

Newham's Better Streets Programme

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May 2022

BOROUGH CONTEXT



- Population of 355,000
- Churn rate of 21.5%, this percentage of people either leave or move to the borough annually.
- The proportion of residents in **private rented** accommodation has grown from 17% in 2001 to almost 50% today
- Second most diverse borough in the UK.
- 104 languages spoken in Newham.
- Deprivation, Newham remains within the lowest 10% in the country, ranking 12th of 317.
- Youngest median age of population in UK.

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FLY-TIPPING IN NEWHAM

- Newham Council spends **hundreds of thousands of pounds** every year dealing with fly-tipping. With £10million being spent on street cleansing.
- Residents becoming **increasingly vocal** about preventing fly-tipping.
- With no magic bullet, a **new approach was needed.**

[Newham Recorder > News](#)

Manor Park neighbours demand 'zero tolerance' approach to stamp out flytipping

Jon King



Published: 7:00 AM September 2, 2020 Updated: 10:23 AM October 13, 2020



Square

Stay on top of your calendar and appointments

Get Started

Neighbours in Manor Park want the council to get tougher on flytippers. Picture: Iqbal Hussain - Credit: Archant

Neighbours have demanded tougher action against fly-tippers, warning their streets are becoming hotspots for illegal dumping.

BETTER STREETS PROGRAMME



- **In 2021 the Better Streets programme won the Environmental Services award.**
 1. We used **insights and innovation** to generate **significant, long-term reductions** in fly-tipping
 2. While also **changing residents' perceptions** around fly-tipping and the work of the council
 3. The solutions are **extremely low cost** to deliver, **visible** and **replicable**



INSIGHTS & INNOVATIONS

- **Insight:** There is an expectation that fly-tips will be collected quickly and without repercussion
- **What did we do with this insight?**
Implemented a feedback loop to break this expectation, highlighting investigation and enforcement activity on street
- **Impact:** **Up to 73% and average 64% reduction** in fly-tipping with no displacement
Post-intervention, fly-tipping remained **on average 50% lower** than pre-intervention



INSIGHTS & INNOVATIONS

- **Insight:** People perceive fly-tipping as low-impact
- **What did we do with this insight?** Highlighted and social and financial impacts of fly-tipping to residents
- **Impact:** **67% average reduction** in fly-tipping with no displacement
Post-intervention, fly-tipping remained on average **63% lower** than pre-intervention

Fly-tipping **down 32%** on pre-intervention baseline in year 1 post intervention, **down 54%** in year 2



CHANGING PERCEPTIONS



At least **50% of residents** felt the interventions showed Newham Council was working to tackle fly-tipping

46% of residents said the stencilling intervention made them think about what to do with unwanted items

39% of residents said the No Waste on Streets intervention made them realise that dumping rubbish on streets was illegal

70% of attendees at a Love Your Ward Weekend event said it made them realise the lasting effect that fly-tipping can have on the community

NO WASTE ON STREETS

- On high streets with flats above shops, policies that require residents and businesses to leave their bags of rubbish on the street for collection signal that leaving waste on the street is acceptable.
- Residents often leave waste outside of collection window leading to split bags and additional dumping.
- By introducing a No Waste on Streets policy, whereby residents are provided with bespoke waste storage facilities, that do not look like bins, the policy aims to reduce the levels of fly-tipping



NWOS – VICARAGE LANE

Before – December 2021



After – April 2022



NWOS PROCESS

- Extensive resident engagement for flats above shops.
- Education and Enforcement with street level shop
- Installation of off the shelf 'grit bins' as a prototype to save on cost and trial quickly.
- Coded padlocks provided to residents
- Follow up monitoring and enforcement (we have only issued a single domestic FPN here so far)

WE ARE CHANGING.

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WE ARE RECYCLING.

WHAT IS 'NO WASTE ON STREETS'?
Newham Council is trialing a 'No Waste on Streets' policy for you – the residents of 59-95 Vicarage Lane E15. The 'No Waste on Streets' policy means, we won't collect bags of rubbish that have been left on the street. Instead we will provide specially designed bins for your household rubbish and will collect your rubbish from there every week. The trial will last for the next three months.

WHAT DO I HAVE TO DO?
On 28th February, residents of 59-95 Vicarage Lane will be provided with specially designed bins. You can find them at the locations shown on the map overlaid.

HOW DO I USE THE BIN?
The bin is easy to use, with an easy-to-lift lid. There will be a combination padlock on it – your applicable number is 5995. Whenever you need to, you can take your rubbish bags and put them in the bin, remembering to close the lid and replace the padlock when you have finished.

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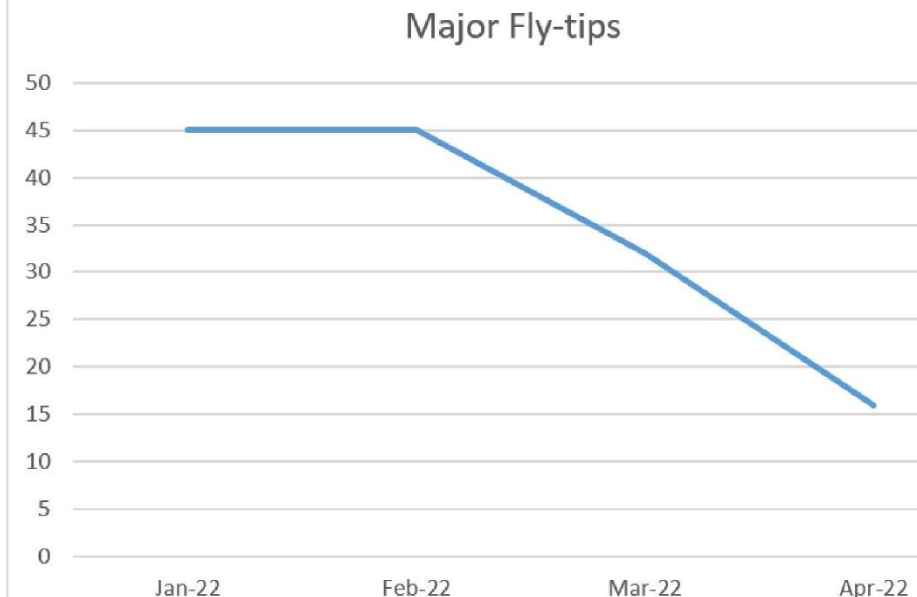
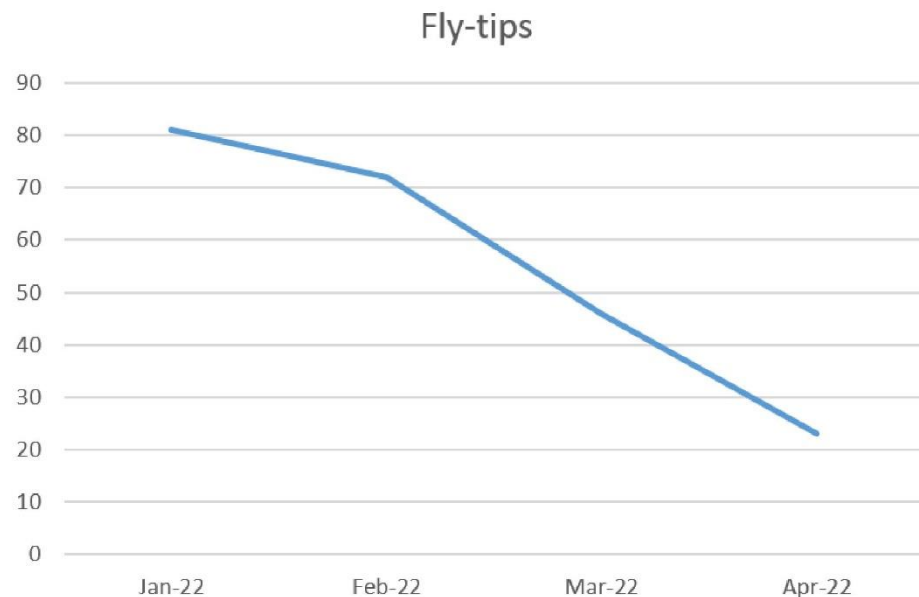
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NWOS RESULTS – VICARAGE LANE



Due to public demand, the collection became **twice weekly**; with a **Saturday** collection added March 25th.

The results for the first 'live' month have been positive. All the stores are being used while the number of **fly-tips fell by approx 35%** and the number of major fly-tips (multiple bags/large items) also fell by **25%**.



LOVE YOUR STREET



- Three day long community event 'Love Your Street' in February.
- Community interactive environmental activities. Local residents & Schools. The mural has been put in following fly tips being recorded on this road / wall.
- This is our first love your street with a second planned, results look promising.



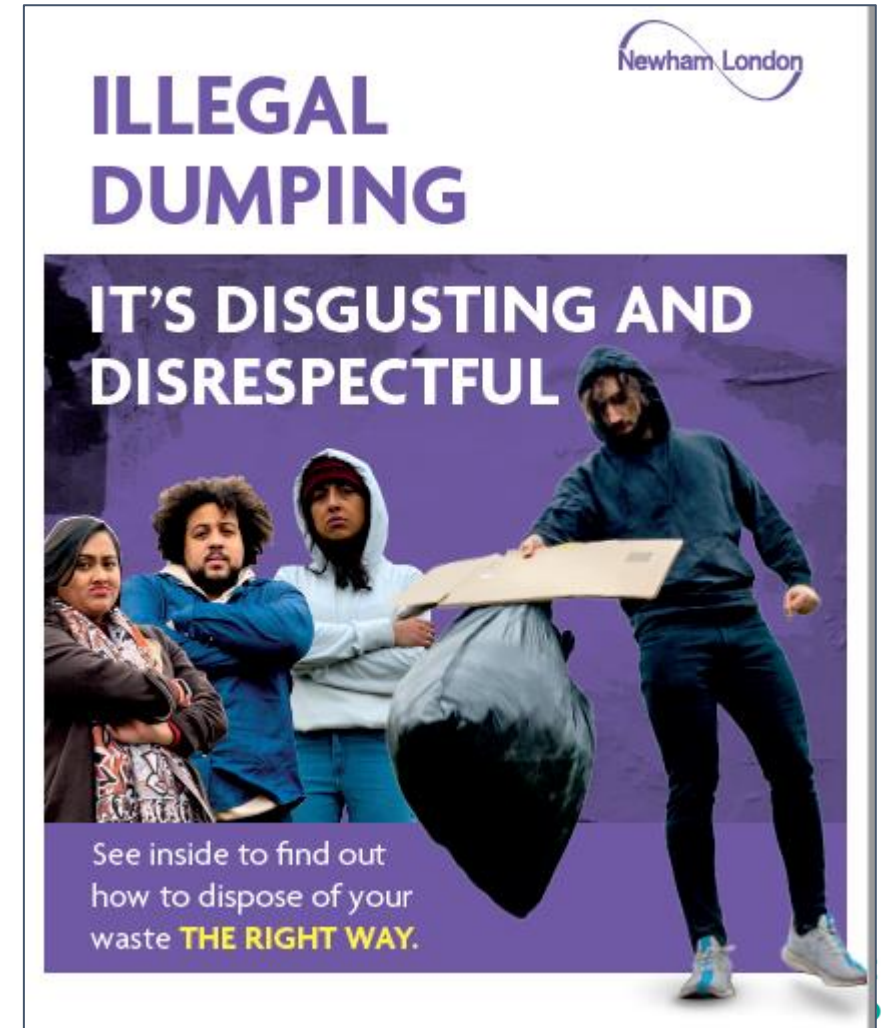
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ILLEGAL DUMPING CAMPAIGN

- People often don't see their own behaviour as fly-tipping, such as black bags. Change of Language 'illegal dumping'
- Change in approach;
- Huge social media campaign. Including videos from the perspective of the perpetrator and the victims.
- Extensive in borough physical banners, bus rears, paid billboards and engagement events including the 'Waste Box'


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ILLEGAL DUMPING CAMPAIGN



Bus Rear adverts



CARE ABOUT NEWHAM?
DON'T DUMP RUBBISH

Dumping waste on the street is
disgusting, disrespectful and **ILLEGAL**

We're cracking down on illegal dumping. Last year we issued over £100,000 worth of fines to people who dumped waste. Report dumped rubbish at love.newham.gov.uk

WE ARE NEWHAM. WE ARE RESPECTFUL.

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The advertisement features a central image of a person in a dark hoodie and hood, carrying a large black bag of rubbish and a cardboard box. To the right, three diverse people (two men and one woman) are looking on with serious expressions. The background is a mix of white and purple. The Newham London logo is in the top right corner of the ad.

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ILLEGAL DUMPING CAMPAIGN

Nine social media videos, hard hitting and direct, filmed in local places that residents will recognise and connect with.



1. We Are Disgusted



2. Clamping Down



3. Dispose of your waste pr...

ILLEGAL DUMPING CAMPAIGN

Waste Box – engagement tool



Mobile Ad van in hotspots



AN ONGOING CHALLENGE

- Our population churn means that making solutions stick continues to be a challenge.
- Fly-tipping continues to be a impact on residents lives and we are exploring new approaches.
 - ✓ In sourcing and transformation of Street & Estate Cleansing services
 - ✓ Improving borough cleanliness – 4 e’s council wide working group.
 - ✓ Defra Funded Fly-Tipping grant award