



**KEEP  
BRITAIN  
TIDY.**



# Using behavioural insights to address fly-tipping

**Tuesday 23 October 2018**

# KEEP BRITAIN TIDY'S FLY-TIPPING ACTION PLAN



# RESEARCH CONDUCTED TO DATE

- National survey with 1,000 adults across England (2016)
- Inside the head of fly-tippers (2017)
- Understanding fly-tipping in Harrow (2018)
- Understanding fly-tipping in Southall, Ealing (2018)
- Understanding and tackling fly-tipping in London (2018)

# RESEARCH CONDUCTED TO DATE

## Inside the head of fly-tippers (2017)

- Desk review of council fly-tipping data, including current approaches
- Two focus groups with general public recruited
- One focus group with people who had fly-tipped in the last two years
- Online survey with 1,017 residents of Stevenage and Welwyn Hatfield



**WELWYN  
HATFIELD**

**Stevenage**  
BOROUGH COUNCIL



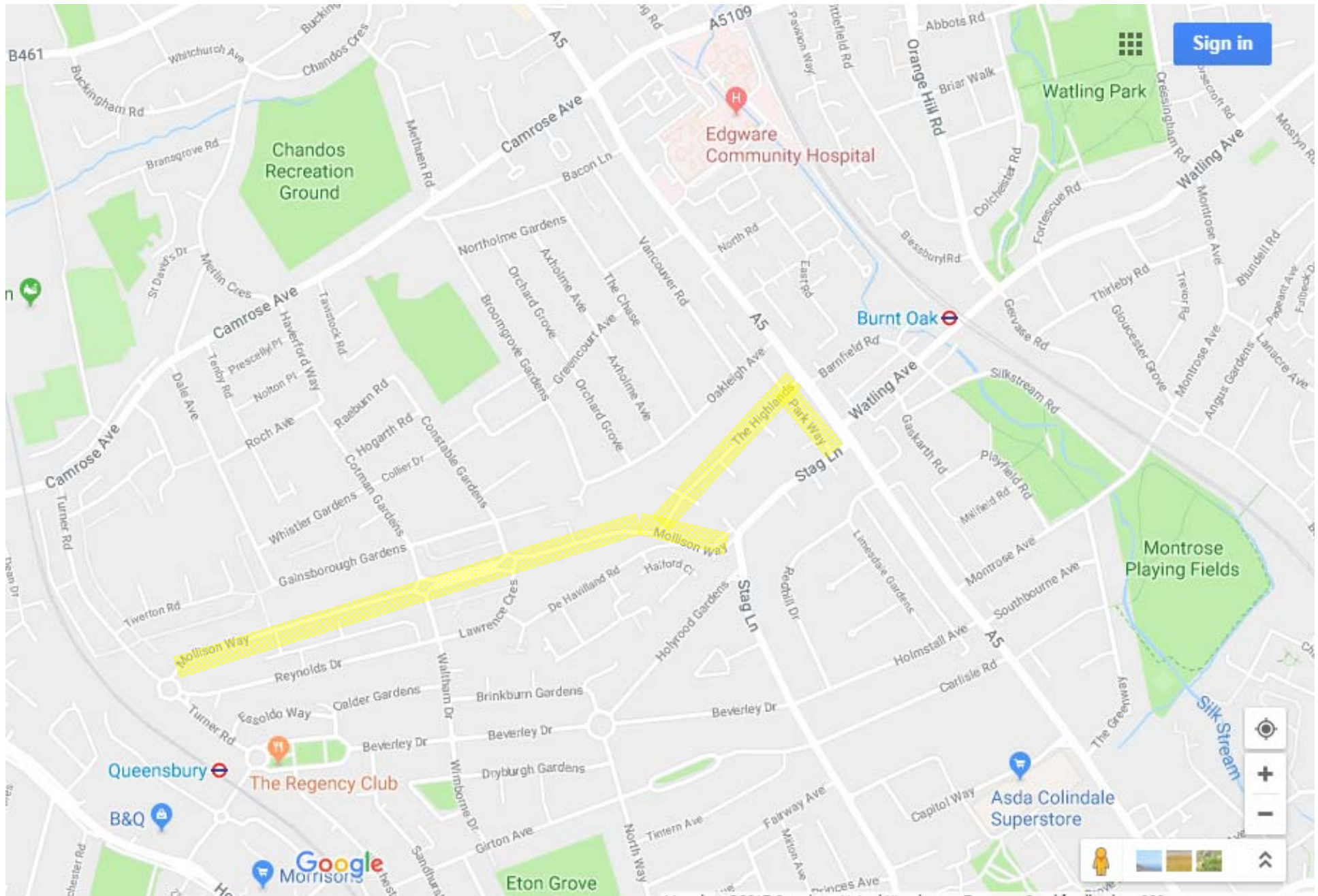
# RESEARCH CONDUCTED TO DATE

## Understanding fly-tipping in Harrow (2018)

- Desk review of council fly-tipping data
- Interviews with eight council operative staff
- Crew ride-along and visual analysis
- Focus groups with residents of hotspot locations who had fly-tipped within the past year:
  - One with general residents
  - One with Romanian residents
- On-street survey with 150 residents at fly-tipping hotspot locations



# Burn Oak area – Parkway, Mollisons Way and The Highlands and adjoining streets



# South Harrow area – Northolt Road, Kingsley Road and adjoining streets





# RESEARCH CONDUCTED TO DATE

## Understanding fly-tipping in Southall, Ealing (2018)

- Desk review of council fly-tipping data
- Two focus groups with residents who had fly-tipped within the past year.



# RESEARCH CONDUCTED TO DATE

## Understanding and tackling fly-tipping in London (2018)

- Desk research: WasteDataFlow and data from 16 councils
- Four in-depth focus groups with residents who had fly-tipped over the past year :
  - 1 x 'Black bags' focused (Haringey and Redbridge)
  - 1x transient populations focused (Newham)
  - 2 x general residents (Hounslow and Westminster)
- Eight in-depth interviews with local business reps
- Online survey with 1,000 adults across London
- Co-design workshop with 20 LEDNet members

London Environment Directors' Network

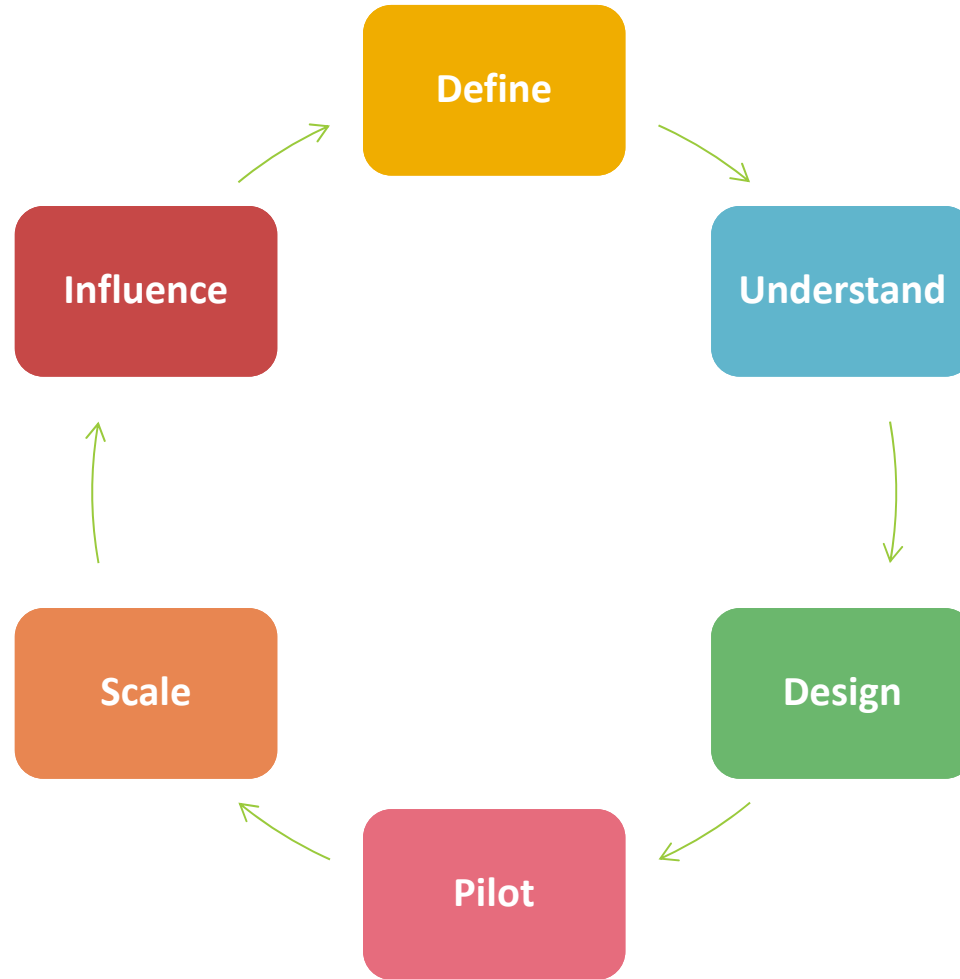
**LEDNET**



# RESEARCH CONDUCTED TO DATE

- Understanding and tackling fly-tipping in London (2018)
- Inside the head of fly-tippers (2017)
- Understanding fly-tipping in Harrow (2018)
- Understanding fly-tipping in Southall, Ealing (2018)

# OUR APPROACH

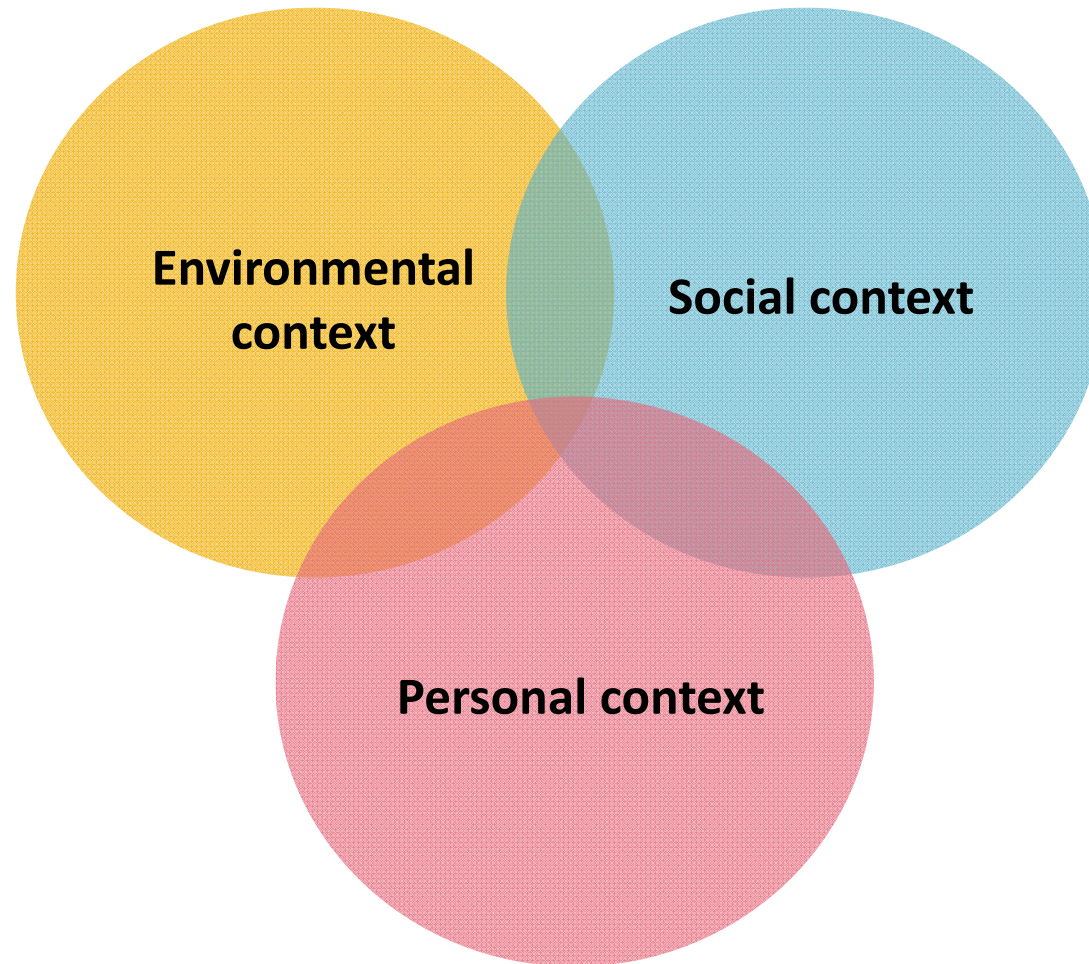


*'The design and development of new approaches towards change that benefit society'*

Keep Britain Tidy



# BEHAVIOURAL CONTEXT



# WHAT DO WE MEAN BY 'INTERVENTION'

*Activity designed to change specified behaviour patterns, promoting uptake of the desired behaviour and decreasing uptake of the undesired behaviour.*

Behaviour change interventions could include:

- A product
- A campaign
- A specific messaging or communications approach
- An engagement approach
- A 'nudge' / choice architecture
- Training or education
- A service
- Incentives (rewards or penalties)
- A tax, fine or other financial sanction
- Changes the environment
- Changes to infrastructure
- A policy change



# CRITERIA

What is the scope of interventions that will be accepted for piloting?

- ✓ Scalable
- ✓ Cost effective
- ✓ Measurable
- ✓ Practical to deliver
- ✓ Address behavioural insights

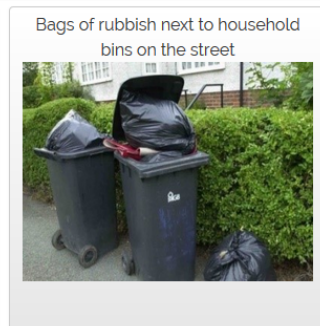
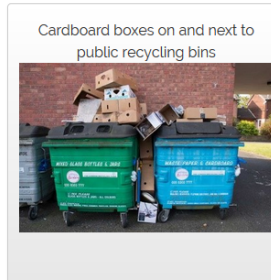
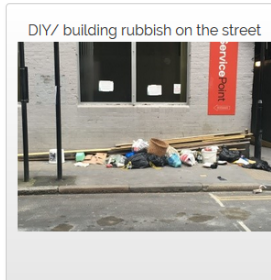
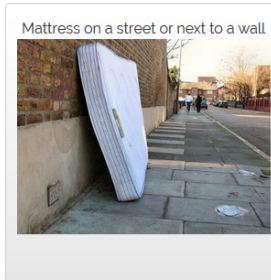
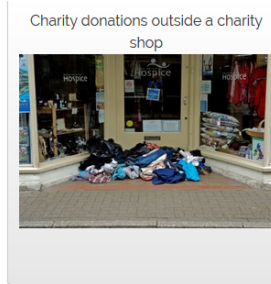
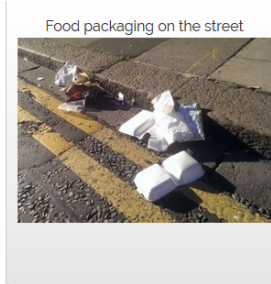
# TYPES OF FLY-TIPPING IN PETERBOROUGH

Waste type	2013-14	2014-15	2015-16	2016-17
Other Household Waste Incidents	3,848	4,921	5,277	6,437
Black Bags - Household Incidents	1,188	695	447	502
Other Electrical Incidents	299	246	181	212
White Goods Incidents	273	203	236	304
Green Incidents	97	127	126	219
Other Commercial Waste Incidents	96	90	86	154
Constr / Demol / Excav Incidents	140	87	62	71
Tyres Incidents	83	72	47	48
Commercial / Industrial Incidents	80	32	7	1
Vehicle Parts Incidents	19	25	35	59
Agricultural Incidents	14	45	1	1
Private / Residential Incidents	27	14	10	3
Chemical Drums, Oil, Fuel Incidents	14	7	31	10
Asbestos Incidents	2	6	14	21
Black Bags - Commercial Incidents	16	4	3	10



# KEY INSIGHTS

# HOW FLY-TIPPING AWARENESS WAS CAPTURED



# AWARENESS OF 'FLY-TIPPING'



72% said 'fly-tipping'



96% said 'fly-tipping'

*Inside the Head of Fly-tippers, base = 1,000.*



# AWARENESS OF 'FLY-TIPPING'

Photo shown	Proportion of respondents	No. of respondents
Mattress on street	91%	824
Sofa on street	90%	820
TV on street	84%	767
DIY rubbish left next to a house	82%	750
Oven left at apartment block bin stores	74%	677
Garden waste left on street	58%	526
Clothes outside a charity shop	35%	318
Black bags next to public litter bin	31%	284
Litter (take-away packaging) left on footpath	24%	221
Cardboard boxes on and around recycling bank bins	20%	184
Litter (empty chicken box) left on ledge	20%	182
Black bags next to household bins on collection day	12%	111
None of these	2%	15

*Understanding and tackling fly-tipping in London, base = 996.*

# AWARENESS

**There is a lack of awareness of what constitutes ‘fly-tipping’.**  
This means that communications aimed at addressing fly-tipping may not be reaching audiences who do not recognise the behaviour as something that they, or someone else they know, might do.

# AWARENESS OF 'FLY-TIPPING'



# AWARENESS OF 'FLY-TIPPING'



# AWARENESS OF 'FLY-TIPPING'





# HANDS UP

Who had heard of the term 'side waste' before they joined the sector?

Who here knows what 'side waste' means today?

# MAKE IT EASY: CUT THE JARGON!

Current communication	Suggestions for improving the communication
<p><b><i>Fly-tipping is the illegal dumping of waste on land.</i></b></p>	<p>People may not associate the term 'land' with many locations where fly-tipping occurs, such as on streets/kerbs and in car parks. Consider providing specific examples here that are relevant to the target audience. Avoid using the term 'waste' in isolation.</p>
<p><b><i>Residents who place side waste (excess waste that cannot fit in the bin being collected) may face enforcement action under sections 33, 46 and 87 of the 1990 Environmental Protection Act.</i></b></p>	<p>Avoid terms such as 'side waste' and simplify the message, e.g.: Putting bags of rubbish next to household bins and public bins is illegal because...</p>

# MAKE IT EASY: IMPROVE THE WAY INFORMATION IS PRESENTED

## Useful waste and recycling links



What goes in which bin?



Food waste bio bags



Recycling centre (the tip)



New to Harrow?



Requesting a repair or ordering a new bin



Assisted waste collections



Ways to recycle



Household clinical/hazardous waste



Flats



Garden waste



Waste strategy and performance



Bulky waste collections

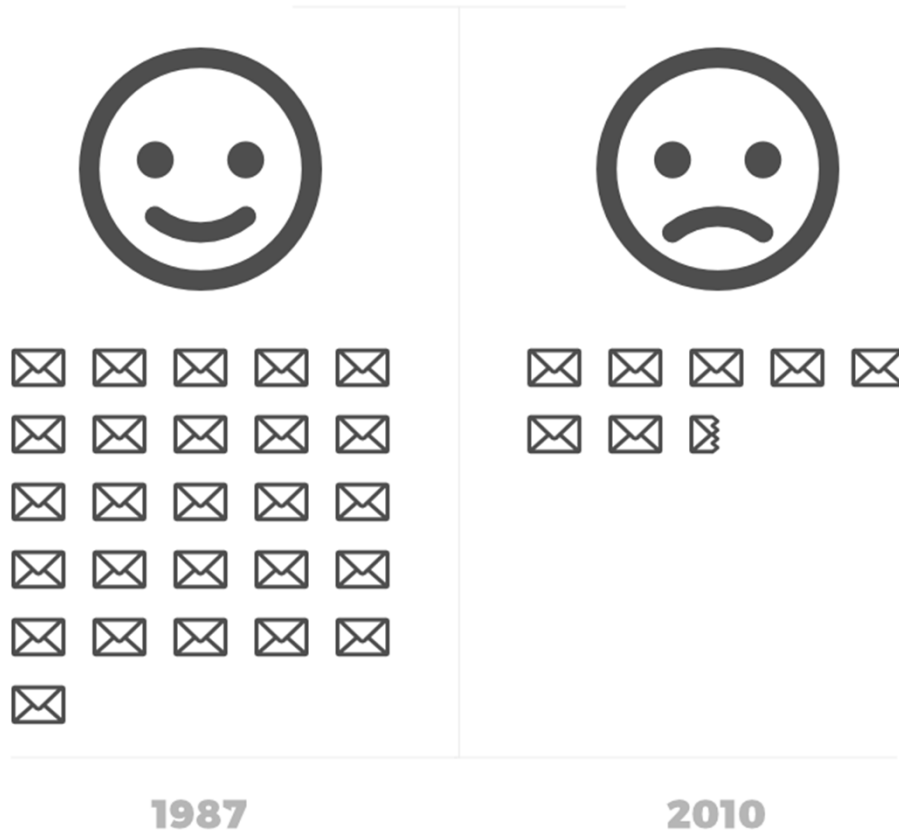
# MAKE IT EASY: IMPROVE THE WAY INFORMATION IS PRESENTED

- Present by issue type (instead of service type) or use questions:  
*What do I do with rubbish I cannot put in my bin? How do I dispose of large unwanted items?*
- Use 'frequently asked questions' or 'asked by other residents'
- Use images/photographs to help users understand the key messages quickly
- Improve the information provided about the alternative waste disposal options available (particularly free services)
- Use 'illegal dumping' instead of or alongside 'fly-tipping'?

# USE ATTRACTIVE COMMUNICATIONS

317

Letters Per Year



# BE SOCIAL

- Tell people what they can do (not what they can't)
- Use positive reinforcement and social norming:
  - Provide positive feedback on what is done well
  - Celebrate success
  - Highlight the positive behaviours that most people do and expect
  - Use people in images
  - Use stories and quotes from real people (people are interested in other people's personal stories)
- Be more human



# USE TIMELY COMMUNICATIONS

- Moving house
- Clearing out (the house, the garage, a specific room)
- Replacing white goods, mattresses and other items
- Decorating
- Gardening
- When having people to stay and needing to clear up
- After a party (generally large volumes of glass bottles and cans)

*“Every Asian people, mostly Indian, in Diwali they clean place and they put their old stuff outside, which they don’t want. So, collection service at that time will be a good idea.”*

*(Focus group participant)*



# PERCEPTIONS OF ACCEPTABILITY

**Certain types of fly-tipping are seen as socially acceptable:**

- Small-scale
- Contained
- Safe and easy to handle
- Likely to be collected quickly
- In a location that is frequently visited (street corner, flat bin stores, next to litter bins, etc.)

*“I think because they're cleared away quite quickly [black bags and charity donations], it's not as offensive.”*

*(Focus group participant)*



# PERCEPTIONS OF ACCEPTABILITY

## **Social proof and feedback loops**

- 24-hour collection taskforces
- The social norming effect
- Lack of understanding of broader social, environmental and economic impacts.

# PERCEPTIONS OF ACCEPTABILITY

## Social proof and feedback loops

*“I’m not blaming other people but I had seen that other people had done it and I thought that it must be alright.”*

[“How long would you leave it in place before you take it back?”]

*“Like a week. But it’s already gone by the next day anyway, so yeah.”*

[“What were you thinking when you put it there?”]

*“That when they come tomorrow morning it will all be gone. They’ll take it. And they did, every time.”*

*(Focus group participants)*

# UNDERSTANDING OF IMPACTS

- **There is a lack of understanding about the impacts of fly-tipping (and waste service systems).** Household fly-tipping was seen as low-impact and participants struggled to understand the cost impacts and implications for the broader community. A common perception is that 'council is already out there collecting rubbish, so they may as well collect mine while they're at it'.

# PERCEPTIONS OF HELPING SOMEONE OUT

- **Fly-tipping is often motivated (or excused) by a perception of 'helping someone out'**. Respondents who had fly-tipped were more likely to agree with the statement 'If someone can find a use for the items, then it's fine to leave them'.

# PERCEPTIONS OF HELPING SOMEONE OUT



# PERCEPTIONS OF HELPING SOMEONE OUT

*“Furniture is alright as long as it’s not there for long – you can’t leave things out indefinitely. It’s ok if it’s there and you keep an eye on it.”*

*“It’s a good idea, isn’t it – it’s recycling in itself.”*

*“But with that [leaving something out for others to take] you’re talking about responsible people – not fly-tippers. A car seat can help somebody out. But you wouldn’t put out a fridge that a kid could go in.”*

*“I didn’t do anything wrong, I just helped someone to get something, maybe he’s going to sell it for, I don’t know, £2 or something, whatever, yeah, but I just put it there to help someone.”*

*(Focus group participants)*



# EXPECTATIONS

**There is an expectation that fly-tips will be collected quickly and without repercussions.** Fly-tipped items are often collected within a matter of hours and generally without consequences, such as a warning letter or fine. This appears to reinforce perceptions that fly-tipping is low impact.

# COUNCIL RULES, PRACTICES AND LEARNED BEHAVIOURS

**Some of the methods used by councils to clean streets and collect waste unintentionally drive fly-tipping.**

- 'Side waste' rules
- Rules and practices that increase the 'hassle' factor (being fuss about what will be collected/accepted; requiring measurements; onerous booking systems, etc.)
- 'Time banding' and leaving bags of litter from street sweeps on street



# STREET CLEANSING



# STREET CLEANSING



# TIME BANDING



# EXCESS WASTE

**Households are not managing their waste effectively and frequently run out of room in their bins before collection day.**

Many participants felt overwhelmed with the amount of waste they were bringing into their households, particularly cardboard and plastic packaging.

# LOW THREAT OF ENFORCEMENT

**There is a very low perceived threat of enforcement.** While participants were generally supportive of enforcement of fly-tipping (even if they had been caught themselves), they felt that fly-tipping was not generally being enforced and the perceived likelihood of getting caught fly-tipping was low.

# THE HASSLE FACTOR

**Disposing of waste responsibly is seen as a 'hassle' (and there is much scope for improving this).** Fly-tipping is often perceived as the cheapest and most convenient option. By comparison, bulky waste services are perceived as costly and inconvenient.

# THE HASSLE FACTOR

## Welcome to My Newham

### Please login to access this form

You need to login to access this form.  
Not registered? Enter your email address below to create an account.

### Existing users

Email address \*

Password \*

[Forgotten your password?](#)

[Your account is locked?](#)

[Sign in](#)

### New users

Please tell us your email address to begin the registration process.

Email address \*

[Didn't get your activation email?](#)

[Need more help?](#)

[Register](#)

[Back to top](#) ▲

# THE HASSLE FACTOR

https://my.newham.gov.uk/Cases/NewCase.aspx?service=ee29ad77-ac65-e011-a7f2-00155d361800&token=NGFhZmQ5OGMtMTM2NS1INTEExLThIMDEtMDAxN

Newham London

Services by topic | Apply for it

Home > Apply for it

**Bulky**

What would you like to report?

You are allowed to report bulky waste collection and bulky waste items.

Waste item:

If you could not find your item in the drop-down menu, contact us. We will tell you if we can collect it and how much it will cost. Call 020 8430 2000, choose option four, then quote 'chargeable collection'.

**Your items**

Please check all your items are included in the list above before you continue.

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z





# DECREASING THE HASSLE FACTOR

## User journey mapping

- A resident wishing to dispose of a bulky item without a car
- A resident wishing to dispose of an item which they deem reusable
- A resident using the council website to find out about waste and recycling

Phase	ORDERING SOFA SUITE	CLEARING SPACE FOR NEW SUITE	NO RECYCLE...	SOFA ON STREET
* Doing	<ul style="list-style-type: none"> <li>* Researching options online</li> <li>* Costing options</li> <li>- Ordering suite</li> <li>- Looking at disposal options for old suite (freecycle, spawell, ebay)</li> </ul>	<ul style="list-style-type: none"> <li>- <del>Thinking about</del> suite on freecycle</li> </ul>	<ul style="list-style-type: none"> <li>* - Putting on street bc. no freecycle</li> <li>- Nice sofa offering suite!</li> </ul>	<ul style="list-style-type: none"> <li>- Someone else repairs a fly-tip.</li> <li>* - Go to see</li> </ul>
* Thinking	<ul style="list-style-type: none"> <li>* - Yay!</li> <li>- How to dispose of old suite</li> <li>* - When new suite arriving?</li> <li>- Who will want old suite?</li> <li>- <del>How</del> How to dispose <del>responsibly</del> + easily + cheaply <del>can't be done</del> vs. <del>freecycle</del></li> </ul>	<ul style="list-style-type: none"> <li>- Working out timing for disposal + delivery</li> <li>- Can be without sofa?</li> <li>- Need to book time off?</li> <li>- free to freecycle + convenient</li> </ul>	<ul style="list-style-type: none"> <li>- Not first option, but someone will benefit.</li> </ul>	<ul style="list-style-type: none"> <li>- Should get rid of suit.</li> <li>- Council will pick up?</li> <li>- I tried to do right thing</li> <li>- They be back council collection?</li> </ul>
* Feeling	<ul style="list-style-type: none"> <li>- Yay</li> <li>- Stressed: upheaval - time, cost, energy</li> <li>- Annoyed bc. council disposal takes a long time + expensive</li> </ul>	<ul style="list-style-type: none"> <li>- Good to help others</li> <li>- Stressed.</li> </ul>	<ul style="list-style-type: none"> <li>- Yay new sofa has arrived.</li> </ul>	<ul style="list-style-type: none"> <li>- Distressed from let our fly-tip <del>out</del></li> <li>- Sixpenny ashamed</li> </ul>



# DECREASING THE HASSLE FACTOR

## Identify and tackle bottlenecks

Not how busy or how productive, but the maximum potential output, e.g.:

Maximum capacity to process invoices:

- Step 1 – 200
- Step 2 – 80
- Step 3 – 50
- Step 4 – 20
- Step 5 – 10,000

# WE NEED TO MARKET OUR SERVICES BETTER

## Some current Bulky Waste Collection deals out there:

- £66.00 (or £50.00 concessions) for up to 6 items (3 refuse sacks = 1 item).
- £30 for up to three items. Sofas are charged per number of seats – a three-seater sofa counts as three items.
- 1-5 items (or up to 20 black bags): £25.00, 6-10 items (or up to 40 black bags): £50.00, 11-15 items (or up to 60 black bags): £75.00

# WE NEED TO MARKET OUR SERVICES BETTER

## The Framing Effect

- 99% fat free versus 1% fat
- Book one item for collection for £30 and get two free

# COULD WE PROVIDE A BETTER SERVICE?

## **For example:**

- Removing heavy items from inside the home
- Faster and more predictable services
- Providing platforms to help people bundle with neighbours

**Or should we focus on proactively promoting alternatives?**



# A LACK OF PERSONAL RESPONSIBILITY

**People feel a lack of personal responsibility for their own waste.** The research suggests that many residents do not feel personally responsible for their unwanted items and waste once it is 'off their hands'. This is largely seen as the council's responsibility and often linked with paying council tax

# OVERALL

**Fly-tipping is seen as free and convenient – it's hard to beat when comparing to other disposal options.**

Therefore, we need to consider:

- How do we make the right thing to do **easier** (and the wrong thing more difficult) compared to other options?
- How do we make the right thing to do **more attractive** (and the wrong thing less attractive) than other options?



# EXAMPLES

<b>Making the right thing EASIER (and the wrong thing more difficult)</b>	<ul style="list-style-type: none"><li>• Use landscaping to block access to fly-tipping hotspots</li><li>• Make information easy to find and understand; use images</li><li>• Simplify processes</li></ul>
<b>Making the right thing more ATTRACTIVE (and the wrong thing less attractive)</b>	<ul style="list-style-type: none"><li>• Increase the threat of enforcement</li><li>• Use beautification; use social norming techniques</li><li>• Appeal to values</li></ul>



Questions?



# INTERVENTIONS TO TACKLE FLY-TIPPING

# CRIME SCENE INVESTIGATION TAPE

To address: expectations, low threat of enforcement



# NO BAGS ON STREET POLICY

**Time banding experiments and bin host scheme**



# GIANT PRICE TAGS ON FLY-TIPS

**To address: lack of understanding about impacts**



# VALUES-BASED COMMUNICATIONS AND THE MESSENGER EFFECT

**To address: social acceptability, lack of awareness of impacts,  
perceptions of ‘helping someone out’**



*If we reduced fly-tipping by 10%, there we could save enough money to provide an additional 5,470 hours of in-home nursing and healthcare services for the community per year.*



# BEAUTIFICATION

Activities to increase the quality, attractiveness and visibility of hotspots (e.g. painting, artwork, cutting back overgrowth)



# BEAUTIFICATION

Using 'beautiful obstructions' to design-out fly-tipping





# BEAUTIFICATION

## Repurposing hotspots



# HUMANISING THE COUNCIL VIA PERSONALISED COMMUNICATIONS

**To address: social acceptability, lack of understanding about waste services, expectations to fly-tips will be collected without repercussions**



# LOST AND FOUND CAMPAIGN

To address: lack of personal responsibility for waste



## FOUND CAT ARE YOU ITS OWNER?



This cat is a grey/white neutered male Domestic short-haired cat who was found on 25 May 2017 at around 00:00hrs. This cat may be microchipped.

**FOUND:**  
**DIDCOT OX11.**

**If you recognise this cat**  
**Call 01993-813701**



facebook.com/petsreunited



twitter.com/petsreunited

Ref: PR35527



**PetsReunited**  
www.petsreunited.com

FOR MORE DETAILS SCAN THE QR CODE ABOVE OR VISIT:

<http://petsr.eu/2ssxhHl>



# DOORSTEP ENGAGEMENT IN TARGET AREAS

To address: all insights

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# WELCOME PACKS FOR NEW RESIDENTS AND BUSINESSES

To establish positive expectations and behaviours from the outset



# HOW WE CAN HELP

- Developing and piloting behaviour change interventions
- Innovative approaches to community engagement
  - e.g. targeted co-design, citizens juries, etc.
- Reviewing services and communications; journey mapping workshops etc.
- Piloting changes to existing services

Questions?



# THANK YOU

