

**To Each Member of the
Environment Strategic Policy Committee**

20th September 2017.

Update on Litter Management Plan 2016 – 2018

The Litter Management Plan adopted in March 2016 contains four key themes

- To reduce litter by working with our citizens to make Dublin a welcoming environment for all who live in, work in and visit the City.
- To communicate the litter prevention message throughout Dublin City.
- To ensure that there is an effective and efficient street cleaning operation in place throughout the City.
- To use all available enforcement options under the Litter Pollution Acts 1997-2009 and the Bye Laws to prosecute litter offenders whenever possible.

31 objectives are set out to be delivered over the lifetime of the plan. The plan also references the Key Performance Indicators to be used over the lifetime of the plan that include enforcement data annually and performance in national surveys.

Enforcement Data

2017 Enforcement Statistics to date

1068	Litter Pollution Act Fines Issued
281	Waste Bye Law Fines Issued

2016 Enforcement Statistics and outcomes

1666	Litter Pollution Act Fines Issued*	191	Waste Bye Law fines Issued
656	Paid	129	Paid
268	Successfully Appealed	21	Successfully Appealed
53	Out of Court Settlements	6	Out of Court Settlements
78	Successful Convictions	2	Successful convictions
3	Dismissed	33	Did not proceed to court**
608	Did not proceed to court**		

*Of the fines issued 84 fines were for dog fouling offences

*the largest single reason for not proceeding to court is the inability to successfully serve summons on offenders. Other reasons include unavailability of witnesses, errors in process, quality of evidence.

National Surveys

The most recent data available from national surveys is summarised below.

National Litter Pollution Monitoring Survey (NLPMS)

NLPMS Results 2015

Percentage of area unpolluted by litter	18 %
Percentage of area slightly polluted by litter	45 %
Percentage of area moderately polluted by litter	25 %
Percentage of area significantly polluted by litter	11 %
Percentage of area grossly polluted by litter	1 %

NLPMS Results 2016

Percentage of area unpolluted by litter	10.7%
Percentage of area slightly polluted by litter	55.35%
Percentage of area moderately polluted by litter	26.47%
Percentage of area significantly polluted by litter	7.22%
Percentage of area grossly polluted by litter	.26%

Irish Business Against Litter (IBAL)

The Waste Management Department Closely monitors the outcomes of the 2 Litter surveys undertaken by IBAL annually.

The most recent results state that Dublin City continues to make some improvements and progress in the North Inner City and that there has been considerable improvement in the results of areas surveyed in the Ballymun Area. The City Centre has been returned to the Clean To European Norms standard and that there are no litter blackspots or heavily littered sites in the City Centre area surveyed.

Working in cooperation with the Area Depts an analysis is carried out of all sites highlighted by the surveys that fail to meet a minimum standard of Grade B and efforts are made to improve these sites. This is an ongoing process in the North Inner City and in the Ballymun area.

Customer relations Management (CRM) Data

2016: 14,000 complaints relating to waste/litter issues were recorded on Dublin City Councils CRM system. A 100% completion rate has been reported in respect of responding to these complaints.

2017: 11,000 complaints relating to waste/litter issues have been recorded to date.

The accompanying pages of this report provide an update on each of the objectives outlined in the plan and a revised timeline of implementation for those objectives not yet implemented or partially implemented.

Simon Brock
Administrative Officer

Objective	Overall objective is to ensure the provision of an effective and efficient street cleaning operation.	Measurement	Introduction Timeframe (2016-2018)	Status	Revised Timeframe (2016 - 2018)
1	Develop a cleaning strategy for suburban villages, including provision for weekend/out of hours service schedule.	Achieved/Not Achieved.	Q2, 2016	North and Southside crews now assigned and scheduled cleaning / power washing of areas prioritised in conjunction with Area Depts is ongoing on a quarterly basis	
2	Roll out of Cleaning Standards booklet to all Street Cleaning Staff.	No. of cleaning staff who received booklet.	Q2, 2016	Delayed until full implementation of Waste Management operations review	Q4 2017
3	Intensive street washing programme from April to October each year.	Achieved/Not Achieved.	Q2 – Q3, 2016 -2018	street washing programme in City Centre implemented on Night Shift	
4	Update and maintain accurate street cleaning and road sweeping schedule on Dublin City Council website.	No. of unique webpage visits.	Q2 – Q3, 2016	Not yet implemented due to reorganisation of cleaning routes and schedules on an area basis	Q2 2018
5	Introduce street sweeping request facility for City residents. Parking restrictions will be sought to be put in place in cooperation with residents to facilitate this.	No. of requests received per year and actioned.	Q2 – Q3, 2016	Facility is available in conjunction with local area offices.	

6	Introduction of on line Bulky Waste Collection service. Request via Dublin City Council website.	Tonnage of material collected.	Q2 – Q3, 2016	Online bulky waste collection service in place Approximately 1000 service requests per annum at current levels of demand	
7	Implement Halloween Plan to combat social and environmental consequences of Bonfires.	Plan in place. Tonnage of materials collected	Q3-Q4 2016 - 2018	Halloween Plan successfully implemented in 2016. 420 tonnes of material removed Planning underway in conjunction with other depts. and stakeholders for 2017	
8	Organise Christmas tree collection service.	Tonnage of material collected.	Q1, 2016 to 2018	Christmas Tree Collection in place annually. 150 tonnes of trees collected in 2016/17	
9	Expansion in the use of the GIS system to manage illegal dumping incidents.	No of reports for illegal dumping incidences.	Q1, 2016	CRM Mapping facility in place	
10	Increase the number of handcarts to 10 in use in City Centre Streets (e.g. O'Connell St., Grafton St. and Henry St.)	No. in use by end 2016 versus 2015 figures.	2016 to 2018	Number of handcarts currently in use - 17	

11	Develop Litter Bin Policy including requirements for siting of bins and criteria for bin removal.	Achieved/Not Achieved.	Q4, 2016	Litter Bin Policy developed and reported to Litter Sub Committee. Criteria for siting and removal/relocation to be based on levels of demand and proximity to litter generators.	
12	Updated bin survey, including bins in parks to be completed.	Survey completed.	Q3, 2016	Updated bin survey underway in conjunction with Implementation of unique Identifier system for bins. North City Completed	
13	Installation of additional litter bins/dog fouling bins in or in close proximity to every enclosed Park within the City.	No. of bins installed.	Completed by Q2, 2016	Dog Fouling bins installed across city at green spaces, park entrances and high footfall dogwalking locations. 105 units installed to date	
14	Unique identifier placed on every litter bin in Dublin City Council area. To be updated on IT System, including removal or addition of new bin.	Achieved/Not Achieved.	2016-2018	Identifier tags designed and tested including QR code for customer reporting to CRM system. Installation underway. North City and City Centre Completed. QR codes active on all tagged bins. All tagged bins mapped and active on IT system.	
15	Bin maintenance regime to be developed for cleaning and painting of bins.	No. of bins cleaned per annum. No. of bins painted per annum.	Q3, 2016	Bin washing programme in place.	

16	Use advertising space on litter bins for anti-littering messages.	No. of bins displaying anti-littering messages.	Roll out Q3, 2016.Message changed every quarter	Signage developed on theme of illegal dumping to be rolled out to Central Area initially	
17	Continue maintenance programme for Bottle Banks.	Achieved/Not Achieved.	Q1, 2016	<p>Enhanced programme in place with closer coordination between Waste Management and service provider.</p> <p>Decorative wrapping of bottle banks to be trialled in 4 locations</p>	

Area : Partnership - To reduce litter by working with our citizens and communicate the litter prevention message.

18	Implement Team Dublin Clean-up on Saturday 26 th March.	No. of volunteers. Tonnage of litter collected. No. of clean-ups held in subsequent years.	26 th March 2016 2017 & 2018	Team Dublin Clean Up event held in 2016/2017. Planning for 2018 event to commence in Q4 2017	
19	Dublin City Council will facilitate community clean-ups with Residents Associations and community groups.	No. of clean-ups held.	Q2, 2016, 2017, 2018	Community Clean Up support is ongoing in conjunction with Area Depts. 614 clean ups supported to date in 2017	
20	Dublin City Council will continue to assist in the organisation and support of the City Neighbourhoods Awards.	No. of entries to City Neighbourhood Awards.	Q2, 2016, 2017, 2018	City Neighbourhoods Awards 2017 to took place on 21 st Sept Number of entries in 2017 - 287	
21	Continue to develop and roll out the Green Schools Programme to primary, post primary and third level institutions.	No. schools visited. No. of Green Schools	2016-2018	284 schools are taking part in the programme. 70 school visits completed in 2016.	

22	Greater engagement on social media regarding litter management issues. Greater use of social media to provide information about street cleaning across the city	No. of litter incidences reported via social media channels.	Q3, 2016	Not Yet Implemented	Q1 2018
23	Development of policy on responsible dog ownership.	Achieved/Not Achieved.	Q4, 2016	Policy is in place – Green Dog Walkers scheme is promoted at relevant events	
24	Introduce pre-programmed anti dog fouling audio messages at dog fouling blackspots and bring centres.	Dog foul survey before and after messages introduced.	Q3, 2016	Systems trialled at 3 locations	
25	Run local cinema and radio advertising on litter, dog fouling and Christmas tree campaigns.	No of campaigns rolled out.	Q2, 2016	Cinema Campaign run on Theme of Food Waste and Dog Litter in Q1 2016. Shopping centre Radio campaign run on theme of litter in Q1 2016	

Area : Enforcement – To use legislative framework to support the anti-litter campaign

26	Dublin City Council will review the Litter Wardens duties in order to meet the requirements of the new Litter Management Plan.	Review completed.	2016-2018	Ongoing.	
27	Continued use of CCTV surveillance and associated signage.	<p>No. of locations CCTV units used at.</p> <p>No. of fines secured.</p> <p>No. of prosecutions secured.</p>	2016-2018	<p>CCTV in use in several community bring centres and illegal dumping locations.</p> <p>284 Fines issued in 2016</p> <p>138 fines issued to date in 2017</p>	
28	Expansion of door to door enforcement campaigns across the city.	No. of campaigns completed.	2016-2018	Pilot projects in North Inner City and South Central Area completed.	

29	In conjunction with WEEE Ireland, Dublin City Council will facilitate WEEE collection days at specific locations across the City.	No. of days organised. Tonnage of waste collected.	Q3, 2016, 2017, 2018	WEEE Ireland no longer carry out collection days as all electronic retailers must now accept WEEE items for recycling. RecycleIT carry out door to door collections in the Dublin City area in cooperation with DCC	
30	Formulate and implement Citywide enforcement policy including the establishment of a citywide enforcement team.	Policy Implemented. Team Established	Q4, 2016	Policy has been formulated including step by step approach to establishing compliance levels	
31	Prepare submission on legislative requirements to support enforcement activities.	Submission Prepared	Q3, 2016	Discussion document prepared. Proposed Introduction of Regional Waste Bye Laws to enhance enforcement activities in 2018 Feedback on draft bye laws provided to Eastern Midland Waste Region	

