

# **Dublin City Council Draft Litter Management Plan 2020-2022**



***Working Together to Keep Dublin Clean***

### **Acknowledgement**

**Dublin City Council wishes to acknowledge and thank the individuals, organisations, elected members and staff who contributed in the preparation of this Litter Management Plan during the consultation and review process. A broad range of views were received by Dublin City Council through the statutory consultation period held in xx of 2020.**

**We engaged the services of Patel Tonra Ltd., Environmental Solutions, to assist us in the preparation of this important plan for the City. Patel Tonra Ltd. worked closely with the Waste Management Department team to produce a Litter Management Plan based on a practical, feasible and effective way forward to deliver a clean European Capital City.**

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## **1. Introduction**

### **1.1 Our City**

Dublin is a vibrant, modern city, of huge cultural and historical significance. It is the economic centre of the Country, with a diverse geographical landscape, including a coastline stretching from Clontarf to Sandymount within Dublin Bay. Dublin City Council is the largest Local Authority in Ireland, the council provides a wide and varied range of services to the citizens of Dublin City (population in excess of 500,000), to businesses and to visitors to the city. Dublin City Council is responsible for the social, economic, infrastructural and cultural development of the city.

Litter management in Dublin City is primarily the responsibility of the Waste Management Department. Services include street sweeping and cleaning, litter management, provision of litter bins, street washing, graffiti and chewing gum removal, provision of recycling facilities, community engagement, education and enforcement.

The department has operational depots on the north and south of the city and 9 bring centres facilitating community recycling. There are 84 bottle and textile bank locations throughout the city and the network of recycling infrastructure is completed with 2 civic amenity recycling facilities. Street Cleaning activities are carried out 365 days of the year and are provided on a 24 hour basis in the city centre.

The Waste Management Department removes approximately 18,000 tonnes of litter and street cleaning waste annually and has a network of almost 3,200 litter bins. In excess of 2,200 tonnes of mixed dry recyclables are collected at bring centres annually and over 9,000 tonnes of glass is recovered through the network of bottle banks, almost 1,000 tonnes of green waste is recycled for composting each year. A further 4,500 tonnes of recycling of various waste streams are recovered through the 2 Civic Amenity recycling facilities.

The objectives of the Waste Management Department are set out in the table below.

- Ongoing review of street cleaning operations to ensure optimum use of resources.
- Focus on continued improvements in Irish Business Against Litter (IBAL) and National Litter Pollution Monitoring System (NLPMS) survey results, specifically in relation to the issue of illegal dumping.
- To ensure that a value for money service is delivered in all aspects of recycling.
- Commence implementation of the Litter Management Plan for 2020- 2022.
- Implementation of the recently amended Bye Laws for the Storage, Presentation and Segregation of Household and Commercial Waste.
- Continue to implement trials of smart systems and enhance the use of technology in the area of street cleaning
- Ongoing review of fleet operations.
- Utilisation of GPS on fleet to analyse route information.
- Continue initiatives to combat the issue of dog fouling.
- Continued enforcement of Litter Pollution Acts.
- Continued enforcement of the Bye-laws for the Prevention and Control of Litter.
- Continue to promote and develop projects within DCCA&E Anti-Dumping Initiative.
- Develop awareness campaigns to combat specific litter and recycling/refuse issues.
- Improved power washing of urban villages and key locations.

**Litter Management in Parks and Public Open Space.**

The Parks and Landscape Services Department also provide significant litter management services to the city's green spaces, beaches and environs. In 2018 the department disposed of in the order of 2,264 tons of waste materials. This derived from the following operations and activities:

- Servicing 341 bins located in Parks and fortnightly maintenance schedules for parks, open spaces, road environs and margins, carried out by a combination of direct labour and contracted services, where litter and dumped material is collected.
- Halloween. Disposal of material pre and post event
- St Annes Park (37 bins), the Bull Island and Dollymount Beach provided 156 tons of waste material in 2018. This includes waste that derives from fly-tipping on the island and The Bull Island Action (volunteer) Group who carry out monthly clean-ups on the island.
- Dollymount Beach is maintained to a 'Blue Flag' standard so three weeks prior to the bathing season (which commences 1<sup>st</sup> June) the beach is mechanically raked from 6.00am each morning, along with a litter pick. This operation is carried out seven days a week throughout the bathing season until 15th September each year. Fifty 'barrel bins' are put in place to accommodate the waste that derives from the use of the beach during the summer months (reduced to 8 bins during the winter months) as well as 2 solar bins on the North Wall.

The Waste Management Department maintain bins along the seafront promenades at Sandymount and Clontarf and co-operate with the Parks Service in terms of monitoring the best placement of public litter bins to coincide with entrances to parks and open spaces where feasible.

The Parks Service has introduced fifty solar compactor bins in 2019 and these are located throughout city parks where there is a significant weekend usage.

Complaints in relation to litter are continuously monitored and if there are requests for additional bins in parks, each request is considered based on a local needs assessment.

## **1.2 Preparing the Plan**

For the 2019-2021 Litter Management Plan, Dublin City Council decided to take a streamlined and focused approach to its preparation. This involved a four stage process:



### **1. Internal Consultation**

Consultation was held with key stakeholders, waste management and enforcement staff to review the success of the previous plan and to discuss and draw out ideas about the new plan, based on their experiences on the front line of litter management in the city.

### **2. Drafting the Plan**

Background research was conducted and a review of the internal consultation was undertaken for the preparation of the new Litter Management Plan.

A review of 2016 - 2018 Litter Management Plan and evaluation of performance against previous targets was completed.

The draft plan was then reviewed by the Dublin City Council Litter Management Team and other key stakeholders.

### **3. Statutory Consultation**

The Draft Plan must be approved by Climate Change, Energy and Environment Strategic Policy Committee and Dublin City Council for the statutory phase of Public Consultation to commence.

During the Public Consultation, the Draft plan will be published on the Dublin City Council website and advertised through a media campaign inviting submissions including press and radio advertising.

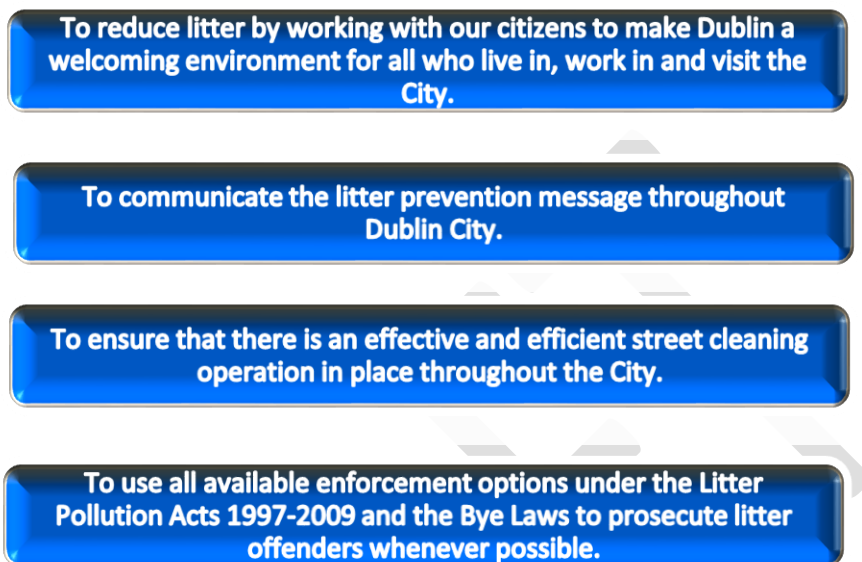
The results of the Statutory Consultation will be reviewed through a Special Meeting of Strategic Policy Committee.

### **4. Review and Publishing the Plan**

The Draft Plan will be reviewed and amended on the basis of the submissions received, followed by adoption of the Plan by Dublin City Council. The final stage will be the publication of the full and final Litter Management Plan 2020 - 2022.

## **2. Review of the 2016-2018 Litter Management Plan**

The 2016-2018 Plan described the activities and resources to be put in place by Dublin City Council for the management of litter over this period. The Litter Management Plan adopted in March 2016 contained four key objectives:



The plan was structured around three key areas; **Resources**, **Partnership** and **Enforcement** with various objectives under each to be delivered over the lifetime of the plan. A summary report on actions in each area over the period 2016-2018 is presented below.

### **2.1 Resources**

The 2016-2018 Litter Management Plan set out how Dublin City Council planned to make best use of the resources available to it during the period of the plan, combining greater provision of technology with fully trained and appropriately equipped staff to ensure that a high standard of street cleaning is delivered throughout the City. Some highlights from the plan follow below.

#### **Infrastructure**

- Rationalisation of services at the two main depots at Collins Ave and Davitt Road was completed. This included the complete redevelopment of the Davitt Road Facility. Herzog Park bring centre facility has been redeveloped to facilitate development and improvement of the adjacent park facilities.



### **Human Resources**

- Recruitment has been undertaken at all levels of operational staff to ensure that staffing levels are maintained to provide a high quality range of street cleaning services.

### **Fleet**

- A replacement programme has been undertaken across a fleet of in excess of 200 vehicles. New compact sweeping vehicles, side loader vehicles, small vans and street vacuums have been introduced.

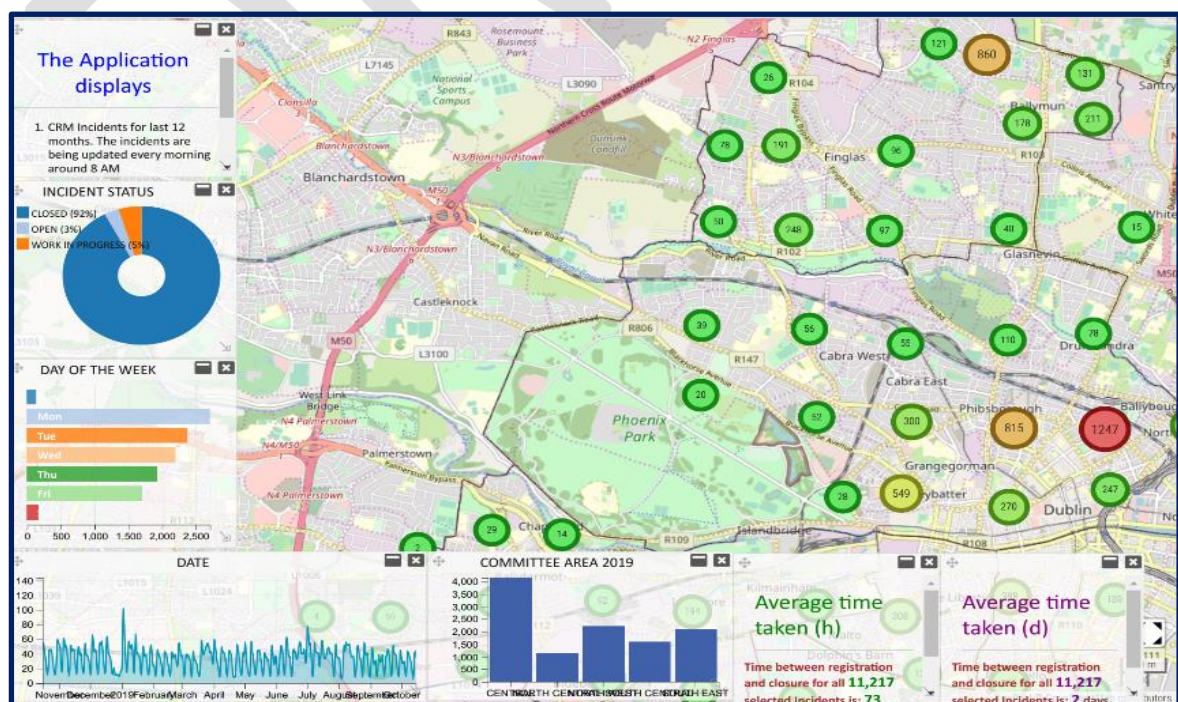
### **Litter Bins**

- An upgrade of bins in urban villages is underway and more than 200 solar compactor bins have been installed in the city. A litter bin tagging project has been introduced to both manage the stock of litter bins and provide an additional customer reporting option for issues relating to litter bin maintenance and servicing.

### **Customer Relationship Management (CRM) System**

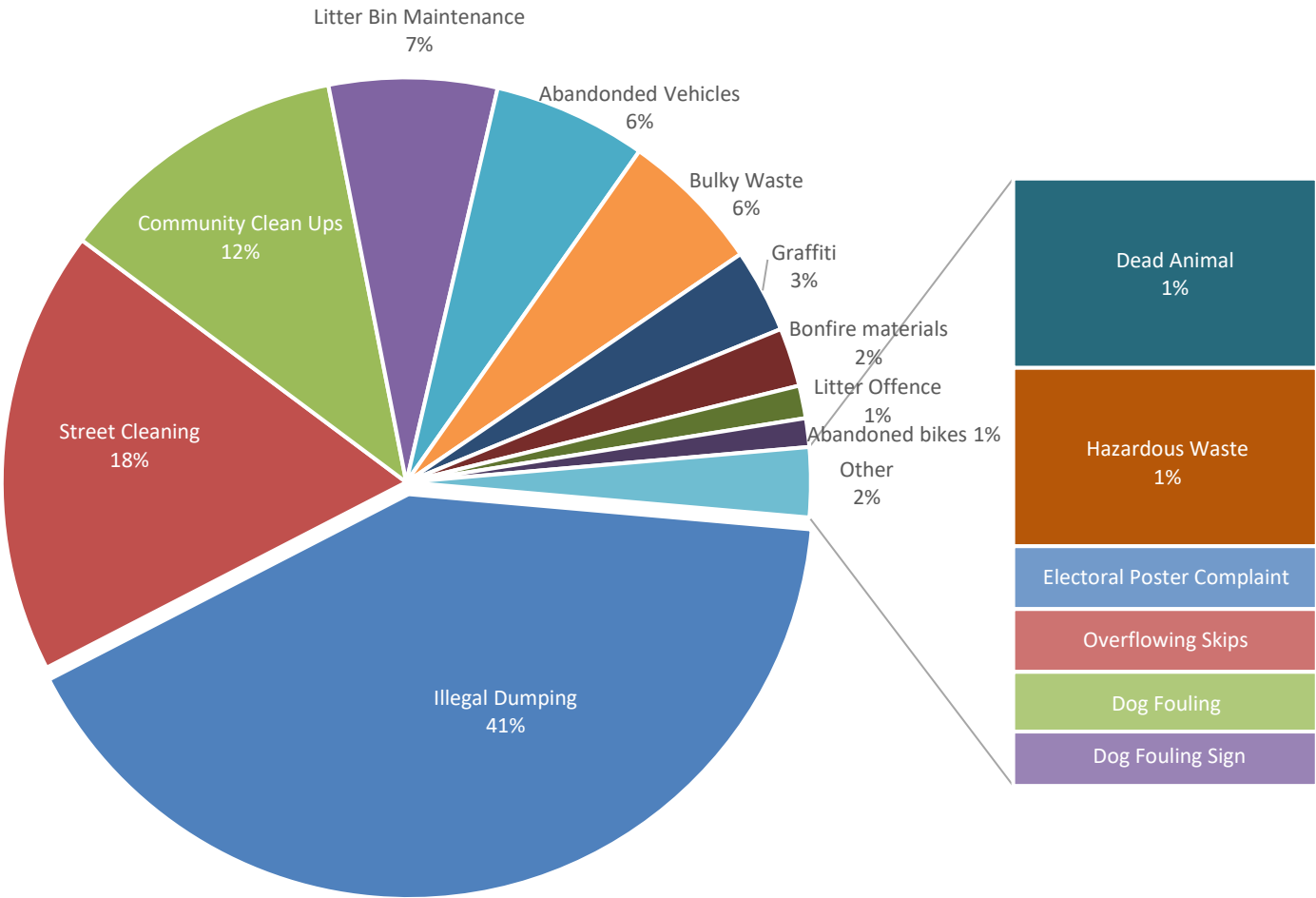
- Use of the Dublin City Council customer relations management system (CRM) has been enhanced to improve service delivery, accountability, and measurement of response times and levels of complaints in each administrative area. Approximately 28,000 service requests were addressed in 2018.
- The use of CRM mapping tools has also been introduced to allow for identification of areas that require monitoring or intervention and this is carried out through a new street grading programme introduced to provide for ongoing monitoring of standards of day to day street cleaning and service delivery.

**CRM Mapping Tool Sample Screen Shot**





The chart below shows the wide variety of notifications and complaints received by Dublin City Councils Waste Management Services in 2018 and recorded on the CRM system



### *Actions and Targets*

A set of tangible actions and realistic targets for **Resources** were set for the 2016-2018 Litter Management Plan. The implementation of the objectives set out in the plan were monitored and a selection of the targets and their implementation are outlined below:

| <b>Resources Objective From 2016-2018 Litter Management Plan</b>                                                                                                               | <b>Status Update on Objective</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Develop a cleaning strategy for suburban villages, including provision for weekend/out of hour's service schedule.</b>                                                      | <p>During the lifetime of the Plan, the Waste Management Department has undergone significant change incorporating the introduction of new shift patterns. These have delivered on the commitment to provide a regular seven day cleaning and litter management service to all areas, reflecting what is currently provided to the City Centre area.</p> <p>A move from route based cleaning to area based cleaning has been undertaken and is currently being refined further to ensure that resources are allocated adequately across all of the administrative areas.</p> <p>North and Southside crews are now assigned and scheduled cleaning / power washing of areas prioritised in conjunction with Area Depts. There is now in place a regular weekend service to all urban villages.</p> |
| <b>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.</b> | <p>Street Sweeping request facility is available in conjunction with local area offices and is in use successfully in a number of locations both on an occasional and regular basis in cooperation with local residents.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Introduction of on line Bulky Waste Collection service. Request via Dublin City Council website.</b>                                                                        | <p>Online bulky waste collection service is in place and working successfully.</p> <p>1132 service requests completed in 2017.<br/>1620 service requests completed in 2018.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

**Implement Halloween Plan to combat social and environmental consequences of Bonfires.**

Halloween Plan successfully implemented in 2016 2017 and 2018

420 tonnes of material removed in 2016  
450 tonnes of material removed in 2017  
600 tonnes of material removed in 2018

**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  
153 tonnes of trees collected in 2018/19

**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 in the city centre is 11 and citywide 32

**Updated bin survey, including bins in parks to be completed.**

Bin surveying and mapping has been completed and the introduction of Quick response (QR) code reporting for bins requiring servicing has been introduced.

Note: Litter in parks is managed by the Parks Department. These bins have not been included in the roll out of QR code system.

**Installation of additional litter bins/dog fouling bins in or in close proximity to every enclosed Park within the City.**

110 Dog Fouling bins installed across city at green spaces, park entrances and high footfall dog walking locations as agreed with the Area Offices. Standard litter bins are also in place at many park entrances.

**Use advertising space on litter bins for anti-littering messages.**

Litter bin advertising space has been used for anti-littering and environmental messaging and also for general public service messaging. This will be enhanced during the lifetime of the upcoming litter management plan

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**Continue maintenance programme for Bottle Banks.**

An enhanced programme of maintenance is now in place with closer coordination between the Waste Management Department and service providers.

All bottle and textile bank locations are now included in Area Based cleaning schedules and receive scheduled daily cleaning and deep cleaning on an annual basis

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## **2.2 Partnership**

Partnerships were a key focus of the 2016 to 2018 Litter Management plan. During the lifetime of the plan Dublin City Council engaged with citizens through a variety of initiatives and communications channels

### *Local Communities, Residents and Business Groups*

- The Waste Management Department continues 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. Dublin City Council also engages with businesses to support corporate social responsibility (CSR) initiatives. There is ongoing support for groups such as the Royal and Grand Canal volunteers, The Dodder Action Group, City Kayaking, tidy towns groups, business associations and residents groups.

### *City Neighbourhoods Competition*

- The City Neighbourhoods competition is supported and promoted to reward active communities for the invaluable contribution they make to their environment and locality. The City Neighbourhoods is an area based competition and winners at local level are then entered into a citywide competition in categories that provide for residents, schools and businesses that are engaged in community, environmental and sustainability initiatives. Over 400 entries were received in 2019

### *Pride Of Place*

- The national Pride of Place entries from Dublin City Council are coordinated and supported through the Waste Management Department. The Pride of Place Awards are community recognition awards, which acknowledge the work being done every day by communities all over the island of Ireland. The competition is based on communities demonstrating directly to the judges their pride in their place by oral presentation, exhibitions of community activities and culture and a tour of the area highlighting the aspects of which they are particularly proud. It is also important that the community demonstrates real partnership with their local council and shows that all sectors of the community are included.

### *Local Agenda 21*

- The Waste Management Department continues to promote Local Agenda 21 grant funding to support workshops, educational activities and initiatives promoting sustainability and environmental awareness.



### *Green Schools*

- Dublin City Council supports and promotes the Green Schools programme in conjunction with An Taisce with over 280 schools at primary and secondary level taking part in the programme which promotes environmental awareness and sustainability. Dublin City Council hosts an annual seminar targeted at teachers delivering the green schools programme to provide up to date information on the various environmental modules contained within the programme.

### *Media Campaigns*

- Dublin City Council ran a series of media campaigns throughout the lifetime of the 2016 to 2018 Litter Management Plan. The campaigns were run across radio, outdoor advertising, cinema, digital and social media.

#### ***Choose to Reuse***

Dublin City Council in partnership with Fingal County Council and South Dublin County Council ran a major 'choose to reuse' campaign in the summer of 2018 to highlight the issue of disposable coffee cups in the Dublin Region.

The aim of the campaign was to raise awareness among coffee drinkers in the Dublin region that disposable cups are having a detrimental impact on the environment.

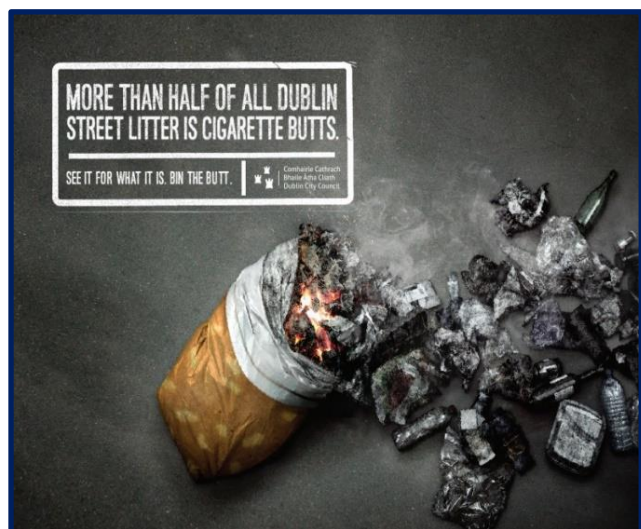


[Link to Campaign Video](#)

#### ***Bin the Butt Campaign***

Dublin City Council also ran a public awareness campaign in 2018 entitled 'Bin the Butt' to raise awareness about the ongoing issue of cigarette litter in the city.

Cigarette butts account for nearly 60% of all the incidences of street litter in Dublin city. The aim of the City Council's campaign was to raise awareness among smokers that cigarette butts are litter and the significance of cigarette litter in the city.



[Link to Campaign Video](#)

### Think Don't Tag Campaign

Dublin City Council launched the 'Graffiti is a Crime, Think Don't Tag' campaign in 2017. Dublin City Council in partnership with An Garda Síochána produced an animated video and poster campaign to raise awareness among children about tagging and graffiti and how this criminal activity can have serious consequences for them in the future.

In 2018 Dublin City Council removed 17,000 m<sup>2</sup> of graffiti from public and private property in the city.



[Link to Campaign Video](#)

### The Team Dublin Clean Up/Dublin Community Clean Up Day

- The Team Dublin Clean Up is now an annual event for the city and is now called the Dublin Community Clean Up Day. It is run in partnership with the 4 Dublin Local Authorities, An Taisce, Local Authorities Waters and Community Office (LAWCO) and the volunteer Canal and Waterways action groups on the Royal and Grand Canals and the river Dodder. The event is run to coincide with National spring Clean,

In 2018 in Dublin City over 100 groups took part in the event and over 1000 bags of litter were collected by the City Council from groups working in residential areas, carrying out beach clean ups and clean ups of the canals and river banks.



## **Actions and Targets**

Below is a summary outlining our performance against the objectives set out for **Partnership** in the 2016 - 2018 Litter Management Plan.

| <b>Objective From 2016-2018 Litter Management Plan</b>                                                                | <b>Status Update on Objective</b>                                                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Implement Team Dublin Clean-up on Saturday 26<sup>th</sup> March.</b>                                              | <p>Team Dublin Clean Up event held in 2016, 2017 and 2018. Participation has increased annually. The 2018 event was held in conjunction with Dodder Action Day, the Canal Clean Up, Clean Coasts and National Spring Clean.</p> <p>100 groups took part in the event in 2018.</p> <p>In 2019 the event was expanded and held in conjunction with the 4 Dublin local authorities, An Taisce, LAWCO and the canals action groups</p> |
| <b>Dublin City Council will facilitate community clean-ups with Residents Associations and community groups.</b>      | <p>Community Clean Up support is ongoing in conjunction with Area Depts.</p> <ul style="list-style-type: none"> <li>• 1909 clean ups supported in 2017</li> <li>• 3299 clean ups supported in 2018</li> </ul>                                                                                                                                                                                                                      |
| <b>Dublin City Council will continue to assist in the organisation and support of the City Neighbourhoods Awards.</b> | <p>City Neighbourhoods Annual Awards 2017 takes place in September each year.</p> <ul style="list-style-type: none"> <li>• 287 entries in 2017</li> <li>• 298 entries in 2018</li> </ul>                                                                                                                                                                                                                                           |
| 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 Green schools Programme in Dublin City</p> <p>70 school visits are completed annually to assist in developing and supporting the programme.</p> <p>A Green Schools seminar is held annually to promote programme to teachers.</p>                                                                                                                                                            |
| <b>Development of policy on responsible dog ownership.</b>                                                            | <p>The Waste Management Department support the Green Dog Walkers scheme which promotes responsible dog ownership and the appropriate disposal of dog fouling. The scheme is promoted at relevant events and in communities and schools. The provision of free dog bags has been extended to additional DCC facilities including bring centres.</p>                                                                                 |
| <b>Introduce pre-programmed anti dog fouling audio messages at dog fouling blackspots and bring centres.</b>          | <p>This system has been used at 4 locations including bring centre locations and dog walking areas.</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>                                                                                                                   |

### **2.3 Enforcement**

Enforcement activities were a key focus of the 2016 to 2018 Litter Management plan. Dublin City Council has a statutory responsibility to enforce the Litter Pollution Act, bye-laws and other relevant regulations. Dublin City Council recognises that while resources and education are required to manage and prevent incidences of littering, enforcement measures are necessary to target individuals and groups who choose to ignore the law.

Below is a summary outlining our performance against the objectives set out for Enforcement in the previous plan.

#### **CCTV**

- The use of CCTV has continued in community bring centres and areas where illegal dumping is prevalent. This service is available citywide and the Waste Management Department has recently awarded a contract for the provision of these services through the public procurement process

#### **Compliance Campaigns**

- Door to door compliance campaigns have been undertaken as have specific enforcement activities surrounding compliance with waste and litter bye laws. These have been targeted at distinct areas within the 5 administrative areas and have been operated in conjunction with the Public Domain officers for each area.
- A compliance campaign in relation to the provisions of the litter bye laws was undertaken to coincide with the cigarette litter awareness campaign in 2018.
- Behavioural surveys have been undertaken in specific areas, surveillance of dumping blackspots has been undertaken.
- Dog fouling patrols and illegal dumping investigations have also been ongoing over the lifetime of the plan. Including high visibility patrols of popular dog walking areas in conjunction with the dog warden service
- Litter enforcement patrols are undertaken at all major sporting events to ensure compliance with the provisions of the litter prevention bye laws

#### **Waste Bye Laws**

- The new Dublin City Council Waste Bye Laws adopted in 2019 provide for improving enforcement of the requirement to take part in a waste collection service and a large scale compliance enforcement campaign is being prepared for implementation.

#### **Projects**

- The Waste Management Department has been involved in both the Department of Communications, Climate Action and Environment Anti-Dumping initiatives in 2017 and 2018 and also in 2018 the SMART Dublin/Enterprise Ireland Small Business Innovation Research (SBIR) projects directed at targeting the issue of illegal dumping.

- The Waste Management Department is currently examining the issue of waste and illegal dumping as part of the Dublin City BETA city challenge initiative. Projects will be developed to assess whether they provide for a better waste service and consequently reduce levels of illegal dumping.

### **Actions and Targets**

Implementation of the various objectives set out for **Enforcement** in the 2016-2018 Litter Management Plan were monitored through a set of tangible actions and the achievements are set out below:

| <b>Objective From 2016-2018 Litter Management Plan</b>                                                                                   | <b>Status Update on Objective</b>                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Dublin City Council will review the Litter Wardens duties in order to meet the requirements of the new Litter Management Plan.</b>    | Reorganisation of the litter enforcement service is underway                                                                                                                                                                                         |
| <b>Continued use of CCTV surveillance and associated signage.</b>                                                                        | CCTV continues to be used in community bring centres and illegal dumping locations throughout the city to detect, prevent and deter illegal dumping and littering offences                                                                           |
| <b>Expansion of door to door enforcement campaigns across the city.</b>                                                                  | Pilot projects in North Inner City, South East, South Central Area, North West and North Central have been completed.<br>Expansion of the use of this type of enforcement action is planned using the provisions of the proposed new Waste Bye Laws. |
| <b>In conjunction with WEEE Ireland, Dublin City Council will facilitate WEEE collection days at specific locations across the City.</b> | RecycleIT carry out door to door collections in the Dublin City area in cooperation with DCC.                                                                                                                                                        |
| <b>Formulate and implement Citywide enforcement policy including the establishment of a citywide enforcement team.</b>                   | An enforcement policy has been formulated including step by step approach to establishing compliance levels and carrying out of enforcement.                                                                                                         |

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**Prepare submission on legislative requirements to support enforcement activities.**

Discussion document prepared on legislative issues relating to litter enforcement.  
Feedback on draft bye laws provided to Eastern Midland Waste Region on formulation of new Waste - By Laws  
Draft Waste Bye Laws public consultation period recently completed.  
Bye Laws introduced

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### 3. Objectives for the 2019-2021 Litter Management Plan



The 2020- 2022 Litter Management Plan has been prepared in accordance with the requirements of the Litter Pollution Act 1997 to 2009. The Plan has been developed in consultation with Dublin City Council staff, elected representatives and with the citizens of Dublin who live and work in the city through the statutory consultation process.

The plan is built on the three pillars of litter management in the City: Resources, Partnership and Enforcement. Effective management of litter can be achieved when we make the best use of the human resources, skills and knowledge from Dublin City Council, coupled with improvements in service delivery, by working together with the public, residents and businesses who call Dublin home and by taking enforcement action on those who do not respect our shared environment and illegally dump waste materials, fail to clean up after their pets and incidentally litter the city.

The aims, objectives and actions for the management and prevention of litter are outlined for each key area and are to be undertaken during the lifetime of the Litter Management Plan.

The overall aim is to improve the standard and consistency of cleanliness throughout the city for residents, businesses and visitors over the lifetime of this plan. Successful initiatives, projects and operational activities that have been implemented over the lifetime of previous litter management plans will continue and improvements will be sought in all aspects of service delivery.



### **3.1 Resources**

In previous years, Dublin City Council implemented a number of technological innovations to improve the efficiency of litter management and street cleansing. The Council intends to combine these innovations with the most efficient deployment of existing and additional resources in order to keep pace with the ever changing city.

#### **Street Cleaning and Litter Bins**

- Dublin City Council will increase the number of handcarts in operation both in the city and the main streets of villages ensuring operatives can maintain the previous standards of cleanliness with the anticipated increase in footfall.
- Dublin City Council has introduced and will maintain a programme of street grading to ensure a high standard of street cleaning services is being delivered and to address any deficits in its service delivery. The street grading programme is an ongoing measurement of day to day performance of operational services
- Every litter bin in the city is now 'tagged' with a unique identifier (QR code) which feeds into an IT system. Dublin City Council will launch a campaign to demonstrate to the public that with a few clicks on a smart phone they can report when a litter bin is damaged or overflowing. This provides real-time data, enabling cleaning operatives to issue a rapid response.
- The stock of public litter bins in use will be maintained and improved. High capacity units will be installed in areas of need and a programme of bin replacement will be undertaken to ensure the supply of public litter bins is maintained in good condition. Upgrading of bins will be ongoing in urban villages and additional bins will be installed in areas of need.
- Dublin City Council will continue the roll-out of solar-compactor bins where there is high capacity requirement such as areas of high demand or with seasonal peak demand. These units provide extra capacity when compared to standard litter bins, reducing the quantity of collections required and are generally well-received within the community.
- The management of the stock of public litter bins will be continued using the bin tagging technology introduced in the 2016 – 2018 Litter Management Plan.



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- Dublin City Council will continue to provide and extend its road sweeping services, allowing streets to be thoroughly cleaned in the absence of parked cars. The service is available through cooperation with residents and community groups and has been successfully implemented.
- Dublin City Council will continue to provide and extend the successful Halloween Programme to combat the social and environmental consequences of bonfires. A multi Departmental approach to ensuring the maximum amount of material is diverted from potential bonfires will continue to be implemented. Diversionary events will continue to be promoted to provide alternatives to bonfires for communities to take part in and enjoy.
- Graffiti and Chewing gum removal programmes will continue in the city with ongoing removal of graffiti throughout the city and a scheduled programme of chewing gum removal in the core city centre and other public spaces.
- A pilot leaf composting programme will be introduced to investigate whether all leaves collected by Dublin City Council during the autumnal leaf fall season may be diverted to compost production and the compost produced made available to the public through bring centres.
- Dublin City Council will continue to identify and remove abandoned bicycles in the city and divert the bicycles removed for repair and reuse

### ***Recycling Infrastructure – Civic Amenity Sites, Bring Centres, Bottle and Textile Banks***

- Dublin City Council will extend the use of the QR Code system to all Bring Centres and bottle bank locations throughout the City to provide for a simple method of customer interaction and to ensure that the recycling infrastructure at the centres is maintained in good condition.
- Dublin City Council will explore and trial the introduction of sensor technology to bottle and textile banks to provide for real time information on servicing requirements.
- Dublin City Council will seek to increase the supply of bottle and textile bank facilities in the city and will engage with the public to identify potential new sites.
- The Waste Management Department will seek to include the provision of recycling facilities in all new residential and commercial developments as an objective of the Dublin City Development Plan
- Dublin City Council will trial the use of compartmentalised waste and recycling bins at selected public spaces and areas, to encourage recycling at street level from members of the public. A pilot programme is currently being developed in partnership with industry and NGO's.

**Customer Relationship Management (CRM) System and the use of Technology**

- The CRM system will continue to play a pivotal role in highlighting litter 'hotspots', areas where litter related complaints have been made and incidences of illegal dumping have been reported and locations where illegal dumping or dog fouling is most prevalent, enabling Dublin City Council to allocate cleaning and enforcement resources efficiently.
- Dublin City Council will encourage and communicate with members of the public to provide as much detail as possible when reporting an incident, including the exact location and where possible, details of the type and amount of material when reporting .
- Dublin City Council will endeavour to feed back to a member of the public who logs an incident or complaint with the Council through the CRM system when the incident has been dealt with appropriately and is closed off.
- The data generated through the CRM will be used for greater statistical analysis and internal reporting to assist the council in planning operations, recycling or enforcement initiatives.
- Smart technology will be introduced where possible to increase efficiency and data capture in the areas of street cleaning and enforcement
- Dublin City Council will continue to promote its services, initiatives and customer engagement through its social media presence @dubcityenviro commenced under the lifetime of the previous litter management plan
- Dublin City Council will continue to expand its provision of Open Data through the data.gov.ie portal in relation to as many of its waste, recycling and litter services as possible to facilitate research, business and community initiatives.
- A resource such as an interactive map showing cleaning schedules for the city will be made available to the public through the dublincity.ie website.



### **3.2 Partnership**

Engagement with citizens and businesses residing within the City has proven successful in the past and community buy-in is viewed as being paramount to maintaining a litter-free City. The City Council will continue to foster engagement in these areas and work in partnership with all stakeholders to promote, support and reward environmental best practice at local levels.

#### **Communications**

- Internal and external communication has been identified as a key area of service delivery improvement that will be undertaken over the lifetime of the plan

Dublin City Council will establish a 'communications plan' which will include the following components:

1. Strengthening of Internal and External Communications between Dublin City Council Departments and external stakeholders to promote a coordinated approach to litter management in the City
2. Communications with the community, outlining exactly what litter management services and support the council can provide.
3. Communications with businesses will be improved and built upon to provide information on services, responsibilities, and compliance and improve engagement with Corporate Social Responsibility initiatives to work in partnership with Dublin City Council in an effort to reduce litter throughout the city.
4. Improve communications with members of the public using the CRM system. An email communication should be sent to the customer or to a specific individual when their request or complaint has been dealt with and closed off.

#### **Education**

- Dublin City Council will continue to engage with primary and secondary schools through the Green Schools programme and support schools engaged in the green schools programme through its annual green schools seminar
- Dublin City Council will introduce and support pilot educational projects such as the 'Picker Pals' programme recently introduced to 10 primary schools in the city in conjunction with Voice Ireland.



- Dublin City Council will also consider the use of incentive and reward schemes for children and young adults who engage in anti-littering practices.

### *Community Clean Ups*

- Dublin City Council aims to expand on the success of the Team Dublin Clean up and Dublin Community Clean Up Day and continue to promote, support and expand this annual initiative.
- The Waste Management Department will engage with local community groups and tidy towns groups to advertise Dublin City Council services such as street sweeping and leaf removal.
- Dublin City Council will continue to provide support and resources for litter picks and community clean ups such as bags, litter pickers, gloves etc.
- Dublin City Council will deliver information and support to communities on best practice environmental topics including resource management, climate change and tidy towns and city neighbourhoods competitions through media, workshops, seminars and direct engagement.

### *Single Use Items*

- This is a highly publicised national issue. Dublin City Council will encourage its citizens through education, to avoid the use of single use items (e.g. to use re-usable coffee cups and water bottles) which will also reduce littering incidences across the city. This work was started with the 'Choose to Reuse' campaign and will be further promoted through other campaigns and initiatives through the lifetime of the plan.
- Dublin City Council will engage with local businesses on the wider issue of the use of single use items and recommend the use of sustainable alternatives such as wooden or compostable cutlery and compostable or reusable cups.
- Dublin City Council is committed to continuing the phasing-out of single-use items at all DCC offices and facilities in line with the "Green Government" requirements from DCCAE.

### *Blue Spaces*

- Dublin City Council will work with the relevant internal and external stakeholders, along with community organisations to support and facilitate clean-ups of waterways and beach clean-ups in the City.

- Dublin City Council will continue to support and work with businesses around the docklands to collect litter removed from the River Liffey and seek to form partnerships with other groups engaged in similar initiatives.

### **3.3 Enforcement**

Dublin City Council has a statutory responsibility to enforce the Litter Pollution Act, bye-laws and other relevant regulations. While tactical deployment of resources and education of citizens of the city are pertinent in preventing incidences of littering, there will always be individuals and groups who openly ignore the law. Enforcement measures such as fines, prosecutions and convictions are necessary to curtail the behaviour of citizens who choose not to abide by the law.

#### **Enforcement**

- Dublin City Council will concentrate enforcement resources and campaigns to specific areas where issues arise and/or are prevalent.
- Dublin City Council will increase coordination with other enforcement bodies, particularly An Garda Síochána in an effort to strengthen cases, leading to more successful convictions.
- The Waste Management Department will continue to liaise with An Garda Síochána, Dublin Fire Brigade and other stakeholders in the run up to Halloween to implement the successful 'Halloween Programme', with the aim of reducing the social and environmental consequences associated with bonfires.
- Dublin City Council will continue the use of surveillance and CCTV throughout the city, paying particular attention to littering and illegal dumping blackspots.

#### **Illegal Dumping**

- Dublin City Council will concentrate enforcement resources to specific areas where incidences of illegal dumping are particularly prevalent.
- CRM mapping will be used to identify and target specific locations or areas for enforcement and compliance campaigns and initiatives.
- Dublin City Council will continue to run media campaigns, with a view discouraging this type of behaviour and prompting citizens to report incidences of illegal dumping to the council through a dedicated hotline. Included in the media campaign will be a reminder that all households must have a waste collection provider in place to collect their waste.

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- Dublin City Council will continue to capture data relating to the weight of illegally dumped material in the city for reporting purposes and to provide more detailed information on dumping 'blackspots'.
- Dublin City Council will continue the use of CCTV and other surveillance methods in illegal dumping blackspots to act as a deterrent.

### ***Management of Domestic Waste***

- Dublin City Council will trial the implementation of a strategy to address ongoing waste management issues that are prevalent in certain multi-occupancy buildings. A multi - agency approach will be pursued to address these issues.
- Dublin City Council will continue to examine the issue of waste management generally and trial interventions to promote better outcomes and reductions in waste dumping and litter through the Dublin City Beta city challenge initiative.
- Dublin City Council will implement a large scale compliance campaign concentrating on the enforcement of the bye law requirement to use authorised waste collectors.

### ***Dog Fouling***

- Dublin City Council will develop a clear strategy demonstrating the fact that any type of litter bin can be used for the disposal of bagged dog litter.
- Dublin City Council will use various social media channels such as Twitter and Facebook and traditional media for targeting educational campaigns around dog fouling, the correct use of bins and fines.
- Dublin City Council will also launch blitz/enforcement campaigns in targeted areas for a defined period of time.





## 4. Monitoring and Implementation of the 2019-2021 Litter Management Plan

### 4.1 Implementation Plan

Implementation of the various objectives of the plan will be monitored through a set of tangible actions and realistic targets as follows.

| Objective                                                                                                                                                  | Measurement                                                         | Timeframe   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------|
| <b>Resources</b>                                                                                                                                           |                                                                     |             |
| 1. Advertise and extend on demand street cleaning service to facilitate cleaning in cooperation with residents groups arranging for removal of parked cars | No. of requests received per year and actioned                      | Q3-Q4, 2020 |
| 2. Extend QR Code customer service system to all Dublin City Council Bottle and Textile Bank sites                                                         | Achieved/Not Achieved                                               | Q4, 2020    |
| 3. Trial use of sensor technology in Bottle / Textile banks                                                                                                | Trial Completed                                                     | 2020 - 2022 |
| 4. Ongoing bin replacement and upgrade programme                                                                                                           | 50-100                                                              | 2020 - 2022 |
| 5. Trial the use of compartmentalised waste and recycling bins at selected public spaces.                                                                  | Achieved<br>Quantity of recyclables recovered<br>% of contamination | 2020 - 2022 |
| 6. Introduce a composting programme to ensure all leaves collected are used to produce compost to be made available to the public at bring centres         | Annual percentage increase in amount of incidences logged           | 2020 - 2022 |

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|            |                                                                                                                                                                                              |                                                               |             |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|-------------|
| <b>7.</b>  | Introduce and manage an online resource to provide information on street cleaning schedules                                                                                                  | Resource introduced and managed                               | 2020 - 2022 |
| <b>8.</b>  | Continue to provide graffiti and chewing gum removal services                                                                                                                                | Service provided<br>Quantity of removal undertaken annually   | 2020 - 2022 |
| <b>9.</b>  | 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 | Submission drafted and submitted                              | 2020 - 2022 |
| <b>10.</b> | Carry out public consultation to seek additional locations for recycling infrastructure in the city                                                                                          | Consultation carried out<br>Locations identified and assessed | 2020 - 2022 |
| <b>11.</b> | Continue to provide and enhance Open Data on waste management services                                                                                                                       | Number of datasets provided and maintained                    | 2020 - 2022 |

**Partnership**

|     |                                                                                          |                                                                                                                                                                             |             |
|-----|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
| 12. | Develop and implement a 'communications plan' as set out within the plan at pg18         | Plan Created and implemented                                                                                                                                                | Q4, 2020    |
| 13. | Seek to foster greater engagement with the community on topics of environmental.         | Information on litter management services offered by DCC shared on social media<br>No of Workshops held<br>Number of groups engaged with City Neighbourhoods<br>Competition | 2020 - 2022 |
| 14. | Investigate trial of incentivised reward schemes for recycling / anti-litter initiatives | Report produced and trail undertaken                                                                                                                                        | 2020 - 2022 |
| 15. | Strengthen Internal communication between departments.                                   | No. of initiatives involving collaboration with multiple departments                                                                                                        | 2020 - 2022 |
| 16. | Continue to develop and roll out the Green Schools Programme to primary schools.         | No. of Schools Visited<br>No. of Green Schools                                                                                                                              | 2020 - 2022 |
| 17. | Continue to develop and roll out the Green Schools Programme to post primary schools     | No. of Schools Visited<br>No. of Green Schools                                                                                                                              | 2020 - 2022 |
| 18. | Continue to expand success of Dublin Community Clean Up Day                              | No. of Volunteers<br>Tonnage of litter collected annually                                                                                                                   | 2020 - 2022 |
| 19. | Facilitate Community Clean-Ups with Residents Associations and community groups.         | No. of Clean-Ups held<br>Amount of resources distributed (bags, litter picks etc.                                                                                           | 2020 - 2022 |

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|     |                                                                                                                              |                                                                           |             |
|-----|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|-------------|
| 20. | Create awareness campaign to encourage citizens to reduce use of single use plastics.                                        | Achieved/Not Achieved                                                     | Q4, 2020    |
| 21. | Develop and implement initiative targeting to local businesses to replace single use plastics with sustainable alternatives. | No. of businesses to comply                                               | 2020 - 2022 |
| 22. | Phase out single use Plastics at all Dublin City Council offices and facilities.                                             | Achieved/Not Achieved                                                     | Q1, 2021    |
| 23. | Develop clear, unambiguous strategy informing the public that bagged dog litter can be disposed in any litter bin            | Achieved/Not Achieved                                                     | Q3, 2020    |
| 24. | Continue to run advertising campaigns on litter, dog fouling and illegal dumping.                                            | No. of campaigns rolled out                                               | 2020 - 2022 |
| 25. | Collaboration with all relevant stakeholders to carry out clean-ups of waterbodies in the city's jurisdiction.               | No. of river clean-ups<br>No of Canal clean ups<br>No. of beach clean-ups | 2020 - 2022 |
| 26. | Collaboration with businesses surrounding the docklands to collect litter removed from the River Liffey.                     | Tonnage of material collected annually                                    | 2020 - 2022 |

## Enforcement

|                                                                                                                                            |                                                      |             |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|-------------|
| 27. Concentration of resources on areas where litter incidences are particularly prevalent.                                                | No. of locations targeted                            | 2020 - 2022 |
|                                                                                                                                            | No. of fines secured                                 |             |
|                                                                                                                                            | No. of prosecutions                                  |             |
| 28. Coordination with other enforcement bodies, particularly An Garda Síochána.                                                            | Evidence of collaboration                            | 2020 - 2022 |
|                                                                                                                                            | Successful prosecutions as a result of collaboration |             |
| 29. Continue successful Halloween Response Actions.                                                                                        | Tonnage of material removed                          | 2020 - 2022 |
| 30. Continue the use of CCTV surveillance and associated signage.                                                                          | No. of locations CCTV installed                      | 2020 - 2022 |
|                                                                                                                                            | No. of fines secured                                 |             |
|                                                                                                                                            | No. of prosecutions                                  |             |
| 31. Investigate households who are not serviced by a registered waste provider.                                                            | No. of households visited                            | 2020 - 2022 |
|                                                                                                                                            | % compliant                                          |             |
|                                                                                                                                            | % increase in compliance                             |             |
| 32. Devise a system of weighing illegally dumped material for statistical and reporting purposes.                                          | Tonnage of material removed                          | Q4, 2020    |
|                                                                                                                                            | Resources deployed at problem areas                  |             |
|                                                                                                                                            |                                                      |             |
| 33. Facilitation of amnesty days for bulky waste and household items.                                                                      | No. of Amnesty Days arranged.                        | 2020 - 2022 |
| 34. Devise and implement a strategy engaging with tenants of multi-occupancy buildings to ensure compliance with waste and littering laws. | No. of Multi-occupancy buildings visited.            | Q4, 2020    |
|                                                                                                                                            | No. of actions taken                                 |             |
|                                                                                                                                            | % increase in compliance                             |             |

#### **4.2 Key Performance Indicators**

In addition to the actions and metrics specific to the 2020 - 2022 Litter Management Plan, general statistics on litter management and CRM data will be collected and collated for measuring the success of the plan. This data will include, but is not limited to, the following Key Performance Indicators (KPIs):

- Number of litter patrols undertaken per year
- Number of litter pollution / bye law enforcement actions issued per year
- Performance in EPA Environmental Enforcement Assessment
- CRM data for the period of the plan
- Performance in annual IBAL monitoring results
- Performance in annual NLPMS litter survey
- Results of Street Grading Programme

#### **4.3 Review and Reporting**

The actions outlined in the implementation plan shall be reviewed against the metrics and timeframe targets. A progress report will be prepared on an annual basis with status and findings for presentation to the Strategic Policy Committee