

The Back Street Campaign

“WATCH YOUR BACKS”

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Neighbourhood Services

Waste Enforcement Officer

The Back Street Campaign

- Launched in June 2008 in pilot area - 10 alleys.
- Now covers 7 areas.
- Total number of alleys - 75
- Total number of houses - 2330
- Two more areas being introduced in July 2010.

OUR AIM IS TO TURN THIS



INTO THIS



AFTER



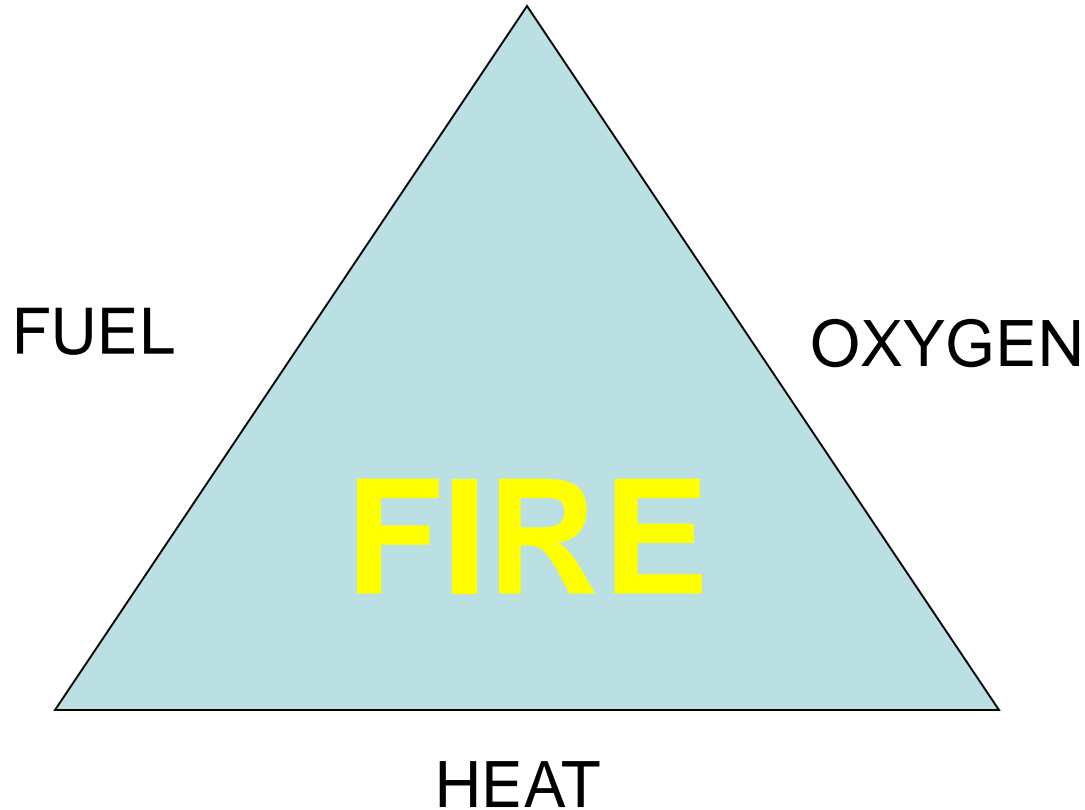
TRADITIONAL METHODS OF ENFORCEMENT

- **Routine Clearance**
- **Inspection of waste**
- **House to House Enquiries**
- **Use of Section 46 notices**
- **Legal action by Fixed penalty.**

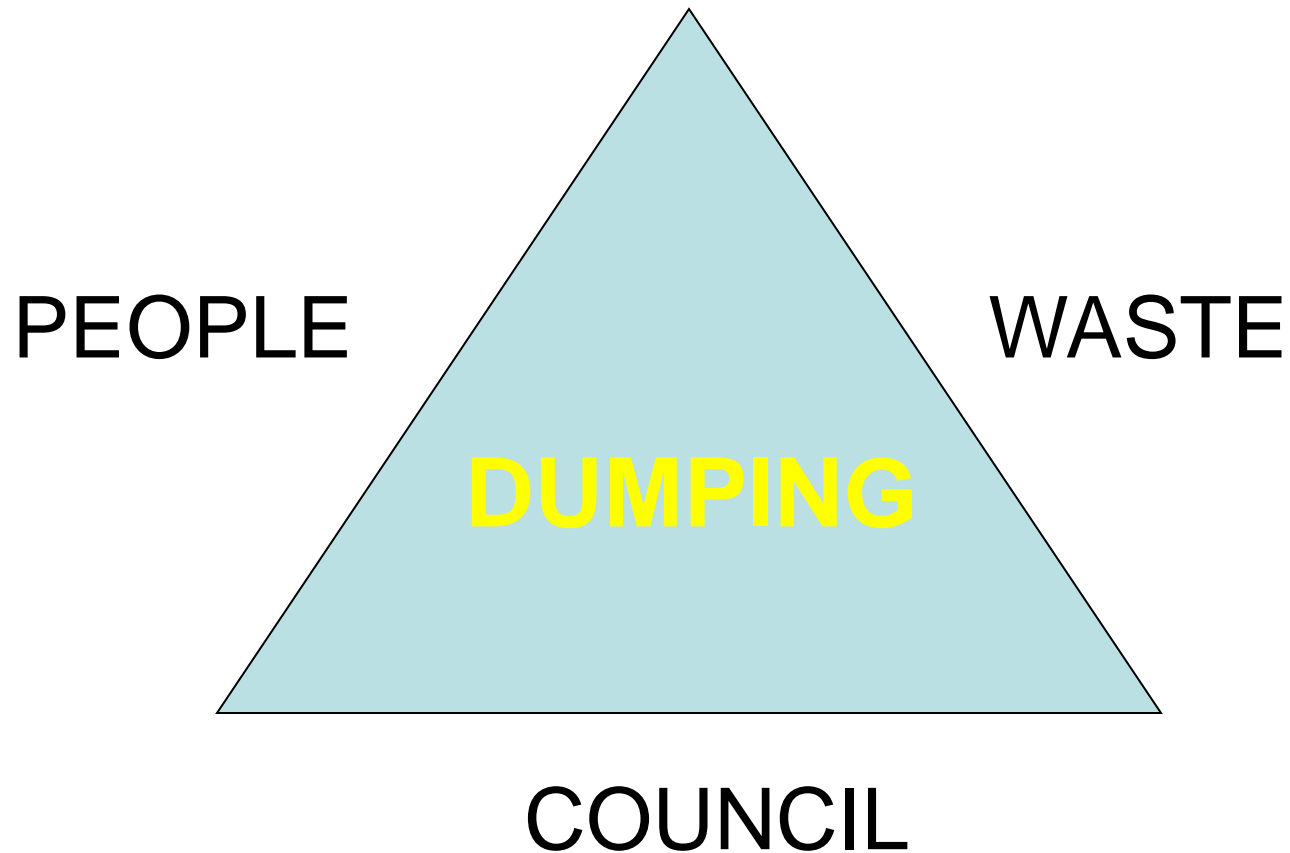
ADOPTING THE SMARTER WAY

- Analyse the problem
- Identify patterns of activity
- Identify significant factors
- Review Council's historical response
- Develop sustainable plan.

THE PROBLEM TRIANGLE



THE PROBLEM TRIANGLE



THE IDENTIFIED CAUSE

**THE PUBLIC DUMP
RUBBISH IN THE
ALLEYS**

**BECAUSE WE KEEP
CLEANING IT UP**

Neighbourhood Environment Action Team



- Originally introduced to improve the local environment.
- A team of two man and a vehicle working to deal with light litter and associated environmental issues.
- Tasked to assist in clearance of soiled alleys.

THE SOLUTION

WITHDRAW THE SERVICE

- **The residents are not entitled to this service.**
- **The service was conflicting with legal warnings.**
- **Monitoring and legal action made easier.**

LEGAL DEFENCE

Statutory Duty under Section 89 EPA 1990 to maintain Highways clear of obstructions caused by litter or fly tipping.

PCC operate a regular inspection of the alleys and deal with waste issues promptly. Satisfies “so far as is practical” clause in above section.

LEGAL DEFENCE

Section 46 (11) of the Environmental Protection Act 1990 as introduced by Section 76 of The Climate Change Act 2009.

This Section allows Council's to refuse to collect waste that is not presented in accordance with Section 46 conditions.

PCC use Sect 46 to stipulate that all waste must be presented in appropriate containers unless otherwise authorised.

THE BACK STREET CAMPAIGN

OUR AIM IS TO TURN THIS

BEFORE



INTO THIS



AFTER

THE PROCESS

STAGE ONE

RE – EDUCATION OF RESIDENTS

GETTING THE MESSAGE OUT

- LEAFLETING
- POSTERS ON ALLEY GATES
- HOUSE TO HOUSE VISITS
- ATTENDING P.A.C.T. MEETINGS
- SETTING UP PUBLIC FORUMS
- LIAISING WITH LOCAL COUNCILLORS
- ORGANISING COMMUNITY CLEAN UP DAYS
- PRESS PUBLICITY

CLEARING UP A COMMON MISCONCEPTION



NEAT TEAMS ARE NOT WASTE COLLECTORS

STAGE TWO

WITHDRAWAL OF SERVICE

PROCESS

- **Alley given final clearance and brought to acceptable standard of cleanliness.**
- **Photographs taken to prove state of alley.**
- **NEAT team visits replaced by weekly road sweeping.**
- **“TIMES UP LEAFLET” delivered to all addresses.**
- **Formal warning letter explaining Enforcement Action.**

STAGE THREE

MONITORING

MONITORING

- **Weekly Monitoring of alleys.**
- **Regular photographing to show state of alley.**
- **Use of ENVIROCRIME TAPE.**
- **Staging Community Clean Up days.**
- **Provision of skips or large bins to clean up waste.**
- **Initial legal action by means of Section 46 notices.**
- **Use of Fixed penalty tickets and prosecution of regular offenders.**

NET RESULT

- **30% reduction in fly tipping incidents.**
- **Amount of dumped waste reduced by 60%**
- **NEAT teams redeployed to main streets.**
- **More social cohesion in neighbourhood.**
- **Favourable press reporting.**
- **PCC receive Enforcement Champions award from Keep Britain Tidy.**

QUESTION TIME