

**Environment and Transportation Department,
Block 2, Floor 6,
Civic Offices,
Dublin 8.**

Litter Management Plan 2016 -2018 Update Report - September 2018

The Litter Management Plan adopted in March 2016 contains four key objectives:

- 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.

The Plan was structured around three service delivery areas, Resources, Partnership and Enforcement. 31 objectives were set out to be delivered over the lifetime of the plan.

Resources

During the lifetime of the Plan the Waste Management Department has undergone significant change incorporating the introduction of new shift patterns that have delivered on the commitment to provide regular 7 day cleaning and litter management services to all areas reflecting the services provided to the city centre area.

A move from route based cleaning to areas based cleaning has been undertaken and is currently being refined further to ensure that resources are allocated adequately across all of the administrative areas.

Use of the Dublin City Council customer relations management system (CRM) has been enhanced to improve service delivery, accountability, and measurement of response times and levels of complaints in each administrative area. Approximately 16,000 service requests have been addressed to date in 2018.

Rationalisation of services at the 2 main depot locations north and south of the city at Collins Ave and Davitt Road has been completed including the complete redevelopment of the Davitt Road Facility.

The realignment of the Herzog Park recycling bring centre is underway.

Recruitment has been undertaken at all operational levels including the addition of 100 new recruits to general operative staff to ensure that agreed staffing levels are maintained to provide services. This is an ongoing process to offset retirements etc from the service.

160 new solar compactor bins have been introduced to the city following successful trials of this type of technology. Bin surveying and mapping has been completed and the introduction of quick response (QR) code reporting for bins requiring has been introduced.

	Objective	Status
1	Develop a cleaning strategy for suburban villages, including provision for weekend/out of hours service schedule.	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. Public Domain 7 over 7 shift is providing regular weekend services to all urban villages
2	Roll out of Cleaning Standards booklet to all Street Cleaning Staff.	Currently being rolled out to all incoming staff
3	Intensive street washing programme from April to October each year.	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.	Not yet implemented due to reorganisation of cleaning routes and schedules on an area basis
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.	Facility is available in conjunction with local area offices and is in use successfully in a number of locations on occasional and regular basis

6	Introduction of on line Bulky Waste Collection service. Request via Dublin City Council website.	Online bulky waste collection service is in place and working successfully. 1132 service requests completed in 2017.
7	Implement Halloween Plan to combat social and environmental consequences of Bonfires.	Halloween Plan successfully implemented in 2016 and 2017 420 tonnes of material removed in 2016 450 tonnes of material removed in 2017 Planning is underway in conjunction with other depts. and stakeholders for 2018
8	Organise Christmas tree collection service.	Christmas Tree Collection in place annually. 150 tonnes of trees collected in 2016/17 170 tonnes of trees collected in 2017/18
9	Expansion in the use of the GIS system to manage illegal dumping incidents.	CRM Mapping facility in place. It is intended to use this system to target enforcement actions for future initiatives.
10	Increase the number of handcarts to 10 in use in City Centre Streets (e.g. O'Connell St., Grafton St. and Henry St.)	Number of handcarts currently in use - 17
11	Develop Litter Bin Policy including requirements for siting of bins and criteria for bin removal.	Litter Bin Policy document developed and reported to Litter Sub Committee. The criteria for locating and removal or relocation of litter bins is based on levels of demand and proximity to litter generators. All requests for location and removal of bins are assessed on this basis.
12	Updated bin survey, including bins in parks to be completed.	Updated bin survey completed across city in conjunction with Implementation of unique Identifier system for bins.

13	Installation of additional litter bins/dog fouling bins in or in close proximity to every enclosed Park within the City.	Dog Fouling bins installed across city at green spaces, park entrances and high footfall dog walking locations as agreed with the Area Departments. Standard litter bins are also in place at many park entrances.
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.	Identifier tags designed, tested and installed. These include QR code for customer reporting to CRM system. All tagged bins mapped and active on IT system and the QR system is fully operational.
15	Bin maintenance regime to be developed for cleaning and painting of bins.	Bin washing programme in place.
16	Use advertising space on litter bins for anti-littering messages.	Limited use of bin advertising space has been implemented for anti dumping campaigns and to advertise the Team Dublin Clean Up. This will be enhanced during the lifetime of the next LMP
17	Continue maintenance programme for Bottle Banks.	Enhanced programme in place with closer coordination between Waste Management and service provider. All bottle and textile bank locations to be included in Area Based cleaning schedules for daily cleaning from Oct 1 st 2018.

Partnership

The Waste Management Department continue to work in close partnership with local communities and residents groups and Dublin City Council Area Departments to deliver services and support local environmental initiatives. Community clean ups are supported throughout the city on an ongoing basis.

The City Neighbourhoods competition is supported and promoted to reward active communities for the invaluable contribution they make to their environment and locality.

The national Pride of Place entries from Dublin City Council are coordinated and supported through the Department.

The Team Dublin Clean Up is now an annual event for the city and the department also supported the recent world clean up day activities in the city.

The Department continues to promote Local Agenda 21 grant funding to support workshops, educational activities and initiatives promoting sustainability and environmental awareness. The green schools programme is also supported.

18	Implement Team Dublin Clean-up on Saturday 26 th March.	<p>Team Dublin Clean Up event held in 2016/2017./2018 participation has increased annually.</p> <p>2018 event was held in conjunction with /Dodder Action Day / Canal Clean Up / Clean Coasts/ National Spring Clean.</p> <p>100 groups took part in the event in 2018.</p> <p>It is intended to build on the success of this collaborative approach in 2019</p>
19	Dublin City Council will facilitate community clean-ups with Residents Associations and community groups.	<p>Community Clean Up support is ongoing in conjunction with Area Depts.</p> <p>1909 clean ups supported in 2017</p> <p>1044 clean ups supported to date in 2018</p>

20	Dublin City Council will continue to assist in the organisation and support of the City Neighbourhoods Awards.	<p>City Neighbourhoods Awards 2017 to took place on 21st Sept</p> <p>Number of entries in 2017 – 287</p> <p>Number of entries in 2018 - 298</p>
21	Continue to develop and roll out the Green Schools Programme to primary, post primary and third level institutions.	<p>284 schools are taking part in the programme.</p> <p>70 school visits completed annually.</p> <p>Green Schools seminar held annually to promote programme</p>
22	<p>Greater engagement on social media regarding litter management issues.</p> <p>Greater use of social media to provide information about street cleaning across the city</p>	<p>Limited use of social media to promote initiatives such as:</p> <p>Team Dublin Clean Up</p> <p>City Neighbourhoods</p> <p>Awareness campaigns: Cigarette Litter / Disposable Coffee Cups</p> <p>Staff engaged in social media training to improve presence and increase usage over lifetime of next LMP</p>
23	Development of policy on responsible dog ownership.	The Waste Management Department support the Green Dog Walkers scheme. The scheme is promoted at relevant events. Currently examining how to promote the scheme to existing and new dog licence holders.
24	Introduce pre-programmed anti dog fouling audio messages at dog fouling blackspots and bring centres.	<p>This system has been used at 4 locations including bring centre locations and dog walking areas.</p> <p>Currently in use at Sundrive Rd bottle banks.</p> <p>Areas where the system can be used are limited due to noise disturbance. Effectiveness appears to decrease over time so usage will be considered for limited timeframes at problematic locations.</p>

25	Run local cinema and radio advertising on litter, dog fouling and Christmas tree campaigns.	<p>Cinema Campaign run on Theme of Food Waste and Dog Litter in Q1 2016.</p> <p>Shopping centre radio campaign run on theme of litter in Q1 2016</p> <p>Food waste campaign run in cinemas in Q4 2017.</p> <p>Public awareness campaigns run on social media and out of house advertising on issues of cigarette litter and disposable coffee cups.</p>
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Enforcement

The use of CCTV has continued and expanded in certain locations.

Door to door compliance campaigns have been undertaken as have specific enforcement activities surrounding compliance with waste and litter bye laws. Dog fouling patrols and illegal dumping investigations have also been ongoing over the lifetime of the plan.

The proposed new Waste Bye Laws will provide scope for improving enforcement of the requirement to take part in a waste collection service.

The department has been involved in the Department of Communications, Climate Action and Environment Anti Dumping initiatives and the SMART Dublin/Enterprise Ireland Small Business Innovation Research (SBIR) projects both directed at targeting the issue of illegal dumping.

The department is currently examining the illegal dumping issue as part of the Dublin City BETA city challenge initiative.

26	Dublin City Council will review the Litter Wardens duties in order to meet the requirements of the new Litter Management Plan.	Review of litter enforcement activities was initiated in 2018 and is ongoing.
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27	Continued use of CCTV surveillance and associated signage.	CCTV continues to be used in several community bring centres and illegal dumping locations throughout the city.
28	Expansion of door to door enforcement campaigns across the city.	<p>Pilot projects in North Inner City, South Central Area, North West and North Central have been completed.</p> <p>Expansion of the use of this type of enforcement action is envisaged using the provisions of the proposed new Waste Bye Laws.</p>
29	In conjunction with WEEE Ireland, Dublin City Council will facilitate WEEE collection days at specific locations across the City.	<p>WEEE Ireland no longer carry out collection days as all electronic retailers must now accept WEEE items for recycling.</p> <p>RecycleIT carry out door to door collections in the Dublin City area in cooperation with DCC</p>
30	Formulate and implement Citywide enforcement policy including the establishment of a citywide enforcement team.	An enforcement policy has been formulated including step by step approach to establishing compliance levels and carrying out enforcement.
31	Prepare submission on legislative requirements to support enforcement activities.	<p>Discussion document prepared on legislative issues relating to litter enforcement.</p> <p>Feedback on draft bye laws provided to Eastern Midland Waste Region on formulation of new Waste By Laws</p> <p>Draft Waste Bye Laws public consultation period recently completed.</p>

Key Performance Indicators

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.

National Litter Pollution Monitoring System

Grading	2016	2017
Unpolluted by Litter	10.70%	13.30%
Slightly Polluted by Litter	55.35%	53.30%
Moderately polluted by Litter	26.50%	25.40%
Significantly polluted by litter	7%	7.40%
Grossly Polluted by Litter	0.30%	0.40%

Enforcement Data

2016	Litter Pollution Act	Bye Laws	2017	Litter Pollution Act	Bye Laws
Issued	1666	191	Issued	1418	344
Paid	656	129	Paid	601	174
Successfully Appealed	268	21	Successfully Appealed	191	44
Settled Out of Court	53	6	Settled Out of Court	43	3
Successful Convictions	78	2	Successful Convictions	75	3
Dismissed	3	0	Dismissed	3	0
Did Not	608	33	Did Not Proceed	505	120

Proceed					
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Future Planning

The Waste Management Department are in the process of gathering data to carry out a final review of the current Litter Management Plan and begin to prepare the Draft Litter Management Plan 2019 – 2021 which will be brought to this committee for consideration. Any outstanding items not achieved during the lifetime of the 2016 plan will be carried over into the new plan where they remain relevant.