

## **D. Tip-Off: Stop Fly-Tipping In Suffolk Campaign**

**Partners:** Suffolk Waste Partnership members (Suffolk County Council, Babergh District Council, Forest Heath District Council, Ipswich Borough Council, Mid Suffolk District Council, St Edmundsbury Borough Council, Suffolk Coastal District Council, and Waveney District Council), the National Farmers Union, the Country Land and Business Association, the Environment Agency, Suffolk Trading Standards, and for “Operation Tip-Off” enforcement activities, representatives of the Police, VOSA, and HMRC.

### **How did it come about?**

Defra announced that funding was available for fly-tipping prevention projects to run from April 2013 to March 2014, and Suffolk Waste Partnership in consultation with the NFU and CLA, put forward a successful bid to run the “Tip-Off” campaign in Suffolk.

### **What is it?**

"Tip-Off: Stop Fly-tipping in Suffolk" is a new partnership of local and national government waste management and enforcement officers and land owners and managers committed to tackling and preventing fly-tipping in Suffolk.

### **Key Components of the campaign**

- To establishment a partnership and involve stakeholders in determining the best way to reduce fly-tipping in Suffolk.
- To develop a campaign ‘brand’ and associated communications to prevent fly-tipping and encourage reporting for householders, landowners and businesses.
- To establish baseline data on reporting and investigation of fly-tipping incidents and monitor progress.
- To promote the Household Waste Recycling Centres as a legal waste disposal option for small trade customers.
- To run multi-agency “Operation Tip-Off” enforcement events to stop waste carriers on the road to check compliance with waste legislation.

### **Funding**

£25,800 was awarded from Defra for the financial year 2013-14. Suffolk Waste Partnership has provided additional resource in the form of Local Authority Officer time, IT and the use of office facilities during the project period.

### Successes (to March 2014)

- "Tip-Off: Stop Fly-tipping in Suffolk" leaflets, posters, banners and new webpages on the established Suffolk Recycling website.  
<http://www.greensuffolk.org/recycling/fly-tipping/>
- A YouTube video "Tripping Up the Tippers" that has achieved over 55,000 hits, advising businesses, householders, and land owners and managers about their Duty of Care and how they can prevent and tackle fly-tipping.  
[http://www.youtube.com/watch?v=a1X83ka\\_AqQ](http://www.youtube.com/watch?v=a1X83ka_AqQ)
- Hard-hitting "Tip-Off" posters have been produced for landowners and managers to display at fly-tipping hot-spots and are available for download via the Suffolk Recycling website. Additional signage has also been produced for display at public recycling sites to discourage fly-tipping at these sites too.
- Two "Operation Tip-Off" crack down events. These Suffolk-wide enforcement actions stop and search waste collectors on the road. They took place in September 2013 and January 2014. A total of 143 vehicles were stopped and 11 have been subject to follow-up investigations.
- 9 press releases and coverage on BBC Radio Suffolk, including awareness-raising on the changes to the waste carrier registration regime in force from 1 January 2014.
- The impact of the project is being monitored through the mandatory fly-tipping reporting database. During the "Tip-Off" campaign there has been an observed decrease in the number of reported incidents of fly-tipping, for example, in the Suffolk Coastal district, a reduction of 30% in the number of reported incidents compared to the same period in the previous year has been recorded. Similar statistics are being compiled for the other Districts and Boroughs in the County.
- A total of 4 successful prosecutions have occurred during the project and all have been widely publicised as a way of deterring others.
- On 13th March 2014 a very successful "Tripping Up the Tippers" conference was held with a wide range of stakeholders from both within Suffolk and across the region to share the lessons learnt from the pilot project and to establish a way forward in Suffolk to maintain the momentum of the project and make sure that incidences of fly-tipping in Suffolk continues to fall.

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