AI-EDGE CCTV & ESTATE CLEANLINESS

Catching the fly-tippers — cleaner communal areas, fairly recharged

How a large, multi-building residential estate in Birmingham uses EasyBM's AI monitoring to spot refuse dumped in communal areas the moment it happens, establish who is responsible, and recover the clean-up cost — instead of every resident paying for it.

Fly-tipping in communal areas is a cost, a fire risk and a daily frustration — and almost impossible to attribute by hand. EasyBM turns the cameras you already have into the evidence to act fairly.

THE CHALLENGE & OUR RESPONSE

The challenge

Bulky waste, bin bags and fly-tipped items left outside the bin stores are one of the most persistent problems on a large estate — blocking fire-escape routes, attracting pests, and landing the whole development with repeated clean-up bills. By the time anyone notices, the culprit is long gone. The managing agent knew it kept happening; proving **who** did it, and recovering the cost fairly rather than spreading it across every leaseholder, was the hard part.

What we did

EasyBM added AI monitoring to the estate's **existing cameras** — no new hardware. When refuse is dumped in a watched area, the platform flags it automatically and captures the evidence. It then cross-references the time of the incident against the estate's own **access-control records** to narrow down who was present — and a member of staff reviews it before anything is acted on.

WHAT WE DELIVERED

Automatic detection

AI running on the cameras you already have flags refuse left in communal areas as it happens, and alerts a 24/7 operations centre — no one has to be watching a screen.

Evidence that stands up

Each incident is captured with time-stamped stills and cross-checked against the estate's access records, so the managing agent acts on fact — a clear, reviewable trail rather than guesswork.

Act & recover the cost

From one place: notify the responsible household, record the incident, recharge the clean-up to those responsible rather than the whole estate, and track repeat offenders.

A person decides, not the algorithm

The platform surfaces the incident and the evidence; a trained member of staff reviews it and makes the call. There are no automated accusations. The monitoring is opt-in per site, proportionate, used only to investigate a specific incident, and operated in line with the development's data-protection policies.

WHAT IT MEANS FOR THE DEVELOPMENT

Cleaner, safer communal areas

Dumping is spotted and cleared quickly, keeping bin stores and escape routes clear — and the knowledge that incidents are seen and followed up is a deterrent in itself.

Fairness for residents

The leaseholders who do the right thing stop subsidising the few who don't. Clean-up costs can be recharged to those responsible, with the evidence to support it.

Accountability, end to end

Detect, evidence, review, act and recover — one auditable trail, with repeat offenders flagged automatically so a pattern never slips through.

24/7
AI monitoring on your existing cameras

Mins
From dumping detected to staff alerted

100%
Human-reviewed — no automated accusations

6-mo
Repeat-offender history, so patterns surface

Why it pays off

- **Clean-up, fairly recharged.** Fly-tipped waste clearance is a recurring, avoidable cost. With evidence, it can be recovered from those responsible instead of every leaseholder footing the bill.
- **No new hardware.** The AI runs on the cameras and access control you already have — the capability is added in software, not bolted on.
- **Proportionate and human-led.** Used per incident, reviewed by a person, and operated under the estate's data-protection policies — accountability without turning the place into a surveillance operation.

Detection
AI on existing cameras, 24/7

Attribution
Access records + human review

Designed, delivered & managed by EasyBM

Illustrative of the capability; figures and outcomes to be confirmed per site. Monitoring is pattern/incident-based, opt-in, human-reviewed, and operated in line with the development's data-protection policies — never an automated accusation.

HOW IT WORKS

1. AI flags refuse dumped at a bin store
2. Evidence captured automatically
3. Cross-checked against access records
4. A person reviews & decides
5. Household notified, cost recharged

Keep your estate clean — fairly.

Talk to our team about AI monitoring on your existing cameras, incident evidence and fair cost-recovery across a multi-building estate. Email sales@easybm.im.

Contact sales