

metroSTOR Webinar Summary and Transcript

Fly-Tipping: Solutions for Social Housing Estates

15.05.25

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The downloadable executive summary covers why people fly-tip, the barriers to legitimate disposal, and includes a quick-reference chart of effective initiatives.



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metroSTOR Webinar **Summary**

Fly-Tipping: Solutions for Social Housing Estates

15.05.25

Overview

Led by behavioural change specialist. Livvy Drake and hosted by Nigel Deacon, this interactive session explored practical strategies to address resident-led fly-tipping in social housing. Drawing on research and recent pilot projects across Cambridgeshire, Essex and metroSTOR's estate-based recycling rollouts, the session focused on understanding behaviours, designing targeted interventions and using the EAST framework (Easy, Attractive, Social, Timely).

Key Insights

- **Behaviour segmentation is critical:** Grouping residents by demographic and lifestyle patterns helps tailor interventions more effectively, whether addressing misuse of bin stores, non-recycling, or bulky waste dumping.
- **Fly-tipping is often driven by practical barriers:** Lack of transport, unclear council websites, intercom issues preventing collections and limited storage space all contribute to problem behaviours.
- **Effective initiatives are empathetic and research-led:** Engaging residents via surveys, door-knocking and incentives like supermarket vouchers uncovers root causes and ensures new voices are heard beyond vocal complainants.

EAST Framework Highlights

- **Easy:** Improve access to bulky waste services through clearer language, donation links, accessible infrastructure (e.g. foot-pedal bins, bag hooks) and visual signage. Make dumping harder via planters, fences or restricted-access bin stores.
- **Attractive:** Use colour-coded bins, well-maintained stores and positive reinforcement messaging. Examples included vinyl-wrapped bins, thank-you signage and framing costs of fly-tipping in terms of lost community investment.
- **Social:** Normalise correct behaviour using community voices, CCTV-linked signs and visual cues like stencils or investigation tape. Peer influence and trusted local messengers (not always the council) are often more persuasive.
- **Timely:** Align campaigns with key life moments (e.g. Christmas clear-outs), use targeted communications during community events and provide regular feedback during behaviour change initiatives.

Real-World Strategies Shared

- Bin stores with limited apertures and secure access reduce misuse.
- Behavioural cues like tagging misrepresented waste and displaying photos of offences (used sensitively) led to up to 73% reductions in some trials.
- Beautification and community clean-up events helped change norms.
- Colour and design consistency (e.g. following WRAP guidelines) prevents confusion and promotes better engagement.

Professional Dialogue and Chat Contributions

- **Skip days** were criticised by some participants as unsustainable and counterproductive, often increasing dumping and resident expectations.
- **Landlord vs council responsibilities** were debated. Councils can issue enforcement notices under various Acts, but proactive cooperation between housing providers and enforcement teams was seen as most effective.
- **Charging for fly-tipping removal** generated mixed views. In some cases it deterred dumping, while in others it led to entitlement or resentment.
- **Technology** (e.g. Cloud Nine app) and signage (e.g. "This waste is being investigated") were seen as low-cost ways to support behaviour change.

Takeaways

The session emphasised that tackling fly-tipping is not about bigger fines or more CCTV alone, but about removing barriers, shifting social norms and engaging communities in the right way at the right time. Many participants left with practical ideas to try and praised the workshop for its real-world relevance.

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0800 102 6365
enquiries@metrostor.uk
metrostor.uk

metroSTOR Webinar **Transcript**

Fly-Tipping: Solutions for Social Housing Estates

15.05.25

Nigel Deacon

Welcome everyone and thank you for joining our webinar on fly-tipping in social housing environments. Thanks to Louise for joining us today to share her thoughts and insights. Please keep yourself muted during the session. There will be time for Q&A at the end. Slides will not be circulated, but we will send out the recording in the next few days. With that, over to you, Livvy.

Livvy Drake

Thanks, Nigel. Today we're looking at fly-tipping solutions for social housing. I'll introduce you to the projects these insights come from and walk you through the interactive process we'll use. We'll cover audience segmentation, understanding causes and devising initiatives. So make sure you have a way of recording your answers.

This workshop format came out of a piece of work initiated by Cambridgeshire County Council's RECAP group. They were facing common challenges — resident fly-tipping involving black bags and bulky items. They secured funding from the Police Commissioner and an innovation fund from UKTI to focus on behaviour change.

When they approached me about what messages to put on signage, I explained we needed to understand the underlying behaviours and barriers first. We carried out a literature review, examined examples from other local authorities and applied this research in Cambridgeshire. The outcome was a visual, quick-reference guide designed for enforcement officers, elected members and communications teams.

We've now delivered this to councils in Cambridgeshire and Essex. In Essex, it supported a three-month Duty of Care campaign. I'm also using these insights in work with metroSTOR on a social housing recycling rollout. There, fly-tipping is a major concern — both from people coming into estates and residents dumping bulky items or black bags. We're addressing this alongside the infrastructure rollout.

Our behaviour change approach is grounded in behavioural science. We don't start by asking what will grab attention or make people feel guilty. Instead, we segment the audience and get specific about the behaviour. Yes, local authority officers have to deal with all residents — but segmentation allows us to tailor solutions more effectively.

So — what exactly is the fly-tipping behaviour? Is it dumping a black bag? A fridge? Leaving something on a wall for a neighbour? Understanding the specific behaviour helps us diagnose the cause and design an initiative. Then we try it, learn from it and iterate.

Today I invite you to pick one of these three:

1. A family dumping unwanted white goods
2. An older single person leaving rubbish next to bins
3. A young couple not using recycling facilities

You might ask, what does recycling have to do with fly-tipping? Well, if people do not recycle, their black bags fill up — and that can lead to fly-tipping.

Now, we'll move to the first exercise: creating a **persona map**. We'll define a specific resident. You do not need to fill in the whole map now — just note down:

- Age (20s? 50s?)
- Employment situation
- Type of accommodation (high-rise, low-rise, top floor?)
- Who they live with

These day-to-day details shape behaviour. Next, think about their daily challenges — not related to waste — and who they trust. If you are unsure, come off mute and ask.

Kevin Johnson

Are we stereotyping people here? Bin store issues and fly-tipping come from different groups. People aged 25 to 40 often misuse bin stores — not recycling because they cannot be bothered. Then the general waste overflows, the recycling bins are empty and complaints start about rodents. It's a chain reaction.

Livvy Drake

Yes — and that's exactly the point. Bin store misuse and fly-tipping are different behaviours. And behind "can't be bothered" are barriers we can understand and solve. We are simplifying here by categorising. Tools like WRAP or Resource Futures also segment audiences this way. Focus on one group for this exercise. Now, who do they trust? Often, it's not the council. Could be neighbours, someone in the community, or ethnic or language networks. Think about local messengers. Then ask: what are their day-to-day challenges? Financial insecurity? Long shifts? No nearby family?

Understanding these gives us insight into their motivations. Now we'll consider research.

For the Cambridgeshire work, we reviewed literature on fly-tipping causes. We found barriers like:

- No transport to the tip
- Not knowing about bulky waste services
- Perceiving fly-tipping as harmless or helpful
- Lack of local attachment

In current metroSTOR work, we're calling residents, door-knocking, conducting surveys and even diary studies. We offer small incentives like supermarket vouchers — not as behaviour rewards, but as payment for time. Without this, you only hear from the usual vocal few. Incentives bring new voices in.

Now, let's try an **empathy map**. Pick a behaviour you want to encourage — like using the bulky waste service — and think:

- What do they see?
- What do they think?

For example: what do they see when they visit your council website? What do they think about separating recycling or using bins?

Jennifer Alcock

This has made me want to survey my scheme — it's really bad. We've done everything — gates, CCTV — but I recently realised some residents are booking bulky waste and the collectors can't access the site because of intercom issues. They end up leaving with the waste still there.

Livvy Drake

Exactly. In your day job you rarely get time to reflect. But these small barriers — like intercoms — can be the key issue. Another example: some councils use "Book a Collection" wording on their website, but people just want to know the cost. That unclear language deters use.

Now let's move to designing an initiative using the EAST framework (from the Behavioural Insights Team):

- **Easy**
- **Attractive**
- **Social**
- **Timely**

We'll start with **Easy**. How do we make bulky waste services easier to access?

Examples include:

- Liverpool's website prioritises donation links before collection info and names specific charities.
- Manchester uses plain language: "Get rid of a large unwanted item" rather than "book bulky waste."
- Recycle apps that let people search using their own terms.

Offline examples:

- Free skip days (with caveats)
- Door-knocking in migrant communities (e.g. Slovak speakers)
- Community clean-up days and recycling swaps
- Watching clean-ups happen (as Fenland Council did) — increases reporting

For infrastructure:

- Bins with foot pedals
- Hanging recycling bags (Newcastle, Lambeth)
- Visual icons instead of words
- metroSTOR and Fife used clear, branded bins close to flats for easy access

And we can also make it **less easy** to do the wrong thing:

- Planters and fences to block dumping spots
- Converting fly-tip hotspots into gardens
- Combining barriers with community and CCTV input (e.g. Doncaster: 62% reduction)

Take a moment to note:

- How could you make it easier to do the right thing?
- How could you make it harder to do the wrong thing?

David Rogers

In our area, we find CCTV very effective. We also build bin paddocks with key fob access — only residents can enter. It discourages outsiders from fly-tipping near properties.

Livvy Drake

Brilliant — that's a great example of adding a barrier. Thank you. Any other examples of barriers that have worked?

Jennifer Alcock

Yes, we've reached the point where we're replacing traditional bin stores. Instead of enclosures, we're switching to silver boxes — like metroSTOR — where rubbish has to go straight into an aperture. Even CCTV didn't help before, but now, with nowhere to hide waste, we can actually see who's doing what.

Livvy Drake

Great — we'll talk more about CCTV in a moment. It's most effective when part of a combined approach. Let's move to **Attractive**, the 'A' of EAST. So how do we make desired behaviours more appealing?

One example: bins with colourful vinyls in Bournemouth. They were used more and there was less litter compared to plain black bins. In the ReLondon project, bins were cleaned before rollout — it sent a signal that they were cared for, which encouraged residents to care too.

In flats recycling trials, new bins with colourful lids led to:

- Contamination dropping from 22% to 11%
- Residual waste going down
- Recycling rates going up

Another example: the “Waste. It’s mine. It’s yours.” campaign. They involved residents in the project, which built community pride and reduced littering. Communications can also make behaviours more attractive. Focus on the **desired behaviour**, not the negative. Say: “Thank you for using the bin” or “Thank you for ordering a bulky waste collection.” This helps normalise it. One council used cost-framing signs: “This fly-tipping cost £X — imagine how else we could spend that.”

Now, what about making fly-tipping less attractive? People often think fines are an empty threat. That’s why highlighting **consequences** is important.

Examples:

- Investigation tape around dumped items — used in Newham and Birmingham
- In Newham, this reduced fly-tipping by 64%
- In Birmingham, items were even removed by neighbours after signage was added
- Street stencils: “Dumping waste costs your community” — reduced dumping by 67% in some trials
- Posters stating someone was fined at that location — especially effective on short streets or cul-de-sacs

And remember: CCTV alone, without action or feedback, is not effective.

Take a moment now:

- How could you make your waste systems or services more attractive?
- How could you make fly-tipping feel less acceptable?

Andrzej Kluczynski

We ran a six-week pilot called “Don’t Rubbish Your Street.” We focused on residents putting waste out on the wrong day. We used no enforcement — instead, we applied behavioural cues.

We tried two tactics:

1. Photo signs: Took photos of misrepresented waste and displayed them nearby — this shaming had a big impact
2. Stickers: Colour-coded tags left on incorrectly presented bags and those bags weren’t collected for a short time

This led to a 73% reduction in misrepresented bags — and we didn’t have to issue a single Section 46 notice.

Livvy Drake

Perfect example. This demonstrates that bigger fines aren’t always the answer. Social and visual cues can be far more powerful.

Alison King (via chat)

Where did you display the photos of the dumped waste?

Andrzej Kluczynski

We took the photos and posted them on the nearest lamppost or street furniture. Our main problem was that we were too efficient — residents would dump waste and it would be gone the next morning. The signs meant the shaming lasted even after the waste was cleared.

Livvy Drake

That leads us nicely into the third principle: **Social**. People behave differently if they think they're being watched. They care what their neighbours think. For example, many only put out recycling because their neighbours do — not because they care about the environment.

That works in both directions. If the norm is dumping, people copy that.

So — how do we shift social norms?

- Use signs, posters, or visible investigation markers
- “Wall of shame” tactics (with caution — they depend on visibility and legality)
- Show people being investigated or fined
- Stylised “watching eyes” graphics can reduce antisocial behaviour — though these are less effective in dark alleyways or where norms are already very poor

Kevin Johnson

We've had a lot of GDPR issues. In social housing, putting up photos of people isn't really viable.

Livvy Drake

Yes — it must be approached carefully. Some councils use it on public land under specific exemptions. In our guide, we list “wall of shame” as a “proceed with caution” tactic. But the bigger point is: can you **publicise accountability**? If you have CCTV, how do you show that you're investigating the footage?

Other ideas:

- Duty of Care signs (“This waste is being investigated”)
- Reports that someone was fined at a location
- Scrap Resources and Keep Britain Tidy have free downloadable signage
- Public posts: “This person was fined £400 here”

Now — who are the **trusted messengers**? If the council is not trusted, can landlords be the voice? What about community champions or peers? In one interview, an older resident said, “I didn't use to recycle, but my friend Pat told me about the plastic in the ocean and now I do.” Peer influence is powerful.

In another case, a friend gave advice on how to manage food waste better, which led someone to restart composting. Who could deliver your messages most effectively?

Take a couple of minutes to think:

- How can you use social influence to address fly-tipping?
- Who would your target residents trust?

Livvy Drake

We've got one more section of EAST to go, then we'll move to questions and open discussion. The final principle is **Timely**. This is about delivering messages or actions at the right moment.

For example, consider when people are most likely to get rid of bulky items — after Christmas, during spring clear-outs. Are you offering bulky waste collections during those times?

Peterborough ran a recycling information event in a community hall on a Saturday — hardly anyone came. But when they went to supermarkets or other community events and worked alongside local groups, they had much better engagement. People had the headspace and willingness to engage because it was the right moment for them.

Door-knocking is another method. Peterborough's team has seen improvements in recycling when they provide bags, leaflets and one-to-one guidance. Timeliness also matters for feedback. In Fife, during a food waste rollout, we gave residents regular updates on how much food waste was being collected — not just at the end, but throughout. At the end, we sent a thank-you letter and included an article in the residents' magazine, reinforcing the behaviour and acknowledging the effort.

So — consider:

- When are the best times to engage your audience?
- How could you use events, seasons, or key touchpoints to reinforce behaviour?

Take a couple of minutes to note down ideas around timing.

Livvy Drake

That brings us to the end of the EAST framework. What we've gone through today is just a sample of the full Fly-tipping Solutions workshop. The full session runs for 90 minutes to two hours. Teams work through different fly-tipping challenges in breakout groups and leave with practical actions.

You also get the visual guide, which is packed with examples categorised as “effective,” “proceed with caution,” and “needs testing” — drawn from councils across the UK. It's designed to help you justify your decisions and push back against ideas that might sound good but lack evidence.

The summary guide is available at flytippingsolutions.co.uk. We'll include that and the **recording** in the follow-up. Nigel — over to you for any key questions from the chat.

Nigel Deacon

Thank you, Livvy. Lots to think about. First question: do you have examples of appropriate incentives for research participants?

Livvy Drake

Yes — we offer supermarket vouchers. Not cash, but online vouchers sent immediately by email, or in the post for those without email. We ask them which store they prefer — Aldi, Morrisons, etc. We're not rewarding the behaviour, we're compensating them for their time.

Nigel Deacon

That's helpful. There were several negative comments about skip days, which did not surprise me. One person said it was like "bringing out your dead." Are skip days a "use with caution" tactic in your guide?

Livvy Drake

Yes. The issue is that we live in a throwaway society. People replace things quickly and do not value reuse or upcycling. Services like **Freecycle** can help, but awareness is low. The challenge in social housing is that people live in small spaces. If someone gets a new bed, they cannot store the old one until the next quarterly skip day. You have to understand the lived reality — they might need to get rid of the item immediately.

Nigel Deacon

I'm glad you mentioned storage space — that's often overlooked. If there's no designated holding area for items awaiting collection, that can itself lead to more fly tipping or fire risk. Another question: what are your views on recharging residents for waste or bulky item removal?

Livvy Drake

Recharging can work — some say it deters dumping. But in other places, it backfires. Residents see the fly-tipping clearance as a "service" they pay for, so they feel entitled to dump. It depends on communication and whether people understand the cost and consequences. It's also important to let others know that someone has been recharged or fined — otherwise it has no broader deterrent effect.

Nigel Deacon

Good point. There was a question for you earlier, Livvy, about the flytippingsolutions.co.uk website being blocked. Are you able to share the guide another way?

Livvy Drake

Yes, I'll find the alternative link. And Nigel, I think there's a question for you about bin store recommendations — would you like to take that?

Nigel Deacon

Happy to. The key with bin stores is to apply the same behavioural principles we discussed.

They must be:

- Easy to use — accessible, convenient location
- Secure — key fob access if possible
- Designed to avoid contamination — for example, small apertures that prevent dumping large black bags in the recycling
- Clear in signage and visuals
- Clean and well-maintained — that encourages correct use

We also recommend removing fly-tipping hotspots — such as open corrals — and educating residents about proper use. We'll explore more of this in our upcoming **"Simpler Recycling" webinar on 17 June**.

Livvy Drake

I think Michelle has her hand up. Michelle?

Michelle Shaw

Yes, I remembered my question. When we add the cost of fly-tipping clearances to service charges — especially in social housing blocks — it makes no difference. Most residents are on benefits, so the service charge just gets passed to Universal Credit. There's no personal financial impact.

Livvy Drake

Yes and the problem is that fly-tipping is the path of least resistance. They leave something out, it gets collected. They do not have to book a bulky waste collection, go on the council website, or arrange anything. One housing association I'm working with used to include a bulky waste service as part of the service charge. Residents who have lived there a long time now complain that this service has gone. One woman had to saw up a rug to dispose of it herself. So yes, people want services — and sometimes their behaviour reflects the lack of one.

Nigel Deacon

Jennifer, did you want to come in?

Jennifer Alcock

Yes, the scheme I manage is in unaffordable housing, so we cannot apply service charges for anything we're doing — but we still have to act, especially when neighbours complain. So we cannot leave items and see if residents will remove them, even though that might be more effective. But I've taken a lot away from this session — things I had not thought of before because I'm so used to the day-to-day.

Livvy Drake

That's great to hear. What are you taking away specifically?

Jennifer Alcock

Little things — like bin colours. Someone asked me what colours I wanted the new stores to be and I was going to say grey for everything. But now I'll go back and ask for green for general waste, maybe something else for recycling — more visual contrast. We could also add notices to the front. I'm also going to do a survey with my team — find out why people are dumping. We've got a lot of mums with prams, no support — one has had a sofa in a communal area for ages because she cannot move it. That's unfair. We should have some way to help.

Livvy Drake

Brilliant. And do check with your local authority on bin colours — try to match what's already in use, so residents do not get confused. WRAP has free icons and colour guides to download — they've recently made them easier to access.

Jennifer Alcock

That's really helpful — thank you.

Nigel Deacon

Thanks, Jennifer. Kevin — did you have a question?

Kevin Johnson

Yes. At what point is the landlord responsible for clearing these bin stores? Shouldn't it be up to the customers or the local authority? That's what council tax is for. Why is it always pushed onto landlords?

Livvy Drake

Is that question for the local authority or just in general?

Kevin Johnson

It's for everyone. We get calls saying bins are overflowing. We contact the local authority, who say it's not their job. It goes in circles. It would be good to know exactly who is responsible.

Livvy Drake

It depends on the council. Let me offer some solutions rather than speak for any authority. For example, in one case a private contractor (SUEZ or similar) was delivering waste services. They saw bins being contaminated, took photos and sent letters around with images showing what was wrong. They worked with landlords and housing associations to distribute the information and communicate consequences. If the issue is overflow — that often means recycling is not being done properly, leading to too much general waste. If it's an HMO or a dense block, there may not be enough bins. Check if they're entitled to more under local rules. If it's contamination, some councils issue warning letters. Others post signs saying, "This waste is being investigated." There are powers under various environmental acts — the council can issue notices to landlords or property owners for untidy land or pest issues.

Nigel Deacon

Yes — councils are responsible for collecting clean recycling and refuse from bins. They're not responsible for contamination or clearing what's dumped around the bins.

Kevin Johnson

OK — but what about blocks with individual ownership? Say it's not a landlord — how does the council recover costs if bins are misused? Who do they contact?

Livvy Drake

Again, depends on the council. Some councils send letters with photos to all addresses. Some contact managing agents or resident groups. And if no one takes responsibility, they may issue statutory nuisance notices under the Environmental Protection Act or similar. They can also ask landlords to inform tenants about correct procedures — especially in HMOs.

Nigel Deacon

Thank you, Livvy. AJ — from a local authority — offered to follow up with a written response in the chat. Let's take a couple of final questions. Lindsay?

Lindsay Ann Wilson

Just a comment in response to Kevin. Local authorities can serve notices. If a private dwelling has excess waste or messy grounds, they can enforce action — against the owner or the landlord. That's often why councils come to housing associations — it's easier to get action that way. Our team in Bradford has a really good relationship with enforcement. They'll come to us first, ask us to sort it and only go formal if needed. That cooperation works both ways — you need to support each other.

Nigel Deacon

Thank you — that's a really helpful perspective. Katie — last one?

Katri Wilson

Yes, I'm from a London borough where bulky trucks go out every day to collect fly-tipped items. Now, residents expect it. If we skip a day, councillors get emails saying, "You missed this sofa," or "You forgot this pile." We need to change the mindset — but where do we start?

Livvy Drake

Great question. You need to not be so efficient — just for a short period. Leave the dumped items there temporarily, but put notices on them: "This is being investigated." At the same time, deliver leaflets door-to-door with bulky waste information. Birmingham did this — and saw an increase in proper bulky waste bookings. You have to shift the norm from "it'll get picked up" to "this is not OK." And if councillors question it, show them this guide — or bring them to a workshop.

Katri Wilson

OK — thank you.

Nigel Deacon

Thanks for that. And thanks to everyone for your thoughtful contributions and questions. We have gone slightly over time, but it was worth it. Livvy — thank you again for leading the session. A summary of key points and a recording will be sent in the next few days.

Livvy Drake

Thank you all.

Nigel Deacon

Have a great rest of your day, everyone.

Summary of participant chat box:

The session was highly interactive and a great deal of useful insight, recommended resources and real-world strategies were shared in the conversations between colleagues in the webinar chat box:

Skip Days

- Many participants agreed that skip days do not work well in practice — estates often look worse afterwards as people continue bringing waste once the skips have gone.
- Several housing teams noted that skip days are not sustainable as an ongoing solution.
- One participant described it as a “bring out your dead” invite, attracting residents from other areas to use the skips too.
- There is a risk of creating unrealistic expectations among residents that skips will always be provided, without changing long-term behaviour.
- It was also highlighted that skips and waste amnesties still count towards residual waste, which negatively impacts recycling targets (notably in Wales).

Landlord vs Council Responsibilities

(In response to Kevin Johnson's question in the webinar about landlords being expected to clear waste even when it may be a tenant or public issue)

- Several participants responded that local authorities can enforce action using:
 - Section 59 Notices
 - Section 46 EPA 1990 (e.g. for improper waste presentation)
 - Prevention of Damage by Pests Act or EPA Notice for statutory nuisance
 - Community Protection Notice under the ASB Act
- It was noted that enforcement may be directed at either landlords or tenants depending on the specific situation.
- Some suggested that strong, cooperative working relationships between housing associations and local authority enforcement teams are vital to resolving these issues efficiently.
- One example shared showed that councils may approach housing providers first, asking them to resolve issues informally before initiating formal enforcement.

Fly-tipping Causes and Behaviour

- Participants shared that in many cases, fly-tipping occurs due to lack of access to transport, high removal costs, or confusion over charges at recycling centres — particularly problematic in high-density housing blocks.
- It was noted that in some areas, bulky waste collection requires residents (even those in flats) to bring items to the roadside, which can be difficult or impossible.
- One colleague highlighted that in their borough, daily bulky waste clearance has created a sense of entitlement among residents — many now assume it is a free, on-demand service and complain if items are not collected immediately.

Charging for Fly-tipping Clearance

- Some organisations shared that charging back the cost of fly-tipping removal via service charges has successfully deterred repeat offences.
- Others reported the opposite — residents treat the service charge as payment for waste collection and continue dumping, contributing to rising costs.

Enforcement, Signage and Investigation

- One suggestion was the use of police-style witness appeal posters at fly-tipping hotspots, which some authorities found helpful for investigations.
- A few participants noted that local authorities may have powers to navigate GDPR restrictions where information relates to a crime, but a cautious and well-reasoned approach is still recommended.

Incentives and Technology

- Several colleagues praised the Cloud Nine app, which reminds residents when and what to present for collection.
- The LitterLotto app was mentioned as a way to incentivise correct recycling behaviour, though it was noted it is now a paid product.
- One participant asked how to distinguish between an incentive to participate in research and a reward that might influence behaviour, raising the question of unintended bias.

Community Engagement and Campaigns

- One housing association shared plans for a “Let’s Talk Fly-tipping” day, targeting local hotspots with door-knocking to understand motivations, raise awareness and discuss enforcement — in collaboration with the environmental crimes team and local councillors.
- A campaign based on beautification of fly-tipping hotspots was said to have worked well, with a PDF guide made available.
- Another suggestion involved running furniture recycling schemes — residents donate items, which are then passed to tenants unable to furnish their homes.

Bin Stores and Design

- Some housing associations noted they have no input into the size or design of bins, as these are determined by the council.
- Participants requested advice on best practice for bin stores to prevent side waste, contamination and bulky waste dumping.
- One suggestion was to avoid using random colours or sticker designs and instead follow WRAP guidance to avoid confusion.
- One colleague reported that closing refuse chutes in a pilot site had led to a noticeable improvement in recycling rates.

Access and Website Issues

- A few participants mentioned that their local council’s IT systems block access to flytippingsolutions.co.uk.
- An alternative link to the guide was shared:
<https://landing.mailerlite.com/webforms/landing/d3w9d1>

Other Comments

- One suggestion was to devise a method to measure how much rubbish is being processed in order to assess campaign impact.
- Several attendees experienced technical issues such as sound distortion or login problems.
- Multiple participants asked if slides or a transcript would be available afterwards.
- Many found the session valuable, sharing positive feedback and practical takeaways.
- One participant noted a shift in resident mindset is urgently needed — from “we dump and it gets cleared” to taking more personal responsibility.

Catch up on all our previous Webinars [here](#)

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enquiries@metrostor.uk
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