

Litter Management Plan Progress Report 2023,

Plan Adopted Jan 2021

Progress Report – January 2024

Dublin City Councils current Litter Management Plan is at the end of its 3 year life cycle. Plan was adopted in January 2021 and ongoing implementation has completed over this time period. The below is a report and progress of the current plan over the last 12 months.

2024 will see the drafting of a new Litter Management Plan encompassing litter objectives from the new National Waste Plan for the Circular Economy, CCTV codes of practice and deposit return scheme

The overall aim of the Litter Management Plan 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 Current 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 new citizenhub platform is now fully in place and receiving in excess of 30,000 service requests for Waste Management services responded to in 2023.
- 379 solar compactor bins are in service across the city streets. Bin QR code reporting has been fully rolled out. Complete quantity of bins now 3403 (Jan 24) increasing year on year. 60 Recycling on the go bins (Circlecity) are in operation which will change to standard recycling. Characterisation studies and contamination reviews will be planned.
- Segregated collections for leaf and Christmas trees continues
- Online Cleaning Schedule live since 2022 and ongoing operational review in progress.

	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	Sweep my Street and Online cleaning schedule launched with ongoing review
2	Extend QR Code customer service system to all Dublin City Council Bottle and Textile Bank sites	Not achieved 2023, further engagement with operators and capability and servicing improvements Painting Programme in place to upgrade banks
3	Trial use of sensor technology in Bottle / Textile banks	Talks with potential supplier took place. No further progress due to lack of available resources. Requirement for electronic monitoring included in tender required
4	Ongoing bin replacement and upgrade programme	Year on Year increase total count 3403 bins with significant refurbishments and replacements in 2023. 379 of which are solar compactors. Capacity improvements with DRS
5	Trial the use of compartmentalised waste and recycling bins at selected public spaces.	Circlecity Scheme of 60 can and bottle bins will change to standard recycling bins early 2024. A review of contamination and future scope progressed.
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.	Segregated collections for leaf fall and Christmas tree collections are in place. 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	In house graffiti team working well and supplemented by contractors for specialised services
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 drafting of Dublin City Development Plan
10	Carry out public consultation to seek additional locations for recycling infrastructure in the city	Completed Oct 2023 through Your Dublin Your Voice, over 1000 submissions. Recycling infrastructure supported the recycling of 20000 tonnes of material in 2023
11	Continue to provide and enhance Open Data on waste management services	Ongoing work in conjunction with Smart Cities, Solar compactors and data analytics

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, 300 entries in 2023.
- The All Ireland Pride of Place Awards were hosted and coordinated by Dublin City Council in 2023
- The green schools programme and Picker Pals continues to be supported.

	Objective	Status
12	Develop and implement a 'communications plan'	Monthly comms meeting set up, press support and collaboration internally: Halloween, Leaf Fall, Community Clean ups, Corporate clean ups, ALAGS grant usage, Leave no Trace
13	Seek to foster greater engagement with the community on topics of environmental concern	Recycling Infrastructure Consultation 2023. Social media engagement

14	Investigate trial of incentivised reward schemes for recycling / anti-litter initiatives	Anti- Litter/Anti- graffiti departmental grant is used to fund awareness and education schemes. Anti-Dumping Initiatives grants completed 9 projects across all areas in 2023. National Deposit return scheme will support a potential change in litter habits across the country. Early awareness of DRS was part of Circlecitey scheme and in conjunction with Voice Ireland
15	Strengthen Internal communication between departments	Collaboration across departments and stakeholders, Enforcement, City Recovery, Area Offices, Roads, Halloween key bridge with all stakeholders
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	New Online cleaning schedule live CitizenHub reporting 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	The programme focused on long term education with each of the nine flags taking two years to achieve. In the 2022-23 school year, 56 schools received new flags in total. Litter and waste is the first flag a school can achieve. In the 2022-23 school year, 7 obtained a flag for Litter and Waste.
18	Continue to expand success of Dublin Community Clean Up Day	Strong participation and solid plans, media engagement and launch. 2023 saw circa 1000 bags of litter collected and 80 groups involved
19	Develop liaison with primary and secondary schools on litter education including providing updated Litter Education Packs to schools	Since 2019, 273 classrooms from 143 different schools within Dublin City have taken part. In 2022-23, 131 classrooms took part. Waste Management procured the Rubbish Film Festival educational programme for the 2022/23 academic year. Each school produced a video about a chosen environmental topic. The programme was funded through the Anti-Litter Anti-Graffiti Grant. The programme was trialled in fifteen secondary schools within Dublin City.
20	Facilitate Community Clean Ups with Residents Associations and community groups.	4529 Clean ups supported in 2023 and the introduction of clear community bags.

21	Create awareness campaign to encourage citizens to reduce use of single use plastics.	<p>In 2022 awareness campaigns were 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 collaboration with the Sustainable Life School. A Christmas Stop Food Waste social media campaign ran in December.</p> <p>2023 – Waste Mgt procured a facilitator to deliver circular economy workshops to secondary schools within DCC in 23/24. DCC supported the international Circular Economy Hotspot 2023. National Campaign on Ireland's Deposit Return Scheme. Re-turn goes live from 1 February 2024. From that date, everyone who returns undamaged bottles and cans with the Re-turn logo is helping to reduce single-use, litter and increase recycling rates.</p>
22	Develop and implement initiative targeting 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 within the life of the plan. Modos continues to be rolled out In 2023/24. This circular economy training course from the Regional Waste Planning Office with Economic Development provides business with the knowledge to implement effective sustainability strategies.
23	Phase out single use Plastics at all Dublin City Council offices and facilities.	A deposit return scheme for cups was trialled 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. 2022 Poster competition. 2023 Combined approach Gardai and Wardens pilot enforcement. Behavioural Study also completed in conjunction with Leave no Trace. Additional signage supported in areas reported.
25	Continue to run advertising campaigns on litter, dog fouling and illegal dumping.	<p>Dog fouling campaigns ran in 2020 and 2021. DCC joined the Love this Place, Leave No Trace campaign 2021.</p> <p>Bottle/Clothes bank campaign Q1 2022</p> <p>Love this place 2022 and 2023</p>
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 2021. Dublin Community clean up continues to support organisations and water groups along with area office and dockland support.
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Enforcement Overview

- The use of CCTV in community bring centres and areas where illegal dumping is prevalent has been suspended until such time as the legislation has been commissioned and a new contract for a service provider is in place
- Door to door compliance campaigns have been in place with Litter enforcement and Area Offices in areas of concern with 1659 correspondences.
- Dog fouling patrols and illegal dumping investigations have also been ongoing over the lifetime of the plan.
- New nightshift Litter Warden appointments due 2024.

	Objective	Status
28	Concentration of resources on areas where litter incidences are particularly prevalent.	1197 Litter pollution fines issued in 2023, 397 Bye Law fines issued
29	Coordination with other enforcement bodies, particularly An Garda Síochána.	Halloween saw a successful collaboration with An Garda Síochána, waste enforcement and internal departments in the reduction of bonfire materials available.
30	Continue successful Halloween Response Actions.	In place 2023 complete and positive result, bonfires reduced
31	Continue the use of CCTV surveillance and associated signage.	The use of CCTV in community bring centres and areas where illegal dumping is prevalent has been suspended until such time as the legislation has been commissioned and a new contract for a service provider is in place.

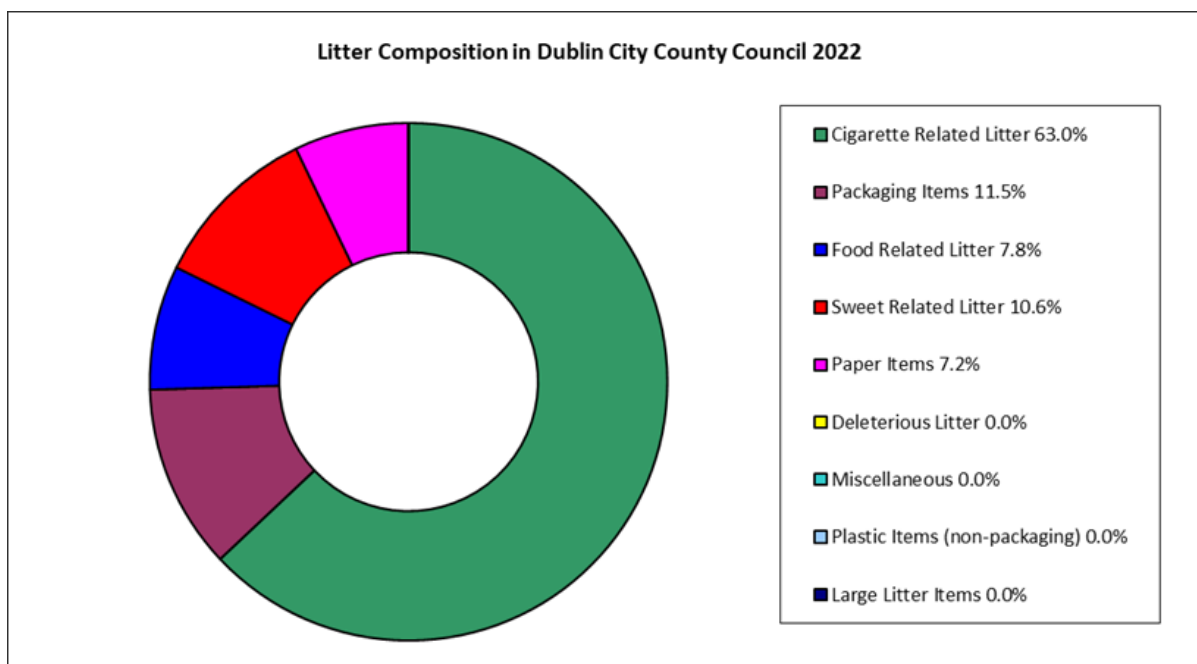
32	Investigate households who are not serviced by a registered waste provider	Household visits curtailed in 2021 on Covid H&S advice. 2023 has seen compliance campaigns and waste surveys across Dublin City.
33	Complete Reorganisation of Litter Warden Service	Litter Warden Manager in place and night shift warden presence due for the city centre 2024
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.	Reviewed 2022 by Litter Office

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 2023
- National Litter Pollution Monitoring System

Grading	2019	2020	2021	2022
Unpolluted by Litter	11.3%	22.4%	17.7%	10.8%
Slightly Polluted by Litter	54.5%	51.6%	46.9%	56.2%
Moderately polluted by Litter	29.1%	19.6%	27.1%	26.7%
Significantly polluted by litter	4.8%	5.5%	7.5%	5.7%
Grossly Polluted by Litter	0.30%	0.9%	0.8%	0.7%



- Street Grading: 757 surveys conducted in 2023, review and revision of service commencing Q1 2024

	Grade A	Grade B	Grade C	Grade D
Rating 2023	70%	20%	10%	0

Fines Issued	2019	2020	2021	2022	2023
Litter Fines	820	763	914	806	1197
Bye-Law Fines	111	253	143	132	397
Total	931	1016	1057	938	1594

Future Planning

As the current Litter Management Plan was adopted in Jan 2021, **2024 will see the drafting of a new Litter Management Plan encompassing Litter objectives from the new National Waste Plan for the Circular Economy, CCTV codes of practice and deposit return scheme potential impacts and opportunities.**

In accordance with Litter Pollution Act 1997 Section 10, local authorities must prepare and adopt a Litter Management Plan in respect of its functional area which is reviewed, amended or replaced every 3 years.

Formulation of the New Plan will involve:

1. Internal Consultation: Key Stakeholders

- 1.1. Key Stakeholders: WMS Operations. Area Offices, Parks, WERLA, Litter Office, RMWPO, Waste Enforcement
- 1.2. Review previous plan,
- 1.3. Draw out ideas

2. Drafting the Plan:

- 2.1. Background research, data, results, fines, internal consultation
- 2.2. Review of current Plan
- 2.3. Draft plan and local review

3. Statutory Consultation

- 3.1. Draft Plan approved by Climate SPC and full council for the statutory phase of Public Consultation to commence
- 3.2. Consultation media advertisement and display inviting submissions
- 3.3. Results of consultation reviewed through Special meeting of SPC

4. Review and Publish the Plan

- 4.1. Review and amend based on submissions
- 4.2. Adoption at full council