

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

23rd November 2016.

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

Litter Management Plan 2016 – 2018 Update

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. An update on each of these objectives is provided in the table below. In addition to these objectives the plan mentions a number of other areas where Dublin City Council seeks to make improvements to the management and reduction of litter in the city. These include the management of graffiti, combating the issue of dog fouling, the use of technology and the promotion of recycling.

Additional initiatives undertaken to date in 2016 that are not covered within the objectives set out in the Litter Management Plan include:

- **Anti Graffiti Animated Video**
Produced in cooperation with the South East Area Dept to combat the practice of tagging.
The video is aimed children in the primary school age group and is due to be launched in October 2016
- **Graffiti Removal Framework**
A new framework agreement has been put in place for the provision of graffiti removal services.
- **Trial of Segregated Bins**
An initial trial of on-street segregated bins is due to begin before the end of Sept. 2 units with 3 waste stream receptacles will be trialled at high use locations in the north and south city centre at South King Street and Wolfe Tone Park.
- **Smart Bin Technology**
2 trials of smart bin technology are taking place within the city. In the South East Area 52 smart bin units have replaced bins on 2 routes to assess their suitability and increased efficiencies.
A further trial is due to commence shortly in the North West Area with the replacement of 20 bins with an alternative smart bin design

- **Dog Fouling Enforcement Campaign**

An enforcement campaign is underway across the city targeting enforcement of section 22 of the Litter Pollution Act. Area Office staff and Litter Wardens are carrying out enforcement patrols in green areas in cooperation with Local Gardai.

The Litter Management Plan also references the Key Performance Indicators to be used over the lifetime of the plan. This includes enforcement data annually and performance in 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 Targets 2016

Percentage of area unpolluted by litter	20%
Percentage of area slightly polluted by litter	50%
Percentage of area moderately polluted by litter	20%
Percentage of area significantly polluted by litter	10%
Percentage of area grossly polluted by litter	0 %

IBAL

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

The most recent results indicate that Dublin City continues to make progress in problematic areas of the North Inner City and that the City Centre has been returned to the Clean To European Norms standard.

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 is also underway in the Ballymun area following its recent inclusion in the areas surveyed.

NIC Sept 2014	
3	A
9	B
10	C
3	D

NIC Sept 2016	
10	A
7	B
5	C
3	D

An analysis of the results of the North Inner City Surveys shows that this approach has been effective 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.

DICK BRADY
ASSISTANT CHIEF EXECUTIVE

Overall objective is to ensure the provision of an effective and efficient street cleaning operation.

	Objective	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 / powerwashing of areas has begun	
2	Roll out of Cleaning Standards booklet to all Street Cleaning Staff.	No. of cleaning staff who received booklet.	Q2, 2016		Q4 2016

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		Q2 2017
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	Successful trial held. Management of request system being finalised	Q4 2016
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 210 collections have taken place to date	

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 currently being finalised in cooperation with other Depts. Waste Management to provide on call service to Area Depts for removal of Bonfire Materials in advance of Halloween	
8	Organise Christmas tree collection service.	Tonnage of material collected.	Q1, 2016 to 2018	162 Tonnes collected in Q1 2016	
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 - 8	

11	Develop Litter Bin Policy including requirements for siting of bins and criteria for bin removal.	Achieved/Not Achieved.	Q4, 2016		
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	
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 trialled in 5 areas. Tender being prepared for supply of 200 units for installation across city	Completed Q1 2017
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 due to commence Oct 2016	

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 and commenced in North West and South Central Areas	
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 and single collection days to be rolled out to Central Area initially Winner of City Neighbourhoods schools competition will design Q4 poster (Appendix 1)	
17	Continue maintenance programme for Bottle Banks.	Achieved/Not Achieved.	Q1, 2016	Enhanced programme being put in place with closer coordination between Waste Management and service provider. Decorative wrapping of bottle banks to be trialed in 4 locations - Oct 2016	

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 held 26th March. 2,000 volunteers 15 tonnes of litter collected	
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 areas. Leaf Fall collection service being advertised and promoted for Autumn 2016 (Appendix 2) 250 clean ups supported to date in 2016	

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 to take place on the 29th September Number of entries in 2016 – 280	
21	Continue to develop and roll out the Green Schools Programme to primary, post primary and third level institutions.	No. schools visited No. Green Schools	2016-2018	80 school visits have taken place to date in 2016 205 schools are taking part in the programme 155 primary / 50 post primary	
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		Q1 2017
23	Development of policy on responsible dog ownership.	Achieved/Not Achieved.	Q4, 2016		Q2 2017

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	<p>System has been in use at 3 bring centre locations to date with successful outcomes at 2 locations. Current location is ongoing</p> <p>System trialled at 1 dog fouling location with limited success.</p>	
25	Run local cinema and radio advertising on litter, dog fouling and Christmas tree campaigns.	No of campaigns rolled out.	Q2, 2016	<p>Cinema Campaign 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>Further campaigns planned for Q4 2016</p>	

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		
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 currently in use at seven bring centres and 2 other pilot locations.</p> <p>162 fines issued to date</p> <p>350 warning notices issued</p>	
28	Expansion of door to door enforcement campaigns across the city.	No. of campaigns completed.	2016-2018	<p>Pilot project in North Inner City being developed to maximise compliance.</p> <p>A number of initiatives undertaken to assess initial levels of compliance in the Area Depts.</p>	

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		Q1 2017



CCTV IN OPERATION

**DUMPERS...
WE'RE WATCHING,
WE'RE PROSECUTING.**

**REPORT ILLEGAL DUMPING
TO THE LITTER HOTLINE 1800 251 500**



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council

#keepdublinclean
with the Clean Dublin Team

NO **ILLEGAL** **DUMPING**

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THURSDAY ONLY

REPORT ILLEGAL DUMPING

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Did you know?

Dublin City Council Neighbourhood Leaf Collection Service

Dublin City Council collects hundreds of tonnes of fallen leaves from the City Streets each Autumn. Main thoroughfares and arterial routes into the city are cleared on an ongoing basis during this time.

In residential areas where it is not possible to provide the same frequency of service many residents groups, associations and individuals get involved in helping to manage their own areas by carrying out leaf clearing initiatives.

Dublin City Council provides bags and equipment to these groups and removes all of the collected bagged leaves free of charge.

To arrange for collection of the bags
visit: www.dublincity/XXXXXXXXXXXX
call: (01)222 2222 or
email: customerservices@dublincity.ie



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