

Birmingham City Council

Neighbourhoods Overview and Scrutiny Committee

4 October 2023



Subject: Flytipping Update Report

Report of: Councillor Majid Mahmood, Cabinet Member for Environment

Report author: Darren Share, Director, Street Scene

1 Purpose

- 1.1 To provide the Committee with an update on activity taken in the Street Scene service to tackle flytipping, provide an understanding of how data is analysed and being used to develop interventions.

2 Recommendations

- 2.1 That this report be noted for information.

3 Any Finance Implications

- 3.1 All finance implications in light of the S114 announcement on 4 September 2023 should be taken into consideration when reviewing the progress of the recommendations. Where spend was approved before the announcement then activities will continue up to the limit of that agreed expenditure. Where new spend is incurred after this date, requests will have to be made to and decided by the S151 officer. Waste collection is considered a statutory/essential service that the council is obliged to provide.

4 Any Legal Implications

- 4.1 Not applicable

5 Any Equalities Implications

- 5.1 Not applicable.

6 Appendices

- 6.1 Appendix A Flytipping activity update
- 6.2 Appendix B Grimewatch Episode 4
- 6.3 Appendix C Flytipping and Court Fines

APPENDIX A

NEIGHBOURHOODS SCRUTINY 4 OCTOBER 2023

FLYTIPPING UPDATE

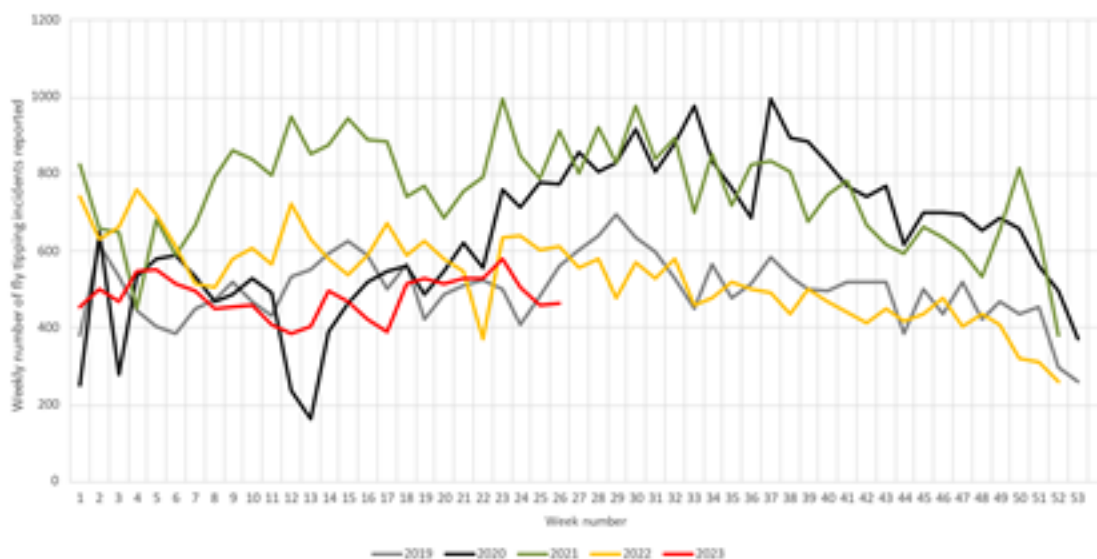
Grimewatch

Episode 4 of Grimewatch has now been released with episodes 5 and in the final stages of production for use in the near future (See Appendix B for further details). It is hoped that the release schedule can be maintained and a project is in place to expand upon the promotion of the episodes using other social media outlets and a dedicated web page for Waste Enforcement.

The obstacle above remains that all actions undertaken must be in line with the Policy on Publicising Flytipping cases.

Flytipping stats for 2023 are continuing to be lower than in previous years. Week 26 shows the lowest number of reported incidents over the last 5 years.

FLYTIPPING: NUMBER OF WEEKLY REPORTS OF FLY TIPPING (YEARLY COMPARISON)



Source: Resident reports via contact centre and website as recorded on M3 database



CCTV

The additional cameras have been purchased and are in circulation. Funding/budget has been identified for the solar powered cameras and the purchase request is currently going through procurement steps.

In addition, across 3 locations, AI enabled cameras went live in August as a result of the successful bid for a grant from DEFRA. These cameras are due to remain in

APPENDIX A

their locations in Edgbaston, Erdington and Aston until this month when the pilot phase of the project ends. At this stage they will be made available as part of the bank of assets used across the city to conduct surveillance in the worst-tipped areas.

LOCATION	WARD	NO. CAMERAS IN SITU
Baker Street	Small Heath	1
Salisbury Tower	Ladywood	2
Uplands Road / Aylesford Road	Holyhead	2
The Roundabout	Northfield	1
Alfred / Beech Road	Sparkbrook and Balsall Heath East	2
Bottetourt Road	Weoley & Selly Oak	1
Yardley Green Road	Heartlands, Yardley West & Stechford	3
Grove Lane	Handsworth	1
Scribers Lane	Hall Green South	1
Dora Road	Small Heath	1
Hodge Hill Common	Bromford & Hodge Hill	1
Shenstone Road	North Edgbaston	1
Leaford Way	Glebe Farm & Tile Cross	2
Yew Tree Road	Aston	2
Colenso Road	North Edgbaston	2
Osborne Road	Erdington	2

Prosecution Modelling

Scrutiny requested that a review of prosecution strategies for flytipping, in particular the use of fixed penalty notices, with a view to adopting the Barking & Dagenham approach, should be undertaken to ensure that this fits what is needed currently.

A meeting between senior management and Legal Services was held to review information gained from a meeting with the manager of the waste enforcement team at Barking and Dagenham.

It was identified that the difference in numbers of fixed penalty notices is most likely down to methods of offending, with B&D experiencing almost 100% on-foot dumping and having little to no incidents of vehicle based tipping – which is the vast majority of the problem profile of Birmingham.

An exploration of the enforcement approaches by B&D identified that the approach is in kind with BCC. A large number of the cases that came into B&D were caught on the battery powered deployable cameras similar to those currently in procurement for BCC. The success of the B&D cameras is promising, and we are hopeful that similar deployment will be effective in Birmingham.

APPENDIX A

The meeting with Legal Services highlighted that the approach of the officers within the Waste Enforcement Unit is within legal duties, is not overly risk averse and is in line with the B&D approach.

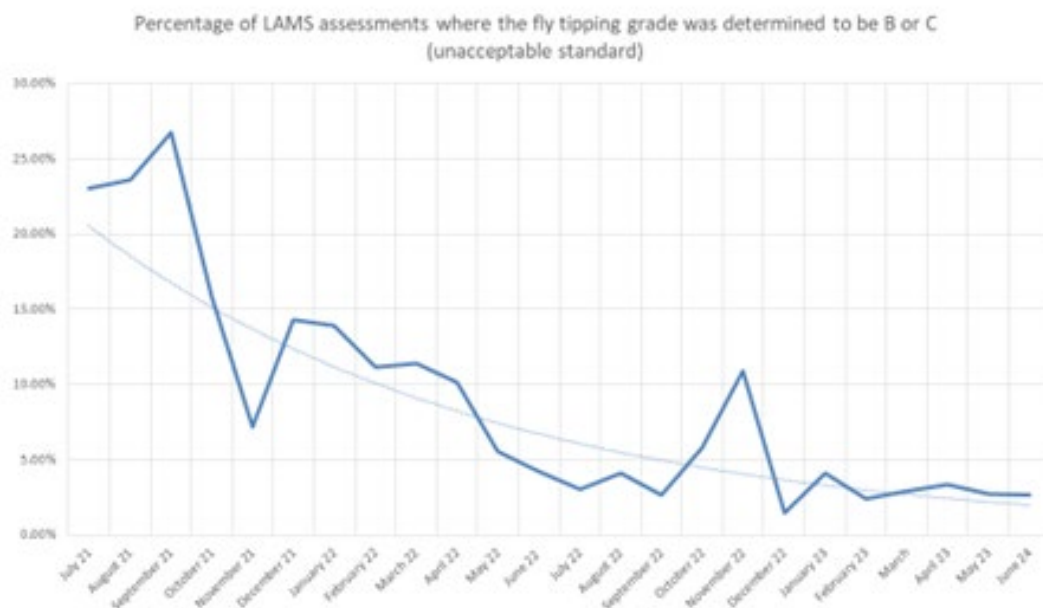
Appendix C shows the correlation between flytipping occurrences and court cases in Birmingham from 2019 to date.

Ward Data

Scrutiny has requested a demonstration of ward data and identification of flytipping hotspots. An informal meeting of scrutiny members will be arranged at which a live demonstration of the LAMS system will be combined with a demonstration of how “slab in the cab” technology works. A date for this meeting is currently being convened.

LAMS scores are monitored across all Wards. The graph below shows how the LAMS score has changed since the introduction of the interventions.

FLYTIPPING: LAND AUDIT MANAGEMENT SYSTEM SURVEYS



Data reported from Waste Prevention Team

Appendix B: Grime Watch Episode 4

Strategy

Due to the success of the shorter episode for episode 3 (which recorded the highest viewing figures to date), episode 4 followed the same strategy:

- Shorter episodes
- Production of shareable social media content
- An adaptable social media plan focusing on our free corporate BCC channels

In addition to this Episode 4 was edited for the Council's TikTok channel.

The stats

Total number of views of Episode 4: **54,118 views**

These can be broken down across our social media platforms as follows:

Platform	No. of views
Facebook	6,015
X (previously Twitter)	7,664
LinkedIn	5,158
Nextdoor (posted Sparkbrook residents)	662
You Tube	719
TikTok	33.9k

22 posts, 66,764 impressions, 28,853 reach, 34 clicks, 1.85% engagement

Here is a comparison of views and social media metrics between the previous three episodes:

	Episode 4 July '23	Episode 3 March '23	Episode 2 Nov '22	Episode 1 March '22
Total no. of views	54,118	15,658	1,362	2,693
Average no. of views per post	2,460	746	124	207
Social media stats	22 posts 28.8k reach (excl. X and TikTok) 66.7k impressions 1.85% eng.	21 posts 51k reach 55k impressions 0.75% eng.	11 posts 6.4k reach 17k impressions 3.70% eng.	13 posts 23k reach 36k impressions 2.80% eng.

TikTok is largely responsible for the drastic increase in views

<https://www.tiktok.com/@beboldbebham/video/7257560191149919514?lang=en>.

However even without the TikTok figures there is an increase of 4,560 views when compared to episode 3.

There is a 345% increase in views from the previous highest figures in episode 3, and a 2,009% increase from episode 1. The average number of views per posts has risen by 329% from episode 3 to 4 and 1,188% from episode 1 to 4.

Email received

The email address grimewatch@birmingham.gov.uk is beginning to receive useful information from the public.

Media Coverage

The [Birmingham Mail](#) did a feature on Episode 4 which stayed very close to our messaging in the film. They also embedded our tweet – an improvement to episodes 1 and 2 whereby they edited the film themselves and embedded that in the article meaning our narrative and call to action was lost.

Recommendations for Episode 5

- Worked well focusing on one case and keeping the episode even shorter
- Continue to use the BCC TikTok channel

APPENDIX C FLYTIPPING AND COURT FINES 2019 - 2023

Date Range	Investigations	Warning Letters	Statutory Notices	Flytipping FPNs	Littering FPN	Other FPN	Commercial DOC Inspection	Vehicles Seized	Prosecution Outcomes	Total Court Fines
19/20 Q1	1133	-	168	15	-	55	706	1	17 x Fines	12476
19/20 Q2	1090	10	207	21	-	83	514	3	16 x Fines, 1 x Custodial, 1 x Other	11665
19/20 Q3	609	403	2	18	-	73	607	-	15 x Fines, 1 x Discharge	80596
19/20 Q4	813	158	1	15	-	57	685	1	19 x Fines, 2 x Discharge	16978
20/21 Q1	1124	216	8	10	-	36	57	-	-	-
20/21 Q2	1344	175	112	21	-	6	294	6	6 x Fines	1652
20/21 Q3	993	267	507	13	-	2	641	4	12 x Fines, 2 x Dishcharge	30235
20/21 Q4	1078	186	280	20	-	4	1336	0	12 x Fines, 1 x Community Service, 1 x Custodial	6935
21/22 Q1	1175	52	0	17	-	4	249	2	13 x Fines, 1 x Discharge	5815
21/22 Q2	1020	67	5	16	-	2	217	4	9 x Fines	5063
21/22 Q3	806	133	2	8	-	4	260	1	10 x Fines, 1 Community Service, 1 x Custodial	5330
21/22 Q4	903	-	113	36	-	30	155	5	5 x Fines	8072
22/23 Q1	814	-	225	33	-	34	29	1	5 x Fines	4218
22/23 Q2	822	-	94	22	-	44	117	2	2 x Fines, 1 x Custodial	968
22/23 Q3	498	-	-	17	-	43	170	0	1 x Fine	500
22/23 Q4	731	-	204	29	1	55	265	0	5 x Fines, 1 x Community Service	7024