



GREENER | SAFER
ALUM ROCK

CASE STUDY

Mendip Avenue

"Being a Street Champion for me has been amazing. I can see positive changes, e.g. having no flytipping. Also talking to other residents who are very grateful for the changes we have made."

Nasreen, Street Champion

MAY 2026

BACKGROUND

Mendip Avenue had become a hotspot for fly-tipping, with growing amounts of waste building up across the road. Residents had become frustrated and disheartened, with many feeling that nothing would change. The environment began to impact community pride, wellbeing and the overall feel of the area, particularly for families and young children growing up on the street.

As part of local community engagement work, residents were encouraged to take an active role in improving their neighbourhood through the Street Champions initiative.



THE CHALLENGE

One of the biggest challenges on Mendip Avenue was the cycle of repeated fly-tipping. Even when areas were cleaned, waste would quickly return, leaving residents feeling defeated and reluctant to get involved.

Initially, there was little community ownership or confidence that change was possible. Residents were frustrated but unsure how to take action safely or effectively. Building trust, encouraging participation and maintaining momentum were key barriers throughout the early stages of the project.

THE JOURNEY



A resident named Nasreen stepped forward to become a Street Champion for Mendip Avenue. She was provided with resources including leaflets, litter-picking equipment and information she could share with neighbours around reporting and preventing fly-tipping.

The team supported Nasreen with an initial street clean to help improve the area and begin conversations with local residents. Although progress felt slow at first, Nasreen remained committed despite the frustration of seeing waste reappear after clean-ups.

Through perseverance and consistent engagement, Nasreen began building relationships with neighbours and opening up conversations about the impact fly-tipping was having on the road. Residents started sharing their own frustrations and gradually became more willing to support efforts to improve the avenue.

As momentum grew, the project developed further through:

- Resident-led signage being installed across the road
- Sharing information around fines and legal implications of fly-tipping
- Encouraging residents to report incidents
- Liaising with residents willing to share static CCTV footage with local police to support enforcement and prosecution

This collaborative approach helped residents feel empowered and more connected to the wellbeing of their street.



THE RESULT

Today, Mendip Avenue remains clean and largely free from fly-tipping. Any small build-up of waste is now addressed quickly by residents and local support networks before it escalates.

The project has led to:

- Increased resident pride and ownership of the area
- Stronger neighbour relationships and communication
- Improved cleanliness and visual appearance of the road
- Greater awareness of reporting procedures and enforcement action
- A safer and healthier environment for families and young children

Most importantly, the case study highlights the impact that resident-led action, persistence and community collaboration can have in creating long-term environmental change.

Nasreen's journey demonstrates how empowering local residents can lead to lasting improvements in both neighbourhood conditions and community wellbeing.



LOOKING AHEAD



The work on Mendip Avenue continues to inspire wider community action. Nasreen now actively engages with community services and organisations to help strengthen neighbourhood involvement and encourage residents to take pride in their local areas.

Using her own experiences as a Street Champion, Nasreen now helps recruit new Street Champions and acts as a buddy and mentor to support them in their journeys. She shares advice, encouragement and practical support with residents who may feel unsure about taking the first step, helping build confidence and long-term community leadership.

Her ongoing involvement is helping create a stronger network of residents who are committed to improving their neighbourhoods and creating cleaner, safer spaces for future generations.