



Department
for Environment
Food & Rural Affairs



Beautification of Bring Bank Bins

London Borough of Newham Council – Fly-Tipping Intervention Grant

Newham Council have had great success with the Better Streets Project that was run in partnership with Keep Britain Tidy. This demonstrated that if an area was well maintained then the residents were less like to fly tip. The council's idea was to house the bins and to **beautify the area** by purchasing **Recycling Bank Housings that have grass and wildflower seeds on top**, as time passes these will grow and bloom and so should make the surrounding areas more pleasant to look at. The project ran from April-June 2022, and the council compared the data 6 months before and months after the intervention; the council saw a **23% reduction in fly-tipping overall**.



Bring bank bin housings with grass and wildflower growing on top

The Fly-tipping Issue

Newham is a London Borough and as such has a **high number of flats that quite often have a lack of space to store waste in**. The council have recently undertaken a huge survey of these banks and so they know those that produce the highest amounts of recycling and also those that suffer from a number of fly tips. The council decided to trial this intervention at **7 hotspot locations**, all of these locations are **Urban**, and priority will be given to the Recycling Banks that generate the most recycling and also have high levels of fly tipping. The fly tipping at these locations are generally **black bag waste or household items that are no longer needed** for example tables, toys, or chairs.



Fly-tipped waste at a bring bank hotspot site

The Intervention

Beautification: Newham Council has 45 Bring Banks throughout the borough where residents can recycle paper, plastic, cans and glass. These Bring Banks are normally just 1100L bins placed at certain locations, with signage explaining what can be recycled, only a handful of these sites are in any type of bin housing. Quite regularly the Bring Banks are fly tipped by residents and have to be cleared daily by Street Cleansing, the Bring Banks are public sites and open to anybody, but they are mainly used and aimed at the residents in the flats, as it's the only way those residents can recycle. Installation of the new bin houses was relatively straight forward, a good design and easy to use. Support was available from Metrostor throughout the project. The Council pushed the new bring banks on social media via Twitter and Facebook and sent direct emails to the Ward Councillors.

 **Newham London** ❤️🌱 @... · 18 Jun
Look at our new, greener Bring Banks with grass on top! Bring Banks recycle glass, plastic bottles, cans, paper & some have textile recycling facilities.

But please don't leave items outside the Bring Banks – that's fly-tipping and can lead to a fine.

orlo.uk/FE1H3



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The Result

The new housings with their living green roofs and the focussed cleaning strategy has vastly improved the look of the areas. The team have always cleaned around the bring sites but have now focused more attention on them.

Comparing fly tips around the sites in the 6 full months before and after installation, shows **a decrease at 6 out of 7 of the sites and an 23% reduction over all 7**. The 15% increase can be partly explained by an increased visibility and awareness of the sites, due to the new bin housings, to members of the public reporting on the Love Clean Streets App, and to street cleansing operatives collecting ad hoc fly-tips.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
Hotspot Location 1	Beautification & Signage	65 1 st October 2021- 1 st April 2022	40 1 st April 2022-1 st October 2022	39% Decrease
Hotspot Location 2	Beautification & Signage	3 1 st October 2021- 1 st April 2022	0 1 st April 2022- 1 st October 2022	100% Decrease
Hotspot Location 3	Beautification & Signage	71 1 st October 2021- 1 st April 2022	35 1 st April 2022-1 st October 2022	51% Decrease
Hotspot Location 4	Beautification & Signage	122 1 st October 2021- 1 st April 2022	115 1 st April 2022-1 st October 2022	6% Decrease
Hotspot Location 5	Beautification & Signage	30 1 st October 2021- 1 st April 2022	25 1 st April 2022-1 st October 2022	17% Decrease

Hotspot Location 6	Beautification & Signage	41 1 st October 2021- 1 st April 2022	12 1 st April 2022-1 st October 2022	70% Decrease
Hotspot Location 7	Beautification & Signage	82 1 st October 2021- 1 st April 2022	94 1 st April 2022-1 st October 2022	15% Increase

Data Source: Mayrise reporting system – this shows the number of fly tips at the locations before and after the intervention. The council have also had ad-hoc staff reports and members of the public reporting on the ‘Love Clean Streets App’.

Other Relevant Data

Community Feedback: Anecdotally, the Council’s Public Space Monitoring Officers have noticed an improvement at the sites with less anti-social behaviour and fly tipping. Positive feedback from many Ward Councillors is regularly received.

Feedback

What went well?

There is definitely less fly tipping in the area, which was previously one of the most fly tipped areas of the borough. There is definitely less graffiti and other anti-social behaviour as well, which overall improves the look of area.

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

The bin houses with the grass and wildflowers growing on top are extremely popular with local residents, it may not make a massive difference to fly-tipping levels, but this does provide a small oasis of greenery in an urban landscape, it makes the area look and feel like a nicer place to live.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
Recycling Bin Housings with Grass and Wildflower roofs	Metrostor	£6,845.92	7	£47,921.47
Staff Time Deployment, maintenance, monitoring & evaluation	London Borough of Newham Council	n/a	24 hours	£750
Staff Time Materials and Marketing	London Borough of Newham Council	n/a	12 hours	£430

Contact Details

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Defra's Fly-Tipping Intervention Grant: The Fly-tipping Intervention Grant supported projects trialling approaches and interventions to tackle fly-tipping. Administered by WRAP on behalf of Defra, this grant provided capital funding for projects at known fly-tipping hot-spots that showed the potential for improving infrastructure, raising awareness, and supporting enforcement activity.