



**Resources and Public Realm
Scrutiny Committee**
24 February 2026

**Report from the Corporate Director
of Neighbourhood and
Regeneration**

**Lead Cabinet Member for Public
Realm and Enforcement - Cllr
Krupa Sheth**

Fly Tipping and Littering in Brent

Wards Affected:	All
Key or Non-Key Decision:	Not applicable
Open or Part/Fully Exempt: (If exempt, please highlight relevant paragraph of Part 1, Schedule 12A of 1972 Local Government Act)	Open
List of Appendices:	N/A
Background Papers:	N/A
Contact Officer(s): (Name, Title, Contact Details)	Chris Whyte Director of Public Realm Chris.Whyte@brent.gov.uk Tel: 020 8937 5342

1.0 Executive Summary

- 1.1. The purpose of this report is to review the effectiveness, performance and future development of the Council's arrangements for preventing, reporting, enforcing and cleaning up fly tipping and littering in Brent.
- 1.2. This report provides detailed information on fly tipping and littering performance, reporting process through FixMyStreet portal and how it is incorporated into wider integrated street cleansing and waste contract with Veolia.
- 1.3. This report also provides an overview on Don't Mess with Brent campaign and cites some case studies with outcomes achieved through enforcement actions carried out by officers.

2.0 Recommendation(s)

- 2.1 It is recommended that the committee note the contents of this report.
- 2.2 It is recommended that the committee note improvements made through performance monitoring of Veolia contract, reporting through FixMyStreet portal, enforcement actions undertaken and the wider impact of Don't Mess with Brent campaign on fly tipping and littering.

3.0 Detail

3.1 Contribution to Borough Plan Priorities & Strategic Context

- 3.1.1 Brent's Borough Plan sets out how we can achieve one of our strategic priorities "A Cleaner, Greener Future", with the objective to future-proof the Borough to bring about positive changes to keep the environment clean and develop our services to residents. Waste and Recycling performance has a direct link with the Borough's aim to reduce the overall proportion of household waste being generated by encouraging more recycling and promoting reuse of items. The Simpler Recycling reforms mandate separate collection of paper and card, and food roll out to all properties in Brent by 2026. By having the back-end systems / processes in place, we can collect more types of recyclable materials.
- 3.1.2 One of the desired outcomes of our Climate & Ecological Emergency Strategy is to tackle climate change by reducing consumption, resources, and waste. A key factor in helping to achieve this outcome is to reduce carbon emissions from the disposal of recyclable packaging.
- 3.1.3 Effective waste collection systems that promote more sustainable waste management help change behaviours and create better environmental outcomes and particularly support the council's climate action programme.

3.2 Background

3.2.1 Definitions of fly-tipping and littering, including the distinction between them.

Under Waste Data Flow (WDF) guidance, the distinction between littering and fly-tipping is based on the size of the waste, using a wheelbarrow as the practical benchmark.

A fly-tip is defined as waste that is too large to be removed using a standard hand-sweeping barrow. Simply, this means that a single full bin bag, several carrier bags of waste dumped together, would be classified as a fly-tip.

By contrast smaller items of waste that be collected via standard street sweeping equipment and methods is generally classified as litter.

3.2.2 How fly-tipping and littering services sit within the wider Integrated Street Cleansing, Waste Collections and Winter Maintenance contract

Fly-tip removal and litter services form part of the core contract offering within the Integrated Street Cleansing, Waste Collections and Winter Maintenance contract. Fly-tipping removal is not costed per fly-tip but paid for on a resource basis. Street littering service costings are based on the number of operatives required to service a pre-defined schedule. If we increase the frequency, then more resource will be required at an additional cost.

4.0 Contractor Performance and monitoring

4.1 Overview of the Veolia service offer relating to fly-tipping and littering.

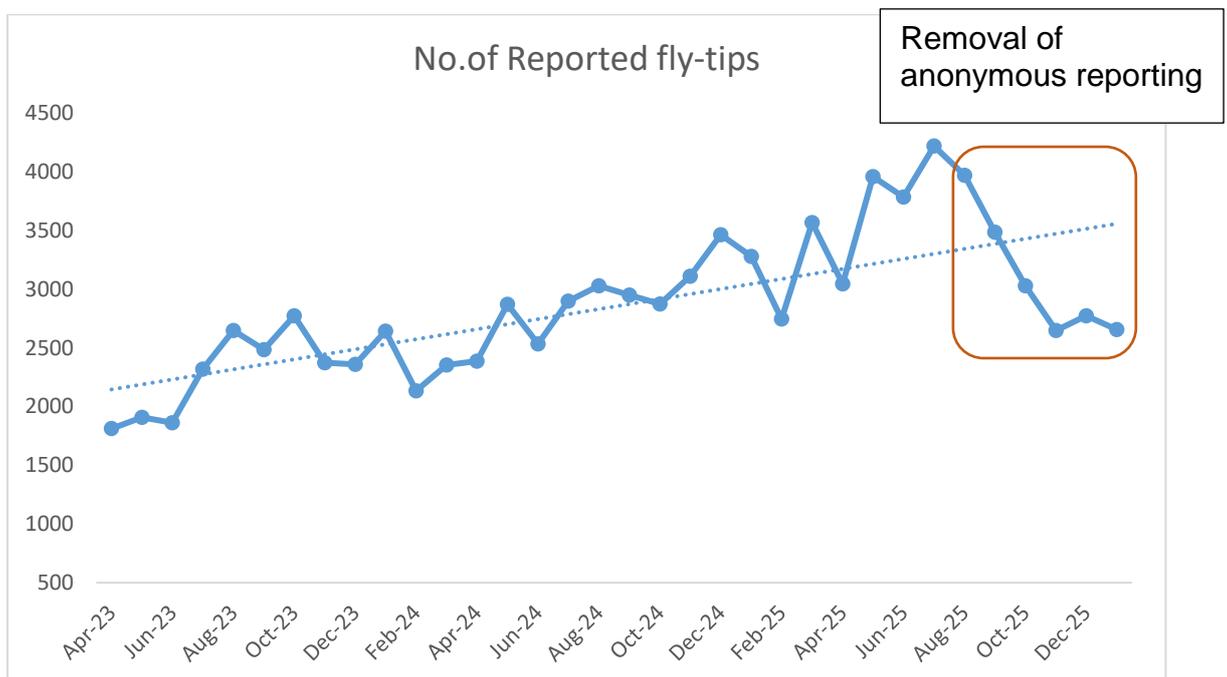
Veolia offer a “clear as you go” fly-tip removal service for Brent’s public highways. They also assist with clearing large fly-tips from parks and open spaces. The street sweeping service covers all public footpaths within the Borough. The streets are swept based on a schedule which is regularly reviewed / adjusted based on intelligence. Veolia also litter picks grass verges. In addition, we also have a rapid response team from Veolia in each of the five Brent Connects area. Their task is to survey the area and proactively clear flytip and litter in those areas. They visit the hot spots on a regular basis (Monday-Friday) and pick up any FixMyStreet reports generated by residents, members or staff and deals with them.

4.2 Contract performance over the past two years, including service outcomes and Trends (incident levels, hotspots, response times, clearance rates) & Contract monitoring arrangements.

4.2.1 There are robust contract monitoring arrangements in place in the way of regular meetings with all stakeholders. Joint inspections take place between Veolia and council officers and feedback received from residents and other council workers are taken into consideration. There is an internal Power BI dashboard created to monitor street cleansing and fly-tipping reports monthly. At the monthly contract meetings with Veolia, there is a presentation highlighting performance issues seen in the previous month to discuss forward steps and analysis emerging trends and potential hotspot areas. This information is also then cascaded to the neighbourhood managers to ensure they are aware of any emerging changes within their connect areas.

4.2.2 Incidents level and Trends

The number of reported fly-tipping incidents has steadily increased since the introduction of FixMyStreet in the borough. On average, around 90 fly-tips are reported each day via FixMyStreet. Although daily figures can fluctuate due to reporting behaviour, such as periods of increased activity from high-reporting residents as well as seasonal and connect area variance. There is also ongoing monitoring/reviewing which enables resources are used effectively to manage demand as well as ensuring that fly-tips are removed quickly to maintain cleaner streets and resident satisfaction.



The above line graph shows an initial steady increase of the fly-tip reports within the borough which can be attributed to FixMyStreet's ease of use and accessibility. The decrease in fly-tip reporting since August 2025 is mainly attributed to the removal of anonymous reporting feature on the platform. This action was necessitated due to receipt of several inappropriate messages received on the platform. Although there is a decrease in reporting, the change has resulted in the improvement of standards of reports made.

4.2.3 Hotspots

Hotspot analysis is used to identify locations of the repeat or persistent fly-tipping. These hotspots are initially identified using resident reports made through the FixMyStreet platform. When streets are consistently reported for flytips and meet an internally agreed threshold level, they go on our hotspot lists and are then closely monitored by Veolia's cleansing team. If further intervention is needed, then these hotspot areas are escalated to our Waste Enforcement team who can place temporary cameras for further monitoring.

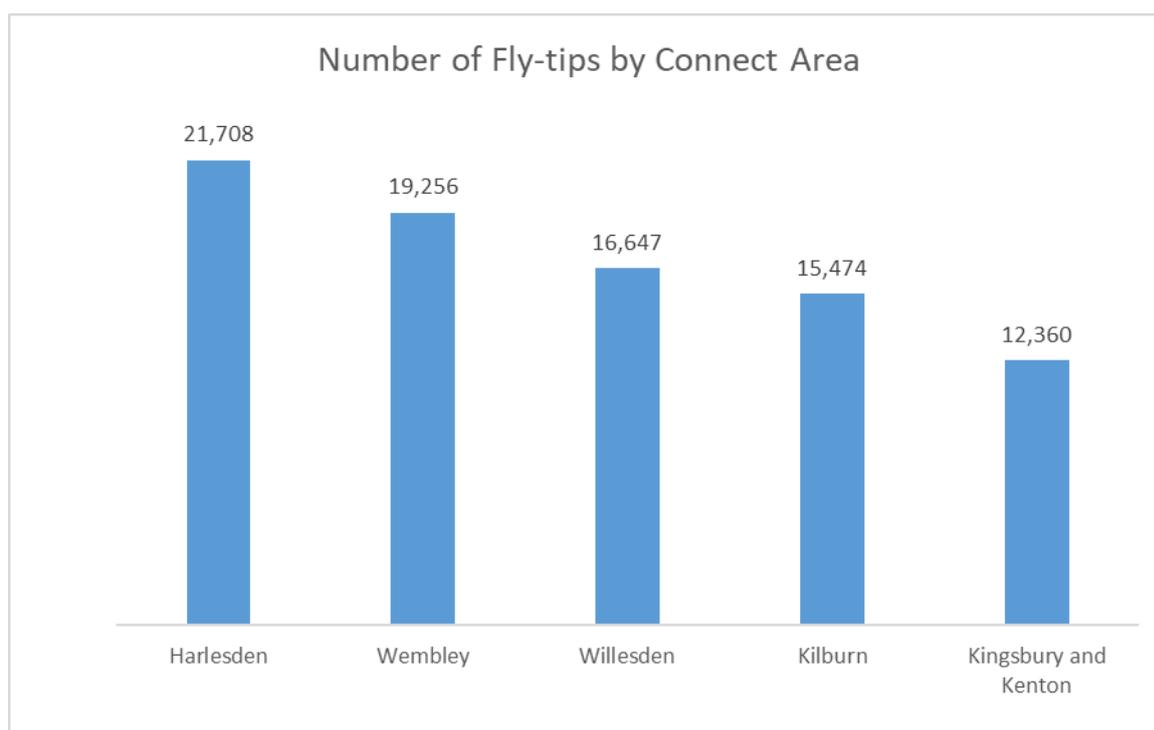
4.2.4 Response Times and Clearance Rates

Performance has been consistently high. Over the last two years, Veolia have cleared 98.95% (86,013) of reported fly-tips within the agreed Service Level Agreement (SLA), exceeding the 95% target.

On average around 90 fly-tips are reported to Veolia daily via FixMyStreet, with most fly-tips being collected within 24-48 hours (excluding items i.e. sofa, mattresses, armchair that contains PoPs (Persistent Organic Pollutants), as

they must be collected separately due to legislative requirements. The prompt response from Veolia crew helps maintain clean communities as well as maintain public confidence with the FixMyStreet platform.

Our analysis since April-23 has shown that Harlesden connect area has recorded the highest total number of fly-tips (21,708) since April-23, with 57% of Harlesden Connect fly-tips taking place with the Harlesden & Kensal Green ward (10,684). The lowest reported connect area is Kingsbury and Kenton (12,360), Northwick Park in the Wembley Connect area have the lowest total number of reported fly-tips (1,406). The graph below provides the number of fly tips reported in each Brent Connect area since April 2023.



4.3 Assessment of value for money

The FixMyStreet Portal was introduced in April 2023 to coincide with the new Veolia contract. There were several changes made to the street cleansing schedule in comparison to the old contract to generate savings. The new Veolia contract focussed on intelligence-based street cleansing. This intelligence is received through FixMyStreet reports and rapid response teams working in each Brent Connect Area. We have managed to retain reasonable level of street cleanliness across the borough without additional cost to the contract, providing value for money.

4.4 Areas for improvement and key risks

Key risks to the current operating system are:

- Service failure and under performance by the contractors

- Technical issues leading to unavailability of FixMyStreet platform for reporting
- Workforce/industrial actions leading to difficulties in recruitment of drivers and crew collecting flytips and littering
- Lack of flexibility on behalf of contractors and suppliers to adapt to legislative changes or meet emerging demands or council's requirement

Areas for improvement are:

- Ongoing development work with FixMyStreet platform to make it more user friendly and accessible to residents
- Review the cleansing schedule to address consistent issues in different locations and agree on a longer-term plan with the contractors
- Better connectivity of internal systems when it comes to flytipping reports and enforcement actions undertaken

4.5 **Case Studies**

Example 1 – 8020753

Coles Green Road – We receive an increased number of Fly-Tip reports from Coles Green road. During this time of increased reporting within the area, residents used the platform to provide feedback on the progress reported on work being completed.

Report created and allocated on Wednesday 13th August 2025 at 15:47. On the 14th August at 08:09 the resident has stated their concern as the fly-tip had not been removed. Later the same day the fly-tip was removed.

This demonstrates that resident actively monitor our response and will use the platform to raise concerns when delays have been seen.

UPDATES		Category
Moderate this update	<p>Allocated to Crew</p> <p><i>State changed to: In progress</i></p> <p>Posted by Brent Council (Brent Council) at 15:47, Wed 13 August 2025</p>	<input type="text" value="Fly-tip Small - Up to 3 black bags"/>
Moderate this update	<p>Still there</p> <p><i>Posted by Brent Accountability team at 08:09, Thu 14 August 2025</i></p> 	UPRN reference <input type="text"/> Property ID <input type="text"/> Service ID <input type="text"/> Type of waste <input type="text" value="Construction / DIY"/> Did you see the fly-tipping take place <input type="text" value="No"/> usrn <input type="text" value="20201557"/> If 'Yes', are you willing to provide a statement?
Moderate this update	<p>Completed</p> <p><i>State changed to: Fixed</i></p> <p>Posted by Brent Council (Brent Council) at 13:26, Thu 14 August 2025</p>	

Example 2 - 8726842

Resident has reported littering on Hay Lane on 20th January 2026 at 11:05. the contractor has stated 6 minutes later that the job was completed. The resident has then responded our contractor stating it is completed at 15:59 with a response *“Hi, I don’t know why this report has been recorded as fixed. The litter remains in situ all along the footpath, gutters and road at the lower end of Hayland Close.”*

The case demonstrates the value of resident feedback for service delivery which enables the council to investigate issues of non-delivery and premature job closures with the contractor.

Hayland Close

Reported via iOS in the Street cleaning - Street needs sweeping category anonymously at 11:05, Tuesday 20 January 2026

Sent to Brent Council 1 minute later. FixMyStreet ref: 8726842.



Litter

Moderate

☆ Shortlist

UPDATES

Moderate this update

Completed

State changed to: Fixed

Posted by **Brent Council** (Brent Council) at 11:11, Tuesday 20 January 2026

Moderate this update



Hi, I don't know why this report has been recorded as fixed. The litter remains in situ all along the footpath, gutters, and roadway at the lower end of Hayland Close.

Posted anonymously at 15:59, Tuesday 20 January 2026

5.0 Reporting and Insights

5.1 Overview of reporting routes available to residents and councillors

Residents and councillors do have access to reporting for litter and fly-tipping through complaints and member enquires; however, the primary reporting platform is FixMyStreet which is accessible via the FixMyStreet web application. This platform is used consistently by residents, council staff and elected members, providing a single, shared route for reporting fly-tipping and street cleansing issues.

Since its introduction in April 2023, FixMyStreet has been bespoke configured to meet the borough needs by evolving in response to service requirements and user feedback, resulting in an invaluable intelligence tool. It is used for capturing reports but also for generating insight into the scale, type and location of fly-tipping and cleansing activity across the borough.

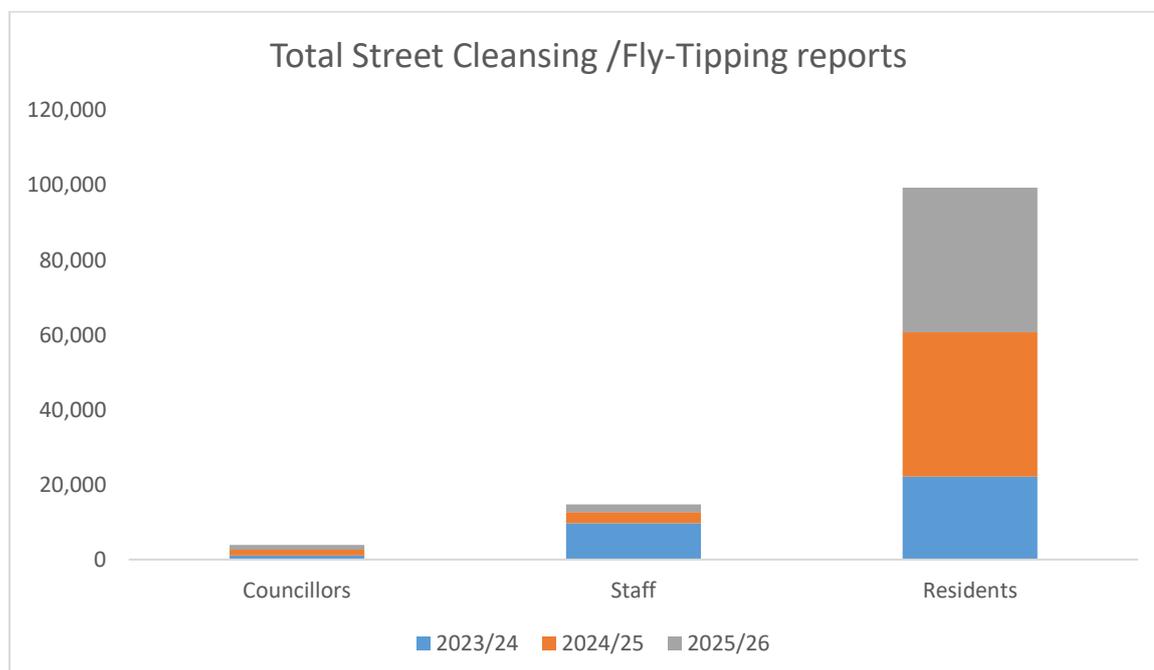
As FixMyStreet is integrated directly into Veolia’s IT system via an Application Programming Interface (API), it enables reports to be recorded on their database in real time. This integration delivers several key benefits which include:

Faster response time - As reports are send directly to the contractors operating teams.

Improved Performance assurance – As the system provides confirmation of when reports are acknowledged and completed.

5.2 Key issue types and sources of reports

The primary source of both fly-tipping and street cleansing reports is from residents. In 2024/25, residents created 38,625 reports, accounting for 90% of all street cleansing and fly-tipping reports received during the year. The graph and table below provide a breakdown for each user category.



Fly-Tipping / Street Cleansing reports	Councillors	Staff	Residents
2023/24	1,125	9,747	22,123
2024/25	1,462	2,984	38,625
2025/26** (Apr/Jan)	1,284	1,986	38,601

Total	3,871	14,717	99,349
--------------	--------------	---------------	---------------

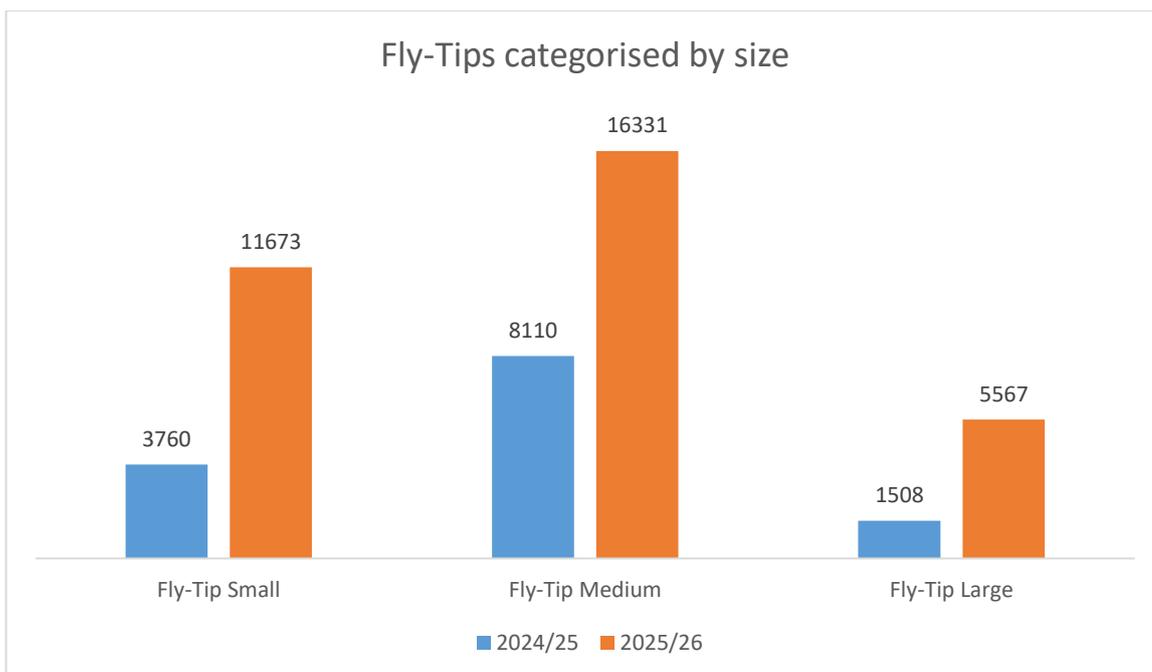
What we can observe from the table above is that total number of street cleansing and fly-tipping reports were initially being made by staff in the 2023/24 financial year. This largely reflects the early introduction of FixMyStreet. But gradually we can see significant decreases in staff reporting in the following financial years. This indicates a reduced reliance on intermediary reporting by staff and demonstrates FixMyStreet becoming embedded as a self-service channel for residents.

Key Issue – Fly-Tipping

As mentioned previously, we separated Fly-tips into three sub-categories (small, medium and large) in November 2024, as we could see that the Defra used size definitions were potentially confusing residents as shown below:

Category	Definitions
Single black bag	A single bin bag containing waste. Cost of removal/disposal will be entered for you based on national average costs
Other single item	One piece of furniture or equipment. There may also be a few small items that would not on their own constitute a fly-tip. Cost of removal/disposal will be entered for you based on national average costs.
Car boot load or less	The rubbish could be broken down and squeezed into a large boot of a car. About 1 cubic metre maximum. Up to 5 large bin bags. Cost of removal/disposal will be entered for you based on national average costs.
Small Van load	Bigger than the car boot load but that the rubbish could be broken down and squeezed into an Astra size van. About 4 cubic metres. Between 6 and 15 bin bags. Cost of removal/disposal will be entered for you based on national average costs
Transit Van load	Bigger than the small van but that the rubbish could be broken down and squeezed into a transit size van. About 10 cubic metres. A large 3-piece suite of furniture would fall into this category. Between 16 and 30 bin bags. Cost of removal/disposal will be entered for you based on national average costs.
Tipper lorry load	A single load from an 8-wheeled tipper truck. You will need to enter your estimated or actual cost of removal and disposal.
Significant/multiple loads	A multiplicity of the above. You will need to enter your estimated or actual cost of removal and disposal.

By changing the category to small, medium and large it allows us to gain a better understanding of the fly-tipping size that are occurring within the borough



Analysis of fly-tipping reports show that 52% of the total number of fly-tips have been classified as medium-sized fly-tips since category change took place in November 2025.

Total Categorised Fly-tips (Since Nov-25)	Count	%
Small Fly-Tips	15,443	33%
Medium Fly-Tips	24,441	52%
Large Fly-Tips	7,075	15%

There is an indication that some resident may be over-classifying smaller fly-tips as medium-sized. This could be likely driven by the perception that selecting a larger category may result in a more prioritised response from the contractor. The introduction of size-based categories, supported by pictorial guidance, has been instrumental identifying reporting behaviour for the first time.

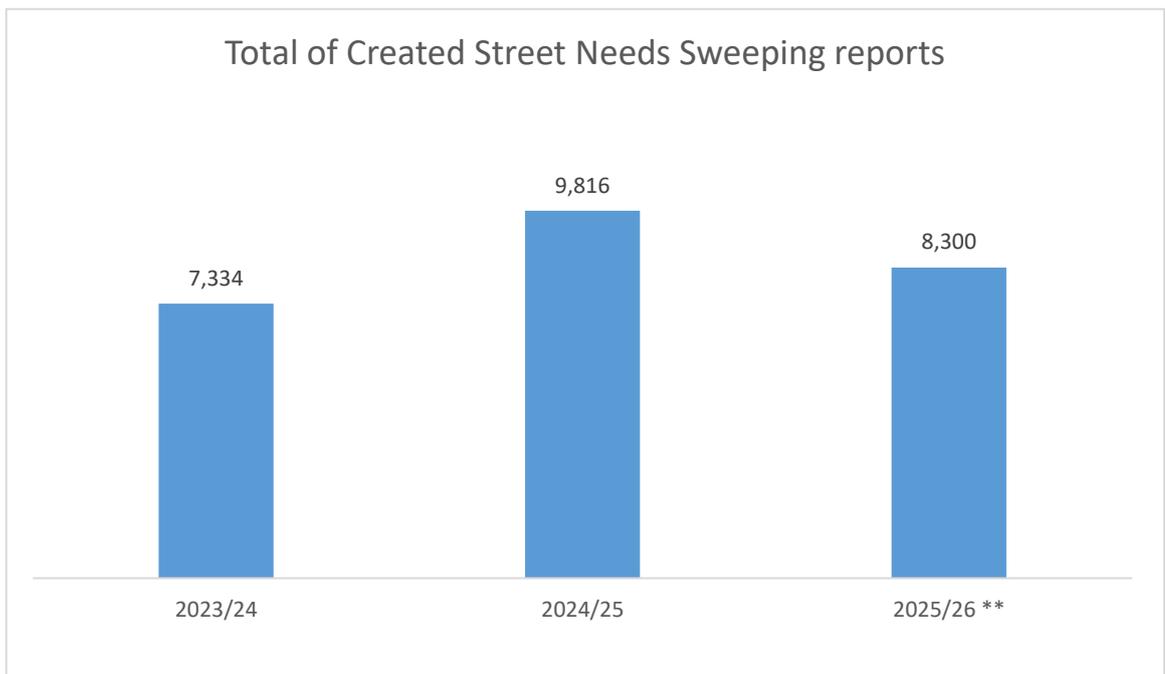
A further notable trend relates to changes in reporting behaviour following the removal of anonymous reporting across the FixMyStreet platform in September 2025. When comparing January 2026 data to August 2025 (the final month in which anonymous reporting was available), there has been a 24% reduction in fly-tipping reports.

While a reduction in report volumes could be initially perceived as a concern, this change provides important positive assurance as residents are now required to log in to FixMyStreet, meaning reports are now made with clear intent and accountability as well as an improvement in the qualitative quality of report.

Key issue- Street cleansing (Street Needs Sweeping)

The Street Needs Sweeping category enables residents to report locations where street cleanliness falls below a particular standard.

The aim of this category is to support the transition to intelligence-based cleansing rather than a rigid street cleansing schedule. Since its introduction, an average 750 street cleansing reports are created per month with 25,450 total reports created since April 2023 with residents making 83% (21,107) of the total number of reports. Highlighting strong resident engagement with this category.



From the above graph we can see there has been a steady increase in street needs sweeping reports made with a 34% increase in reporting from 2023/24 to 2024/25.

Through FixMyStreet geospatial functionality we can identify which Connect area these reports are generated from.

Connect Area	Count
Kilburn	223
Wembley	216
Willesden	172
Harlesden	168
Kingsbury and Kenton	89
Total	868

While Street Needs Sweeping do not reach the same monthly volume as Fly-Tipping, they remain operationally significant. By working closely with both Veolia and our Neighbourhood Managers, these reports help identify areas that may require additional cleansing. Regarding observed insight we can confirm that there is an increased number of reporting in south of the borough compared to the north.

5.3 Use of FixMyStreet, including: Effectiveness in supporting fly-tipping and littering reporting

The use of FixMyStreet has been integral in supporting the reporting of fly-tipping and littering as well as identifying environmental crime and cleanliness hotspots across the borough. FixMyStreet provides a consistent and accessible report route for residents. For staff FixMyStreet 'summary statistics' generates high-quality location- specific data that underpins both operational response and strategic insight.

The report data generated from Fly-Tipping and Street Cleansing reports are made available internally through Power BI dashboards, enabling officers to analyse trends from a Brent Connect Area level, to a granular street level when required. This level of granularity allows for timely identification of emerging hotspots, ensuring that resources are deployed effectively based on empirical information rather than anecdotal evidence.

FixMyStreet data also plays a central role in performance management and governance. On a monthly basis we present data on reporting volumes and data trends at the Contract meetings and review the contractor performance against agreed KPI's, identify any areas of concern and agree any required operation or response to situation that may have arisen in the previous month.

Through this dual use of providing operation intelligence and formal performance oversight – FixMyStreet has become a critical tool in ensuring that fly-tipping and littering issues are not only responded in a timely manner but continuously reviewed.

5.4 Analysis of reports (e.g. April 2025–present), broken down by type, source (e.g. public, councillors etc) and ward.

The detailed analysis of FixMyStreet performance data on issue type, source and ward level is covered under section 5.2- key issues and sources of reports

5.5 Strengths and limitations of current reporting arrangements

The introduction of FixMyStreet reporting tool has provided several benefits as listed below. Any reporting limitations have been worked through with the systems development team. They are very proactive in identifying and resolving issues and suggesting development ideas where practical.

Street cleansing reports ("Streets needs sweeping") submitted via FixMyStreet now provide a significantly richer dataset than was previously

available. This enhanced reporting capability has been a critical enabler in the council's transition to an intelligence -led street cleansing strategy, ensuring that decisions are supported by evidence that is sufficiently robust.

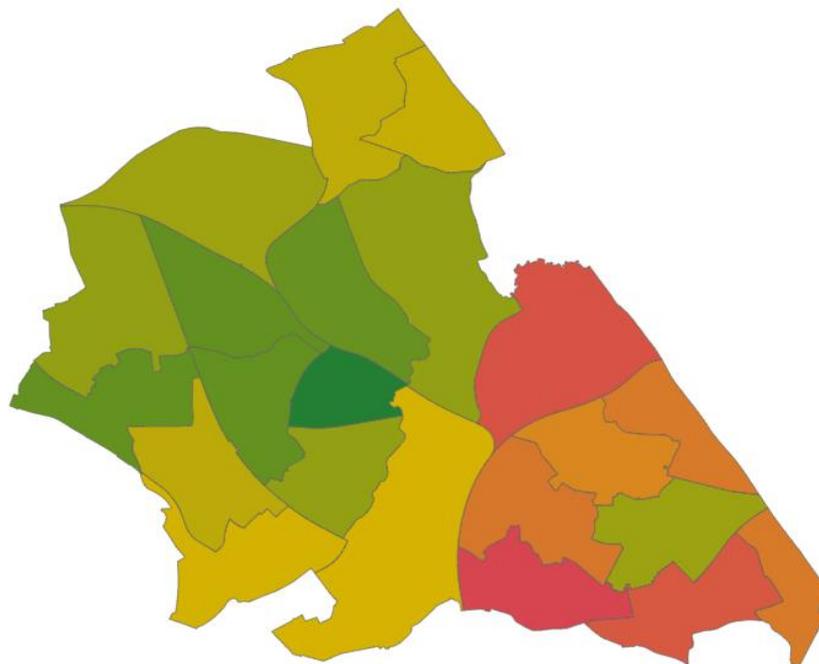
In addition to description of the issue and photographic evidence, each report includes (but not limited to):

- Precise geospatial information (latitude and longitude)
- Ward -level attribution
- Time-stamped contractor data, showing when a resident's report was acknowledged and completed.

This level of detail has strengthened performance oversight, improved transparency and enabled more details analysis of cleansing demand across the borough.

This enhanced dataset has delivered several important benefits:

- Improved spatial understanding of demand - The inclusion of geospatial data enables the service to map where street cleansing issues are most frequently reported across the borough. This level of spatial insight was not available and represents a step-change in how demand can be quantified and analysed.



- Better support for neighbourhood based management - The ability to visualise cleansing reports geographically has become a valuable tool for Neighbourhood managers, allowing them to identify localised hotspots within their areas, supporting more targeted engagement and proactive monitoring.

- Stronger performance transparency and assurance – The availability of acknowledgement and completion timestamps strengthens oversight of contractor performance, enabling clearer monitoring and service standards at both ward and Brent Connect Areas level.

Community Skips locations – These are based on areas of high fly-tipping with the connect area of the community skip event. The geospatial data used for this is from the fly-tipping dashboard, source being the FixMyStreet platform.

Fly-Tip categorisation- In November 2024, the fly-tipping categorisation framework was enhanced by splitting the original single category into three size-based categories: small, medium and large (based on the Defra definition of a fly-tip's size). This was supported by the introduction of the pictorial guidance, enabling resident to more accurately classify a fly-tip at the point of reporting. This ensure firstly the appropriate operational response is deployed first time and helps when we are trying to gather information about fly-tipping within the borough. his improvement has delivered several key benefits:

- Improved data quality and insight – Redefining the categories provided clearer understanding internally of the scale and nature of fly-tipping incidents across the borough. For the first time the service could reliably quantify fly-tips by size rather than relying on Defra's definition, which are confusing to residents.
- Improved resident engagement and confidence – Introducing pictorial guidance has made reporting clearer and more accessible for residents, displaying our ongoing efforts for more accurate reporting which can be passed on to our enforcement when needed.
- Stronger Performance assurance - The enhanced categorisation provides us with more robust evidence to monitors trends and assess service performance as well as evaluate the effectiveness of interventions over time.

6.0 Fix My Street Contract Retender

6.1 Current contract requirements

The current contract is for the delivery and support of an integrated platform for reporting of street-based issues and household waste, which includes online self-service for members of the public, a single system for Contact Centre staff to use, and reporting tools and dashboards for front-line teams. The procurement of this contract was designed to benefit those living in Brent.

6.2 Early insights from initial assessments into emerging lessons learned, gaps, and opportunities within the current contract

As explained in the sections above, our initial assessment of the current contract with FixMyStreet is very positive. We have seen several benefits of

utilising this tool. Our performance of the waste and cleansing contract has tremendously benefited from the usage of this tool. The data received from the tool is used to plan future projects like community skips, hot spot areas in the borough that requires closer monitoring by the contractors.

There is a direct integration between FixMyStreet and IT systems used by Brent contractors in waste and street cleansing, Parks and Green spaces, Highways etc. This reduces the numerous interactions between the residents and the council. The benefits are being appreciated by the council's contact centre too. The waste work modules provided by the contractor allows self-service functionality to residents when they want to order bins, report a missed bin, check their collection dates and various other things. The system allows a good level of engagement with residents whereby residents can provide comments, upload images etc.

It has taken us a couple of years to fully utilise the system and promote its usage widely to Brent residents, staff and members. As the contract is coming to an end in October 2026, we have paused any further development opportunities within the current contract. We see no immediate gaps within the contract. Any lessons learnt or identified over the past two years of contract were picked up with the contractors and a resolution was sought either through discussions or development work. There is a good working relationship between council officers and the contractor.

6.3 Initial thinking on future social value commitments for the new contract, building on existing activity and aligning with Council priorities (important to members)

We have recently reached out to colleagues in Shared Technology Services and central procurement to start discussion on the procurement process. Social value will be further explored as part of those discussions. Officers in Public Realm will explore the possibility of plugging in more resident facing services and align with council priorities where possible in the new contract. But it is too early to mention initial ideas and activities that we would like to see in the new contract without much research or discussion.

6.4 Future contract and retendering timeline

The current contract started on 04 October 2022 and went live in April 2023 and will come to an end on 04 October 2026. As part of the procurement discussions, a timeline will be drawn to enable meet the procurement requirements and council's governance process for sign off.

7.0 Enforcement

7.1 Enforcement Approach and Powers

Environmental Enforcement's approach to enforcement in relation to littering and fly-tipping is governed by the Council's overarching Enforcement Policy, which sets out the principles of proportionality, consistency, transparency, and

accountability. In line with this policy, Environmental Enforcement's primary objective in dealing with both domestic and commercial waste offences is to achieve compliance. Formal enforcement action is taken where appropriate, particularly where there is evidence of deliberate, negligent, or repeat offending. In respect of littering and fly-tipping, the Environmental Enforcement exercises powers under the Environmental Protection Act 1990. This includes:

- Section 33, which relates to the unlawful deposit, treatment, or disposal of controlled waste (fly-tipping offences).
- Section 34, which places a duty of care on those who produce or handle waste to ensure it is transferred and disposed of lawfully.
- Sections 87 and 88, which create offences relating to littering and provide powers to issue Fixed Penalty Notices (FPNs) as an alternative to prosecution.

These powers enable Environmental Enforcement to investigate offences, issue Fixed Penalty Notices, and where necessary, prepare and pursue prosecutions through the courts.

The operational structure of the enforcement function supports both visible deterrence and more complex investigations. The service includes:

- Uniformed Neighbourhood Patrol Officers, who undertake on-street enforcement activity. Their role includes issuing on-the-spot Fixed Penalty Notices for littering offences, investigating fly-tipping incidents, searching for evidential material within deposited waste, and issuing FPNs for fly-tipping where sufficient evidence is identified. Their uniformed presence also provides a visible deterrent and reassurance to residents.
- Environmental Enforcement Officers, who manage more complex and large-scale investigations, including repeat offenders and commercial waste offences. They compile case files for prosecution and represent the Council's interests through the court process. In addition to fly-tipping and littering matters, they also deal with related environmental enforcement issues such as abandoned vehicles and unauthorised scaffolding, ensuring a coordinated regulatory approach.

This tiered structure allows Environmental Enforcement to respond swiftly to lower-level offences while maintaining the capacity to pursue more serious or persistent breaches through formal legal proceedings. The combination of visible patrol activity and robust case preparation supports both compliance and enforcement outcomes.

7.2 Joint Working Between the Council and Waste Contractors, Veolia

Effective joint working arrangements are in place between the Neighbourhood Patrol Service and Veolia. Neighbourhood Patrol Officers hold regular operational on street meetings with Veolia crews, typically in the early morning while daily rounds are being completed. These meetings provide an opportunity to share intelligence, identify emerging issues, and agree targeted action in known problem locations. This coordinated approach supports the efficient deployment of both cleansing and enforcement resources. Veolia crews play

an important role in supporting enforcement activity. As the first responders to many fly-tipping incidents, operatives are instructed to identify and preserve any evidential material found within deposited waste. This information is referred to enforcement officers to support investigations and, where appropriate, the issuing of Fixed Penalty Notices or progression to prosecution.

In addition, Veolia provides intelligence relating to businesses suspected of improperly disposing of commercial waste, contributing to fly-tipping. This intelligence supports duty of care investigations and enables enforcement officers to take proportionate action where non-compliance is identified. Veolia operatives also act as additional “eyes on the street”, reporting incidents of littering, fly-tipping and related environmental offences encountered during their daily duties. This enhances real-time intelligence gathering and strengthens Environmental Enforcement’s overall enforcement capability. This collaborative approach ensures that operational cleansing and enforcement functions are aligned, enabling a proactive and intelligence-led response to littering and fly-tipping across the borough.

7.3 Performance and Impact of Enforcement Activity

Enforcement activity in relation to littering and fly-tipping is monitored through a combination of internal performance reporting and statutory submissions to national reporting frameworks. Quarterly enforcement figures are submitted to the Waste Data Flow (WDF) system, providing an annual record of enforcement actions taken by Environmental Enforcement. These figures demonstrate a year-on-year increase in enforcement activity, reflecting an enhanced focus on fly-tipping investigations and a more proactive enforcement approach. Where Don't Mess with Brent (Wanted) campaign are implemented in identified hotspot areas, there is evidence of significant short-term reductions in fly-tipping. In such locations, Environmental Enforcement has observed approximately a 50% reduction in fly-tipping incidents over the six-week period following the campaign.

These outcomes indicate that the combined approach of visible enforcement, intelligence-led investigation, and targeted campaigns can effectively reduce fly-tipping. Environmental Enforcement continues to monitor performance to ensure enforcement activity is proportionate, targeted and aligned to emerging trends.

7.4 Income generated from enforcement

In calendar year 2025, Environmental Enforcement generated approximately £426,000 in income from littering and fly-tipping Fixed Penalty Notices.

7.5 Case studies

Case Study 1: Enforcement Action Following Improper Waste Disposal

Background

Veolia’s PM shift crews identified two separate incidents of improper waste

disposal by a local business. On both occasions, the business used black bin bags rather than the required Veolia trade waste bags, and the recycling contained significant contamination.

Action

The incidents were reported by Veolia crews and promptly investigated by Environmental Enforcement. The evidence provided by the crews, including details of the waste contamination and the improper disposal method, supported the investigation.

Outcome

As a result of the investigation, a £500 Fixed Penalty Notice for fly-tipping was issued to the business. The FPN was paid promptly, demonstrating swift compliance following enforcement action.

Impact

This case demonstrates the effectiveness of joint working between Veolia and Environmental Enforcement Team. It also highlights the role of operational crews as key intelligence sources, enabling rapid investigation and resolution of waste offences.



Case Study 2: Residents Linked to 18 Dumped Bags

Background

Veolia crews reported a fly-tipping incident at the junction of Dollis Hill Lane and Brook Road. A total of 18 black bags of domestic waste, along with drawers and other furniture, had been dumped at the location.

Action

Environmental Enforcement Officers attended the site and inspected the waste. Evidence found within the bags, including letters, parcels and food delivery bags, linked 11 of the bags to the same address, with two occupant names identified.

Outcome

Fixed Penalty Notices (FPNs) were issued to the identified residents and were

promptly paid. This case demonstrates effective evidence gathering and enforcement following intelligence provided by operational crews.

Impact

The outcome reinforces the Council's zero-tolerance approach to fly-tipping and highlights the importance of partnership working between Veolia crews and enforcement officers. It also provides a clear deterrent message to residents and businesses that fly-tipping will not be tolerated.



Case Study 3: Fly-Tipping Incident – Commercial Fridge Abandoned on Kilburn High Road

Background

During a routine morning patrol, an Environmental Enforcement Officer identified a large commercial fridge that had been abandoned on Kilburn High Road. The fridge was left on the pavement and was causing an obstruction to pedestrians.

Action

Initial enquiries with nearby businesses did not identify any witnesses. However, the officer provided the Control Room with the time of the incident and potential CCTV locations, enabling the incident to be investigated further. Due to the limited time window and effective CCTV review, the offender was successfully identified from the footage.

Outcome

A Fixed Penalty Notice (FPN) of £1,000 was issued to the responsible shopkeeper. This case demonstrates the Council's ability to pursue enforcement action in commercial waste and fly-tipping incidents, including where initial evidence is limited.

Impact

The outcome highlights the importance of proactive patrolling, effective use of CCTV and robust investigative procedures. It also reinforces the Council's deterrent message that fly-tipping and obstruction of public footways will be subject to formal enforcement action.



8.0 Communications and Engagement

8.1 Communication, education and behaviour change initiatives through Dont Mess with Brent campaign

We were worst in the country for fly-tipping in 2024. We will be in the 23rd position this year. This is a significant improvement.

- We have tripled our enforcement officers from 6 to 18
- We continue to take a zero-tolerance approach to fly-tipping and have more than doubled the amount of fines we have handed out. With over 5,700 fines handed out to people that are ruining our streets.
- Our fines are the highest they legally can be and are a deterrent to those considering leaving a mess in the public realm.

Communications: Our approach has been multi-faceted, but has focused mainly on messages around zero-tolerance across the whole borough. This includes:

- Lamppost banners across over 60 hotspot locations for fly-tipping
- Adverts on billboards across 60 sites in the borough
- Numerous national media coverage
 - [Man who dumped bed by road fined £4,600 by Brent Council - BBC News](#)
 - [Brent Council in paan-spitting crackdown - BBC News](#)
 - [Fly-tipping clampdown sees fines double in Brent - BBC News](#)
 - [Brent Council Invests £30,000 Annually to Combat Paan Stains](#)
 - [Brent businessman fined after employees dumped meat and fish - BBC News](#)
 - [Brent Council cracks down on fly-tipping with fines and patrols - BBC News](#)
 - [Fly-tipper is fined £4,600 after he was caught on camera dumping a bed at a roadside | Daily Mail Online](#)
- Video and social media highlighting the worst offenders, with a lot of comments and reaching tens of thousands of residents

- [Do you know the culprits? Caught on Camera - Don't Mess With Brent](#)
 - [\(6\) Instagram](#)
- Viral video on paan with over one million views on Instagram and one video on TikTok receiving over four million views
 - [\(6\) Instagram](#)
- A visit from the Secretaries of State to announce more powers for local authorities to crush cars that are used in fly-tipping
 - [‘I can’t wait to crush more vehicles’ – Brent Council leader vows crackdown on fly-tipping - Harrow Online](#)
- Our communication colleagues have also given presentations to numerous other local authorities who want to replicate this campaign

The **Don’t Mess with Brent** campaign continues to demonstrate strong and measurable impact across the borough. By combining clear messaging, visible enforcement, and community engagement, the campaign has helped shift behaviours and reinforce shared responsibility for keeping Brent clean. Residents and businesses alike have responded positively to the campaign’s direct, no-nonsense approach, which has made the expectations around waste disposal and street cleanliness unmistakably clear.

A key strength of the campaign has been its visibility. The bold branding, targeted signage, and presence across high-footfall areas have ensured that the message is consistently reinforced. This visibility has contributed to increased awareness of enforcement activity and a greater understanding of the consequences of non-compliance. As a result, we have seen improved compliance in several hotspot locations, alongside a noticeable reduction in repeat offending.

The campaign has also supported stronger collaboration between council teams, local businesses, and community groups. By aligning enforcement with education and engagement, **Don’t Mess With Brent** has helped build a culture where residents feel empowered to report issues and take pride in their neighbourhoods. This partnership approach has been particularly effective in areas with persistent waste challenges, where sustained messaging and targeted patrols have led to meaningful improvements.

Overall, the campaign has reinforced Brent’s commitment to maintaining clean, safe, and welcoming public spaces. Its success reflects not only the work of enforcement teams but also the willingness of the community to play an active role in protecting their environment. As the campaign continues to evolve, it remains a central part of our strategy to tackle environmental crime and promote civic pride across the borough. Some of the branding and communication examples are listed below.

Comms, Comms , Comms



Old



New



8.2 Targeted engagement with housing providers, landlords, businesses, schools, community groups, and residents

Landlords- As part of a trial, an officer from Environmental Enforcement has been assigned to act as a conduit between the Private Sector Housing team and the Waste and Recycling teams. This approach includes reviewing current workflow processes and improving waste-management compliance within HMOs.

Case Study 1 – 28 Claremont Road, W9

(Mandatory HMO – previously short-term let use)

Outcome: Sustained compliance

Key Developments

- No recorded collection incidents since intervention.
- No obstruction or WOPL reports.
- Planning Contravention Notice issued.
- Short-term bookings cancelled.
- Application for Certificate of Lawful Development submitted (pending).

Observations

- Bin presentation compliant and orderly.
- Recycling information displayed in communal areas.
- Food waste and blue sacks under-utilised but no overflow present.

Assessment

This case demonstrates that coordinated intervention (Waste Enforcement + HMO + Planning) can deliver sustainable improvement when licence holders engage constructively.

Before and After Photos – Claremont Road



Before: Overflow and mixed presentation (contamination / obstructions)



After Intervention : Compliant bin allocation and labelled separation. Waste Information in hallway

Schools- As part of WISE's social value commitments, they deliver school visits to engage young people on waste-related issues. They have carried out five such sessions 2025



Business- With the rollout of the new time- banding approach, we have engaged with businesses regarding their waste- management responsibilities, both through written communication and updated signage. In addition, Environmental Enforcement officers are visiting businesses across Brent's town centres—carrying out 800 inspections in 2025—to discuss waste- management requirements directly.



9.0 Stakeholder and ward member consultation and engagement

9.1 There is ongoing engagement with stakeholders with regards to flytipping, littering and FixMyStreet portal. No specific engagement is carried out as part of this report writing.

10.0 Financial Considerations

10.1 There are no financial considerations arising from this report.

11.0 Legal Considerations

11.1 There are no legal implications arising from this report.

12.0 Equity, Diversity & Inclusion (EDI) Considerations

12.1 There are no EDI considerations relating to this report.

13.0 Climate Change and Environmental Considerations

13.1 The Integrated Street cleansing, waste collection and recycling service contract supports the borough plan priorities for; A cleaner Greener Future and Healthier Brent, along with various key strategies including the Brent Climate & Ecological Emergency Strategy 2021-2030.

14.0 Human Resources/Property Considerations (if appropriate)

14.1 There are no HR or property related implications arising from this report.

15.0 Communication Considerations

15.1 Communication is addressed in the paragraphs above.

Report sign off:

Jehan Weerasinghe

Corporate Director, Neighbourhoods and Regeneration