



Department
for Environment
Food & Rural Affairs



Waste Amnesty Day

Pendle Borough Council – Fly-tipping Intervention Grant

Pendle Borough Council held **waste amnesty day events** at each hotspot location across the borough **hiring skips and improving communications** with residents. The council also **installed signage** to raise awareness of the **'Bin It Don't Dump It' campaign** and **CCTV** to continue to monitor the hotspots. The project ran for 6 months, and the waste amnesty days were a great success; **fly-tipping reports had decreased by 43.8%** across all 5 hotspot locations. The council have also issued **6 fixed penalty notices (FPNs)**.

The Fly-tipping Issue

Fly tipping incidents within Pendle Councils district's boundaries increased from 3163 incidents during 2019/20 to an excess of 5000 fly tipping incidents during 2020/21 and 2021/22.

The council targeted 5 hotspot locations that are terraced housing areas where there is a high rate of rented properties. The type of items fly-tipped predominantly include POP containing materials such as soft furnishings, furniture, bagged waste and whitegoods. The council suspect the residents and landowners in the area are responsible for fly-tips at these locations.

The Intervention

The council's aim was to increase the public's knowledge of both the District and County Council's services through communication campaigns that included leaflet deliveries, vehicle signage and promotion of area improvements and enforcement cases via social and local media. The council also introduced and promoted a waste amnesty day to encourage behaviour change within the communities.

Waste Amnesty Day: A waste amnesty day is an environmental initiative to help residents dispose of unwanted items, such as furniture, electrical items and excess waste. The waste amnesty events were held on different days to ensure sufficient staff coverage (between 8-9) at each hotspot. The amnesty collection points were chosen to ensure access of the vehicles and equipment, ease of access for the users and out of the way

from high footfall, the land the council chose was either public highway or council land. Whilst holding the amnesties the staff cleansed the areas removing litter, waste and bulky items. The staff would also take details of the service user and provide further information on the council's waste management services for future use; including waste and charitable donation collections, enforcement contacts and volunteering opportunities within the community.

Skips: The council provided an opportunity for residents and landowners to dispose of domestic household items and community skips were introduced for a temporary period (9am-12pm) in all 5 hotspots. The skips were supported by staff assisting in loading materials into the skips and the council found it best practice to separate materials on site by using skips for POPs, refuse collection vehicle for waste and a caged vehicle for electricals and metals.



Leaflets: The council delivered 'bin it' leaflets (Appendix A) to the properties in the selected hotspot areas informing what materials can be disposed, promoting the waste amnesty day and sharing a link to their webpage for further information. Leafletting prior to the waste amnesty events contributed to a successful turnout in numbers and residents also shared the event on Facebook which attracted other visitors.

Signage: The council used temporary free-standing signage to advise what materials can be disposed of at the waste amnesty day. This signage does not refer to information regarding a specific or particular planned event so that it can be utilised at future events across the borough. The council installed post-mounted signage onto lampposts and/or fencing for the selected amnesty locations. Both signage were used for the promotion of the 'Bin It Don't Dump It' campaign <http://www.pendle.gov.uk/bin-it>. The signage referred residents to the dedicated webpage which has links to waste collection and fly-tipping related pages for both Pendle Borough Council and Lancashire County Councils. The council also purchased 5 pavement signs that were used to direct passing motorists and pedestrians to the amnesty location.



Vehicle Livery: The council fitted signage on 11 vehicles to educate and prevent residents littering and fly-tipping. One of the vehicles attended the waste amnesty days and the others are present and visible throughout the entire borough, including the 5 hotspot locations. The signs were easy to install on the vehicles.



CCTV: The council installed CCTV cameras at each hotspot location (including back streets and on occasion residents' homes) after the council held the waste amnesty day. The cameras remained in situ for one week after each event and then moved over to the next amnesty area. The CCTV cameras were easy to install and use and residents were in favour of placement of the cameras. The camera footage is of good quality.

Communications: The council delivered communications via social media to promote the waste amnesties. The council's Facebook page reaches over 4000 accounts and linked-in reaches over 800.

The Result

The impact on the areas has been positive with fly-tipping complaints and incidents greatly reduced at each hotspot location.

In terms of results the council believe the waste amnesty events had the biggest impact by raising awareness. The opportunity to communicate with resident's face to face was proven to be the most effective way to highlight fly-tipping prevention, the consequences of fly-

tipping and provide information on how to access council services. The interactions on the day also resulted in wider communication between residents via social media and word of mouth which in turn enabled the council to engage with more residents from outside the hotspot areas regarding the project, issues with fly-tipping in their area and support available.

The council have received positive feedback with staff generally enjoying busier events and residents and members appreciated the events being delivered and requested the council hold more events in the future.

Location	Intervention	Pre-Intervention Monitoring	Post-Intervention Monitoring	Results
Hotspot 1	Waste Amnesty Day	114 1 st June 2023- 31 st August 2023	70 1 st September 2023- 30 th November 2023	39% Decrease
Hotspot 2	Waste Amnesty Day	101 1 st June 2023- 31 st August 2023	18 1 st September 2023- 30 th November 2023	82% Decrease
Hotspot 3	Waste Amnesty Day	68 1 st June 2023- 31 st August 2023	30 1 st September 2023- 30 th November 2023	56% Decrease
Hotspot 4	Waste Amnesty Day	92 1 st June 2023- 31 st August 2023	54 1 st September 2023- 30 th November 2023	41% Decrease
Hotspot 5	Waste Amnesty Day	67 1 st June 2023- 31 st August 2023	34 1 st September 2023- 30 th November 2023	49% Decrease

Data Source: Jadu Complaints System

Other Relevant Data

Enforcement: Since holding the waste amnesty days the council have issued a total of 6 FPN's across all hotspot locations. The FPNs issued were as a result of officers patrolling the area and the fly-tipping offences were committed by residents.

The council also issue cautions in cases where it is not in the public interest to prosecute, and the council believe that education focused on behaviour change is the appropriate action. If the caution is not signed an FPN will be issued, a total of 6 cautions were issued during the post intervention monitoring period.

Feedback

What went well?

The waste amnesty day was a great success, and the council are planning on holding further amnesties to coincide with the Great British Spring Clean.

Community engagement was a huge benefit to holding a waste amnesty day, not only to promote correct waste disposal but to hold conversations between residents, elected members and staff. The council took the opportunity to show residents how they can interact with both the borough and county council electronically to report issues within their local environment.

The CCTV has been an effective tool in deterring people from fly-tipping and supporting councils with enforcement action if necessary and the council are planning to use it across borough.

What would you do differently?

The council had identified the locations to hold the waste amnesty days based on the need for an intervention to occur. Due to this the council could not promote the events more widely than the catchment area and relied heavily on officers delivering leaflets and communicating with residents prior to the events taking place. The council also asked elected members to promote the events although the level of support varied between events. To improve communications and promote the event more effectively in the future, the council would ask members to promote the event more vigorously within their wards.

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

The council decided to keep the skips for a total of 3 hours per day (between 9am-12pm) as the council received concerns from Lancashire Fire and Rescue regarding leaving unmanned skips overnight on the highway.

It is important to find venues to accommodate the parking of all the equipment. The council carried out physical checks to identify and assess areas prior to the waste amnesty events.

There is a need for several vehicles or skips on the days to assist in separation of the waste.

Equipment Inventory

Item	Supplier	Unit Cost	Quantity	Total Value
IC-POD - PTZ-BATT zoom Camera & mounting brackets	IC2 Distribution	2980.00	1	£2,980.00
IC- POD-BRK Quick release bracket	IC2 Distribution	120.00	2	£240.00
ICD-SIM-UM 1 year unlimited data 4g Sim	IC2 Distribution	520.00	1	£520.00
IC Battery	IC2 Distribution	3890.00	1	£3,890.00
Ladder	Ladderstore	440.66	1	£440.66
Roadvert Vehicle Signage	Roadvert Ltd	200	22	£4,400
Street signage, post mounted and free standing	NSP	n/a	200	£653.95
Pavement Signs	NSP	n/a	5	£404.95

High sided roro skips with barn style rear doors	Giles Skips Manufacturers Ltd	4401.00	2	£8,802.00
Browning Dark Ops Pro X	Colour Idea Ltd (Wild View Cameras)	n/a	5	£1,474.75
Skip signage	Tristar Printers	£48.75	4	£195.00

Contact Details

Name & Position – Michelle Walker, Senior Technical Officer

Email – michelle.walker@pendle.gov.uk

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

Appendix

A – Bin It Leaflet



BIN IT

DON'T DUMP IT!

YOUR area has been chosen as part of a pilot project to clampdown on fly-tipping

FOR ONE DAY ONLY we'll be providing a large skip and a refuse collection vehicle for you to get rid of your unwanted waste

DATE: 14th October

TIME: 9am – 12pm

LOCATION: [REDACTED]

Staff will be on-hand to safely dispose of your unwanted items and answer any questions you may have about the services the Council delivers, and how waste or materials can be correctly disposed of.

**REMEMBER! If you are caught fly-tipping
YOU WILL BE FINED!**

Borough of
Pendle



This pilot scheme is part of the
Cleaner Neighbourhoods Project

EXAMPLES OF ITEMS THAT **CAN BE DISPOSED** OF ON THE DAY:

- Tables
- Cabinets
- Beds
- Mattresses
- Polystyrene packaging

ITEMS THAT **CANNOT BE DISPOSED** OF ON THE DAY:

- Builders' waste
- Asbestos
- Paint
- Gas cylinders
- Plasterboard
- Batteries

If you have any of these items to dispose of, please speak to a member of the team on the day

Information on what you can dispose of and where – from your bin collections to bulky items – is all in one place here:

www.pendle.gov.uk/binit

**REMEMBER! If you are caught fly-tipping
YOU WILL BE FINED!**

