

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

6th April 2022.

**To Each Member of the
Climate Action, Environment & Energy Strategic Policy Committee**

Litter Management Plan 2020 – 2022,

Adopted Jan 2021

Progress Report – April 2022

The overall aim of the Litter Management Plan 2020-2022 is to:

- Improve the standard and consistency of cleanliness throughout the city for residents, businesses and visitors.
- Continue the successful initiatives, projects and operational activities that have been implemented over the lifetime of previous litter management plans.
- Seek improvements in all aspects of service delivery.
- Reduce litter by working with our citizens to make Dublin a better environment for all.
- Communicate the litter prevention message throughout Dublin City.
- Ensure that there is an effective and efficient street cleaning operation in place throughout the City.
- Use all available enforcement options under the Litter Pollution Acts 1997-2009 and the Bye Laws to prosecute litter offenders whenever possible.

The Covid pandemic has had an impact on the implementation of the plan – from reduced service levels due to POD working along with unprecedented levels of outdoor socialising. Spring/Summer 2021, Waste Management Services adapted and responded quickly by providing additional infrastructure, providing additional service to support hotspots and increased power washing in the city centre.

The Plan is structured around three service delivery areas, Resources, Partnership and Enforcement. 35 objectives are set out to be delivered over the lifetime of the plan.

Resources Overview:

- Dublin City Council customer relations management system (CRM) received in excess of 33,000 service requests for Waste Management services responded to in 2021.
- 357 solar compactor bins are in service across the city streets. Addition of 35 in 2021. Bin QR code reporting has been fully rolled out. Complete quantity of bins now 3352 (Jan 22) a 5% increase on January 2021. 60 Recycling on the go bins (Cirlcecity) are in operation. Awaiting final report, including compliance levels.
- Upgrade of fleet across all vehicle types ongoing during the lifetime of the plan
- POD systems remained in place for the duration of 2021 - April 2022 will see the removal of POD systems. This is now in place.
- Composting of collected leaves and Christmas trees saw 899 tonnes collected in 2021. Awareness campaigns supported with a bilingual "how to" guide was commissioned, shared on social media during 2021 to encourage collection and home mulching, a leaf mould display has been installed at Oscar Traynor Road Bring Centre.
- In 2021, 12 new staff were recruited into Waste Management. New staff were assigned to cleaning crews dealing with outdoor socialising during the pandemic, South William Street, Temple Bar, Portobello ensuring high levels of litter were removed quickly on a daily basis.
- Public Domain teams provided 238 days supporting local community clean up activities
- Online Cleaning Schedule live for 2022.

	Objective	Status
1	Advertise and extend on demand street cleaning service to facilitate cleaning in cooperation with residents' groups arranging for removal of parked cars	238 Days of specific cleaning crew dates given to Area Offices in 2021 to assist specific local cleaning days. A similar number of dates are planned for 2022
2	Extend QR Code customer service system to all Dublin City Council Bottle and Textile Bank sites	QR program to be addressed in 2022 pending availability of resources and engagement with operators Painting Programme in place to upgrade banks
3	Trial use of sensor technology in Bottle / Textile banks	Talks with potential supplier took place in early 2021. No further progress due to lack of available resources. Requirement for electronic monitoring included in tender request documentation to be published in Q2 2022.

4	Ongoing bin replacement and upgrade programme	5% increase in 2021 Segregation through Circlecity Q1/2 additional 80 larger capacity units
5	Trial the use of compartmentalised waste and recycling bins at selected public spaces.	Circlecity Phase 2 launched 2021 Review contamination and future scope, operationally ongoing Policy on Bin provision and segregation Q2 2022
6	Introduce a composting programme to investigate potential to ensure all leaves collected are used to produce compost. Compost to be made available to the public at bring centres where feasible.	740 Tonnes Leaves and 159 Tonnes Christmas Trees collected in 2021 Compost available at Rathmines Bring Centre
7	Introduce and manage an online resource to provide information on street cleaning schedules	Service has gone live 2022
8	Continue to provide graffiti and chewing gum removal services	Contract in place and service acceptable In house graffiti team working well
9	Seek to include in the Dublin City Development Plan a requirement for all new residential and commercial developments to include appropriate space for provision of recycling infrastructure	Provision included in the Draft Dublin City Development Plan
10	Carry out public consultation to seek additional locations for recycling infrastructure in the city	Work commenced on developing consultation programme
11	Continue to provide and enhance Open Data on waste management services	Ongoing work in conjunction with Smart Cities

Partnership Overview

- Waste Management continues to work in close partnership with local communities, residents groups and Dublin City Council Area Offices 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. Throughout Covid this was supported locally through the Area Offices. This will resume centrally in 2022 with an awards night planned for Q3.
- The National Pride of Place entries from Dublin City Council were coordinated and supported remotely through the Department of the Environment, Climate and Communications throughout Covid.
- The Team Dublin Clean Up is now an annual event for the city and was expanded to include the 4 Dublin local authorities, An Taisce and the canals and waterways groups. Waste Management also supported world clean-up day activities in the city.
- Waste Management manages the CEAF grant funding to support workshops, educational activities and initiatives promoting sustainability and environmental awareness. The green schools programme is also supported.
- Bagbin Trial is progressing and full report is planned to be delivered mid-year.
- Information on litter management services offered by DCC has been shared on DCC Waste Management Services dedicated social media (@DubCityEnviro). 1,210 tweets published in 2021, up 72% on 2020, impressions of over 5m up 131% on 2020

	Objective	Status
12	Develop and implement a 'communications plan'	Monthly internal comms meeting, press support Halloween/outdoor socializing, Corporate clean ups, ALAGS grant usage, Love this place – Leave no Trace
13	Seek to foster greater engagement with the community on topics of environmental concern	Information on litter management services offered by DCC has been shared on DCC Waste Management Services dedicated social media (@DubCityEnviro). 1,210 tweets published in 2021, up 72% on 2020, impressions of over 5m up 131% on 2020
14	Investigate trial of incentivised reward schemes for recycling / anti-litter initiatives	Engaged with Voice Ireland around awareness creation of DRS system, via Circlecity and events

15	Strengthen Internal communication between departments	Collaboration across department well recognised, Enforcement, City Recovery, Area Offices, Roads, Halloween key bridge with all stakeholders. Monthly comms meeting, Smart Cities and Beta projects all links our services together.
16	Introduce a portal or set of webpages on the Council website, with centralised litter management data included up-to-date statistics, mapping, and information on littering	Training scheme in place to provide skills for updating website New Online cleaning schedule live Citizen Hub will encompass all service requests and give scope for future data sharing, complaints and service requests
17	Continue to develop and roll out the Green Schools programme to Primary and Post Primary Schools	75 virtual visits completed for 2021. Green School teachers information seminar held in November. 263 schools registered on the GS Programme in 2021/2022 school year
18	Continue to expand success of Dublin Community Clean Up Day	2021 September over 10 days. Strong participation and solid plans, media engagement and launch
19	Develop liaison with primary and secondary schools on litter education including providing an updated Litter Education Packs to schools	Not yet implemented, Picker Pals programme delivered anti-litter education to 82 schools, reaching 2,300 children
20	Facilitate Community Clean Ups with Residents Associations and community groups.	5000 Clean ups supported
21	Create awareness campaign to encourage citizens to reduce use of single use plastics.	Awareness Campaign was created for social media to highlight EU Waste Prevention Week. This campaign focused on options to reduce and reuse in Dublin city. Free conscious Christmas webinars were held in December in collaboration with the Sustainable Life School. A Christmas Stop Food Waste social media campaign ran in December.
22	Develop and implement initiative targeting to local businesses to replace single use plastics with sustainable alternatives.	The LEO and ERMWO ran a MODOs circular economy training programme for micro, small and medium size enterprises.

23	Phase out single use Plastics at all Dublin City Council offices and facilities.	A deposit return scheme for cups was introduced in the civic offices in 2018 in to provide an effective solution for single use cups.
24	Develop clear, unambiguous strategy informing the public that bagged dog litter can be disposed in any litter bin	Posters were placed in litter bins in areas in the city that were regarded as litter hot spots in relation to dog fouling in 2021 Q1 2022 Poster competition Combined approach Gardai and Wardens working through project and implementation
25	Continue to run advertising campaigns on litter, dog fouling and illegal dumping.	Dog fouling campaigns ran in 2020 and 2021. DCC joined the Love this Place, Leave No Trace campaign 2021. Bottle/Clothes bank campaign Q1 2022 Love this place 2022
26	Collaboration with all relevant stakeholders to carry out clean-ups of waterbodies in the city's jurisdiction.	DCC collaborate with stakeholders to carry out clean-ups of waterbodies in the city's jurisdiction by providing equipment and collection bags after clean-ups.
27	Collaboration with businesses surrounding the docklands to collect litter removed from the River Liffey.	Marine litter project part funded and report received.

Enforcement Overview

- The use of CCTV has continued for the prevention and control of litter primarily in bring centre and clothes and bottle bank locations.
- Door to door compliance campaigns have been curtailed due to Covid 19 internal health and safety advice. Dog fouling patrols and illegal dumping investigations have also been ongoing over the lifetime of the plan.
- New Litter Warden Manager appointed 2021.
- Restructure of Litter Warden Service progressing

	Objective	Status
28	Concentration of resources on areas where litter incidences are particularly prevalent.	914 fines issued in 2021, 481 fines paid, 311 Prosecutions initiated.
29	Coordination with other enforcement bodies, particularly An Garda Síochána.	Halloween saw a successful collaboration with An Garda Síochána. Plans to support other initiatives being worked through to support enforcement activities.
30	Continue successful Halloween Response Actions.	In place 2021 complete and positive result 533 tons, CRM drops and bonfires reduced
31	Continue the use of CCTV surveillance and associated signage.	CCTV surveillance and associated signage in place at 7 locations. Fines continue to be issued and legal proceedings continue.
32	Investigate households who are not serviced by a registered waste provider	Household visits curtailed in 2021 on Covid H&S advise
33	Complete Reorganisation of Litter Warden Service	Work in Process
34	Devise and implement a strategy engaging with tenants of multi-occupancy buildings to ensure compliance with waste and littering laws.	Engage and plan with Litter enforcement and waste enforcement strategy.
35	Carry out review and update of Litter Prevention and Control Bye Laws.	Q2 2022, Initial Bye Law review meeting planned.

Key Performance Indicators

The Litter Management Plan makes references to Key Performance Indicators to be used over the lifetime of the plan. These include enforcement data annually and performance in national surveys.

- +5000 litter patrols carried out in 2021

- National Litter Pollution Monitoring System

Grading	2019	2020
Unpolluted by Litter	11.3%	22.4%
Slightly Polluted by Litter	54.5%	51.6%
Moderately polluted by Litter	29.1%	19.6%
Significantly polluted by litter	4.8%	5.5%
Grossly Polluted by Litter	0.30%	0.9%

- Street Grading: 2227 surveys conducted in 2021.

	Grade A	Grade B	Grade C	Grade D
Rating	1609	149	469	0

- Fines Issued

Fines Issued	2019	2020	2021
Total issued	820	763	914

Future Planning

As the plan was adopted in Jan 2021, Waste Management Services will continue to implement objectives for the remainder of 2022 and 2023 to allow the 3 year cycle to run. Early 2023 Waste management will commence review of the plan and initiate drafting new plan. This will allow for the plan to sit in conjunction with Regional Waste Plans and circular economy detail when imbedded.

2022 Progress will be reported by March 2023.

Richard Whelan
Administrative Officer