



Department
for Environment
Food & Rural Affairs



'Timed Waste Collections' Signage & Community Engagement

London Borough of Newham Council – Fly-tipping Intervention Grant

Newham Council redesigned the '**Timed Waste Collections**' signage so that residents are aware of their responsibilities and **actively engaged with residents** by door knocking and delivering a '**timed collection**' letter. The project took place between 18th-21st July 2022 and results were monitored 6 months before and 6 months after installation. The results show that **community engagement had a positive result** and the area where the letter was distributed shows a **46% decrease in fly tipping**.

The Fly-tipping Issue

Newham is a London Borough and as such the Council have a high number of flats that quite often have a lack of space to store waste in. As a response to the difficulties of waste storage for flats, the roads that have the greatest number of flats have 'Timed Waste Collections.' This means that residents are informed of the times that they can present waste for collection by the Waste and Recycling Team; bags should only be placed out for collection between these timed slots. Many of the signs that were placed out at the beginning of the time band implementation have now worn away, and are in unsuitable locations meaning that residents are not always fully aware of the locations or times to place their waste, resulting in fly tipping.

The Council decided to trial this intervention at **2 hotspot locations** (flats located above shops) which form part of a bigger urban hotspot that has high levels of fly tipping and a busy timed waste collection. 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**.

The Intervention

Timed Waste Collection Signage: The idea was to redesign the communication around timed waste bands. This involved some community engagement with residents and new larger signs placed on key streets which look better and have clear simple instructions (*See image*).

Community Engagement: The Public Realm Engagement Team engaged with residents via door stepping. A letter was delivered to every household with information on timed collection along with 'Caption Code'. Newham has a huge population who do not speak English, so this 'Caption Code' enabled them to translate the letter. The letter also had the 'timed collection signage' image at the back so that it could be related (*See Appendix A* for a copy of the letter). This was the first time the Public Realm Engagement Team had trialled this intervention and the idea is that if it works on the busier hotspot locations it could be easily replicated in other areas.



The Result

The new colourful timed collection signage has improved the look and feel of the area.

Due to the number of reported fly-tips in Hotspot 1 pre-intervention the council decided to actively door knock and engage with residents with the letter using 'Caption Code' and colourful images; this has shown a 46% decrease in fly-tipping. Hotspot 2 where the council only installed the timed collection signage and did not engage with residents also highlighted a decrease, but it was clear the community engagement was important to achieve bigger results.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
Hotspot Location 1	Timed Waste Collection Signage & Community Engagement	242 1 st January 2022-30 th June 2022	130 1 st August 2022-28 th February 2023	46% Decrease

Hotspot Location 2	Timed Waste Collection Signage	103 1 st January 2022- 30 th Jun 2022	73 1 st August 2022- 28 th February 2023	29% Decrease
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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’.

Feedback

What went well?

The installation of the red coloured timed collection signage has greatly improved the look of the areas, with many positive comments from Councillors and staff members.

What would you do differently?

The Council had a poor contact rate with residents living in flats above shops but were already aware of this hurdle due to previous engagement campaigns. That’s why the letter was made simple and clear so that it can draw attention and be easy to understand. However, in future the Council could try different times to approach those residents.

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

We collaborated with the council’s communication team to design the signage, The Language Shop (TLS) for the ‘Caption Code’ to overcome the language barrier, Myrene to print and install the signage. The Council’s in-house engagement team carried out the engagement task of door knocking and distributing the letter.

Be aware where you can install the signage, so that it is visible to the targeted residents but also that you have the correct permissions to install, for example the Public Realm Team had to get permission to install signage on a lamppost. This was time consuming as the team had to look into each lamppost before installation to check it had the right location and adhered to height restrictions. The Public Realm Team had to communicate with Newham Council Highways to get approvals, these approvals were free but other Councils may have different policies where this may be a chargeable service.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
Timed Collection Signs	Myrene	£30.83	60	£1,850
Timed Waste Collection Letter	The Language Shop	n/a	500	£40
Translation of Letter	The Language Shop	n/a	500	£50
Printing Costs	London Borough of Newham Council Printing	n/a	500	£90

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.

Appendix

A) Timed Waste Collection Letter – Front & Back



Dear Resident,

We would like to remind you about the Timed Waste Collections in your area.

What are 'Timed Waste Collections'?

Newham Council provides a Timed Waste Collection for you – the residents of [REDACTED]. This means that we will only collect bags of rubbish that have been left on the street at set times.

What do I have to do?

Please leave your rubbish in closed black bags at the following time **ONLY**

Monday to Saturday
Mornings 7:30am – 8:30am
Evenings 3:30pm – 4:30pm

Do not put rubbish out before or after these times and days. Please do not leave any rubbish on side streets or in alleyways. Businesses must adhere to the collection arrangements as stated in their trade waste agreements.

Residents who don't follow the correct procedure not only risk their street being littered with household rubbish, but may also face a fine. Putting rubbish out on the street for collection at any other time may result in a £150 fixed penalty notice or prosecution.

Note that if you are currently using a bin which you permanently store on your property (i.e. you do not place it on the road for collection) timed collections will not affect you and you should continue to use your bin as normal.

Why do Newham Council provide Timed Collections for residents on certain roads?

Creating a pleasant, clean and safe environment is a key ambition of the council and our residents. Research shows that leaving bags of rubbish on the streets for days on end can signal to others that it is okay to leave their rubbish there too – it also encourages fly-tipping. By asking residents only to present their waste during the above collection times we can help to make [REDACTED] a more pleasant place for people to live and work.

If you require this document in another format including:

Please call **0800 952 0119**

And quote the following: **1793636**

   

Audio Braille Large print Other languages

    

For more information, please visit www.newham.gov.uk/timedcollections

WE ARE NEWHAM.





RUBBISH COLLECTION

Place your household rubbish on street for collection on the following days and times

ONLY

Monday to Saturday

Mornings **7:30am - 8:30am**

Evenings **3:30pm - 4:30pm**

Placing your rubbish on the street at any other times may result in a fine or prosecution



**NO DUMPING
NO FLY-TIPPING**

Don't risk a fine!

WE ARE NEWHAM.