



Your Waste is Your Responsibility Anti Fly-tipping Campaign

Interventions,
monitoring practices and
results

October 2021



SUMMARY

This presentation will share results of the interventions and monitoring practices delivered in the areas of Penge.

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Background

BACKGROUND

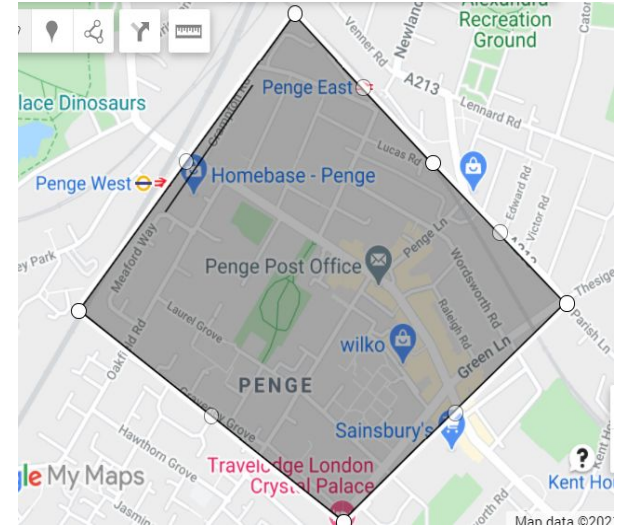
Between June and September 2021, the team spent 12 days delivering interventions and 18 days monitoring Penge and the surrounding area.

The team visited the roads below:

Maple Road
Malcolm Road
Blenheim Road
Franklin Road
Howard Road
Blean Grove
Laurel Grove
Parkside close

Lucas Road
Kingswood Road
Mosslea Road
Phoenix Road
St' John Road
Bredhurst Close
Barson Close
Queens Adelaide Road

Penge Lane
Wordsworth Road
Montrave Road
Oakfield Road
Meaford Way
Crampton Road



PROJECT METHODOLOGY AND TIMELINES

May-July

- Resident Satisfaction Survey
- Monitoring Work (before interventions)

July-August

- Delivering interventions

September 2021

- Monitoring work (after interventions)

September/October 2021

- Resident Satisfaction Survey

The above stages will repeat for Mottingham sub-areas one and two





Interventions

INTERVENTIONS ACTIVITIES

A number of activities were delivered to help decrease fly-tipping and improve residents' satisfaction with the cleanliness of their streets.

1

Bespoke leaflets were delivered to **1,410** properties in target roads

2

Engaged with **313** residents (24% engagement rate)

3

Installed **25** posters near hot spot areas

4

Placed 'this is fly-tipping' stickers on fly-tips

5

Sent letters to businesses on Maple Road

6

Engaged with Clarion managing agent to stop fly-tips coming from flats



INTERVENTIONS COMMUNICATIONS MATERIALS



A3/A2 posters
Placed on lamp posts in target road



A5 sticker
Placed on fly-tips in target road



A5 leaflet delivered
to all residents in target roads



A6 postcard
delivered when residents were not in

INTERVENTIONS

FACE TO FACE ENGAGEMENT

Veolia's ECO Manager engaged with 313 residents (24% success rate). Overall, the feedback was positive with many residents asking questions about bulky waste and how to dispose of it.

Main questions and points of discussion:

- Bulky Items collection service cost
- Cost to dispose of bulky items and DIY items at the Reuse and Recycling Centre
- Communications and what is Bromley Council and Veolia going to do next
- Bromley Council and Veolia is taking action to tackle fly-tipping
- How to report fly-tipping online



INTERVENTIONS

POSTERS NEAR HOTSPOT AREAS

The team identified 25 hotspot locations based on:

- Face to face engagement with residents
- Monitoring exercises
- Street cleaning crews' local knowledge

Posters were installed in August and will be removed after the end of the campaign (February 2022).



Locations of 'No fly-tipping' posters

INTERVENTIONS

STICKERS ON FLY-TIPS

The team placed stickers on fly-tips as part of the interventions process.

Around 100 stickers were used during and after interventions to raise awareness and the impact fly-tips have to the community.

The stickers have been removed and disposed of responsibly by the Street Cleaning team.

Before



After



The above images are an example of the impact stickers had. After placing the stickers on armchairs, both items were moved within the property boundaries.





Monitoring practices and results

MONITORING PRACTICES AND RESULTS

METHODOLOGY

The team monitored 22 roads in Penge for 18 days to record the number and type of flytips.

Timeline:

- 6 weeks of monitoring (3 weeks before interventions and 3 weeks after)
- Three days a week (Wednesdays, Thursdays and Fridays)
- Start time 5:30am
- Finish time 7:00am

MONITORING PRACTICES AND RESULTS

METHODOLOGY

Fly-tip counting

To ensure that monitoring is as accurate as it can possibly be, the following methodology was adhered to:

- Two items of the same material (i.e wood) were recorded as one fly-tipping instance;
- A mattress and a bed frame dumped next to each other were recorded as two fly-tips;
- Black bags left on the pavement outside collection days were recorded on a separate list;
- Black bags were not recorded on Fridays (collection day);
- If the same fly-tip is found on two different monitoring days, it was only recorded once.

Example of recorded data

Date	Road name	Type of fly-tip	Black bags	Notes
30/06/2021	Oakfield Road	1 metal frame, 1 trolley		Near Laurel Grove
30/06/2021	Laurel Grove	1 mattress		
30/06/2021	Meaford Way	1 fridge		
30/06/2021	Montrave Road	3 pieces of wood (one instance)	2	



MONITORING PRACTICES AND RESULTS

TYPES OF FLY-TIPS

	Before interventions		After interventions	
Types of fly-tips	Number of Fly-tips	%	Number of Fly-tips	%
Household waste	106	92%	49	87.5%
Industrial waste	4	3.5%	4	7%
Business waste	5	4.5%	3	5.5%
Total number of fly-tips recorded	115		56	

MONITORING PRACTICES AND RESULTS

FLY-TIP RESULTS

	Before interventions	After interventions	
Road name	Number of fly-tips recorded	Number of fly-tips recorded	Reduction %
Lucas Road	2	0	100%
Penge High Street	8	4	50%
Kingwood Road	9	3	66.66%
Bredhurst Close	2	0	100%
Queens Adelaide Road	2	1	50%
Wordsworth Road	5	2	60%
Maple Road	18	11	38.88%
Franklin Road	1	0	100%
Howard Road	6	1	83.33%
Blean Road	1	0	100%
Parkside Road	1	0	100%



MONITORING PRACTICES AND RESULTS

FLY-TIP RESULTS

	Before interventions	After interventions	
Road name	Number of fly-tips recorded	Number of fly-tips recorded	Reduction %
Meaford Way	6	5	16.66%
Mosslea Road	5	3	40%
Phoenix Road	3	0	100%
St John Road	9	5	44.44%
Blenheim Road	1	0	100%
Oakfield Road	9	7	22.22%
Laurel Grove	8	3	62.5%
Montrave Road	8	3	62.5%
Malcolm Road	4	4	0%
Crampton Road	7	4	42.85%
Barson Close	0	0	0%
Total	115	56	60.91%



MONITORING PRACTICES AND RESULTS

BLACK BAGS RESULTS

	Before interventions	After interventions	
Road name	Black bags	Black bags	Reduction %
Penge High Street	72	57	20.83%
Kingwood Road	3	0	100%
Bredhurst Close	0	1	-100%
Queens Adelaide Road	2	0	100%
Maple Road	95	32	66.3%
Meaford Way	8	4	50%
Mosslea Road	0	1	100%
St John Road	8	2	75%
Blenheim Road	10	2	80%
Oakfield Road	6	4	33.3%
Total	204	103	53.18%





Conclusion

CONCLUSION

1

61% reduction in fly-tips and **53%** reduction in black bags presented on incorrect collection days

2

Face to face engagement with **313** residents

3

90% of fly-tips recorded were household waste, **5%** industrial waste and **5%** business waste

4

Communications such as leaflets, posters and stickers have helped reduce fly-tipping instances by 61%

5

Overall, residents were happy to see Bromley Council and Veolia working together to tackle fly-tipping

