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25th April 2016

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

**Report on North Inner City Litter Action Group (NICLAG) Actions to
combat illegal dumping and littering in the North Inner City**

Over the last number of years the North Inner City, has been graded extremely poor in the Irish Businesses Against Litter (IBAL) reports. The IBAL Litter Pollution Monitoring System provides an accurate picture of litter pollution countrywide and accurately measures changes over time.

In January 2013, Dublin City Council set up an inter-departmental group, the North Inner City Litter Action Group (NICLAG) to combat illegal dumping and enforce the Bye-Laws for the storage, presentation and collection of household and commercial waste in the Central Area.

The aim of NICLAG is to:

- Carry out examinations of the litter issues in the North Inner City and to identify particular causes of litter/dumping in the area.
- Devise and implement actions to bring about a gradual and consistent improvement in the situation.

NICLAG have from the outset examined the problem in depth. NICLAG meet on a monthly basis to oversee and advise on actions required to consider the steps needed to address these complex issues and focus resources in a sustained approach, in an effort to change behaviour and attitudes in relation to litter/dumping in the area.

Outlined below are the various enforcement activities undertaken to date in respect of the work of the North Inner City Litter Action Group:

Bag Searches

The statistical data indicates that the levels of dumping have remained static throughout the process, some fluctuation has occurred but overall the figures remain unacceptably high across the area.

The data has been useful in showing a truer picture of the extent of the problem faced, however there is evidence of previously issued litter fines recovered from some bags that were searched.



Statistical Data on Bag Searches

Month	Number of Streets Inspected	Number of Bags Investigated	Number of Fines Issued
October 2015	151	423	24
November 2015	163	593	31
December 2015	179	546	30
January 2016	202	772	26
February 2016	226	797	77
March 2016	197	902	66

Compliance Surveys

The surveys when carried out repeatedly appear to show an increase in compliance over the period of the survey.

Advisory Notices have been useful in eliciting responses and provision of information following surveys carried out.

Statistical Data of Compliance Surveys

(February 2014 to March 2016)

Streets surveyed in overall target area	160
Addresses surveyed in overall target area (a number of these properties have been surveyed on several occasions)	4702
Advisory Notices issued to non-compliant addresses	2080
Addresses compliant in overall target area	2,146 (46%)

Fines

The level of fines issued has increased generally by between 100% and 200% monthly in respect of the numbers issued by the area based Litter Wardens prior to the commencement of the exercises.

Other Activities

- Installation of bins in approximately 160 Dublin City Council properties.
- Installation of bins in an approved Housing Body complex.
- Use of additional informational signage, notifying of correct bin collection day.



- The Multi Use Games Area (MUGA) at Aldborough Parade, Dublin 1 was developed in 2014 as a response to tackling littering and dumping in this once litter black spot, with great success.
- Community Environmental Initiatives - Engaging with groups funded to provide services in the North Inner City to explore and encourage their community involvement in enhancing the area through implementation of environmental projects with their local service users.
 - NICLAG invited the 40 plus funded community organisations within the inner city area to join with us in developing and delivering small environmental initiatives. The emphasis was on encouraging an inter agency approach in co operating and encouraging residents and workers to take pride in their area.
 - 8 groups developed ideas and are working with their clients in delivering environmental projects in the area supported by the Area Office.
- Adopt a Street: 2 streets have been adopted in the Central Area.
- Dublin City Council's Green Schools Officer has tried to get the local schools to participate in environmental initiatives, largely to no avail.
- Dog fouling signage has been put in place throughout the area.
- Traffic Box Art Project: This is an innovative community based art project run by Dublin Canvas on behalf of the City Council. The aim of the project is to add colour to the city making Dublin a more beautiful place to live, work and visit. Completed boxes brightened up and turned these once dull, heavily tagged boxes into beautiful works of art, transforming Dublin City into a walking gallery of public art. 17 boxes were completed in the Central Area in 2015. 27 boxes have been selected for painting in 2016.
- Enforcement of Housing Standards Regulations through environmental health inspections.

Statistical Data on Environmental Health Inspections

Overall Dwellings Inspected – Including Multi-let	1542
Non-compliant	929
Inspections – Individual Units	2511
Enforcement Notices Issued	828
Achieved Compliance	714
Prohibition Notices Issued	80
Legal Actions	40



- Dublin City Council's Anti-litter campaign – launched August 2015
- Central Area's Team Dublin Clean-up event - held on Easter Saturday 2016. 22 groups participated in the Central Area.

CCTV

While we had some success as part of the afore-mentioned initiatives there was a demand from, City Councillors, Public Representatives, residents, community groups and business owners to deal with the escalating problem of illegal dumping and littering in the area.

Dublin City Council identified numerous black spots in a mapping exercise and in an attempt to target these black spots the installation of CCTV was considered in an effort to identify the pattern of dumping at these locations and to issue fines where possible.

In February 2016, CCTV and notifications regarding same were erected in a litter black spot in the North Inner City and was effective in eliminating the illegal dumping at this site. No further escalation was required in this instance.

Another identified black spot was at Frankfort Cottages / Killarney Street. CCTV notification signage was erected in advance of the CCTV operation taking place. The camera was then erected there on 14th March 2016. The CCTV and signage alone had no impact at this site. The images obtained identified a number of issues; bags being presented on the wrong day, bags being presented without tags, household junk and furniture being dumped and waste bags being presented from providers that do not collect in the area. Litter Wardens viewed the footage and where dumping involved images of motor vehicles, subsequent fines were issued.

In an effort to identify and make contact with individuals leaving items at the location, Dublin City Council erected a poster on 8th April 2016 using the images of the unknown persons along with the Area Office contact details to advise persons that:

"If you dump illegally, we will look for you, we will find you...and we will prosecute you".

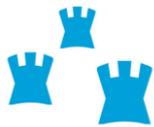
The legal basis Dublin City Council relied upon in carrying out these actions and erecting the poster was **to prevent illegal dumping and littering** as per the Local Authorities obligations under the **Litter Pollution Act 1997, Part 3 Section 8(d)**.

In carrying out these actions we are endeavouring to ensure the rights of **all citizens to a clean healthy environment are met**.

Our aim was to inform those who were observed on the CCTV footage of their obligations under the **Litter Pollution Act 1997**. This initiative has had success.

The erection of this poster is the latest initiative in dealing with what is a blight in the North Inner City for the residents, businesses, workers and community alike.

The illegal dumping and littering at this location was on going and daily and having evaluated all the data collated to date, we considered it necessary to act in this way and believe this latest initiative is justified, non excessive and proportionate to the extent of the problem which we are endeavouring to resolve.



On the 11th April the Data Protection Commissioners office raised concerns in relation to Data Protection Implications relating to using the CCTV images and asked that we identify the legal basis being relied upon to publish the images, the justification for same and how the publication of the images was deemed to be a proportionate and non excessive response to the illegal dumping issue.

A response issued to the Data Protection Commissioner's Office on 15th April 2016 and correspondence received from the Data Protection Commissioners Office on 20th April 2016 discussed various aspects of the relevant legislation outlining many items that we need to revert to them on.

Discussions are ongoing with the Data Protection Office

Eileen Gleeson
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