

For immediate release
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Great Yarmouth Borough Council launches new initiative to tackle fly tipping and litter in town's alleyways

Great Yarmouth Borough Council has launched a new initiative to keep alleyways and passageways in the town clear of waste and fly-tipped rubbish.

The work started in the Cobholm area and is already proving successful as the council's Environmental Rangers urge people to report issues quickly. The team is also providing advice, new signage and working with residents to improve passageways blighted by illegal dumping of waste.

Rangers have delivered letters and leaflets to explain how bins should be correctly used, not left out in alleyways or overflowing, and how people can recycle effectively.

The team is also making it clear that leaving waste for collection near or next to bins is, in fact, fly tipping and leads to problems with spilled rubbish and ripped bags. The rangers also listened to complaints about specific litter hotspots as the team targets problem areas.

Following the work, 'thank-you' letters have been delivered after a significant reduction in fly tipping, with residents reporting fewer problems and street cleaning crews seeing a reduction in overflowing bins.

One man who lives close to one of the Cobholm passages said: "The fly tipping had recently got much worse, every day there were black bags left at the rear of my property. I reported this repeatedly using the Love Clean Streets app, and to the credit of the council, it was promptly cleaned up every time. It appears the team's efforts have paid off, and the problem has been resolved. Well done to all involved!"

Councillor Paul Wells, Great Yarmouth Borough Council's portfolio holder for Environment and Sustainability, Licensing and Waste said: "Our rangers are working very hard with the community to educate people and improve the environment.

"Simple steps like using the bins properly, not leaving bags next to bins and marking large items as fly tipped and not expecting crews to pick up waste as part of their rounds that is dumped illegally can make a huge difference.

"If people understand how to dispose of waste correctly we know we can reduce fly tipping and improve recycling rates. Everyone is working hard to improve the town for the benefit of the community."

Following on from the Cobholm area, the work will move to focus on the town's Barracks estate in the new year.

The council has also recently changed its bulky waste collection charges, charging per item so residents only pay for what they use. And, in the target areas, rangers are clearly labelling large items as illegally dumped to educate people that fly tipping is not a free waste collection service.

Councillor Wells said: "Where education and information isn't successful the council has a track record of prosecuting those who dump waste. We would urge people to report problems to us and provide us with any information they can to help us take the action we know the community wants."

"Our teams work incredibly hard to try to keep the borough tidy, but we can only be successful with the support of the community and people behaving responsibly."

Fly-tipping in Great Yarmouth borough can be reported via the Love Clean Streets app or website, via email at environmentalrangers@great-yarmouth.gov.uk or by calling 01493 846478.

Read more about waste and recycling services here: <https://www.great-yarmouth.gov.uk/rubbish-and-recycling>