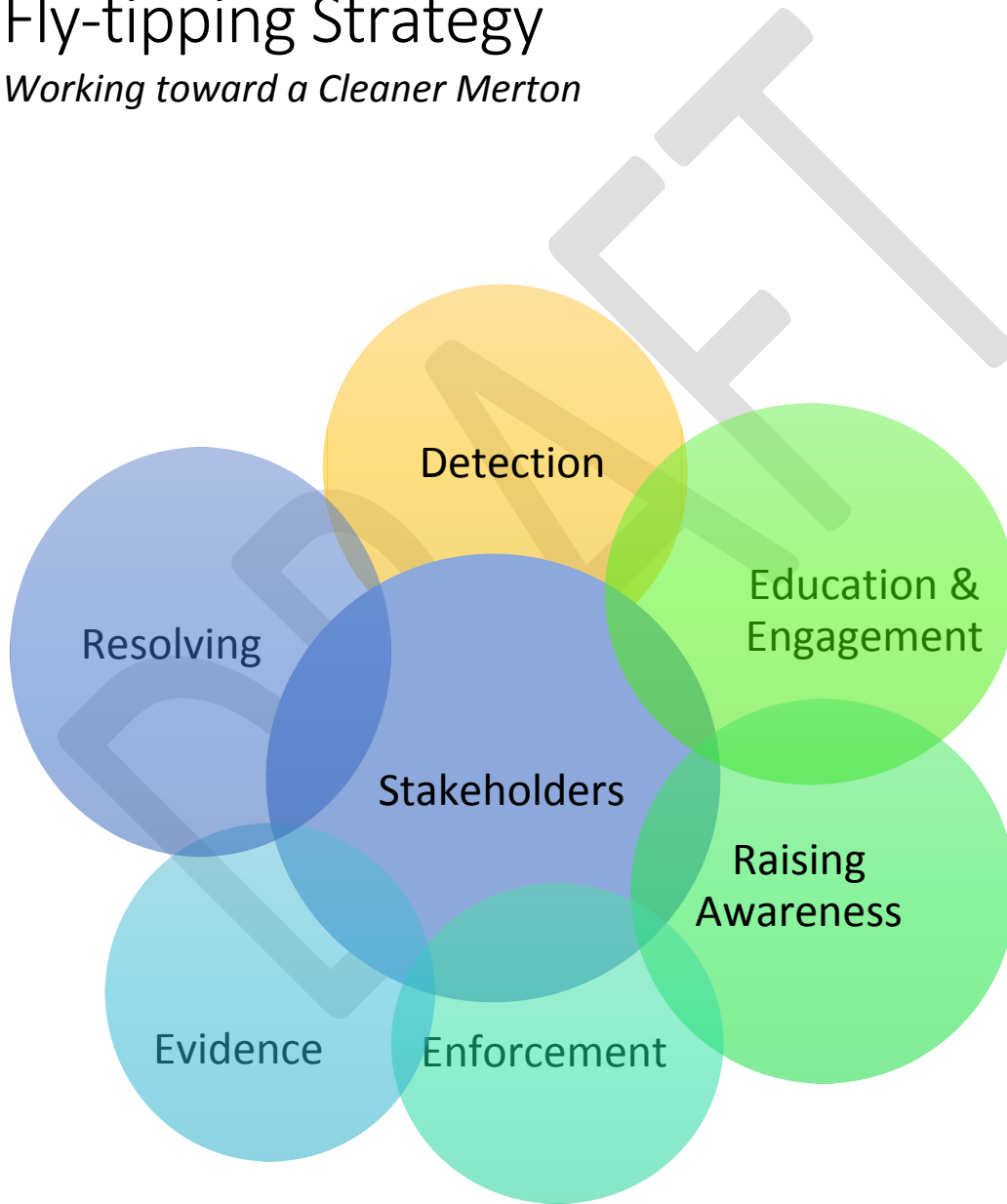


Fly-tipping Strategy

Working toward a Cleaner Merton



Forward

The cleanliness of our borough is a universal issue which affects everyone who lives, works or studies in Merton. In recent months, it has dropped below the standards that we would expect to see; addressing this is a key priority of mine in the coming year.

Working with officers in Environment and Regeneration, we have developed a Cleaner Merton Programme. This is a broad programme spanning the breadth of issues pertaining to the cleanliness of the public realm, but one of the key components of it is tackling fly-tipping in the borough, which this strategy and action plan relates to.

Merton, in common with the rest of the country, has experienced a significant increase in fly-tipping and abandoned waste in recent years; in 2018/19, nearly 11,500 fly tips were collected, at a cost of over £650,000 to the taxpayer. This trend has been replicated across the country; as levels of consumption have increased over the past four or five years, so too have levels of fly-tipping.

Veolia, the Council's waste contractor, is now clearing reported fly tips within 24 hours on nearly all occasions ; the problem is that they are being replaced just as quickly. This strategy, therefore, focuses on preventing and reducing the volume of fly tips we are experiencing.

There are numerous reasons why people fly tip and not everyone does so with malicious intent. However, any incident of fly-tipping is a criminal offence, and the Council will seek to enforce in any case it is able to, whether through the issue of a Fixed Penalty Notice or through a prosecution. We aim to help people do the right thing and tackle vigorously those who do don't and despoil our borough.

This strategy proposes actions around several key themes: education; awareness raising; partnership working; and enforcement. Working collectively with residents, businesses, housing associations, landlords and our partner, Veolia, using data to focus on hotspots and ensuring we educate as well as enforce, I hope this strategy will see the volume of fly tips reduce and lead to a cleaner Merton for us all.

Councillor Tobin Byers

Cabinet Member for Adult Social Care, Health and the Environment

Chair of the Health and Wellbeing Board

Labour Councillor for Graveney

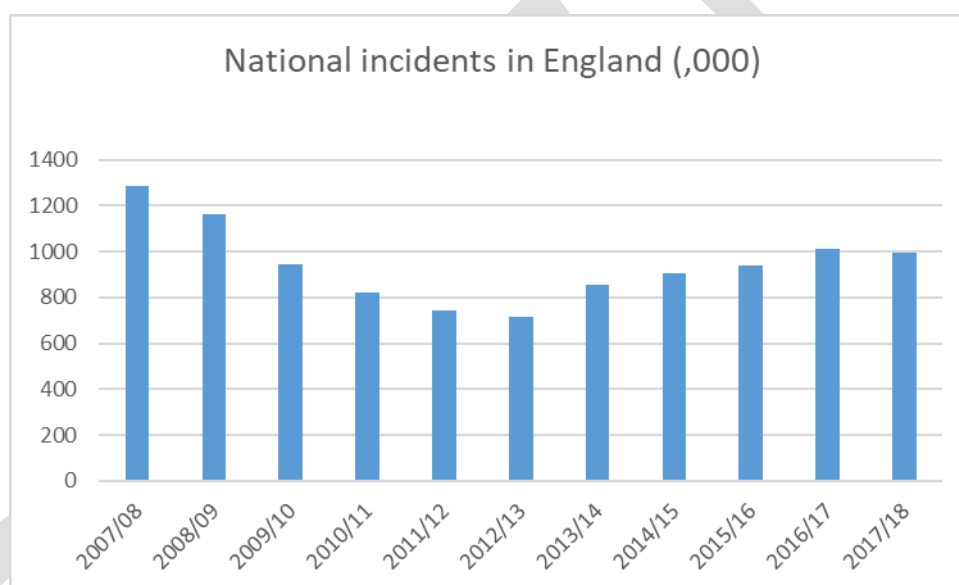
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Executive Summary

This report aims to deliver our approach on how we are addressing the problem with fly-tipping on borough. To understand the triggers and barriers that lead to fly-tipping that harm the environment and the drain on councils financial resources. The strategy is to address this issue which will see partners working together to take responsibility for waste and to enable to build pride in our communities.

We are currently receiving a high volume of fly tipped waste incidents which is blighting our communities. The waste poses a threat to our environment, spoils enjoyment of our towns and is one of the most common forms of anti-social behaviour, constituting a criminal offence. Since April 2018 we have received over 10,000 fly-tipping incidents. Fly-tipping is increasing nationally and Merton is no different in this trend.



The following types of fly-tip-tipping issues are;

- Black bags (bags of rubbish) – fly-tipped by residents & linked to presentation of waste
- Commercial Waste fly-tipping by local shops and other business
- Fly-tipping by transient populations
- General fly-tipping by residents (bulky waste)

We recognise that there is much work to be done if we are to achieve our long term goals. We believe that everyone in Merton should enjoy and be supported by a clean, healthy and safe environment and that the aim is at the heart of this strategy. This document will highlight where we are now and the actions needed to achieve our working relationships with partnership stakeholders.

2 Our Vision

Merton's vision is to be London's best Council by 2020. To achieve this, we need to build a place with strong, resilient and connected communities where people can lead active and healthy lives in an environment that is safe, clean and green.

An important part of achieving this vision is to improve the cleanliness of our public spaces and reduce the levels of fly-tipping experienced in the borough. Fly-tipping is a criminal offence, is anti-social and has a significant environmental and social impact in Merton and across the country. It is also costly for the council to clear up this waste which impacts on our ability to put our limited resources into other important services for the community.

Fly-tipping blights communities and left unchecked can become a barrier to creating homes and communities where people choose to live. This type of anti-social behaviour contributes to a perception of an area being unsafe which can subsequently encourage further disorder and crime.

3 Our Aim

The aim of this strategy is to work in partnership to improve intelligence led joint working between services, partners and the community to ensure that we will together deliver two key outcomes:

- 1) **Reducing the number of fly-tips**
- 2) **Increase resident satisfaction with street cleaning by significantly reducing resident perception that fly-tipping is a problem in their neighbourhood**

How we will do this:

Promote civic pride through community champions, friend's groups, resident associations, businesses and schools.

Work closely with all stakeholders:

- Raise awareness of fly-tipping problems, for example,
 - the cost to residents and traders in collecting and disposing of fly-tips and
 - the negative impact that fly-tipping creates for their local area;
- Take an intelligence led approach to the enforcement of fly-tipping, understanding the profile of fly-tippers and utilising the most appropriate legislation to enforce against them and change behaviours.
- Explain to stakeholders the social and environmental impacts of fly-tipping.
- Engage with the Probation Service to create community payback schemes on environmental improvements to increase Magistrates' sentencing options.

The delivery of this strategy will be set out in a rolling annual Action Plan. Once implemented, its effectiveness will be evaluated against established performance indicators and objectives.

4 What is fly-tipping?

Fly-tipping is the common term used to describe waste illegally deposited on land. The offence of fly-tipping and the additional offences of knowingly causing or knowingly permitting fly-tipping are set out in Section 33 (1) of the Environmental Protection Act 1990. The waste can be solid or liquid and can vary on scale from the size of a bin bag of rubbish to large scale dumping of construction.

There is also an associated offence relating to the unlawful deposit of waste from a motor vehicle, whereby the person who controls or is in a position to control the vehicle shall be treated as knowingly causing the waste to be deposited.

Fly-tipping is a national issue, driven by a number of different influencing factors.

- Seasonally fly-tips will fluctuate in number and type, for example, the number of fly-tips containing garden waste increases during the summer.
- There is a direct correlation between the number of fly-tips and the state of the economy.
- Other influencing factors include differing socio-economic groups, transient populations and absent landlords.

The influencing factors contributing to our current fly-tip issues:

Fly-tip examples	Description
	<p>Domestic fly-tip - disposing of excess waste -ripped open and spread by vermin overnight - Attracts £150 FPN Domestic fly-tip – disposing of excess waste</p>
	<p>Housing/home improvement contributing to Bulky waste fly-tipped. - Attracts £400 fine</p>
	<p>Housing/home development contributing to larger amounts of construction waste fly-tipped.</p>



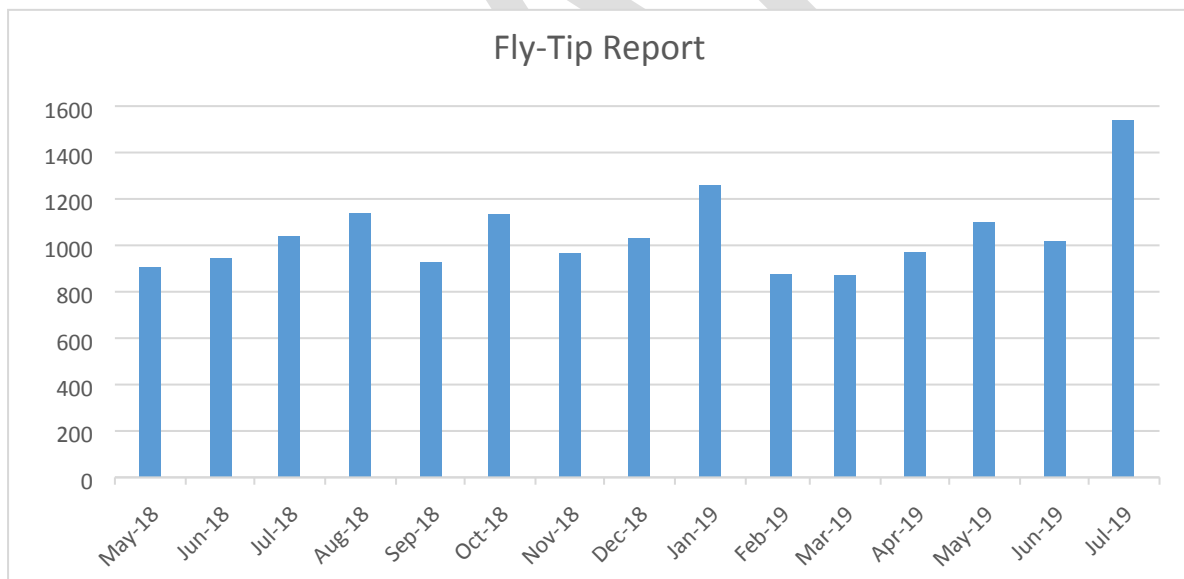
Commercial Fly –tippers who avoid paying disposal charges and do not adhere to their obligation of “duty of Care”.

Transient populations who fly-tip their waste
 With some travelling communities being involved are also involved in money making activities which generate waste that is illegally fly-tipped.

Good progress has been made to date through investigations and successful fines and prosecutions, especially since June 2016 when legislation allowed local authorities to issue Fixed Penalty Notices (FPNs) for smaller fly-tips.

Reported fly tip numbers only record fly-tips on public land, the true scale of fly-tipping is likely to be much larger than that indicated on the government’s fly-tip capture figures. Private land owners have told us that fly-tipping is a problem, resulting in private land owners providing additional security on their property. For example, 24/7 security, robust fencing and alarm systems.

There has been a significant increase in the number of reported fly tips within the borough. The table below demonstrates the number of public reported fly-tips since November, when the service was fully integrated with our service provider’s delivery system.



Our service provider, will continue to aim for removal of reported fly-tips within 24 hours. On some occasions this may be slightly longer to allow the Council’s enforcement team to collect evidence for FPN/prosecution.

5 Who fly-tips in Merton

Whilst the majority of residents and businesses dispose of their waste responsibly, there are individuals and businesses who dispose of their waste in a way that constitutes fly-tipping.

The most common fly-tipped waste is leaving black bags next to household bins and street litter bins and the dumping of household waste around neighbourhood recycle sites.

Information gained when interviewing offenders who have fly-tipped waste has revealed that they have had a lack of understanding about its broader social, environmental and economic consequences. The offenders felt it was acceptable to dump waste by a street litter bin knowing the bin was going to be emptied and that the “side waste” adjacent to waste bins would be collected as well.

Offenders perceived that fly-tipping was the cheapest and most convenient option especially when trying to get rid of bulky waste items.

Other information provided by London Environment Directors Network (LEDNET) suggests people living in smaller household accommodation types are more likely to fly tip both black bags and cardboard and bulky/other waste items. This is likely due to limited waste storage space in smaller household accommodation types.

LEDNET findings also indicate there is a lack of awareness of what constitutes fly-tipping.

Certain types of fly-tipping are seen as more socially acceptable. Fly-tipping is often motivated/excused by perception of “helping someone out”. There is a lack of understanding of the impacts of fly-tipping and waste service systems in operation.

LEDNET Information indicates there is an expectation that fly-tips will be collected quickly and without repercussions. Another finding from LEDNET indicates there is a low perceived threat of enforcement. With regard to business waste it is understood that there is a very low awareness amongst participants of what constitutes fly-tipping.

Recent engagement with businesses has revealed how confused businesses are with the recent waste service changes, different collection schedules by the service provider and issues with delivery of commercial waste bags have been contributing factors to creating a confusion around who will be collecting their waste.

The following tables detail the typical fly-tipped waste(s) encountered, possible triggers why fly-tipping occurs, factors that contribute to poor or illegal waste management and the possible enforcement consequences resulting from fly-tipping.

Rubbish from houses and flats.

Waste Type	Triggers	Factors	Consequence
<p>Little and often</p> <p>Black sacks and carrier bags.</p> <p>Single items; mattresses, furniture, toys.</p> <p>Packaging – large pieces of cardboard</p>	<p>Excess rubbish generated by overcrowding or Houses with Multiple Occupation (HMOs).</p> <p>Lack of understanding around disposing of rubbish and dropping rubbish off at regular points; the 'little and often' deposits of rubbish making these areas unofficial collection points such as next to a litter bin, tree or at the street corner.</p>	<ul style="list-style-type: none"> • Transient population with a high turnover of residents and hard to reach groups with communication barriers. • Lack of landlord/estate agent responsibility, especially when tenants move out. • Lack of awareness that it is an offence to dump rubbish particularly as our service provider clear reported fly-tips within 24 hours. • Poor planning design, creating lack of external storage for rubbish with houses converted into flats or HMO's for houses. • Poor planning design, creating lack of internal storage for rubbish for flats. • Planning breaches. • Lack of civic pride, for rented and owned properties. • Lack of perception of the risk of being caught and issued a Fixed Penalty Notice or being prosecuted. 	<p>Fixed Penalty Notice issued by the local authority of £400 for small scale fly-tipping under new powers granted under the Unauthorised Deposit of Waste (Fixed Penalties) Regulations 2016.</p> <p>Fixed Penalty Notice issued by local authority of £150 one/three bags of waste fly tipped</p> <p>By giving your waste to someone else you could still face penalties of up to £5,000 if you don't check that the company or person has a licence to carry waste.</p> <p>You can check whether a business is licensed at https://environment.data.gov.uk/ or email enquiries@environment-agency.gov.uk</p>

Rubbish from flats above shops

Waste Type	Triggers	Factors	consequence
Domestic waste	<ul style="list-style-type: none"> • Limited storage to store waste inside the flat. • No external provision for storage of waste. • Lack of understanding around timed collections. 	<ul style="list-style-type: none"> • Lack of external storage for rubbish outside flat. • Poor planning design, creating lack of internal storage for rubbish for flats above shops • Planning breaches. • Lack of civic pride, for rented and owned properties. • Lack of perception of the risk of being 	Fixed Penalty Issued - from £150-£400 (depending upon size of fly tip) or prosecution

	<ul style="list-style-type: none"> • Culture of leaving waste by litter bins and established unofficial collection points • – ‘little and often’ rubbish deposits. 	<ul style="list-style-type: none"> • caught and issued a Fixed Penalty Notice • or being prosecuted 	
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Business rubbish from local businesses

Waste Type	Triggers	Factors	Consequence
Black bags and carrier bags	Opportunistic – low risk of being caught	New staff. No waste contract or underpaying for the amount of waste generated.	Duty of care under the Environmental Protection Act 1990 includes a statutory Code of Practice.
Packaging	Lack of understanding around timed collections	Small quantities of waste produced and with a small profit margin some businesses take the risk of fly-tipping to cut down on costs.	A breach can lead to a penalty of up to £5,000 if convicted in the Magistrates Court or an unlimited fine if convicted in the Crown court

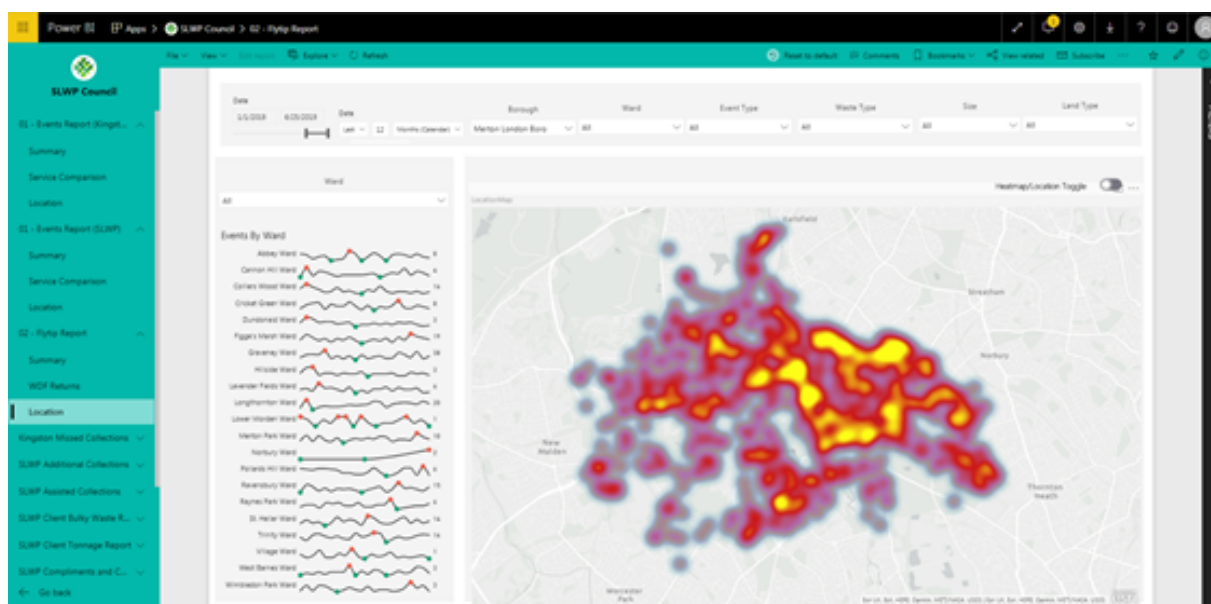
Organised criminal activity

Waste Type	Triggers	Factors	Consequence
Building material	Lack of awareness amongst householders of their duty to dispose of rubbish properly (duty of care) / available services	Opportunistic ways of avoiding collection and disposal costs	Reports of vehicles used for fly-tipping are investigated by Merton enforcement officers. The registered owner can be traced and prosecuted.
Large levels of household rubbish	Residents do not realise that the business is acting illegally despite taking money for disposal	No civic pride; not living locally to the area or Merton, not socially linked to the area	Merton’s Enforcement Team with the assistance of the Police have the power to seize any vehicle used for this offence. If a vehicle is used to fly-tip it can be seized and crushed. Both driver and the vehicle owner can be prosecuted.
White goods	Using illegal companies to dispose of rubbish, includes house clearances, and waste from DIY	There is a perception that they will not get caught and fined or their vehicle seized	By giving your waste to someone else you could still face penalties of up to £5,000 if you don’t check that the company or person has a licence to carry waste. You can check whether a business is licensed at https://environment.data.gov.uk/ or email enquiries@environment-agency.gov.uk

6 Where are these fly-tips?

It is important that we understand where fly-tipping is occurring most frequently so we can target our resources in the areas affected.

The action plan is focused on tackling these 'hot spots'. The hotspots within Merton are identifiable, as can be seen in the heat map below which is utilised by the council's contractor to manage fly-tipping reports and responded to locations.



7 Key Facts

Merton spends more than £4 million a year cleaning our streets and dealing with fly-tipping, money that could be spent on other vital services. This is while Merton is facing further budget cuts in 2019/20, Merton has raised on-the-spot fines for littering/fly-tipping from £80 to £150 and for small scale fly-tipping the fine is £400 (this is the maximum we can legally charge).

In 2018/19 we collected over 11,400 fly-tips at an estimated cost of £651k. Merton collects around 40 resident reported fly-tips per day. More than 90% of fly-tips are found in residential areas as opposed to other areas such as industrial estates, alleyways, car parks, private land, and railways. Most fly-tips in Merton are white goods, furniture, black bags, carrier bags and mattresses accounting for over 80% of the total number of fly-tips in the borough.

If you give your rubbish to someone who does not have a waste carrier's licence and they dump it, the fly-tip could be traced back to you and you could be fined. As awareness of fly-tipping as an issue increases, so do expectations of how we work together to deal with it will increase.

Stakeholders' perception of fly-tipping as an issue in the borough will be a key measure (together with the reduction in the overall level of fly-tips) in determining the success of our strategy.

8 How residents can help

Residents play a pivotal role in assisting the council in locating and informing the Council on fly-tipping incidents, often being the first reporters. The Council integrated reporting system with our service provider's operational management system. Reporting via the web form ensures the swiftest response from the service provider and allows the Council to track the reported incident through to completion.

<https://www.merton.gov.uk/rubbish-and-recycling/litter-fly-tipping-and-street-cleaning>

If a resident witnesses a fly-tipping incident firstly think about your surroundings and personal safety and if safe to do so any information which can be collected and may assist in enforcement is most welcome. We strongly advise that residents do not go through dumped waste as this has the possibility of both posing a hazard to the resident and may harm the quality of the evidence which may be gathered. Any information such as vehicle registration, time, type of waste or description of the alleged perpetrator(s) can be sent to our Enforcement team - Waste.enforcement@merton.gov.uk

9 The Role of Landlords and the Private Rented Sector

Merton has a wide range of different types of households along with a transient population with a third of our residents living in the private rented sector. In a number of cases this has led to too much waste being produced for the number of bins, which in turn has, in some instances, led to fly-tipping.

To tackle this, we have introduced a licensing scheme covering all Homes in Multiple Occupation (HMOs) borough-wide and together with improving our working relationships with landlords will tighten up responsibilities for waste management in the private rented sector.

Although not required, we will also work within this sector to assist in prosecuting incidents of fly-tipping where sufficient evidence is available as well as providing bespoke waste management advice on ways to target harden areas that may be prone to fly-tipping and ways to improve waste storage to limit access from possible fly-tippers.

10 No excuse for fly-tipping

There is no excuse for fly-tipping.

As a unitary authority, every householder in Merton is entitled to have their rubbish collected from their property by the council/council's service provider.

All collections are pre-agreed:

- In a bin or bag
- On the set day or time of collection
- Collection from a designated collection point

Bulky items e.g. those that will not fit into a bin or bag, such as furniture – can be collected but these are one-off collections and need to be pre-booked and paid for.

Businesses are offered a collection service but have the right to arrange their collections with other private companies that are legally allowed to accept waste. This means, when a resident, landlord or business puts rubbish or bulky items out for collection outside of the agreed

collection, it is fly-tipping and it is illegal. If caught, the offender will receive a £400 penalty fine or be prosecuted.

11 What Merton Does

Support for tackling fly-tipping within local authorities varies from one local authority to another. In Merton fly-tips are investigated where evidence is available, this includes evidence from local residents who may have witnessed the incident.

Merton has a small Enforcement team of officers with a focus on tackling environmental issues including education of waste management principles and prosecutions for cases where evidence is found. These officers have the skills, training and knowledge required to effectively tackle fly-tipping. Merton encourages stakeholders to report fly-tips on the public highway and other council own land via online enquiry or phone.

Within the enforcement toolbox, covert and overt CCTV cameras are utilised effectively and aid successful prosecutions of illegal fly-tipping. Vehicles found to be linked to fly-tipping in the borough are seized, one such vehicle was destroyed recently due to the registered keeper failing to respond to the request to be interviewed for allegations of fly-tipping

Merton engages with both internal and external stakeholders and has strong relationships with key partners. For example, to help with bringing to task regular offenders especially within the travelling community. A more robust way of dealing with fly-tipping has seen the team join force with other agencies such as the Environment Agency who have provided intelligence as well as providing officers to assist when organising ANPR (Automatic Number Plate Recognition) with the police.

Merton regularly provides leaflets and letters to households where there are issues with the presentation of waste and issues where there are excess waste issues.

Merton encourages the use of the recycling services and regularly engages with residents in a variety of ways, such as, door to door consultations with highly targeted community groups, roadshows to both the wider community and targeted community groups. Service reviews and consultations with stakeholders are pro-actively carried, assisting with fly-tipping intelligence and fly-tipper behaviours.

On the spot checks with businesses to check their “duty of care” and up to date information on how they dispose of their waste and who their waste service provider is. The consequence if they fail to provide evidence of their “duty of care” is a fine.

It is key that we maintain an up to date knowledge of legislation and a skilled enforcement team. Fly-tipping initiatives are most effective in tackling fly-tipping when a co-ordinated approach of education, communication and enforcement initiatives supported throughout the organisation.

Our approach is focused on three key areas:

<p>Early Intervention</p>	<ul style="list-style-type: none"> • Encourage Civic Pride • Raise awareness / education • Improved engagement and stronger partnerships with Managing agents, landlords and residents • Improved planning for waste disposal design • Improved licencing – private rented sector
<p>Prevent Reoccurrence</p>	<ul style="list-style-type: none"> • Continue to remove fly-tips quickly • Ownership and accountability to resolve fly-tip hotspots • Profile types of fly-tippers and specific actions to change this behaviour • Improved data collection • Making fly-tips easier to report
<p>Targeted Enforcement</p>	<ul style="list-style-type: none"> • Intelligence led • Zero tolerance • Toughest penalties • Prioritise hot spot areas • Work with key partners, such as, residents, businesses, Police and Fire Brigade

Pride

- We will encourage a sense of civic pride through our messaging and support for local groups, and act as enablers for local communities to lead and champion change around the anti-social behaviour of fly-tipping.

Partnerships

- We will build further develop our partnerships with stakeholders, such as, residents, local communities, local businesses, landlords, estate agents, Fire Brigade and Police, along with our internal partners such as housing improvement, Planning and Homes for Merton, to create a sense of shared responsibility for preventing fly-tipping.

Education

- Schools education programme, a commissioned theatre group produces an anti-social behaviour performance production, which includes littering and the consequences of these actions. The theatrical group visit every primary school in Merton, targeting the 7 – 11 year olds (Key Stage 2).

- Residential groups are approached to raise awareness of what a fly tip is. We send a clear message out about responsible waste disposal and fly-tipping is a criminal offence.
- Communication campaigns include: Posters (JC Decaux and Community centres) and Merton's Website, informing stakeholders what a fly-tip is and that fly-tipping is an offence.
- We have borough wide and localised communications campaigns that focus on Civic Pride and build on the messaging from national campaigns. These campaigns aim to educate as to what a fly-tip is, the possible punishments for fly-tipping and what residents can do to support our efforts.
- We will continue to support the Great British Spring Clean and other community clean-up initiatives by promoting events that our residents have organised on Merton's networks.

Community

- We have developed community projects with residents and businesses such as Field Gate Lane in Mitcham, to promote local buy-in and increase civic pride. We work closely with residents to develop local communications and engagement, this helps to reduce the level of fly-tips within their community.
- We listen to residents' views as we further develop our approach, communicating with them as we test campaigns and measure overall perception and satisfaction.

Landlords & Licensing

- We have and continue to adopt stronger licensing processes for the rented sector and we are testing new ways of working using specialist enforcement teams for fly-tipping. We have also tested different engagement styles with landlords, management agents and estate agents.

Data, Information & Intelligence

- To help us tackle fly-tipping we need to understand the true size and scale of the problem, which has to be driven by good data. To deliver this we have worked with Veolia and improved the way we record fly-tips. This will enable us to understand who is fly-tipping, the scale of the fly-tipping, the type of materials being fly-tipped and the subsequent actions required by the council, community and partners to deal with the problem.
- We will visibly strengthen our enforcement focus around fly-tipping, through a clear, consistent message of zero tolerance. We will make sure we have a joined-up approach across our services and we will raise the profile of our enforcement actions by publishing information about prosecutions with the view to name and shame offenders
- We will use tools such as covert and overt CCTV footage having gained RIPA authority. CCTV to act as a deterrent to other offenders and we have been successful

in prosecuting offenders via the court process where fine along with surcharges have been issued. We will improve our policies and adopt stronger penalties against fly-tippers and our legal team have worked with the magistrates to encourage tougher fines.

- We have also tested different types of enforcement tools such as Community Protection Notices (CPN) under the Anti-Social Behaviour Act 2014. We have issued a number of CPN warning letters where waste has been left in front gardens off residential properties requesting owner/tenant to clear the waste. Developing partnerships

Reporting

- We have also improved how our residents can report evidence of a fly-tipper, and how we capture that information. This has led to intelligence led enforcement across the borough with an increase in Fixed Penalty Notices from 63 in 2015/16 to 1,235 in 2017/18.
- We will improve our information systems to make public reporting of fly-tips as easy as possible, making sure we capture the right level of detail. Currently you can report incidents online, this is a quick and easy way to report fly-tipping, and other street issues that need fixing - <https://www.merton.gov.uk/rubbish-and-recycling/litter-fly-tipping-and-street-cleaning>

Finding solutions

- By understanding the root cause of a fly-tip will ensure that the right team deals with the problem. For example, if a fly-tip issue is because of overcrowding, we will raise the issue with the landlord and the appropriate services to take ownership and tackle the problem. Through problem solving with the right partners an intelligence led approach will lead to joined up solutions which make the best use of our limited resources.

Managing known 'hotspots'

- We now target hotspots, by sending out a highly visible joint enforcement team to look at several enforcement issues at the same time e.g. fly-tipping and checking for business waste transfer contracts. Where we have evidence enforcement action will be taken against a fly-tipper and we will ensure any successful FPNs/ prosecutions are fully publicised.

Designing out 'hotspots'

- Where possible, in hotspot areas, we will try to design out fly-tipping. For example, we have successfully trialled putting up temporary fencing or boarding up a secluded corner to stop fly-tipping taking place. This has stopped the area being fly-tipped within hours of it being cleared. We have worked with private landowners to take bins off the streets to reduce fly-tips. We will continue to put crime scene tape around fly tips that are being investigated and aim to clear fly-tips within 24 hours after the council has finished investigating for any evidence.

Private Land

- We are informing private land owners that clearing fly-tipping from private land is their responsibility. Land owners are made aware that there are penalties for fly-tipping that apply if they allow someone to fly-tip on their land. As a deterrent, we have offered 45% of the cost in the possibility of installing alley gates to help deter anyone from fly-tipping by gaining access to private alleyways. A Capital Budget the alley gate scheme offers a chance to gate private alleyways to deter fly-tipping and other anti-social behaviour issues funds the alley gate scheme. In order for a gate to be installed, the scheme needs to be supported by the local residents to which 80% of the residents need to consent to such a scheme.

Developing partnerships

- We are working closely with our partners, including the Police, to track down those responsible and take action against them. We will continue to work with Homes for Merton and other social landlords to enforce against fly-tippers on their land and to educate tenants about their duty to dispose of waste responsibly. Starting to create better partnerships and benchmark how we are doing
- Merton is part of a new Cross-London enforcement forum which allows the sharing of information and best practice between authorities

Learning lessons

- Our new proactive approach is about constantly testing and challenging how we deliver outcomes. We will embed positive lessons learnt and mitigate against negative ones. We will continue to build on our profiling of fly-tippers; through the right profiling we can identify the right response. It will also give us the insight to test new ideas and develop persuasive business cases for investing in proven processes. We will update our action plan annually and adapt to any lessons learnt.

12 How will we measure our success?

Our overall measure of success will be to reduce the total number of fly-tips from their current level.

- We will develop further measures to monitor against agreed items in the action plan
- Resident satisfaction with fly-tip removal
- Numbers of household related fly-tips
- Numbers of fly-tip hotspots
- Volume of resident reports
- Fixed Penalty Notices issued
- Numbers of successful prosecutions
- Overall levels of fines imposed

Supporting Paper(s)

- Fly-tipping Action Plan

Acknowledgements

DRAFT