10am-6pm | Closed | 10am-6pm | Closed | Closed | 10am-6pm | Closed | 5pm-8pm | 8am-4pm |
| Sat | 8.30am-4.30pm | 10am-6pm | 10am-6pm | 10am-6pm | 8am-6pm | 10am-6pm | 9am-5pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 8am - 6pm | 10am-6pm | 8am-4pm | 10am-1pm | 8am-4pm |
| Sun | 8.30am-4.30pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 9am-5pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 10am-6pm | 8am-4pm | 10am-1pm | 8am-4pm |

A common theme amongst participants in the Welwyn Hatfield and Fly-Tippers focus groups was that visiting the tip could be an unpleasant experience due to staff being unhelpful and rude, with several participants mentioning that they had been shouted at for putting their waste items in the wrong receptacles. There was a sense amongst participants that they were making an effort to do the 'right thing' with their waste by visiting the tip, and they felt that this treatment was unjust. While the research did not explore this issue further, for example by talking to or observing tip staff, it is important (and potentially an 'easy win') to address this perception, for example by working with tip staff to help them understand the tip experience from residents' perspective and by providing training in customer service. One option could be to reframe part of the role of tip staff as on-the-go community educators in waste. The face-to-face engagement offered by tip staff provides an excellent opportunity for them to share their knowledge and expertise with residents in a timely and relevant context, and it is likely that this already occurs to an extent. Formalising this role could help to reduce frustrations between staff and residents, while potentially having spillover effects, for example by encouraging better waste management practices at home. Where possible, staff should highlight 'why' certain rules or requests are in place, supporting education 'on the fly'. For example, 'This needs to be separated out into this and that bin, because it means that when we recycle it we can get a really good product'. Sorting out waste at the tip was a negative mentioned by a few participants, and it was clear that they did not fully appreciate the reasons for having to do this.

The key advantages and disadvantages of using the local tip as highlighted by the focus group respondents are summarised in the tables below, alongside opportunities for improving the service.

Table 3: Advantages of using a local tip as highlighted by respondents and opportunities for leveraging these

| Advantages and positives | Leveraging the positives |
|--|--|
| <ul style="list-style-type: none"> I can do it in my own time (when it is convenient, when running errands, on the way to or from work, without having to arrange or wait for a collection service) | <ul style="list-style-type: none"> Make it as easy and convenient as possible for residents by staggering the opening hours of neighbouring tips and by providing more detailed information on peak and quiet periods at specific tips so that they can choose to visit during quieter times. |
| <ul style="list-style-type: none"> The staff are friendly and helpful (they tell me where to put different items, they help me carry heavier items) | <ul style="list-style-type: none"> Encourage staff to do this; pass on positive feedback from residents; recognise excellent service. |
| <ul style="list-style-type: none"> It's free | <ul style="list-style-type: none"> Highlight that this service is free of charge in communications, such as webpages and leaflets. At the time of research, this information was not specified on the relevant Welwyn Hatfield Council webpage and was mentioned but could be made more salient on the Stevenage Council webpage. |
| <ul style="list-style-type: none"> The items are reused/sold where possible (they sell anything that's decent, I know someone who buys things from the tip shop) | <ul style="list-style-type: none"> This was an important driver for participants of the focus group, who want to see their items being put to good use – either by offering it for free to others by leaving it on the street or giving it to a 'rag and bone man' who could make money from scrap metal. These participants felt a sense of satisfaction that they were helping others (potentially alleviating feelings of guilt). While a small number of focus group participants were aware that items are reused/resold at the tip where possible, overall this was not well known. Increasing awareness of this may help to improve resident perceptions of the service. |

Table 4: Disadvantages of using a local tip as highlighted by respondents and opportunities for addressing these

| Disadvantages and negatives | Addressing the negatives |
|--|---|
| <ul style="list-style-type: none"> The staff can be unpleasant (they can be bossy, they seem hostile, they close the gates on you when waiting in the queue, they shout at you for doing the wrong thing) | <ul style="list-style-type: none"> Provide feedback and training in customer service. Consider formalising the community education aspect of the role to help address frustrations about residents not knowing what to do with their waste. |
| <ul style="list-style-type: none"> You have to separate the waste out into different collection bins | <ul style="list-style-type: none"> Use community education and communications to highlight to tip users why waste separation is necessary/the positive outcomes of this. |
| <ul style="list-style-type: none"> The tip opening hours are inconvenient | <ul style="list-style-type: none"> Stagger the opening hours of neighbouring tips (see Table 2) so that have more opportunities to visit at different hours, and by providing more detailed information on peak and quiet periods at specific tips so that they can choose to visit during quieter times. |
| <ul style="list-style-type: none"> There are long queues, it's time-consuming | <ul style="list-style-type: none"> Provide location-specific, detailed information on peak and quiet periods for each tip (by time and day of week) so that residents can visit during quieter times. |
| <ul style="list-style-type: none"> You get turned away if you use a commercial vehicle to dispose of household waste | <ul style="list-style-type: none"> Vans, trailers and other commercial vehicles are required to hold a permit to dispose of household waste at all Hertfordshire tips. The permits are free and residents can apply online, however the focus groups suggested that there is little awareness of this. Use targeted communications to raise awareness of the availability of permits for this purpose, for example via emails and letters distributed via the council's existing business and economic development networks. |

4.3.2. Recycling banks

Council recycling banks were used by the majority of focus group participants for recycling waste. Only a small number of focus group participants were aware that leaving recyclables and other waste at recycling banks is considered fly-tipping, even in cases where the bins are full. When participants were made aware of this, they were critical of the council for not providing enough bins and not emptying the bins regularly enough. Participants clearly felt that their local council was responsible for fly-tipped waste at recycling banks.

“The council are not doing their job properly because they’re not emptying properly so people are forced to do that.”

"They might have a little car park there and they'll have a couple of these little tiny green bins for recycling and it's in a massive area and they're just absolutely... The bins are like covered with bags they're literally putting bags on and it's like a giant thing of bags on and you can't even get to the original bin."

(Focus group respondents)

Rather than being seen as a civic responsibility, it is interesting to note that participants saw their efforts to recycle as doing something 'good'. This appears to have an influence on participants' willingness to be fully responsible with their recyclables when relatively minor challenges are presented. Participants blamed full recycling bank bins on inadequate bin provision and collection, and viewed this as councils not fulfilling their end of the bargain. This provided an excuse for dumping recyclables by bins.

"...you are making an effort, you're getting in your car, you're going out of your way to recycle your goods. So if you see [full recycling bank bins] that makes someone think 'Do you know what, my recycling bin's full, I'm not gonna recycle that, I'm gonna put it in my normal waste'."

"... the football was on the box and I thought 'I want to get home quick', so it literally was there and I remember my missus going 'Oh just get rid of that'. So I dumped it all, just dumped it there and got back for the football - that's all I could think about. 'Cause I suppose if you didn't have that time constraint you might think 'Oh well I'll go to another different bottle bank'. But if you're busy and I suppose to a certain point you probably think 'Oh I'm not driving, why should I drive around?'."

(Focus group respondents)

One approach to addressing these issues could be the use of 'Last collected' and/or 'Next collection' signage at recycling banks to communicate to residents the frequency of bin collections. This concept is based on similar signage used in public toilets to show the most recent clean and in by the Royal Mail to indicate when post has been collected from a post box. The signage could be personalised to maximise effectiveness - e.g. 'Last collected by John on XX' with an accompanying photograph of 'John'.

To address the issue of full bins, Welwyn Hatfield and Stevenage councils could explore the viability of using bin sensors, which provide almost real-time information on the fullness of bins, and send email prompts when a bin needs to be emptied. This may help in developing a more efficient collection routine. Over time, data provided by bin sensors can help in planning out bin provision more effectively, e.g. by indicating which locations need more and/or larger bins. Keep Britain Tidy understands that there may be funding available via the Hertfordshire Police and Crime Commissioner's Partnership fund, which aims to tackle fly-tipping, fly-grazing and Anti-Social Behaviour. Hertfordshire councils and other stakeholders could explore opportunities to apply for funding under the Partnership fund to purchase and pilot a number of bin sensors to test their

appropriateness for managing recycling banks. The bins sensors could form a package for managing recycling banks or broader fly tipping issues that could be shared across council areas or borrowed from a central 'library' managed by the Hertfordshire Waste Partnership.

4.3.3. Council waste collection service

As for the online survey respondents, a relatively small proportion of the focus group participants utilised their local council waste collection service, and indeed some were unaware that it even existed.

The Welwyn Hatfield household bulky waste collection (managed by Serco) fees are outlined below:

| Service | Full fee | Concessionary fee (state pension or benefits) |
|--|--|---|
| Ordinary bulk collection (up to four items) | £33.58 | £17.06 |
| Bulky electrical items | £31.98 per item | Full fee applies |
| Indoor removal fee - necessary for items to be removed from inside a property, be that a shed, garage, landing area or anywhere in a communal block. | £18.17 to cover additional liability costs | Full fee applies |

Adapted from <http://www.welhat.gov.uk/bulkywaste>.

To arrange a collection, residents must either call the Council contact centre and leave their details for Serco to return their call, or print off and complete a waste collection order form (available online) and post this to the Council, along with a cheque or postal order. No online ordering is available. Once booked, the waste will be collected within 10 working days.

The cost of the Stevenage Borough Council household bulky waste collection service is £63 (or £47.25 concession) for up to six items (three refuse sacks = one item)⁴. To book a collection, residents must call the Council and pay over the phone. Alternatively, residents can visit a Customer Services Centre to book and pay in person.

The council waste collection service was viewed as inflexible and expensive by participants of both the Welwyn Hatfield and Stevenage focus groups, and considered bad value compared to other collection options available to them, such as selling or giving items away via online platforms, charity and 'rag and bone man' services, both of which are free, and retailer removal services, which tend to cost much less for one item compared to council waste collection services. There was a general consensus amongst participants that the council service was time-consuming and that staff could be picky about what they allow to be collected, adding to the inconvenience.

"Council collection is expensive and inflexible. When you ring up they hmm and ah about what you can leave and there's a long timescale."

⁴ <http://www.stevenage.gov.uk/recycling-and-waste/large-item-collections/>

“If people can’t afford to pay for a collection, I can see why they would fly-tip.”

“I had a single bed, it was too big for the car. I rang the council and they told me I have to pay £35 for one item. I paid it and they came along – but I had to wait until they had other things to pick up near me.”

“I’ve known of it but I’ve never used it ‘cause sometimes they can be, I think when I’ve looked into it before, sometimes the council they can be fussy: ‘I’m not taking this’, ‘I’m not taking that’ and in the end you think ‘I might as well just do it myself’.”

(Focus group respondents)

Throughout all three focus groups, it was clear that convenience is the most important factor for participants wanting to dispose of unwanted items and waste. Participants wanted to be able to dispose of their waste in a hassle-free way, ideally in their own time. Once they had decided that they wanted to get rid of something, participants generally wanted to ‘just get it done’. Cost was also a factor.

Based on these criteria alone (convenience, time taken and cost), the bulky waste collection services offered by Welwyn Hatfield and Stevenage councils (any indeed many other councils) cannot compete with many of the alternatives, such as using online platforms to sell or give away items, charity, retailer and private waste collection services, the ‘rag and bone man’ and even simply fly-tipping. It is recommended that Welwyn Hatfield and Stevenage councils conduct a review of the bulky household waste collection services to understand whether there is value in continuing to offer these into the future. For example, the budget for this service may be more effectively spent on supporting and promoting the alternative services offered by other responsible providers. The councils could explore a range of other service options as well, for example offering two ‘bulky waste’ days a year, whereby residents can put all of their bulky waste out on the kerb for collection, and/or targeted collection services, such as offering these to students when they are most likely to be required at specific times during the year.

4.4. Communications and sources of information

Online survey respondents were asked how they generally find out about the different ways they can get rid of their unwanted items and waste. Positively, the majority (61%) said that they visit their local council website (Table 5). This suggests that the council website could be a key platform for providing information about alternative responsible waste collection services.

Table 5: Respondents' sources of information for finding out how to get rid of wanted items and waste

| Source of information | % of respondents | Number of respondents |
|---|------------------|-----------------------|
| Council website | 61% | 617 |
| Family/other household members | 31% | 314 |
| Council letters, leaflets, newsletters etc. in my letterbox | 30% | 306 |
| Family/friends/colleagues outside my household | 24% | 246 |
| Other website / internet search | 22% | 225 |
| Neighbours | 17% | 176 |
| Newspapers/magazine articles | 15% | 156 |
| Outdoor posters and signage | 12% | 121 |
| Other social media | 7% | 68 |
| Council social media | 4% | 43 |
| Television/radio | 4% | 40 |
| Council office (in person or by telephone/email) | 4% | 39 |
| Non-council leaflets / advertisements in my letterbox | 4% | 38 |
| Other online forums (e.g. chat, discussion and Q&A forums) | 3% | 27 |
| Other | 5% | 55 |

Base: All respondents – 1,017.

5. Household fly-tipping behaviours and drivers

5.1. Fly-tipping behaviours

Survey respondents were presented with a range of fly-tipping behaviours (Table 6) and asked if they had done any of these themselves when getting rid of unwanted items or waste. The behaviours specified were based on those frequently mentioned by participants of the focus groups. When survey respondents were asked about the behaviours, the term 'fly-tipping' had not yet been introduced into the survey.

Overall, 40% survey respondents said that they had done something to get rid of their unwanted items or waste in a way that is classed as fly-tipping. Almost a third of respondents (31%) said that they had done two or more of the fly-tipping behaviours.

The most frequently reported behaviours related to the act of taking unwanted items to donate them to charity, but leaving either outside a charity shop (23%) or next to a charity donations bin (19%). One in ten survey respondents said that they had left a household item out on the street for scrap dealers, and this behaviour was prevalent amongst focus group participants, particularly those in the Stevenage group. Similarly, a relatively high proportion of respondents reported leaving an item out on the street for others who might like it for free (9%). These specific fly-tipping issues are discussed in further detail in Section 6.

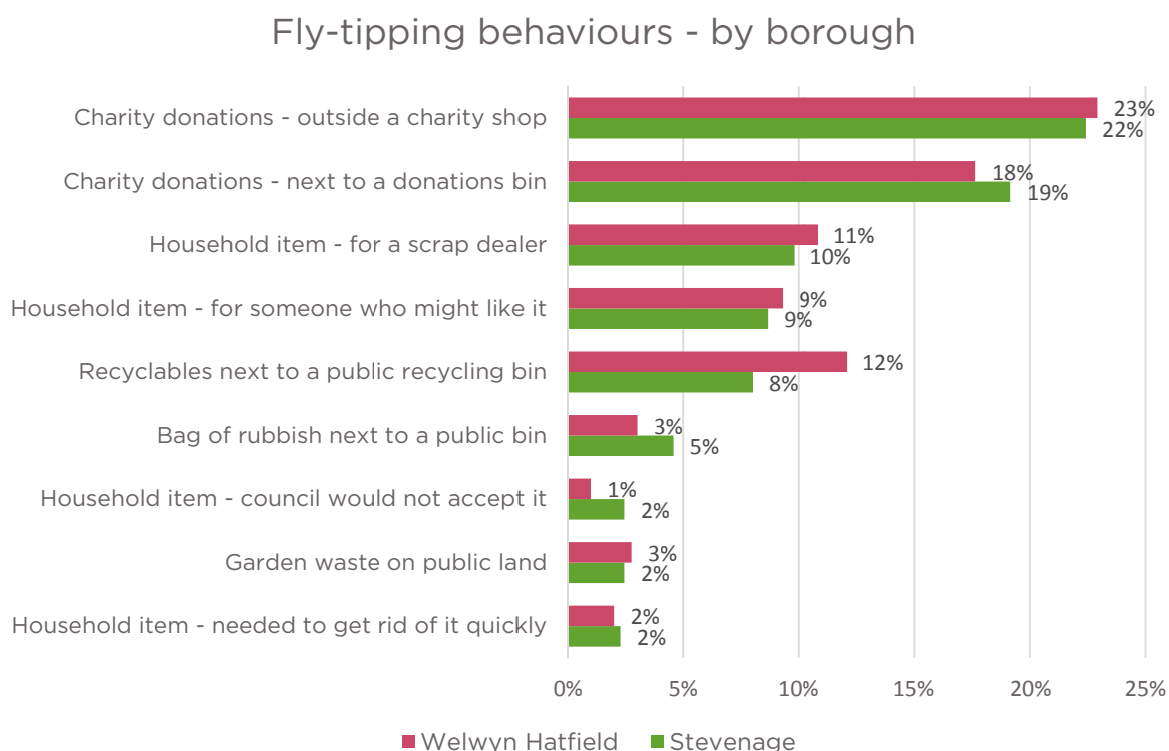
Table 6: Fly-tipping behaviours reported by respondents

| | % of respondents | Count of respondents |
|---|------------------|----------------------|
| Left donations, such as clothing, books or furniture, outside a charity shop. | 23% | 228 |
| Left donations, such as clothing, books or children's toys, next to a charity donations bin. | 19% | 187 |
| Left an item from your household outside on the street or in a public space for a scrap dealer who might like it. | 10% | 103 |
| Left recyclables, such as cardboard packaging, next to a public recycling bin. | 10% | 97 |
| Left an item from your household that you no longer need outside on the street for someone else who might like it for free. | 9% | 90 |
| Left a bag of rubbish next to a public bin. | 4% | 40 |
| Left cuttings from your garden, such as grass clippings, hedge clippings, leaves or branches, outside on public land (e.g. in a park or on a roadside). | 3% | 26 |
| Left an item from your household that you no longer need on the street or in another public space because you needed to get rid of it quickly. | 2% | 22 |
| Left an item from your household that you no longer need on the street or in another public space because the local council or tip would not accept it. | 2% | 19 |

Base = 1008 respondents.

The proportions of respondents who reported the above fly-tipping behaviours were fairly consistent across the two boroughs, although those in Welwyn Hatfield were slightly more likely to say that they had left recyclables next to a recycling bin (Figure 1).

Figure 1: Fly-tipping behaviours - by borough



Base: Welwyn Hatfield = 397; Stevenage = 611.

Appendix B provides a breakdown of the above types of fly-tipping behaviours by different demographic groupings. To summarise the results presented in Appendix B:

- Overall, respondents who lived in urban areas were more likely to say that they had fly-tipped (46%) compared to those living in rural (38%) and suburban (37%) areas.
- Females were slightly more likely to say that they had fly-tipped (41%) compared to males (38%), and this was consistent across all of the different fly-tipping behaviours.
- Younger respondents, particularly those aged 18-24 (63%) and 25-34 (57%), were more likely to say that they had fly-tipped compared to those from older age groups overall. In particular, 18-24 year olds were significantly more likely than the other age groups to say that they had left an unwanted item on the street or in a public place because they 'had to get rid of it quickly' (14% of 18-24 year olds reported this compared to less than 5% across all other age groups).
- Respondents who did not have regular access to a car were more likely to say that they had fly-tipped (48%) compared to those who did (38%), and this particularly related to leaving recyclables and bags of rubbish next to public bins.
- Students were significantly more likely to fly-tip (70%) compared to those in other employment status groups (working full/part time, retired, unemployed, etc. – all 44% or less). Specifically, students were most likely to leave charity donations next to bins/outside shops, recyclables next to public recycling bins, and household items in the street or another public place because they needed to get rid of it quickly.
- Respondents who lived in apartments were more likely to say that they had fly tipped compared to those who lived in houses.

5.2. Awareness and perceptions

Both the focus groups and online survey revealed that there is a lack of awareness amongst the public of what constitutes 'fly-tipping' and this may lead people to fly-tip without understanding that what they are doing would be classified as such. Indeed, many of the focus group participants who admitted to fly-tipping said that they did not realise they were fly-tipping until told in the focus group session.

Online survey respondents were provided with photos of fly-tipping and littering incidents and asked to indicate which of these they considered to be fly-tipping. The fly-tipping photos showed different types of dumping across a range of contexts (see Figure 2) The purpose of this was to test whether various factors had an influence on perceptions, e.g. by comparing the results across the different types of items/waste dumped (e.g. a pile of rubble compared to black bin bags), the surrounding environment (e.g. a street or kerb compared to a park or forest), and the size of the fly-tip (e.g. a single wooden pellet compared to a pile of pellets). Three images of littering incidents (bagged dog poo on the ground,

cigarette butts in a drain and plastic bags and bottles scattered around a park bench) were also provided to test the extent to which the responses to these different to the fly-tipping images. All of the images provided were 'randomised' so that each survey respondent viewed them in a different order to others. The results are shown in Figure 3 (the three sets of results shaded in paler colours are for the images of littering, rather than fly-tipping).

Figure 2: Examples of images used to assess awareness of what is 'fly-tipping' and associated percentages of the public correctly identifying this

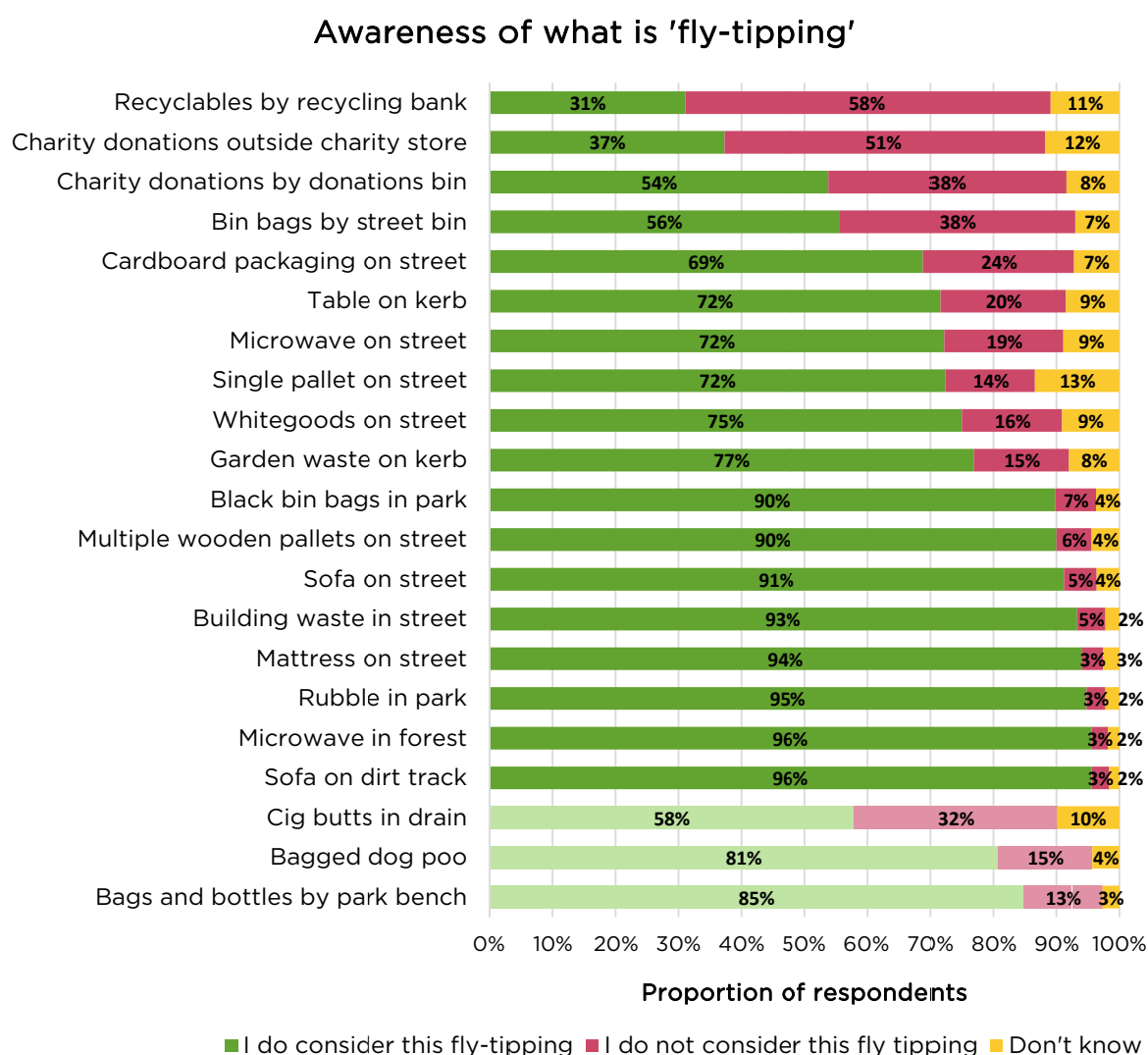


71% identified as fly-tipping v 96% identified as fly-tipping

As shown, there were mixed perceptions of what is 'fly-tipping' across the different types and contexts of dumping. The photos correctly identified as fly-tipping by the vast majority of respondents (90% or more) tended to be of larger furniture items or larger-scale dumps of waste, and were more likely to be in natural setting rather than on a street. There was lower awareness that items of furniture left out on the street is considered 'fly-tipping'.

Respondents were least likely to consider recyclables left by recycling bins, charity donations left outside shops/by donations bins and black bin bags left next to an on-street bin as 'fly-tipping'. Somewhat alarmingly, more respondents considered two of the litter images to be fly-tipping (81% for bagged dog poo on the ground and 85% for plastic bags and bottles scattered around a park bench) than many of the examples of actual fly-tipping (e.g. white goods and furniture left on the street). Respondents may have found these two littering examples less acceptable due to their natural setting and the 'ick' factor associated with dog poo.

Figure 3: Awareness of what is 'fly-tipping'



Base: 1,000.

When asked 'what is fly-tipping', the focus group participants generally recalled large-scale fly-tips of building materials, general waste and household furniture. Most of the focus group participants clearly did not see themselves as 'fly-tippers', even when they had admitted to disposing of waste by fly-tipping it (for example, by leaving it out on the street for someone who might like it for free or by leaving donations outside a closed charity shop). Like the online survey respondents, focus group participants tended to see fly-tipping as large and uncontained incidents of illegal dumping, predominantly of builders' waste (e.g. rubble and DIY materials), and items such as mattresses and appliances. Areas where these were generally seen are ditches, laybys, woods and fields. They were less likely to suggest fly-tipping to be items left out in front of houses, or items left next to charity collection bins, recycling bins, or outside charity shops. There were some suggestions that if something has been dumped in a 'tidy' way and can be reused by others, it is not fly-tipping.

“...me personally, I don’t see a problem with [leaving items next to bins] if they’ll come in and collect it – not if it’s there for days – but you’d rather think someone’s putting it there ‘cause they know guys or someone is gonna come and pick it up rather than just leave it anywhere else.”

[Which types of fly-tipping shown in these photos are more acceptable?]

“The charity donations, both outside the shop and the collection bin, and the washing machine [dumped in the street] because it will go, someone will pick it up, it won’t be therefore long. It’s also easier to clean up and it’s neater as it’s just one item, not like the rubble.”

(Focus group respondents)

5.2.1. Communicating about waste and fly-tipping

Using images

A desk review found that council communications tend to use images of fly-tipping that are large, messy and/or located in natural settings, and this may be contributing to the lack of awareness about some types of fly-tipping. It is recommended that where appropriate, councils use images of fly-tipping that the target audience is more likely to relate to and recognise as something that they or someone they know might do.

Figure 4: Images of fly-tipping shown on the Welwyn Hatfield Council web-based flyer ‘What is fly tipping’



Terminology

A key finding early in the research was that the focus group participants did not understand the term ‘waste’ in the same way that operatives, campaigners and others working in this space use it, and this was not a term that the participants tended to use themselves. Participants predominantly used ‘items’ to describe things that they needed to get rid of in general terms, or occasionally ‘stuff’. These tended to be furniture, white goods, mattresses, toys and other

miscellaneous items. Building waste was referred to as ‘rubble’, ‘rubbish’ or ‘stuff’. The term ‘waste’ was generally only used when discussing ‘garden waste’ and participants did not appear to associate ‘waste’ with their day-to-day activities, waste disposal needs or the issue of fly-tipping. As a result, Keep Britain Tidy adapted the remainder of the research to ask participants about disposing of ‘unwanted items and waste’, and it is recommended that councils take a similar approach in their communications.

Communications should also use plainer and more specific language when describing fly-tipping. Some examples of communications that may be confusing for residents are shown below, alongside some suggestions for simplifying these messages.

| Current communication | Suggestions for improving the communication |
|--|--|
| <i>Fly-tipping is the illegal dumping of waste on land.</i> | People may not associate the term ‘land’ with many locations where fly-tipping occurs, such as on streets/kerbs and in car parks. Consider providing specific examples here that are relevant to the target audience. Avoid using the term ‘waste’ in isolation. |
| Residents who place side waste (excess waste that cannot fit in the bin being collected) may face enforcement action under sections 33, 46 and 87 of the 1990 Environmental Protection Act. | Avoid terms such as ‘side waste’ and simplify the message, e.g.: <i>Putting bags of rubbish next to household bins and public bins is illegal and residents may face...</i> |

5.3. Expectation that the fly-tipped item will be collected quickly

There is was a clear expectation amongst focus group participants that someone will be there soon to collect unwanted items and waste left out on the street, next to bins and outside charity shops, and that it was therefore OK to do this.

“I’ve left stuff outside the charity shop and you just think ‘Oh they’ll be there in the morning to take it in’.”

“I have done this and left it out with a note – two days and it was gone.”

“You see washing machines and radiators left for scrap metal people to pick up – they drive up and down – my mate put something out, it was there for three or four days, then taken.”

(Focus group respondents)

Participants said that items they see left out on the street, or that they leave out themselves, are often collected quickly and without repercussions. Many did not even know who took the items, but assumed that it was either a scrap dealer or someone else who wanted to use the item. Therefore, by collecting fly-tipped items, councils may be reinforcing this behaviour. It is recommended that councils trial a ‘crime scene investigation’ approach to address this issue. In this approach, rather than immediately collecting incidents of fly-tipping, council staff cordon off or wrap the incident in ‘under investigation’ barrier tape and leave it in place for three full days so that others, particularly the offender, can see it.

Councils wanting to implement this trial should contact Keep Britain Tidy for assistance and guidelines to maximise effectiveness.

Figure 5: Images of Crime Scene Investigation-style tape

An example of the ‘under investigation’ barrier tape to be used in the experiment



Source: Victorian Litter Action Alliance

A fly-tipping incident cordoned off with the barrier tape



Source: Mitcham Council, South Australia

Reinforcing personal responsibility for waste

Overall, the research found evidence that there is a disconnect between how residents and councils understand responsibilities around household waste management. Comments from focus group participants suggested that they did not feel personally responsible for their unwanted items once these were ‘off their hands’. Participants said that once they had left an item in a place where they thought it would be collected soon afterwards, such as outside a charity shop or by a bin, or once the item had been collected by someone such as a ‘rag and bone man’, they did not think about it again, even if they did not know what would happen to the item next. When it came to items left out on the street for others to take for free, participants said that they would only monitor the item until it was taken. They did not necessarily know who had taken the item or what happened to it afterwards, meaning that the item could have been collected by the local council as a fly-tipping incident without them realising it.

When using council services, participants tended to perceive their waste as being the local council’s responsibility, and they generally associated this with paying council tax. It was only after they had discussed waste issues in detail during the focus group sessions that participants started to consider what happens with their unwanted items and wonder whether ‘we all produce too much waste’. There may be an opportunity to explore how council communications can be used to reframe waste as residents’ (or consumers’) responsibility. Further research to trial different messaging and framing options is recommended.

5.4. Perception of helping others

Interestingly, the focus groups revealed that instances of fly-tipping were often thought of as ‘favours’ or doing a good deed – such as leaving items outside a charity shop or on the street for others to take for free, or giving items to the scrap dealer knowing he can make money from them. Respondents did not feel like they were doing anything wrong or felt that it did not matter if the fly-tipped item could be put to good use or benefit others. Those who leave items on the street for others felt that they were doing the right thing by the environment as they were offering them up for reuse, rather than putting them into recycling or waste streams. The visibility of seeing others leaving items out for others appears to reinforce the norm.

“Furniture is alright as long as it’s not there for long – you can’t leave things out indefinitely. It’s ok if it’s there and you keep an eye on it.”

“It’s a good idea, isn’t it – it’s recycling in itself.”

“But with that [leaving something out for others to take] you’re talking about responsible people – not fly-tippers. It’s where you live, whether people are responsible. A car seat can help somebody out. But you wouldn’t put out a fridge that a kid could go in.”

“But a good chair you could leave it anywhere basically because someone will take it eventually.”

“[My neighbour] left a mattress out for a double bed and it had rained and someone came and took that mattress away – I was so shocked and I thought ‘I’m sorry but you’d draw the line at that’. To use someone else’s mattress that’s been out in the rain... They just pulled up with a truck and took it!”

“I’m not blaming other people but I had seen that other people had done it and I thought that it must be alright.”

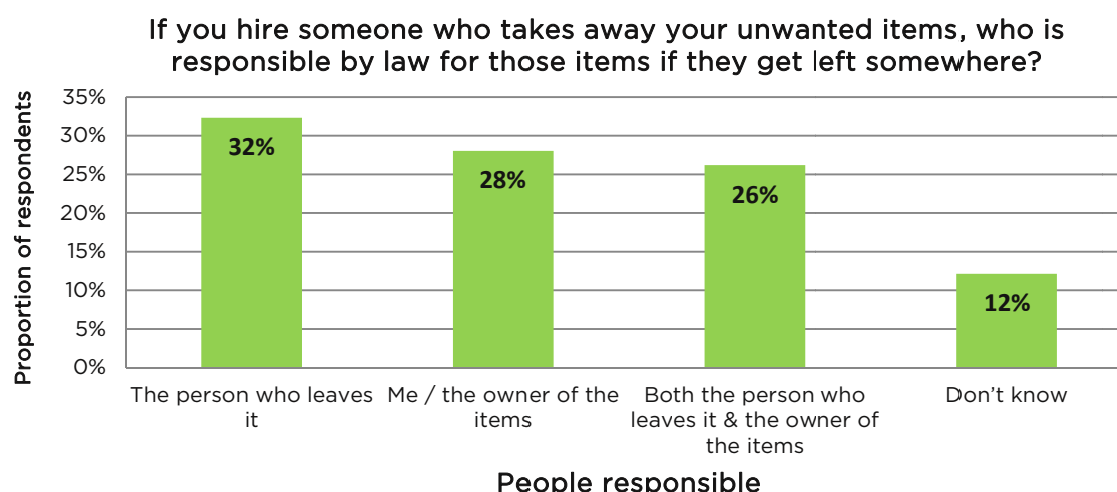
(Focus group respondents)

Councils could leverage this by focussing their communications on how residents are helping others in their community and charity shops by not fly-tipping, rather than focussing on what is wrong with fly-tipping. Using quotes and stories from the perspective of residents will help to communicate this effectively. Promoting alternatives platforms for giving items away for free (for example, via Freecycle or Gumtree) may also be beneficial. Highlight that fly-tipping at charity shops and by donations bins can actually cost charities money (in terms of clean up and disposal), rather than benefit them.

5.5. Duty of Care and enforcement

Understanding of Duty of Care responsibilities and who is legally responsible for fly-tipped waste was relatively low amongst online survey respondents, and this reflects previous research conducted by Keep Britain Tidy. Only 28% of respondents identified that they would be legally responsible if they had hired someone to take away an unwanted item and this was subsequently fly tipped, although a further 26% of respondents said that both they and the hired person would be responsible (Figure 6).

Figure 6: Awareness of Duty of Care responsibilities

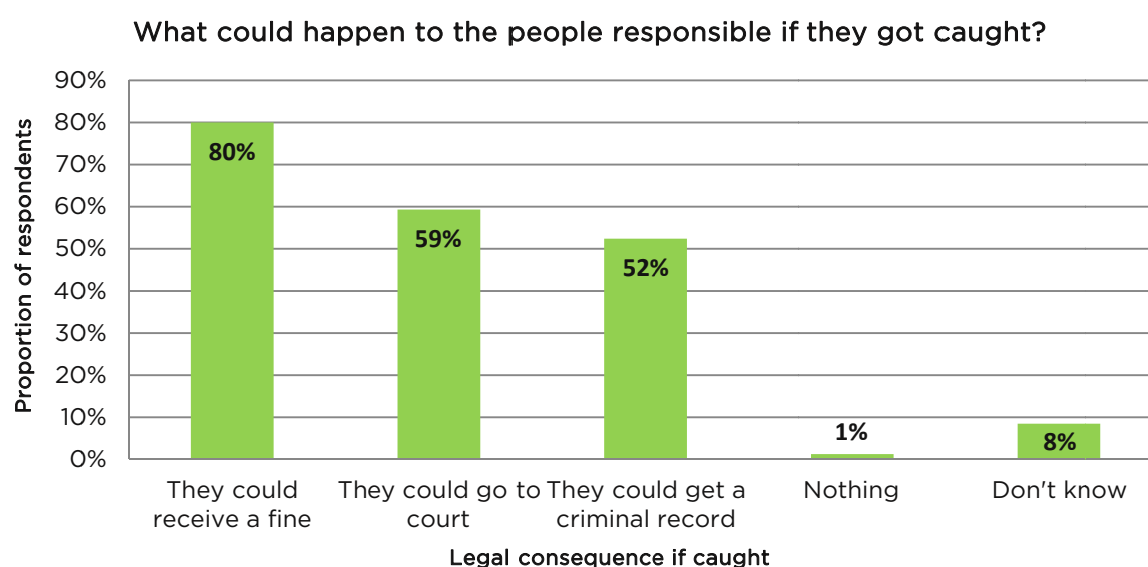


Base: 981.

A small number of the focus group participants were tentatively aware of who would be responsible if someone else fly-tipped their waste. However, participants said that they never asked a waste collector or tradesmen to see their waste carriers license, and they felt that they would be least inclined to do this in future when using a free service such as a 'rag and bone man'. Respondents said that they would be more likely to ask for paperwork when paying for a private collection.

The online survey respondents displayed a high level of awareness that people caught fly-tipping could receive a fine (80%), and just over half of respondents correctly identified that these people could also go to court and get a criminal record (Figure 7).

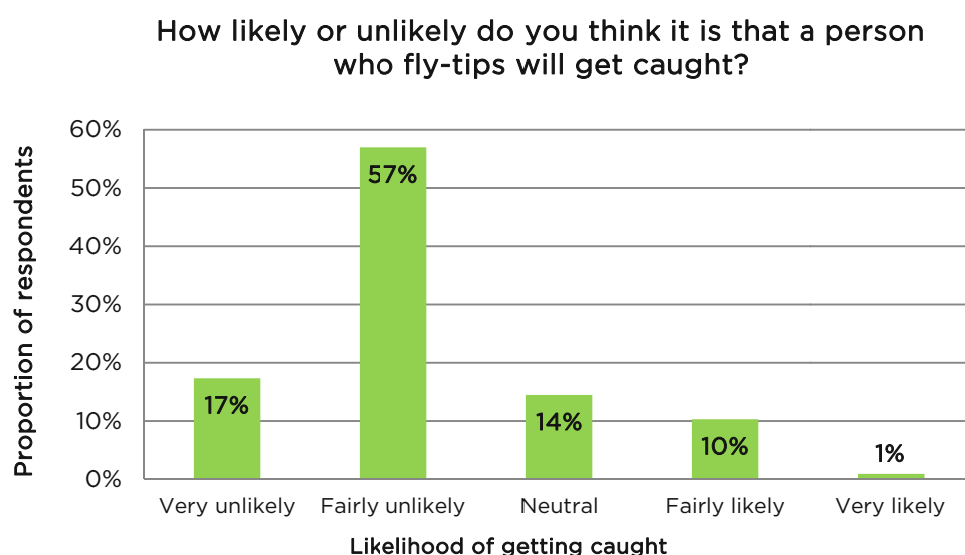
Figure 7: Awareness of legal consequences for getting caught fly-tipping



Base: 981.

However, the perceived threat of getting caught fly-tipping was very low amongst respondents, with only 11% seeing this as fairly or very likely (Figure 8).

Figure 8: Perceived likelihood that a person fly-tipping will get caught



Base: 981.

“People know that they can put stuff out, no one seems to be doing anything about it.”

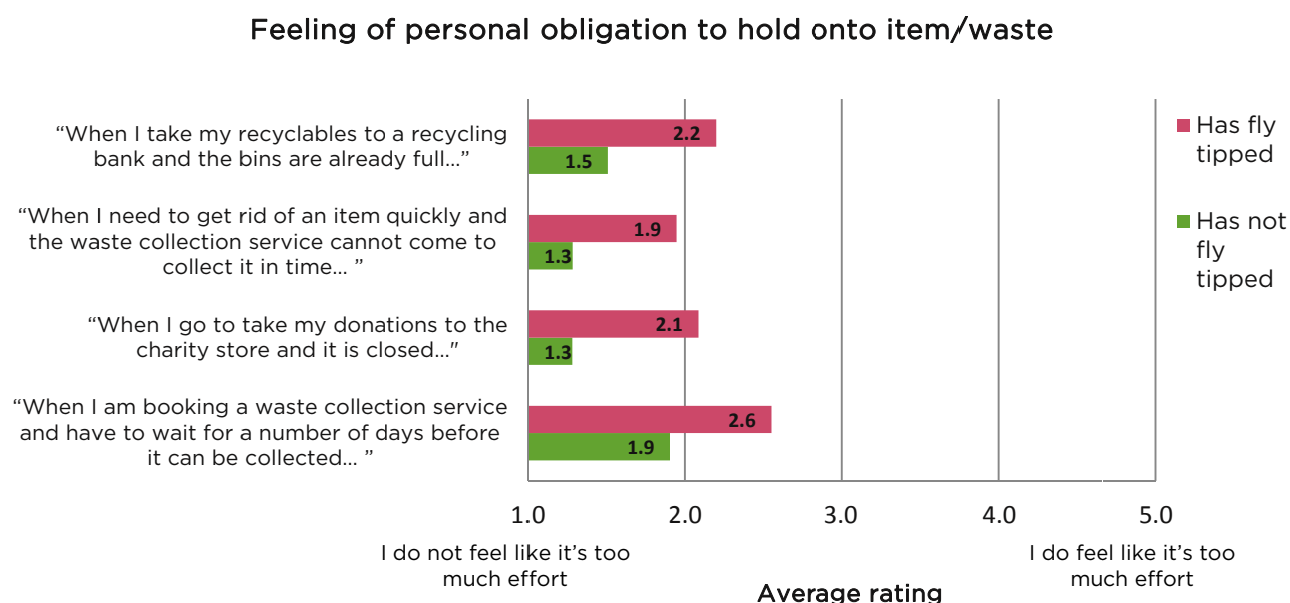
(Focus group respondent)

Increasing the perceived threat of enforcement is an important aspect of efforts to tackle fly-tipping, as it demonstrates to the community that this is a priority issue for authorities and that there will be consequences for those who do it. Local media is often used to communicate enforcement, however this tends to rely on cases that are successfully prosecuted through courts, which can be relatively few and far between compared to the perceived extent of fly-tipping as observed by the community, much of which appears to occur without consequences. One option for increasing the perceived threat of enforcement is to use the ‘crime scene investigation’ approach recommended in Section 5.3. The visibility of the crime scene tape will demonstrate to the community that fly-tips are being investigated and in turn, and in turn improve perceptions of the likelihood of getting caught.

5.6. Personal obligation and values

Online survey respondents were given a number of hypothetical situations that presented minor challenges to them disposing of their waste and required them to hold onto instead until they could dispose of it responsibly (Figure 9). Respondents were asked to rate the extent to which they felt it would be too much effort to hold onto the waste item on a scale of one (I do not feel like it’s too much effort) to five (I do feel like it’s too much effort). Figure 9 shows the average scale ratings provided by respondents who said that they had fly-tipped before compared to those who hadn’t. As shown, those who had fly-tipped consistently displayed lower levels of personal obligation to hold onto their waste until a responsible disposal option became available.

Figure 9: Personal obligation to hold onto waste until it could be disposed of responsibly



Base: 1,003.

Previous research by Keep Britain Tidy has found that strengthening and reinforcing intrinsic, or 'bigger than me', values can be useful in driving people to 'go the extra mile' when it comes to behaviours that are more socially and environmentally responsible, but that require more effort. For example, our research into bottled water consumption⁵ found that those who identified 'helping the environment' as the main advantage of using a reusable water bottle were more likely to put extra time and effort into finding alternatives to bottled water compared to those who identified 'saving money' as the main advantage. This finding is supported by extensive research by the Common Cause Foundation in its Values and Frames work⁶. It is therefore recommended that councils explore opportunities for using values-based communications to highlight to residents why responsible waste disposal is important by appealing to social and environmental values (for example, by focussing on healthy and happy communities, rather than costs to council and ratepayer). These should use positive, rather than negative, angles. For example, rather than highlighting that fly-tipping risks children's health, focus communications on how the community expects safe and clean environments for children.

Online survey respondents were provided with a list of impacts of fly-tipping (identified through the focus groups) and asked to rate each on a scale of one to ten to indicate the extent to which it was a concern for them personally. The average ratings are shown in Table 7. These impacts could be useful when using values-based communications, for example by appealing to those values that are of most concern to respondents. Again, such communications should ideally appeal to the positive inverse of the impacts (i.e. clean and beautiful environments that would exist if there was no fly-tipping, rather than the unsightliness and messiness of fly-tipping).

⁵ <http://www.innovate.keepbritaintidy.org/news/1952>

⁶ <http://valuesandframes.org/>

Table 7: Levels of concern about the impacts of fly-tipping

| Impacts of fly-tipping | Average rating (1 = Not at all a concern; 10 = A major concern) |
|---|---|
| It's unsightly and messy | 8.6 |
| It encourages others to fly-tip and litter | 8.6 |
| It encourages vermin | 8.5 |
| It smells | 8.2 |
| It makes the area look poor | 8.2 |
| It costs ratepayers | 8.2 |
| It's a health and safety risk | 8.1 |
| It's a risk to children playing in the area | 8.1 |
| It could harm wildlife | 8.1 |
| It could harm the environment (e.g. plants, waterways, soils) | 8.0 |
| It costs the Council | 7.8 |
| It could harm dogs, cats and other pets | 7.6 |
| It brings house values down | 7.0 |
| It attracts crime | 6.7 |

Base: 981.

6. Targeting specific fly-tipping behaviours

This section provides additional information and recommendations of specific types of fly-tipping that were identified as key issues in the research.

6.1. Fly-tipping of charity donations

Who is doing it

A relatively high proportion of online survey and focus group respondents said that they had left charity donations outside a closed charity store or next to a donations bin, and around half of online survey respondents said that they did not realise that this was considered fly-tipping. Aside from leaving recyclables next to recycling bins, this was the most common fly-tipping behaviour that respondents admitted to.

Respondents who said that they had fly-tipped charity donations came from all demographic groups. Therefore, interventions that engage a broad target audience are likely to be effective in addressing the behaviour to a certain extent. These should focus on raising awareness that the behaviour is classified as 'fly-tipping', as the lack of this understanding appears to be a key driver. Interventions should also correct the perception that people are doing a 'good thing' for their community by leaving donations in such circumstances, for example by highlighting that fly-tipped donations actually cost charities and the local community.

Despite all types of people fly-tipping charity donations, the results suggest that they are most likely to be one or more of the following:

- living in an urban area
- female
- aged 18 to 34
- a student
- living in a shared household.

Interventions aimed at engaging audiences that match the above demographic profile are therefore recommended. This research unfortunately did not capture the reasons behind this particular demographic profile being more likely to fly-tip charity donations compared to others, however it could be that they visit charity shops more often than others generally and therefore have it at front-of-mind as a disposal option when wanting to get rid of items. A student living in a shared household might also be likely to move home frequently, leading to dumping outside charity shops and bins when they need to vacate their premises. Fly-tipping in such circumstances is likely to be well-intentioned and working with the target audience to understand and address these issues could be particularly effective in efforts to prevent it.

Behavioural drivers

As addressed above, the key behavioural drivers that appear to lead to the fly-tipping of charity donations are 1) a lack of awareness that this is considered 'fly-tipping'; and 2) a related perception that the perpetrator is doing a 'good thing' by leaving donations by a charity store or donations bin. Some focus groups participants felt that charity shops encourage people to leave donations outside. Additionally, many participants thought that charity donations bins (for example, those placed at recycling banks) are managed by the local council, and blamed the council when these were not being emptied regularly enough. Therefore, there is an opportunity to work directly with shops and charities to correct these perceptions.

"Charity shops tell you to leave items outside. Yes, I would assume you could do that."

"If I think about putting stuff around bins, like a bag of shoes and the bin is full - I would leave it. Yes I would do that."

"I wouldn't class the ones outside the charity or donations bin as fly-tipping - they should empty donations bins more regularly, whoever is responsible for that. The other day, the clothes donation bin by me it was overflowing - it is their responsibility to make sure it gets collected."

(Focus group respondents)

Some participants said that it was inconvenient visiting charity shops during working hours and that they tended to take donations to shops on the way to work. Therefore, councils could work with charity shops to explore opportunities for providing infrastructure for this purpose, for example by providing specially-designed tamper-proof donations bins or 'chutes' that can receive donations during closing hours.

Online survey respondents were asked to rate the extent to which they agreed with a number of statements about their perceptions and attitudes around the fly-tipping of charity donations.

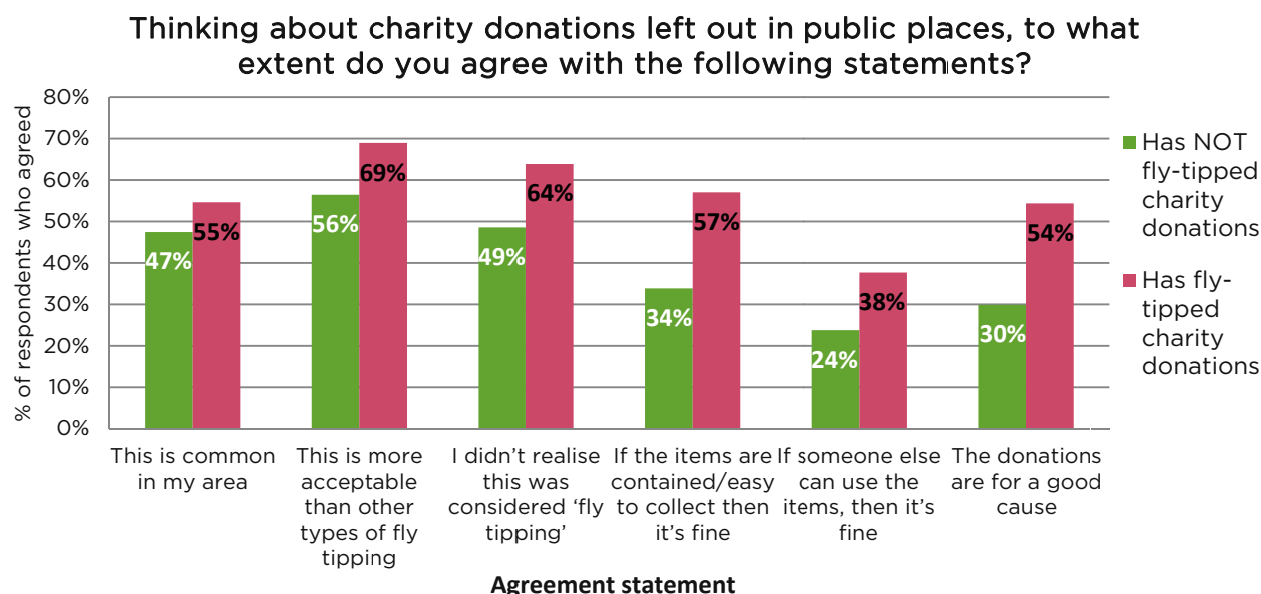
Figure 10 below compares the responses from those who said that they had previously fly-tipped charity donations to those who said they hadn't. The purpose of this is to gain insight into which perceptions and attitudes may have an influence on the behaviour.

As shown, those who agreed with the following statements were also more likely to say that they had fly-tipped charity donations:

- I didn't realise this was considered 'fly tipping'
- If the items are contained and in a location where it's easy for collectors to pick up, then it's fine to leave them here
- If someone else can find a use for the items, then it's fine to leave them here
- I don't see the problem, as the donations are for a good cause.

This provides further evidence that these perceptions and attitudes are key drivers of the behaviour. Communications, signage and other interventions should therefore aim to address these as priority. Although the difference in proportions is less marked when comparing the responses to the social norm statements (perceptions that the behaviour is common and more acceptable (Figure 10), the overall proportion of respondents who agreed with the statements was relatively high compared to the other types of fly-tipping discussed in this section.

Figure 10: Perceptions of and attitudes towards fly-tipping of charity donations



Base: Has not fly-tipped charity donations = 710; Has fly-tipped charity donations = 283.

6.2. Leaving items out for scrap dealers

Who is doing it

The focus groups research suggests that leaving items out or giving them to 'scrap dealers' was generally via a 'rag and bone man', and use of this service was a lot more common amongst the Stevenage participants. The online survey results support this, with 12% of Stevenage respondents saying that they used a rag and bone man, compared to 8% of Welwyn Hatfield respondents.

Evidence from the Stevenage focus group suggests that a household's use of a rag and bone man is highly dependent on its location. For example, one participant said that they regularly used the service until they move to a nearby cul de sac which the rag and bone man tends not to visit.

Focus group participants suggested that scrap dealers can be very proactive in how they target areas and collect items of waste. For example, some spoke of a rag and bone man visiting their house to see if they had anything they wanted to get rid of. One participant said that they had left an item in their front yard for the local council bulky waste collectors to take, but this was taken by the rag and bone man before they had a chance to collect it. It is recommended that Stevenage Council conducts research to identify the locations where rag and bone man service are used most so that they can target interventions accordingly.

The online survey results suggest that people who use a rag and bone service are most likely to:

- live in rural and suburban areas
- be female
- be aged 35 and over
- be employed part time, self-employed, a part time student, a full time carer/stay at home parent or retired (most likely because they are more likely to be home more often than others such as full time workers)
- live in a semi-detached or terraced house.

Interestingly, regular access to a vehicle appears to have no bearing on the likelihood of using a rag and bone service.

Behavioural drivers

Stevenage participants said that they tend to hold onto waste items until the rag and bone man next visits – they are happy to do this because they know that he visits regularly. Participants said that although the rag and bone man does not visit on set days or at set times, they know when he is in the area because he rings his bell or shouts.

*"He rings [his bell] or shouts when he's around.
It's free."*

*"It's mainly scrap metal he takes – so anything with metal like
electricals, microwave, tele – he will look at it and decide. He
doesn't like fridges because of the gases in them."*

*"It's free! There is no worry, it saves a trip to the tip, it's at your
front door."*

"You think you're doing a good turn because he gets money for it."

(Focus group respondents)

Although giving items to a rag and bone man is not fly-tipping in itself, many focus group participants reported leaving their items outside the front of their houses, knowing the rag and bone man will come to collect it at some point. As for other fly-tipping behaviours, these participants did not consider this behaviour to be fly-tipping as they were leaving the item to be recycled or 'put to good use', and because they would monitor it until it was gone. It is possible that the visibility of items left out on the street for this purpose drives further fly-tipping in these areas, as it signals to people that the behaviour is socially acceptable, particularly as the items are regularly collected.

"I've seen neighbours waiting for the rag and bone man with their items out there on the street – it's messy. I just keep my eye open for him – he comes regularly."

"It's no different from fly-tipping, well it is, but me putting it out for the rag and bone man – I'm happy if he can make money out of it."

(Focus group respondents)

Interestingly, although many participants said that they gave items to scrap dealers to 'help them out', those who left items out on the street rather than giving them directly to the dealer could not be sure who collected the items – these could have been collected by the local council without them realising it. Many respondents did not appear to really consider what happened to their items. When probed, some said that unused parts could be fly-tipped by scrap dealers (although they blamed private waste collectors for this as well).

[What happens to it?]

"He weighs it and gets paid for the scrap metal."

[What about anything he can't sell?]

"It ends up in the ditch!"

"On the 414 somewhere – that's on the way to the waste disposal, on the way into Herts, you can see all the fridges they're all in the ditches there. It's a busy road, so they would do it late at night."

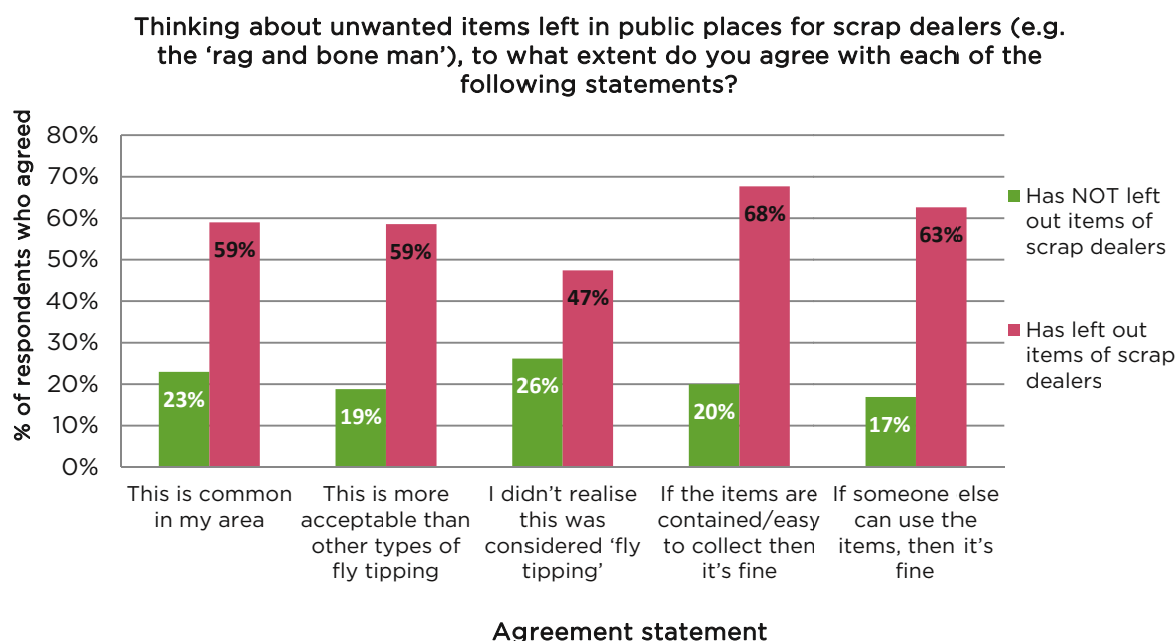
[Do you think twice about what happens to your items?]

"...you just make sure you haven't left name or address on it!"

(Focus group respondent)

As for fly-tipping of charity donations, respondents were asked a series of agreement statement questions to gain insight into the extent to which various perceptions and attitudes influence the fly-tipping of items intended for scrap dealers. The results (Figure 11) indicate that all perceptions and attitudes tested are strong drivers of this fly-tipping behaviour, particularly the attitude that it's an acceptable behaviour if the item is contained and easy to collect, and can be put to good use.

Figure 11: Perceptions of and attitudes towards leaving items out for scrap dealers



Base: Has not left items out for scrap dealers = 815; Has left items for scrap dealers = 100.

Based on the above results, it is recommended that the councils, particularly Stevenage Council:

- 1) conduct research to identify rag and bone man hotspot areas;
- 2) identify and engage rag and bone service providers in these areas to better understand their practices and opportunities for improving these if required; and
- 3) engage residents (e.g. doorstep engagement) in the hotspot areas to educate them and address perceptions about the acceptability of leaving items out for scrap dealers.

6.3. Fly-tipping at recycling banks

Who is doing it

The online survey results suggest that people who leave recyclables next to recycling bins are most likely to:

- live in an urban or suburban area
- be aged 18-24, followed by 25 to 34
- not own or have regular access to a car
- be a student
- live in a shared household

Behavioural drivers

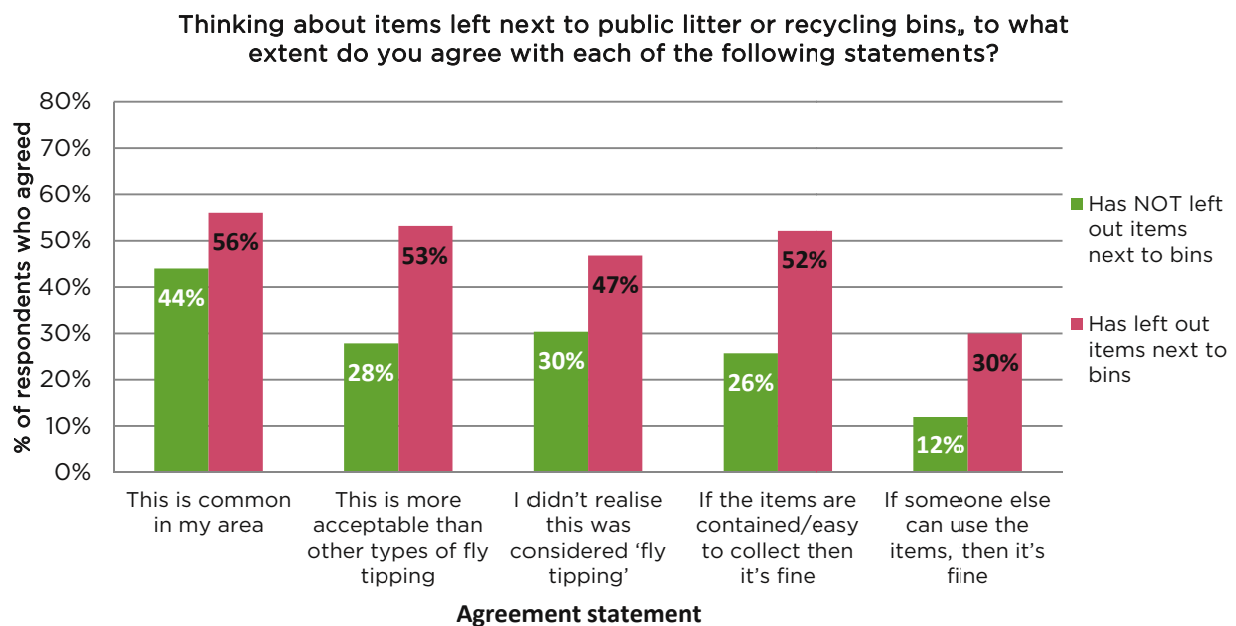
As discussed in Section 4.3.2 of this report, the key drivers of fly-tipping recyclables next to recycling bins are:

- a lack of awareness that the behaviour is classified as fly-tipping
- a perception that the items will be collected soon

- a perception that if the bins are full, it's what people should do as they are in a place where they will be collected anyway (and that it's the 'council's fault' if the bins aren't collected regularly enough).

These findings are supported by the perceptions and attitudes agreement statements (Figure 12). Those who said that they had fly-tipped items next to bins were consistently more likely to consider the behaviour as acceptable if it could be easily collected and/or put to good use, and to say that they did not realise that this was 'fly-tipping'. Councils should consider implementing the recommendations outlined at Section 4.3.2 to address these perceptions and attitudes.

Figure 12: Perceptions of and attitudes towards leaving items next to bins



Base: Has not left items next to bins = 845; Has left items next to bins = 91.

7. Recommendations

Based on the findings of the research, Keep Britain Tidy has eight recommendations for tackling household fly-tipping in Welwyn Hatfield and Stevenage. Many of these will also be applicable for those seeking to address household fly-tipping in other areas.

1. Trial 'crime scene investigation' tape

The biggest driver of fly-tipping by residents appears to be the expectation that the item fly-tipped will be collected, either by council, a 'rag and bone man' or someone else who might like it for free. That councils regularly collected fly-tipped items only reinforces the expectation. In addition to this, there is a perceptions amongst residents that nothing is currently being done to address fly-tipping and that those who do it are unlikely to get caught. It is strongly recommended that councils trial a 'crime scene investigation' approach to address these issues, in which rather than immediately collecting incidents of fly-tipping, council staff cordon off or wrap the incident in 'under investigation' barrier tape and leave it in place for three full days so that others, particularly the offender, can see it. Councils wanting to implement this trial should contact Keep Britain Tidy for assistance and best practice guidelines. Having buy-in from across the council organisations and delivering the intervention in a strategic and consistent way is vital to its effectiveness. This may be a barrier at councils that have Key Performance Indicators (KPIs) in place for fly-tipping clearances, which may clash with the requirement of the 'crime scene' intervention to leave incidents in place for three days. Councils with such KPIs may be required to gain the approval of Elected Members, however councils could consider proposing that the intervention initially be piloted in targeted hotspot areas to build evidence of its effectiveness.

2. Conduct research to better understand 'rag and bone man' services

In certain areas, particularly in Stevenage, it appears that there is a relatively high proportion of residents who use rag and bone man services to get rid of unwanted items. It is strongly recommended that councils conduct research to understand who is providing the rag and bone services, where they are operating and how they are disposing of unwanted waste, such as parts that cannot be exchanged as scrap metal.

3. Use relevant images, plain language and values-based communications

The research revealed that respondents do not understand certain behaviours to be 'fly-tipping' and when asked 'what is fly-tipping?', they tended to recall large-scale, messy incidents that they did not personally relate to. A desk review found that council communications tend not to use images of the types of fly-tipping that respondents admitted to, such as leaving furniture out on a street or recyclables next to bins. Rather, council communications tend to use images of large piles of decaying rubbish or of items that appear to have been dumped by criminal private waste collectors – for example, piles of household furniture,

textiles, children's toys and DIY rubble. When targeting residents who fly-tip household items, use images that they can personally relate to, such as single items of furniture or black bags.

It is also recommended that communications be reviewed to use plainer and more specific language. Where possible, avoid the term 'waste' as respondents did not generally use this term unless discussing 'garden waste' and 'food waste'. Instead, use terms such as 'items' or specific terms such as 'broken furniture'.

Respondents tended to use the term 'recycling' broadly and in a positive way – for example, leaving items of the street for others to take for free was seen as 'recycling' and therefore 'a good thing'. Councils could therefore consider testing messages that emphasise ways to 'recycle' and 'reuse' furniture (rather 'dispose of').

Councils should review all of their communications to simplify the language used, as the online communications read as part of this research occasionally used 'jargon' that could be confusing the residents (for example, using 'side waste' instead of 'bin bags next to bins').

Councils should consider implementing a values-based communications strategy that appeals to the values that are most important to residents when it comes to fly-tipping (see Section 5.6), focussing on positive angles (for example, 'the community expects clean and beautiful environments' rather than 'fly-tipping makes areas look messy and unattractive').

4. Install 'last collected by' or 'next collection' due signage at recycling banks

Respondents felt that full recycling bank bins was evidence that the council does not empty the bins frequently enough. To address this perception, it is recommended that councils install signage that specifies when the bins were last collected (much like that used in public bathrooms to indicate when it was last cleaned) or when they will next be collected (like that used by the Royal Mail on post boxes). The aim of this signage is to improve public perceptions of this council service and to prompt people to think about the amount of waste that is being produced by residents and that has to be managed. Keep Britain Tidy would be interested in working with Councils to design and monitor the effectiveness of this intervention.

5. Consider installing bin sensors at recycling banks

Councils should consider installing bin sensors at recycling banks to help them manage their bin collections for efficiently. Bin sensors send almost real-time information to waste managers to inform them about the fullness of bins, alerting them when bins are almost full. Over time, this information can help waste managers develop more efficient collection routines and can highlight locations where bin provision should be increased or decreased.

6. Work with charity shops and organisations to improve awareness and perceptions about fly-tipping of charity donations, and to improve donations infrastructure

There is a clear lack of awareness that dumping donations outside charity shops and bins constitutes fly-tipping and could in fact cost charities to clean up and dispose of dumped items. Use of innovative signage and messaging to draw attention to these issues and correct perceptions (for example, this week your donations have raised £x for this store, but dumped items have cost us £x') could be used. Sensor lighting could be used on signage to draw attention to it under darkness. Explore opportunities for improving donations infrastructure, for example but providing tamper-free donations bins outside shops when closed and by implementing systems to help charities manage donations bins more effectively.

7. Make local tips easier and more attractive for residents to use

The local tips appear to be well-used by residents of both Welwyn Hatfield and Stevenage, however the focus group participants expressed frustration about inconvenient opening hours and long queues, and the desk research indicated that neighbouring tips tend to open and close at the same time. It is therefore recommended that:

- the opening hours of neighbouring tips be staggered across a larger portion of the day. For example, some tips could open for shorter periods earlier in the morning (e.g. 7-10am) and again in the afternoon/evening (e.g. 4-8pm) to provide more options for people wishing to visit before and after work. Such arrangements would need to take into account that staffing 'split shifts' can be difficult and may increase costs, however managers could consider alternative options, such as splitting full shifts across neighbouring tips (e.g. having staff spend the first half of their shift at one tip and then moving to another tip for the remainder of their day).
- the Hertfordshire County Council website be updated to provide the specific times and days of the week for peak and quiet periods at each individual local tip. Currently only general information is provided for all tips.

There is evidence that some people are put-off visiting the tip due to a perception of unfriendly staff. Therefore it is recommended that:

- councils work with tip staff to address this perception, for example by providing training in customer service.
- councils consider formalising the 'community educator' aspect of tip staff roles to encourage on-the-go environmental education of residents while at the tip, and potentially reduce frustrations between staff and residents.

8. Consider reviewing current bulky waste collection services and embrace alternative services

The relative inconvenience and expense of bulky waste collection services offered by Welwyn Hatfield and Stevenage make them an unattractive option compared to alternatives, such as rag and bone man services, charity, retailer and private waste collection services, and selling or giving away online. Both councils should consider embracing such alternatives, for example by actively promoting these to residents and by supporting the providers to dispose of their waste responsibly. Rag and bone man services in particular offer a viable alternative that councils can hardly compete with, in terms of their convenience and zero cost, therefore councils should explore the appropriateness of championing those that deliver the service responsibly, while educating residents on their Duty of Care and how they can ensure that they use the service responsibly.

Additionally, both councils should review their current bulky waste offer and consider a range of other service options, such as offering two specific 'bulky waste' days a year, whereby residents can put all of their bulky waste on the kerb for collection on a specific date, or targeted collection services, such as offering these to students when they are most likely to be required at specific times during the year. Generally, the current offer does not appear to be well used or highly regarded by residents compared to other waste collected services.

8. Conclusion

This research has explored the behavioural drivers of household fly-tipping and found that overall, the key drivers relate to an expectation that fly-tipped items will be collected (either by someone else who might like it, scrap dealers or the local council) without repercussions. Whilst local councils clearly have an obligation to collect fly-tipped items, in doing so this perception is perpetuated - so novel approaches are needed. A lack of awareness of what constitutes 'fly-tipping' is another key driver, with many not recognising that their actions are fly-tipping. This is partially due to communications using images that residents do not personally associate with and 'jargon' when talking about waste issues. Residents have a lack a personal responsibility for their waste once they get rid of it, and tend to see this as the council's responsibility. There is scope for further exploring this issue to identify opportunities to reframe residents' waste as their responsibility, even once they are rid of it. There is also scope for improving the current waste services provided by councils, and this report has made a number of recommendations around this.

Appendix A – Waste services used (data tables)

Table 8: Waste services used – by borough

| Waste service used | Stevenage | Welwyn Hatfield |
|--|-----------|-----------------|
| I took it to my local tip | 72% | 73% |
| I took it to a charity store/organised a charity collection | 62% | 60% |
| I took it to a recycling bank (e.g. in a supermarket car park) | 49% | 43% |
| I used my local council's waste collection service | 26% | 33% |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 30% | 29% |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 22% | 18% |
| A company that I made a new purchase from took it away (retailer removal/trade-in) | 17% | 18% |
| I hired a skip | 11% | 13% |
| A trade person doing works on my house took the item away | 13% | 11% |
| I used a 'rag and bone' service | 12% | 8% |
| I burnt it (e.g. in my backyard) | 7% | 8% |
| I sold it via a garage sale or car boot sale | 10% | 7% |
| The company that I purchased it from took it away (retailer take-back) | 6% | 6% |
| I used a private waste collection service (e.g. a 'man with a van') | 4% | 5% |
| I left it on the street for someone else who might like it for free | 3% | 5% |
| I put it in someone else's skip | 2% | 2% |
| I left it out in a public place | 1% | 1% |

Base: Stevenage = 615; Welwyn Hatfield = 402.

Table 9: Waste services used – by neighbourhood type

| | Rural | Suburban | Urban |
|--|-------|----------|-------|
| I took it to my local tip | 75% | 73% | 68% |
| I took it to a charity store/organised a charity collection | 58% | 63% | 61% |
| I took it to a recycling bank (e.g. in a supermarket car park) | 41% | 50% | 45% |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 30% | 29% | 31% |
| I used my local council's waste collection service | 26% | 29% | 32% |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 18% | 21% | 21% |
| A company that I made a new purchase from took it away (retailer removal/trade-in) | 16% | 17% | 20% |
| I hired a skip | 13% | 13% | 8% |
| A trade person doing works on my house took the item away | 11% | 13% | 11% |
| I used a 'rag and bone' service | 11% | 12% | 8% |
| I burnt it (e.g. in my backyard) | 9% | 6% | 7% |
| I sold it via a garage sale or car boot sale | 8% | 10% | 8% |
| The company that I purchased it from took it away (retailer take-back) | 6% | 7% | 6% |
| I used a private waste collection service (e.g. a 'man with a van') | 4% | 4% | 5% |
| I left it on the street for someone else who might like it for free | 2% | 4% | 5% |
| I put it in someone else's skip | 1% | 2% | 2% |
| I left it out in a public place | 1% | 1% | 0% |

Base: Rural = 302; suburban = 485; urban = 219.

Table 10: Waste services used – by gender

| | Male | Female |
|--|------|--------|
| I took it to my local tip | 75% | 72% |
| I took it to a charity store/organised a charity collection | 56% | 66% |
| I took it to a recycling bank (e.g. in a supermarket car park) | 46% | 47% |
| I used my local council's waste collection service | 29% | 28% |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 24% | 34% |
| A company that I made a new purchase from took it away (retailer removal/trade-in) | 18% | 17% |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 17% | 24% |
| I hired a skip | 13% | 12% |
| A trade person doing works on my house took the item away | 12% | 13% |
| I used a 'rag and bone' service | 8% | 13% |
| The company that I purchased it from took it away (retailer take-back) | 6% | 7% |
| I sold it via a garage sale or car boot sale | 6% | 11% |
| I burnt it (e.g. in my backyard) | 6% | 8% |
| I used a private waste collection service (e.g. a 'man with a van') | 4% | 4% |
| I left it on the street for someone else who might like it for free | 3% | 4% |
| I put it in someone else's skip | 1% | 2% |
| I left it out in a public place | 1% | 1% |

Base: Male = 435; female = 543.

Table 11: Waste services used - by age group

| | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ |
|--|-------|-------|-------|-------|-------|-----|
| I took it to my local tip | 61% | 64% | 68% | 78% | 78% | 78% |
| I took it to a charity store/organised a charity collection | 47% | 50% | 66% | 60% | 64% | 67% |
| I took it to a recycling bank (e.g. in a supermarket car park) | 43% | 46% | 53% | 43% | 47% | 45% |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 35% | 43% | 41% | 30% | 26% | 14% |
| I used my local council's waste collection service | 18% | 29% | 29% | 23% | 33% | 30% |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 22% | 28% | 23% | 15% | 20% | 20% |
| A company that I made a new purchase from took it away (retailer removal/trade-in) | 14% | 9% | 14% | 13% | 22% | 27% |
| I sold it via a garage sale or car boot sale | 10% | 13% | 13% | 12% | 6% | 3% |
| I used a 'rag and bone' service | 6% | 6% | 12% | 11% | 10% | 14% |
| I hired a skip | 6% | 8% | 17% | 11% | 13% | 13% |
| I burnt it (e.g. in my backyard) | 12% | 8% | 7% | 7% | 7% | 7% |
| A trade person doing works on my house took the item away | 4% | 10% | 14% | 7% | 16% | 15% |
| I used a private waste collection service (e.g. a 'man with a van') | 8% | 3% | 5% | 6% | 3% | 3% |
| The company that I purchased it from took it away (retailer take-back) | 4% | 7% | 3% | 6% | 8% | 8% |
| I left it on the street for someone else who might like it for free | 6% | 5% | 5% | 3% | 3% | 2% |
| I put it in someone else's skip | 4% | 2% | 2% | 2% | 2% | 1% |
| I left it out in a public place | 4% | 2% | 2% | 1% | 0% | 0% |

Base: 18 - 24 = 49; 25 - 34 = 127; 35 - 44 = 184; 45 - 54 = 188; 55 - 64 = 220; 65+ = 213.

Table 12: Waste services used – by access to car

| | Yes, I own or have regular access to a car | No, I do not own or have regular access to a car |
|--|--|--|
| I took it to my local tip | 77% | 45% |
| I took it to a charity store/organised a charity collection | 62% | 56% |
| I took it to a recycling bank (e.g. in a supermarket car park) | 48% | 36% |
| I used my local council's waste collection service | 28% | 29% |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 30% | 28% |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 21% | 21% |
| A company that I made a new purchase from took it away (retailer removal/trade-in) | 18% | 13% |
| I hired a skip | 13% | 8% |
| A trade person doing works on my house took the item away | 13% | 10% |
| I used a 'rag and bone' service | 11% | 11% |
| I sold it via a garage sale or car boot sale | 9% | 7% |
| I burnt it (e.g. in my backyard) | 8% | 5% |
| The company that I purchased it from took it away (retailer take-back) | 7% | 4% |
| I used a private waste collection service (e.g. a 'man with a van') | 4% | 8% |
| I left it on the street for someone else who might like it for free | 4% | 3% |
| I put it in someone else's skip | 2% | 0% |
| I left it out in a public place | 1% | 2% |

Base: Yes = 860; no = 117.

Table 13: Waste services used – by employment status

| | Full time (30+ hours) | Part time (under 30 hours) | Self employed | Student/ full time education | Part time student | Full time carer/ stay at home parent | Unemployed / not working | Retired | Other |
|--|--------------------------|-------------------------------|---------------|---------------------------------|-------------------|--------------------------------------|--------------------------|---------|-------|
| I took it to my local tip | 71% | 73% | 76% | 50% | 64% | 73% | 62% | 82% | 85% |
| I took it to a charity store/organised a charity collection | 55% | 62% | 64% | 59% | 50% | 67% | 54% | 72% | 46% |
| I took it to a recycling bank (e.g. in a supermarket car park) | 47% | 47% | 57% | 44% | 43% | 44% | 35% | 45% | 46% |
| I used my local council's waste collection service | 27% | 23% | 21% | 31% | 21% | 42% | 27% | 33% | 38% |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 34% | 37% | 34% | 44% | 36% | 33% | 30% | 16% | 38% |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 19% | 17% | 28% | 16% | 36% | 29% | 30% | 20% | 23% |
| A company that I made a new purchase from took it away | 14% | 13% | 26% | 19% | 29% | 10% | 11% | 26% | 8% |
| I hired a skip | 13% | 12% | 16% | 3% | 14% | 6% | 3% | 15% | 0% |
| A trade person doing works on my house took the item away | 11% | 9% | 16% | 0% | 29% | 13% | 5% | 17% | 8% |
| I used a 'rag and bone' service | 8% | 14% | 14% | 3% | 14% | 19% | 8% | 13% | 0% |
| I sold it via a garage sale or car boot sale | 10% | 13% | 9% | 9% | 7% | 10% | 8% | 4% | 31% |
| I burnt it (e.g. in my backyard) | 7% | 6% | 9% | 13% | 21% | 8% | 5% | 6% | 31% |
| The company that I purchased it from took it away | 6% | 6% | 5% | 3% | 14% | 6% | 11% | 7% | 8% |
| I used a private waste collection service (e.g. a 'man with a van') | 6% | 0% | 5% | 6% | 14% | 6% | 5% | 3% | 0% |
| I left it on the street for someone else who might like it for free | 4% | 4% | 5% | 3% | 14% | 4% | 8% | 2% | 0% |
| I put it in someone else's skip | 2% | 2% | 2% | 6% | 7% | 0% | 3% | 1% | 0% |
| I left it out in a public place | 2% | 2% | 2% | 3% | 0% | 0% | 0% | 0% | 0% |

Base: Full time (30+ hours) = 398; Part time (under 30 hours) = 124; Self employed = 58; Student/full time education = 32; Part time student = 14; Full time carer/stay at home parent = 48; Unemployed/not working = 37; Retired = 257; Other = 13.

Table 14: Waste services used – by accommodation type

| | Bungalow | Detached house | Flat / Apartment in converted house | Flat / Apartment in purpose-built | Room/bedsit within a house | Semi detached house | Terraced house |
|--|----------|----------------|-------------------------------------|-----------------------------------|----------------------------|---------------------|----------------|
| I took it to my local tip | 81% | 83% | 35% | 53% | 23% | 78% | 76% |
| I took it to a charity store/organised a charity collection | 57% | 65% | 52% | 57% | 38% | 64% | 60% |
| I took it to a recycling bank (e.g. in a supermarket car park) | 41% | 50% | 32% | 38% | 23% | 49% | 49% |
| I used my local council's waste collection service | 27% | 30% | 19% | 26% | 54% | 27% | 31% |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 24% | 26% | 32% | 30% | 15% | 31% | 32% |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 27% | 21% | 35% | 21% | 15% | 21% | 19% |
| A company that I made a new purchase from took it away | 24% | 21% | 13% | 8% | 8% | 22% | 15% |
| I hired a skip | 11% | 16% | 13% | 4% | 0% | 15% | 10% |
| A trade person doing works on my house took the item away | 19% | 14% | 10% | 4% | 8% | 13% | 14% |
| I used a 'rag and bone' service | 5% | 5% | 6% | 4% | 0% | 17% | 15% |
| I sold it via a garage sale or car boot sale | 8% | 6% | 16% | 10% | 0% | 10% | 10% |
| I burnt it (e.g. in my backyard) | 11% | 7% | 6% | 2% | 15% | 10% | 7% |
| The company that I purchased it from took it away | 5% | 7% | 13% | 3% | 0% | 6% | 8% |
| I used a private waste collection service (e.g. a 'man with a van') | 5% | 2% | 6% | 4% | 8% | 5% | 6% |
| I left it on the street for someone else who might like it for free | 3% | 1% | 6% | 5% | 0% | 5% | 5% |
| I put it in someone else's skip | 3% | 1% | 10% | 4% | 0% | 1% | 1% |
| I left it out in a public place | 0% | 0% | 3% | 3% | 8% | 1% | 1% |

Base: Bungalow = 37; Detached house = 242; Flat / Apartment – in converted house = 31; Flat / Apartment in purpose build = 136; Room/bedsit within a house = 13; Semi detached house = 286; Terraced house = 236.

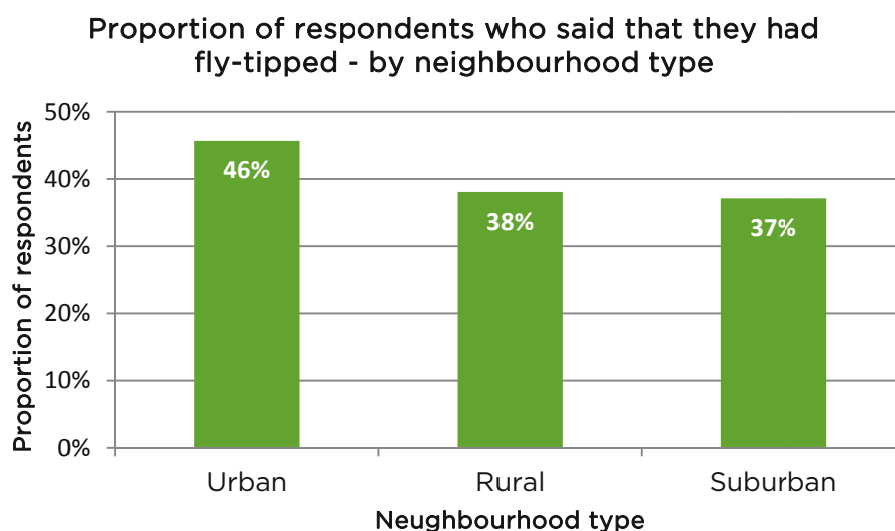
Appendix B – Fly-tipping behaviours and profiles

Survey respondents who reported that they had fly-tipped came from all age groups, dwelling types and other demographic classifications. However, trends emerging from the research suggest that people from certain demographic groupings are more likely to fly-tip, and this may be useful when targeting campaigns and other behavioural interventions. This appendix presents the fly-tipping trends for each demographic grouping.

Neighbourhood area type

Respondents who lived in urban areas were most likely to say that they had fly-tipped, followed by those in rural and suburban areas (Figure 13).

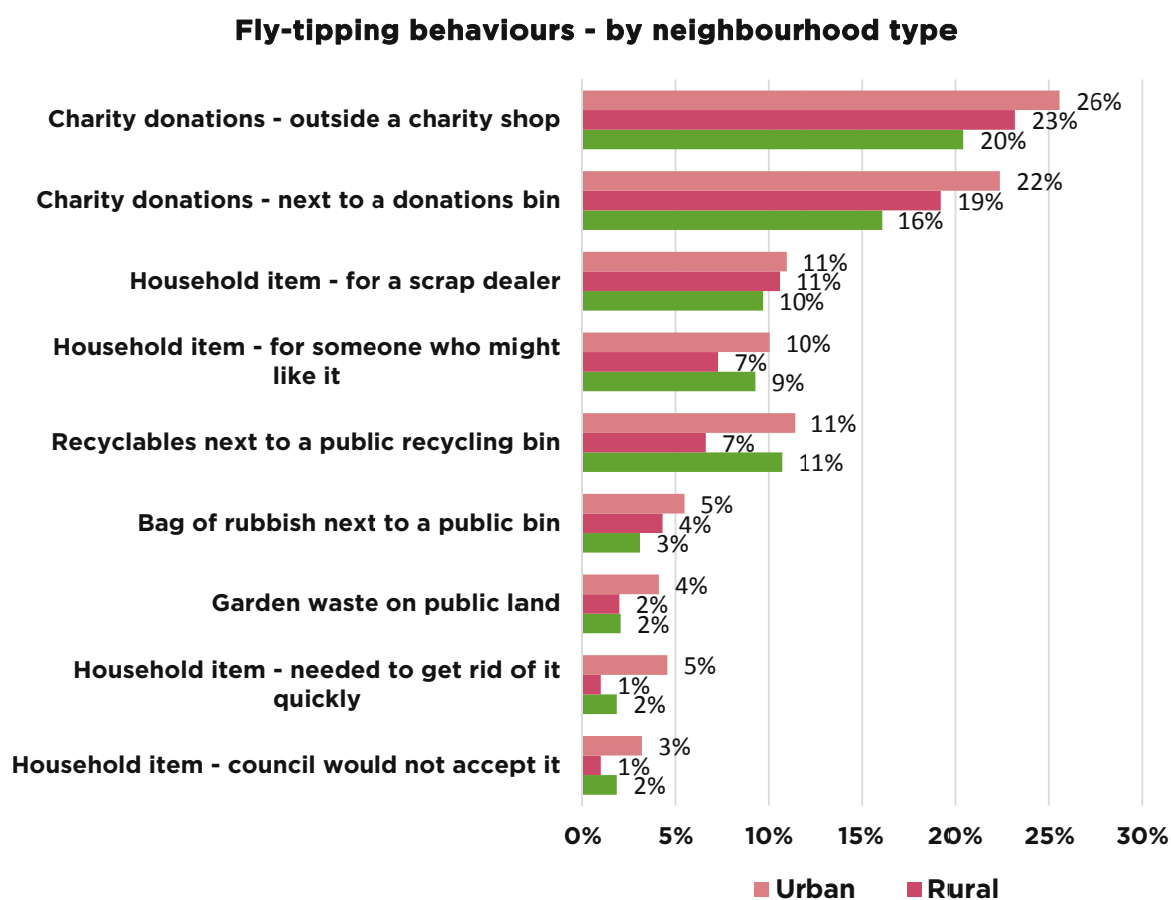
Figure 13: Respondents who said that they had fly-tipped – by neighbourhood type



Base: Urban = 219; rural = 302; suburban = 485.

This trend is fairly consistent across the different types of fly-tipping (Figure 14).

Figure 14: Fly-tipping behaviours – by neighbourhood type

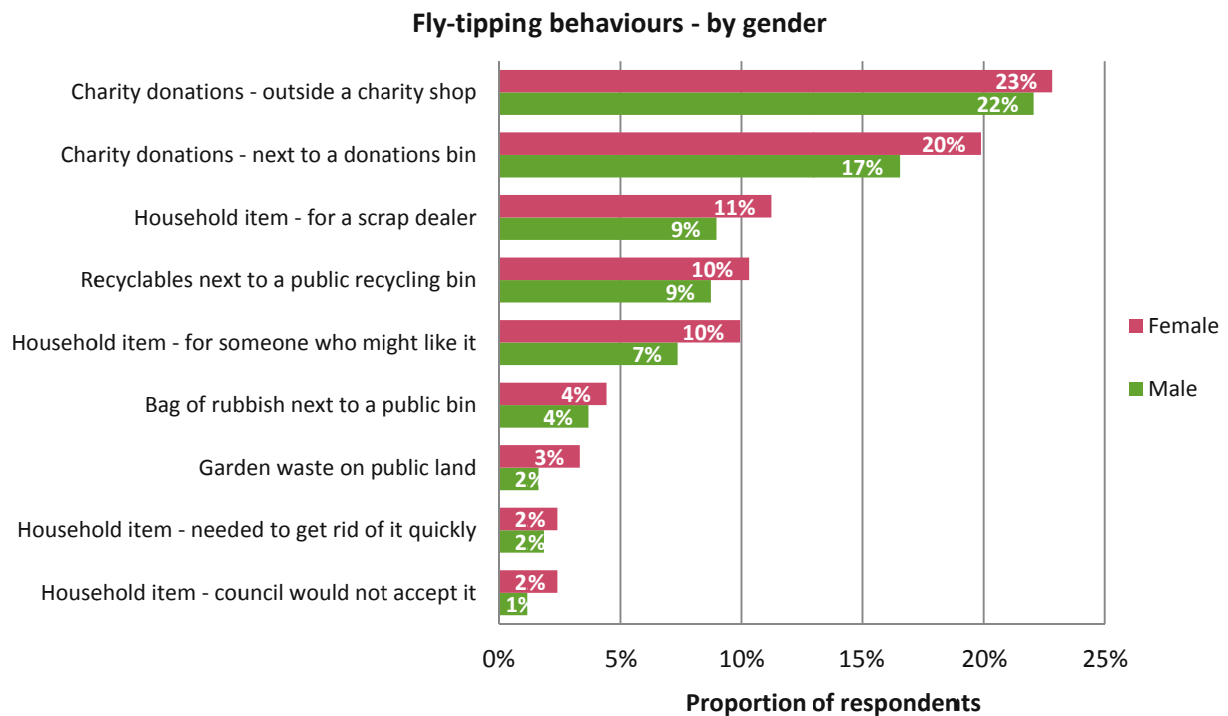


Base: Urban = 219; rural = 302; suburban = 485.

Gender

Female respondents (41% of 543) were overall more likely to say that they had fly tipped compared to males (38% of 435) and this was the case across or fly-tipping behaviours (Figure 15).

Figure 15: Fly-tipping behaviours – by gender

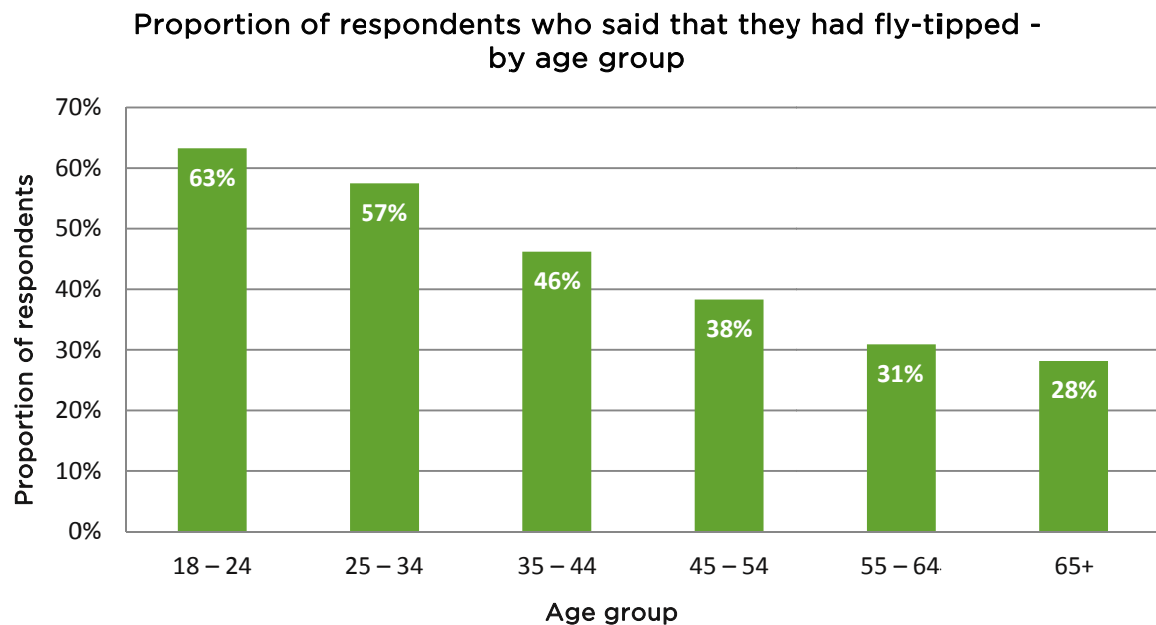


Base: Female = 543; male = 435.

Age group

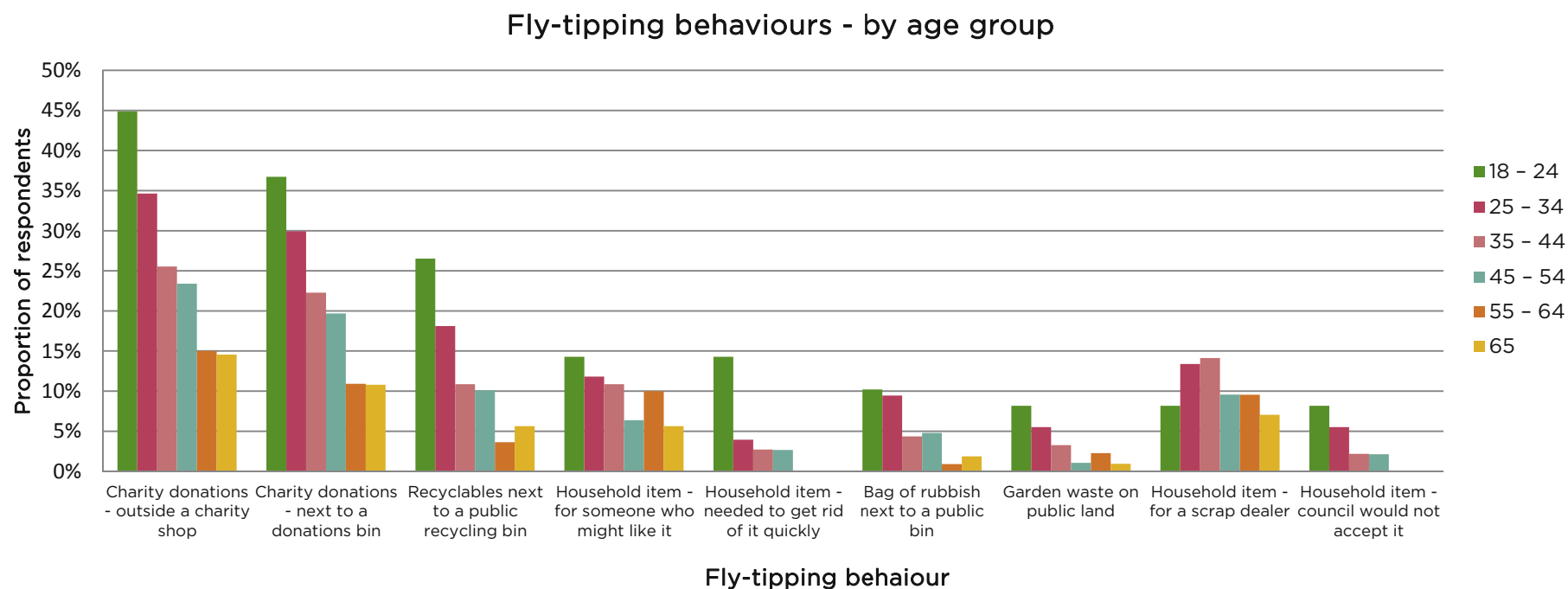
Respondents from younger age groups (18-24 and 25-34) were significantly more likely to say that they had fly-tipped compared to those from older age groups (Figure 16).

Figure 16: Respondents who said that they had fly-tipped - by age group



Base: 18-24 = 49; 25-34 = 127; 35-44 = 184; 45-54 = 188; 55-64 = 220; 65+ = 213.

Figure 17: Fly-tipping behaviours – by age group

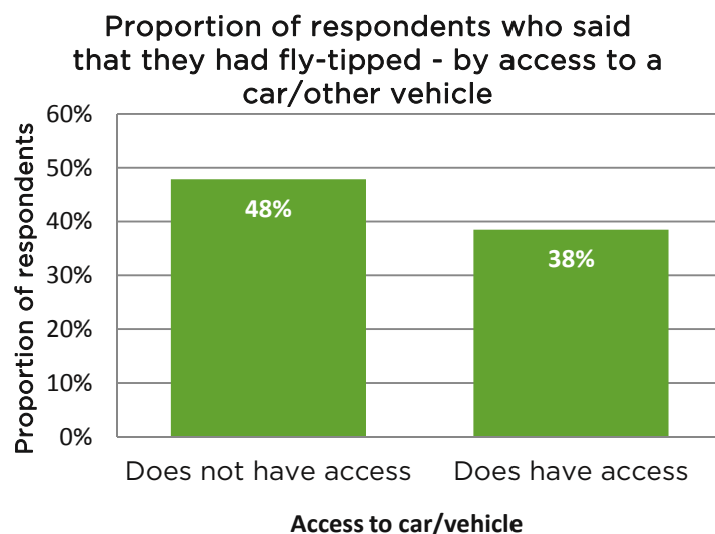


Base: 18-24 = 49; 25-34 = 127; 35-44 = 184; 45-54 = 188; 55-64 = 220; 65+ = 213.

Car ownership/access

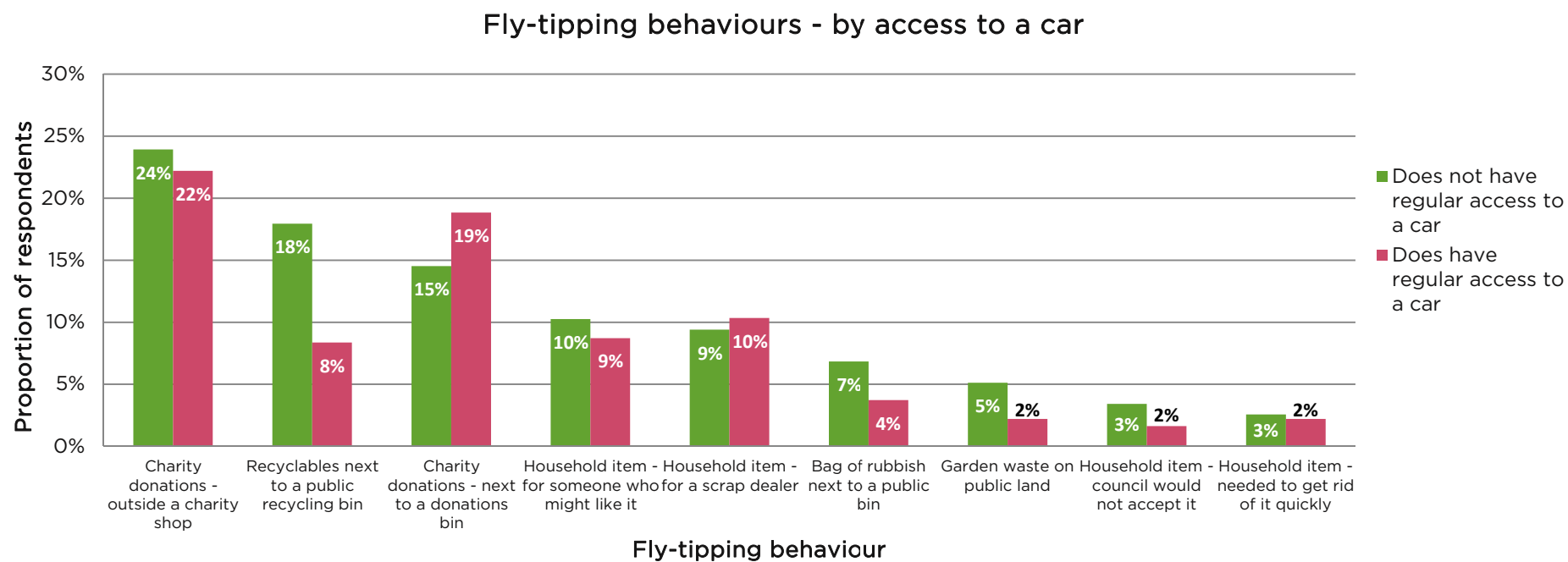
Respondents who did not own or have regular access to a car were more likely to say that they had fly-tipped overall (Figure 18), and this generally related to leaving recyclables next to recycling bins, bags of rubbish next to public litter bins and garden waste on public land (Figure 19). Interestingly, these respondents were less likely to say that they had fly-tipped donations next to charity donations bins compared to respondents who did have regular car access.

Figure 18: Respondents who said that they had done something classed as fly-tipping – by access to a car/vehicle



Base: Does not have access = 117; does have access = 860.

Figure 19: Fly-tipping behaviours - by access to a car

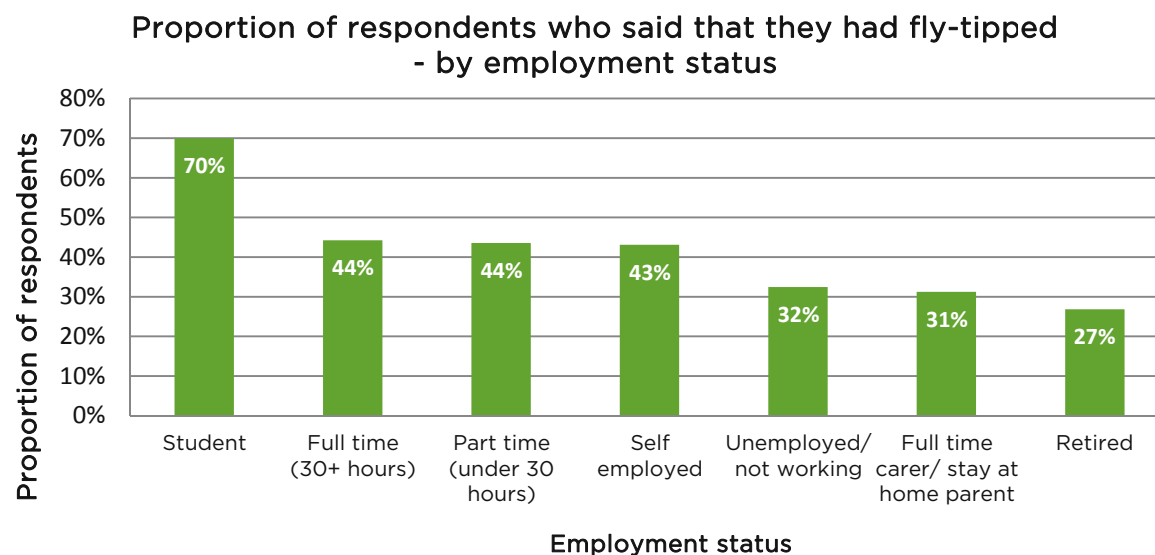


Base: Does not have access = 117; does have access = 860.

Employment status

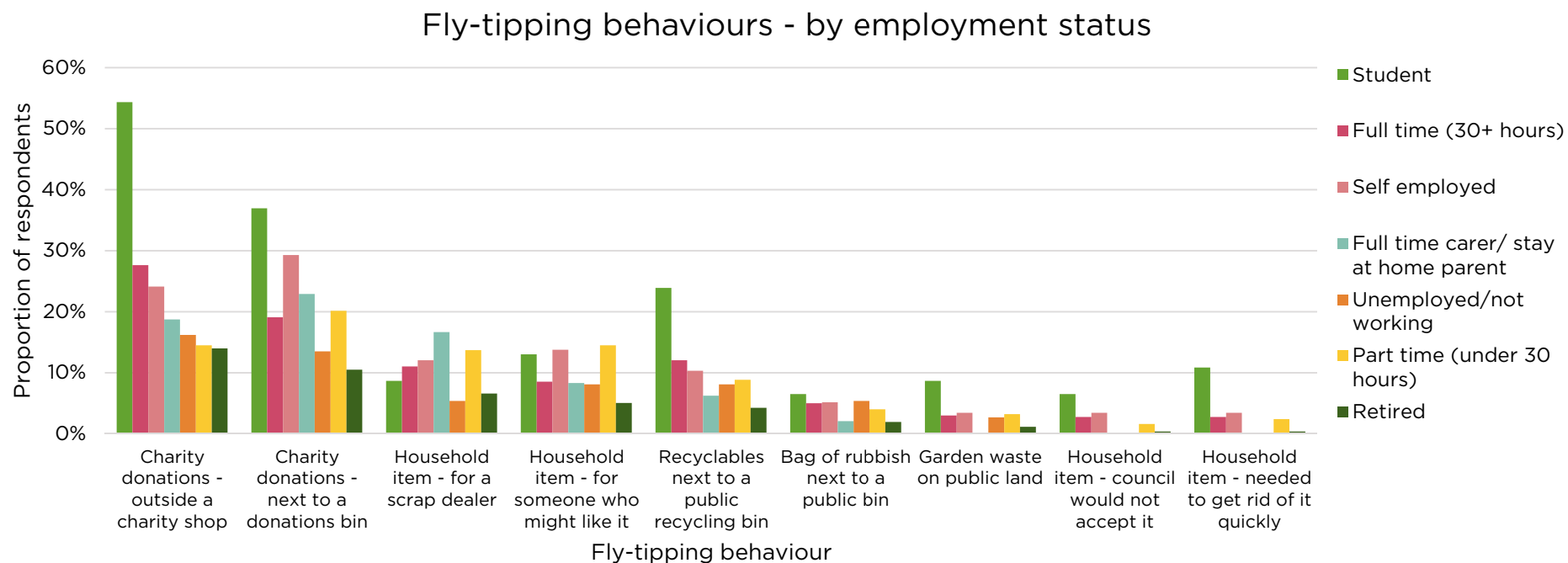
Students were more likely to say that they had fly-tipped overall compared to other employment status types (Figure 20), and this result is statistically significant despite the relatively small sample of student respondents. In particular, students were more likely to say that they had fly-tipped charity donations outside a charity shop or next to donations bins, recyclables next to recycling bins, and household items on the street because they 'needed to get rid of it quickly' (Figure 21).

Figure 20: Respondents who said that they had done something classed as fly-tipping – by employment status



Base: Student = 46; full time (30+ hours) = 398; part time (under 30 hours) = 124; self employed = 58; unemployed/not working = 37; full time carer/ stay at home parent = 48; retired = 257.

Figure 21: Fly-tipping behaviours - by employment status

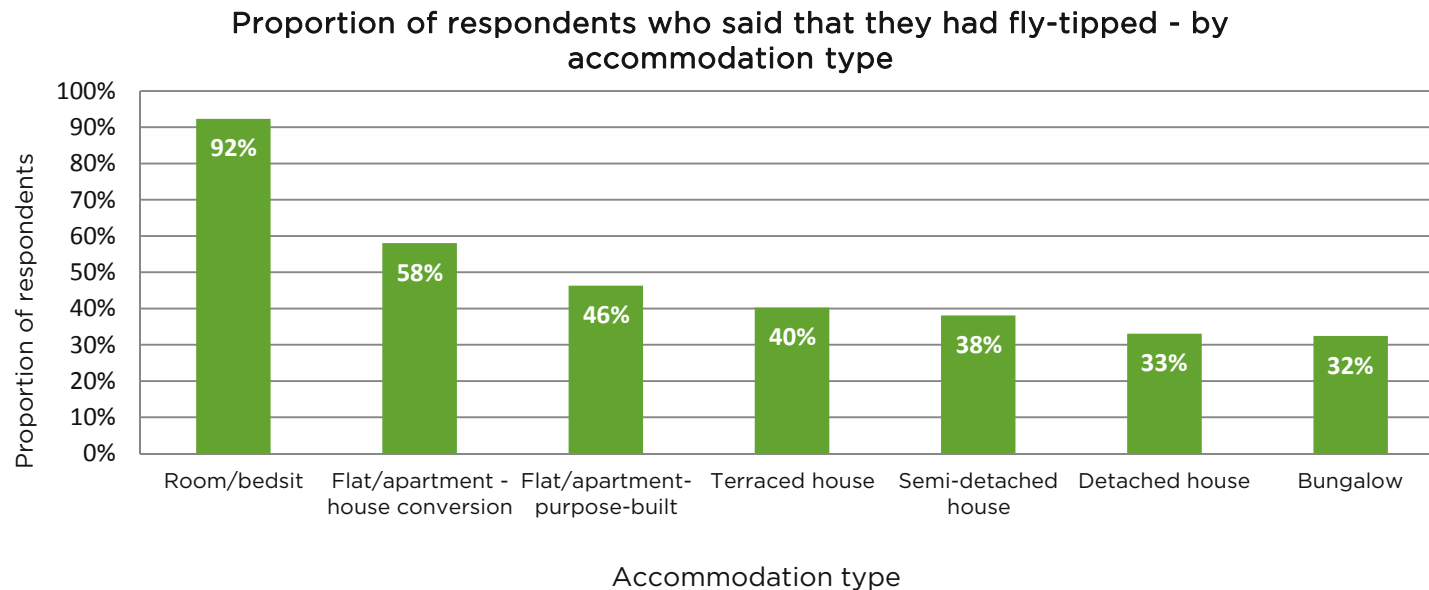


Base: Student = 46; full time (30+ hours) = 398; self employed = 58; full time carer/stay at home parent = 48; unemployed/not working = 37; part time (under 30 hours) = 124; retired = 257.

Home accommodation type

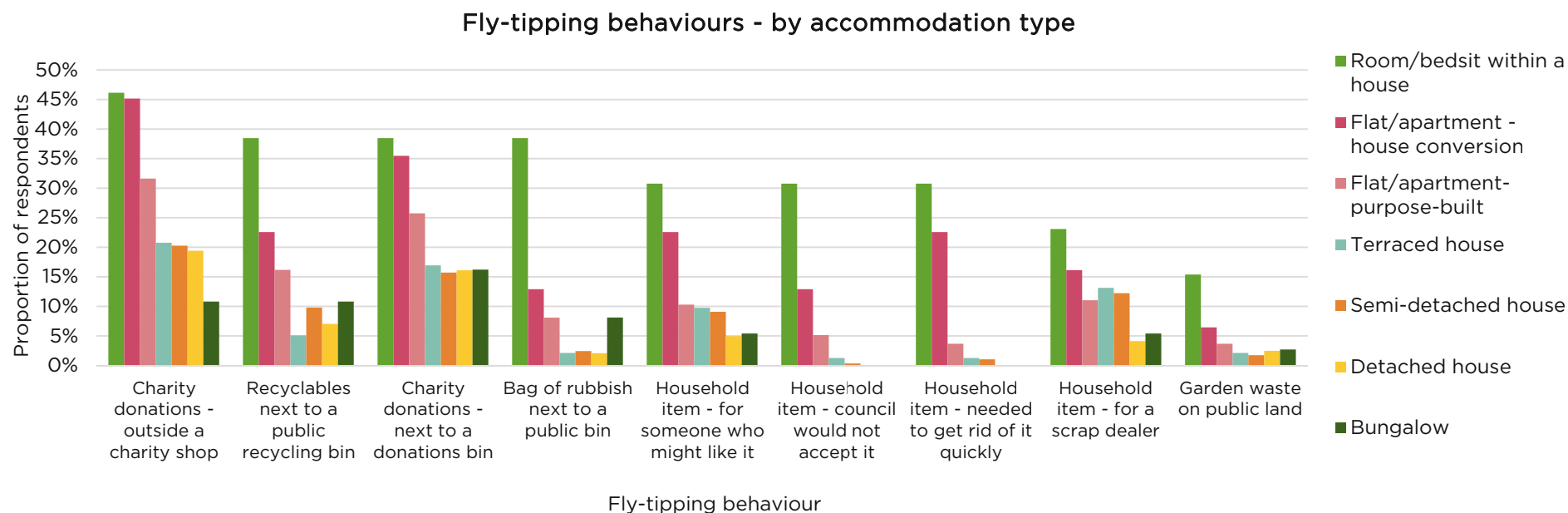
Respondents who lived in smaller accommodation types, particularly a room/bedsit, were more likely to say that they had fly-tipped overall (Figure 22) and across all individual types of fly-tipping presented in the survey (Figure 23). However, this finding should be treated with caution due to the relatively small samples of respondents from smaller accommodation types and further research to verify this trend is recommended.

Figure 22: Respondents who said that they had done something classed as fly – by accommodation type



Base: Room/bedsit within a house = 13; Flat/apartment - house conversion = 31; Flat/apartment - purpose-built = 136; Terraced house = 236; Semi-detached house = 286; Detached house = 242; Bungalow = 37.

Figure 23: Fly-tipping behaviours - by accommodation type



Base: Room/bedsit within a house = 13; Flat/apartment - house conversion = 31; Flat/apartment - purpose-built = 136; Terraced house = 236; Semi-detached house = 286; Detached house = 242; Bungalow = 37.

Appendix C – Online survey questionnaire

Welwyn Hatfield and Stevenage fly-tipping research Online public perceptions survey

Keep Britain Tidy is currently conducting research on people's waste disposal behaviours, and we are interested in understanding your thoughts and opinions on this. The following survey will take approximately 10 minutes to complete.

Please know that there are no right or wrong answers. All responses are anonymous.

Should you have any queries about the research, please contact Keep Britain Tidy on 020 7420 4400.

Thank you for your time. Please select 'Next' to begin.

Set up two collectors: 1) Welwyn Hatfield and 2) Stevenage

1. Where do you currently live? Please enter your nearest village, town or city below.

2. Which of the following best describes the area where you live?

| | |
|------------------------|--|
| Urban | |
| Suburban | |
| Rural | |
| Other, please specify: | |

3. Which of the following services have you used, or actions have you taken, to get rid of items from your household that you couldn't put into your regular waste and recycling collection bins? [Select all that apply] **RANDOMISE**

| | |
|--|----|
| I used my local council's waste collection service | 1 |
| I took it to my local tip | 3 |
| A trade person doing works on my house took the item away | 4 |
| I used a 'rag and bone' service | 5 |
| I used a private waste collection service (e.g. a 'man with a van') | 6 |
| I took it to a charity store/organised a charity collection | 7 |
| I sold it online (e.g. via Ebay, Gumtree or Shpock) | 8 |
| I gave it away for free online (e.g. via Freecycle, Facebook or Gumtree) | 9 |
| I left it on the street for someone else who might like it for free | 10 |
| I burnt it (e.g. in my backyard) | 11 |
| I sold it via a garage sale or car boot sale | 12 |
| The company that I purchased it from took it away | 13 |
| A company that I made a new purchase from took it away | 14 |
| I hired a skip | 15 |
| I put it in someone else's skip | 16 |
| I left it out in a public place | 17 |
| I took it to a recycling bank (e.g. in a supermarket car park) | 18 |
| Other, please specify: | 19 |

4. Over the past two years, have you done any of the following? *RANDOMISE*

| | Yes | No | Don't know |
|---|-----|----|------------|
| Left cuttings from your garden, such as grass clippings, hedge clippings, leaves or branches, outside on public land (e.g. in a park or on a roadside). | 1 | 2 | 3 |
| Left recyclables, such as cardboard packaging, next to a public recycling bin. | 1 | 2 | 3 |
| Left an item from your household that you no longer need outside on the street for someone else who might like it for free. | 1 | 2 | 3 |
| Left donations, such as clothing, books or furniture, outside a charity shop. | 1 | 2 | 3 |
| Left donations, such as clothing, books or children's toys, next to a charity donations bin. | 1 | 2 | 3 |
| Left a bag of rubbish next to a public bin. | 1 | 2 | 3 |
| Left an item from your household outside on the street or in a public space for a scrap dealer who might like it. | 1 | 2 | 3 |
| Left an item from your household that you no longer need on the street or in another public space because the local council or tip would not accept it. | 1 | 2 | 3 |
| Left an item from your household that you no longer need on the street or in another public space because you needed to get rid of it quickly. | 1 | 2 | 3 |

5. Imagine yourself the subject of these statements and indicate how you would feel using the scales provided.

"When I take my recyclables to a recycling bank and the bins are already full..."

I DO NOT feel like it's too much effort to find another recycling bin

1 2 3 4 5

I DO feel like it's too much effort to find another recycling bin

"When I go to take my donations to the charity store and it is closed..."

I DO NOT feel like it's too much effort to come back when store is open

1 2 3 4 5

I DO feel like it's too much effort to come back when store is open

"When I am booking a waste collection service and have to wait for a number of days before it can be collected..."

I DO NOT feel like it's too much effort to hold onto the item

1 2 3 4 5

I DO feel like it's too much effort to hold onto the item

"When I need to get rid of an item quickly and the waste collection service cannot come to collect it in time..."

I DO NOT feel like it's too much effort to

I DO feel like it's too much effort to find





find another waste
collection service

1 2 3 4 5







another waste
collection service

6. Please look at the following images and indicate which ones you consider to be 'fly-tipping':

RANDOMISE:

| | I do consider this fly-tipping | I do not consider this fly-tipping | Don't know |
|---|---------------------------------------|---|------------|
|  | | | |
|  | | | |
|  | | | |
|  | | | |

| | I do consider this fly-tipping | I do not consider this fly-tipping | Don't know |
|---|---------------------------------------|---|------------|
|  | | | |
|  | | | |
|  | | | |
|  | | | |
|  | | | |
|  | | | |

| | I do consider this fly-tipping | I do not consider this fly-tipping | Don't know |
|---|---------------------------------------|---|------------|
|  | | | |
|  | | | |
|  | | | |
|  | | | |
|  | | | |
|  | | | |

| | I do consider this fly-tipping | I do not consider this fly-tipping | Don't know |
|---|---------------------------------------|---|------------|
|  | | | |
|  | | | |
|  | | | |
|  | | | |
|  | | | |

7. Thinking about charity donations left out in public places (e.g. outside a charity shop or a next to a charity donations bin), to what extent do you agree with each of the following statements?

| | | Strongly disagree | Slightly disagree | Neutral | Slightly agree | Strongly Agree | Don't know |
|----|---|-------------------|-------------------|---------|----------------|----------------|------------|
| a) | This is common in my area | 1 | 2 | 3 | 4 | 5 | 6 |
| b) | Leaving these items is more acceptable than leaving other types of unwanted items or waste in public places | 1 | 2 | 3 | 4 | 5 | 6 |
| c) | I didn't realise this was considered 'fly tipping' | 1 | 2 | 3 | 4 | 5 | 6 |
| d) | If the items are contained and in a location where it's easy for collectors to pick up, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |
| e) | If someone else can find a use for the items, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |
| f) | I don't see the problem, as the donations are for a good cause | 1 | 2 | 3 | 4 | 5 | 6 |

8. Thinking about unwanted items left in public places for scrap dealers (e.g. the 'rag and bone man'), to what extent do you agree with each of the following statements?

| | | Strongly disagree | Slightly disagree | Neutral | Slightly agree | Strongly Agree | Don't know |
|----|---|-------------------|-------------------|---------|----------------|----------------|------------|
| a) | This is common in my area | 1 | 2 | 3 | 4 | 5 | 6 |
| b) | Leaving these items is more acceptable than leaving other types of unwanted items or waste in public places | 1 | 2 | 3 | 4 | 5 | 6 |
| c) | I didn't realise this was considered 'fly tipping' | 1 | 2 | 3 | 4 | 5 | 6 |
| d) | If the items are contained and in a location where it's easy for collectors to pick up, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |
| e) | If someone can find a use for the items, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |

9. Thinking about garden waste left in public places (e.g. grass clippings, hedge clippings or branches in a park or on a roadside), to what extent do you agree with each of the following statements?

| | | Strongly disagree | Slightly disagree | Neutral | Slightly agree | Strongly Agree | Don't know |
|----|---|-------------------|-------------------|---------|----------------|----------------|------------|
| a) | This is common in my area | 1 | 2 | 3 | 4 | 5 | 6 |
| b) | Leaving these items is more acceptable than leaving other types of unwanted items or waste in public places | 1 | 2 | 3 | 4 | 5 | 6 |
| c) | I didn't realise this was considered 'fly tipping' | 1 | 2 | 3 | 4 | 5 | 6 |
| e) | If the items are contained and in a location where it's easy for collectors to pick up, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |
| f) | I don't see this as a problem as it blends in and looks natural | | | | | | |

10. Thinking about items left next to public litter or recycling bins, to what extent do you agree with each of the following statements?

| | | Strongly disagree | Slightly disagree | Neutral | Slightly agree | Strongly Agree | Don't know |
|----|---|-------------------|-------------------|---------|----------------|----------------|------------|
| a) | This is common in my area | 1 | 2 | 3 | 4 | 5 | 6 |
| b) | Leaving these items is more acceptable than leaving other types of unwanted items or waste in public places | 1 | 2 | 3 | 4 | 5 | 6 |
| c) | I didn't realise this was considered 'fly tipping' | 1 | 2 | 3 | 4 | 5 | 6 |
| d) | If the items are contained and in a location where it's easy for collectors to pick up, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |
| e) | If someone can find a use for the items, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |
| f) | If the bins are full, then it's fine to leave them here | 1 | 2 | 3 | 4 | 5 | 6 |

11. The following are things that others have said are impacts of 'fly-tipping'. Please indicate on the scale below the extent to which this is a concern for you personally.

1 = Not at all a concern for me
5 = A moderate concern for me
10 = A major concern for me

RANDOMISE:

| | |
|----|-----------------------------|
| a) | It's unsightly and messy |
| b) | It makes the area look poor |

| | |
|----|---|
| c) | It encourages vermin |
| d) | It costs the Council |
| e) | It costs ratepayers |
| f) | It's a health and safety risk |
| g) | It's a risk to children playing in the area |
| h) | It could harm wildlife |
| i) | It could harm dogs, cats and other pets |
| j) | It could harm the environment (e.g. plants, waterways, soils) |
| k) | It attracts crime |
| l) | It encourages others to fly-tip and litter |
| m) | It brings house values down |
| n) | It smells |

12. If you hire someone to take away your unwanted items, who is responsible by law for those items if they get left somewhere, such as in a street, alleyway or park?

| | |
|--|---|
| The person who leaves it | 1 |
| Me/ the owner of the items | 2 |
| Both the person who leaves it & the owner of the items | 3 |
| Don't know | 4 |
| Other (please specify)_ _____ | 5 |

13. What could happen to the people responsible if unwanted items or waste were left somewhere and they got caught?

| | |
|----------------------------------|---|
| They could receive a fine | 1 |
| They could go to court | 2 |
| They could get a criminal record | 3 |
| Nothing | 4 |
| Don't know | 5 |
| Other (please specify)_ _____ | 6 |

14. How likely or unlikely do you think it is that a person or people caught fly-tipping will get caught?

| | |
|----------------------------------|---|
| Not at all likely | 1 |
| They could go to court | 2 |
| They could get a criminal record | 3 |
| Nothing | 4 |
| Don't know | 5 |
| Other (please specify) _____ | 6 |

15. How do you generally find out about the different ways you can get rid of your unwanted items and waste? (Please select all that apply) RANDOMISE

| | |
|--|---|
| Family/other household members | |
| Neighbours | |
| Social media | |
| News articles in newspapers or magazine | |
| Council website | 1 |
| Other website | |
| Council social media | |
| Other social media | |
| Council letters and leaflets in my letterbox | |
| Council newsletter/magazine | |
| Outdoor posters and signage | |
| Posters and signage in the library, leisure centre or other public buildings | |
| Don't know | |
| Other, please specify below: | |

16. Gender

| | |
|--------|---|
| Male | 1 |
| Female | 2 |

17. Age group [Single code]

| | |
|----------|---|
| Under 18 | 1 |
| 18 - 24 | 2 |
| 25 - 34 | 3 |
| 35 - 44 | 4 |
| 45 - 54 | 5 |
| 55 - 64 | 6 |
| 65+ | 7 |

18. Do you own or have regular access to a car?

| | |
|------------|---|
| Yes | 1 |
| No | 2 |
| Don't know | |

19. Employment status

| | |
|--------------------------------------|---|
| Student/full time education | 1 |
| Part time student | 2 |
| Full time (30+ hours) | 3 |
| Part time (under 30 hours) | 4 |
| Retired | 5 |
| Unemployed/not working | 6 |
| Self employed | 7 |
| Full time carer/ stay at home parent | 8 |
| Other (please specify) | 9 |

20. Type of accommodation (main place of residence)

| | |
|---|---|
| Flat / Apartment / Maisonette - within a purpose-built building (e.g. an apartment block) | 1 |
| Flat / Apartment / Maisonette - within a house that has been converted | 2 |
| Room/bedsit within a house | 3 |
| Terraced house | 4 |
| Semi detached house | 5 |
| Detached house | 6 |
| Bungalow | 7 |

21. Who do you currently share your accommodation with? (Select all that apply)

| | |
|--|---|
| n/a - I live alone | 1 |
| Partner | 2 |
| Child / Children | 3 |
| Parent(s) | 4 |
| Sibling(s) | 5 |
| Other family | 6 |
| Friend(s) / housemate(s) / tenants / lodgers | 7 |
| Landlord | 8 |