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A campaign to clear the city of unsightly fly-tipping and encourage people to dispose of their waste responsibly is to be launched by the SaferPeterborough Prevention and Enforcement Service.

Bringing together the council, police and fire service, the #LovePeterborough campaign aims to prevent fly-tipping and urges residents to report it straight away.

The council clears around 800 fly-tips every month costing more than £200,000 annually; money which could otherwise be spent on vital public services. In June this year the fire service was called to almost 40 deliberate fires involving fly-tipped waste in Peterborough, spending 720 hours in total tackling the fires.

The #LovePeterborough campaign will see a series of events taking place within the worst affected communities in a bid to prevent fly-tipping. In addition the Prevention and Enforcement Service will be providing information on how people can report fly-tipping and dispose of their waste responsibly. Enforcement measures will also be imposed against anyone caught fly-tipping.

The first series of events being held will allow residents to dispose of their unwanted household items for free in community freighters. The freighters will be placed at six carefully selected locations using data from Amey and the fire service. These will take place on 30 September, 7 October and 14 October. Further information will be announced in due course and information will be sent to residents nearby to advertise the events.

In addition, last week the council announced that it is set to trial free bulky waste collections for residents. The start date will be announced in the coming weeks.

Evidence will be collected to assess the impact the free scheme has on the number of fly-tipping incidents which will then be reviewed by councillors.

Councillor Irene Walsh, cabinet member for communities, said: "Peterborough is no different to every area of the country when it comes to fly-tipping, but that does not mean that we should accept it. It is a blot on many areas of the city and we have to do something about it, with support from residents and businesses.

"It is essential we have public support to encourage change. Everyone wants to live in a nice neighbourhood so we want to try and build pride and a community spirit that means people will work with us to stop fly-tipping. We are doing our bit with the campaign and free bulky waste collections but we also need residents and businesses to play their part and keep the streets clean.

"We have a very clear message. Fly-tipping is not acceptable in Peterborough - it is illegal and there is no excuse for it.

"We hope with the help from the public - who know how to report these incidents to us - we can encourage all our residents to #LovePeterborough."

Fly-tipping can be reported by calling 01733 747474 or @Ask_PCC.

More information can be found on our website: www.peterborough.gov.uk/lovepboro (<http://www.peterborough.gov.uk/lovepboro>)