



Litter Management Plan 2016-2018

Keep Dublin Clean with the Clean Dublin Team!



Acknowledgements

Dublin City Council wishes to acknowledge and express its thanks to the individuals, organisations, elected members and staff who contributed to the formulation of this Litter Management Plan during the consultation and review process. A broad range of views were received by Dublin City Council through the non – statutory consultation phase held in March 2015 and the statutory consultation period held in January and February of 2016.

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 Services team to produce a Litter Management Plan based on a sensible and effective way forward to deliver a clean Capital City.

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1. Introduction and Background

This Litter Management Plan is presented by Dublin City Council for the three year period 2016 to 2018. Dublin is our capital city; over half a million residents call the city “home” and an additional 57,000¹ commute to the city for work and education each day. The city is a prime tourist destination, welcoming visitors each year from all across the world. In recent years, Dublin has forged a reputation as a thoroughly modern city in which to do business; it has emerged as a hub for numerous internet and technology companies and start-ups. It is a focal point for international and national sporting occasions, as well as for entertainment and events of national historical significance. It is within this rich cultural and varied context that Dublin City Council has prepared this Litter Management Plan, reaffirming its responsibility to create a welcoming environment for all those who visit, live and work in the City.

Dublin City Council decided to consult widely with members of the public and other interested parties in addition to complying with the specific legislative requirements set out in the Litter Pollution Act 1997 to 2009 in the preparation of the plan. Individuals, residents, community groups, businesses and politicians were all called upon to give their thoughts and suggestions on litter issues in the City. The Council also consulted with its litter wardens and cleansing staff – those at the front line of litter management, prevention and enforcement in the city.

By taking this approach, Dublin City Council was able to take an inclusive account of the concerns of the citizens of Dublin, as well as the practical day to day experience of its staff. The result is a concise, useful and deliverable plan, which will help to keep the streets of Dublin City clean, as we look forward to economic growth and stability, including social prosperity.

The 2016-2018 Litter Management Plan for Dublin City Council was prepared using a new and streamlined approach, to formulate a plan which is focused on the key issues of litter management in the City. The plan sets out the objectives for preventing and managing litter and how Dublin City

What is litter?

Litter is defined in the Litter Pollution Act 1997-2009. In summary, this definition means that any object or substance regardless of size, which is disposed of improperly (i.e. not deposited in a litter bin or authorised waste facility) and is likely to become unsightly or unsanitary is considered to be litter. This can range, for example, from a single coffee cup or cigarette butt discarded on the street or thrown from a car window, to the dumping of larger volumes of litter or waste like furniture.

¹ Census 2011

Council aims to achieve these objectives, through the integrated use of resources, partnership and enforcement to deliver a cleaner, greener City for all.

Dublin City at a Glance



Approach and Methodology

A four phase approach was taken in preparing the draft Litter Management Plan 2016-2018, as shown in the schematic, overleaf. As part of the multi-stage process of formulating a new Litter Management Plan for the City, Dublin City Council actively pursued public participation through a non-statutory consultation phase. Submissions were invited prior to drafting of the Plan from voluntary and community groups/organisations, residents associations, members of the public, elected representatives and members of the SPC, and key members of Dublin City Council staff. The public



non-statutory consultation phase proved very successful; 124 written submissions were received along with input from 39 members of staff. 34 further submissions were received during the statutory consultation period. Oral submissions were invited to be made on two specific dates and one oral submission was made in respect of the plan.

Four Stage Approach to Drafting the Litter Management Plan 2016-2018

1. Consultation Phase (non-statutory)

- Media campaign advertising for Public Consultation via local and national newspapers, radio, internet and social media.
- Internal Dublin City Council Workshop with key waste management staff.
- Key stakeholder groups (community groups, business groups, TD's & City Councillors) invited to make submissions

2. Drafting the Plan

- Background research and review of submissions for preparation of a new Litter Management Plan.
- Review of 2008 - 2011 Litter Management Plan and evaluation of performance against previous targets.
- Review of draft plan by internal Dublin City Council Litter Management Team.

3. Statutory Consultation Phase

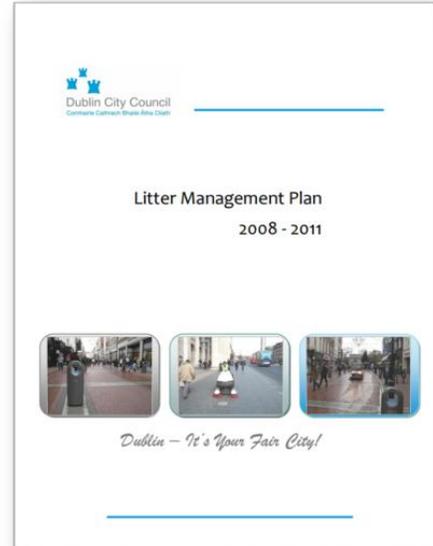
- Draft Plan to be approved by Environment Strategic Policy Committee and Dublin City Council for Statutory phase of Public Consultation.
- Public Consultation: Draft plan published on Dublin City Council website and media campaign inviting submissions including press and radio advertising
- Special Meeting of Strategic Policy Committee.

4. Review and Publish the Plan

- Amend the Draft Plan on the basis of the submissions received.
- Adoption of the Plan by Dublin City Council.
- Publication of the full and final Litter Management Plan 2016 - 2018.

2. Review of the Previous Litter Plan (2008-2011)

The previous Litter Management Plan was published by Dublin City Council in 2008. The 2008-2011 Plan described the activities and resources to be put in place by Dublin City Council for the management of litter over this period. A summary report on actions over the period 2008-2015 is presented below.



Litter Management and Street Cleaning

LITTER BINS

A litter bin survey was completed across the city in 2013. It was confirmed during the course of the survey that there are approximately 3,500 bins in the City. This litter bin survey is currently being updated.

BIN EMPTYING AND MAINTENANCE

The servicing of litter bins varies depending on the location of the individual bin. Bins in the City Centre area are serviced a number of times per day due to high usage and prominent location. In suburbs and urban villages, bins in small local retail areas are serviced twice per day. Bins in residential estates are generally serviced once a day. A specialised crew look after the maintenance and repair of bins across the City. Issues relating to servicing and maintenance of bins may be reported via Dublin City Councils customer service centre.

NEW EQUIPMENT FOR STREET CLEANING

Dublin City Council has made a significant investment in upgrading its operational street cleaning fleet. A new three year fleet contract was put in place in May 2015. A new fleet of 18 compact sweepers were introduced in May 2015. The upgraded fleet also contains hot power washers, specialist pavement cleaners for street furniture and dog fouling. Refuse freighters are hired for bulky waste and Christmas tree collections. Leaf collection units which fit to the back of refuse freighters are hired for leaf collection in the autumn.

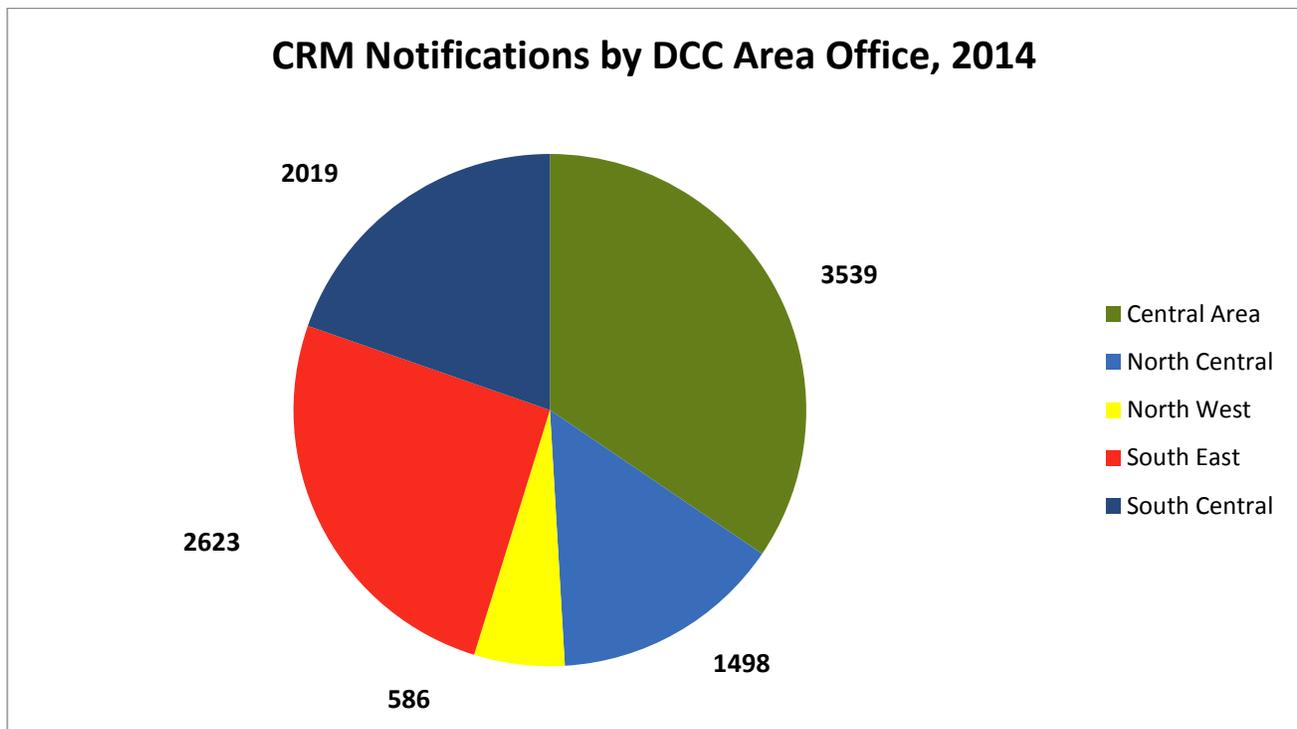


Customer Relationship Management (CRM) System

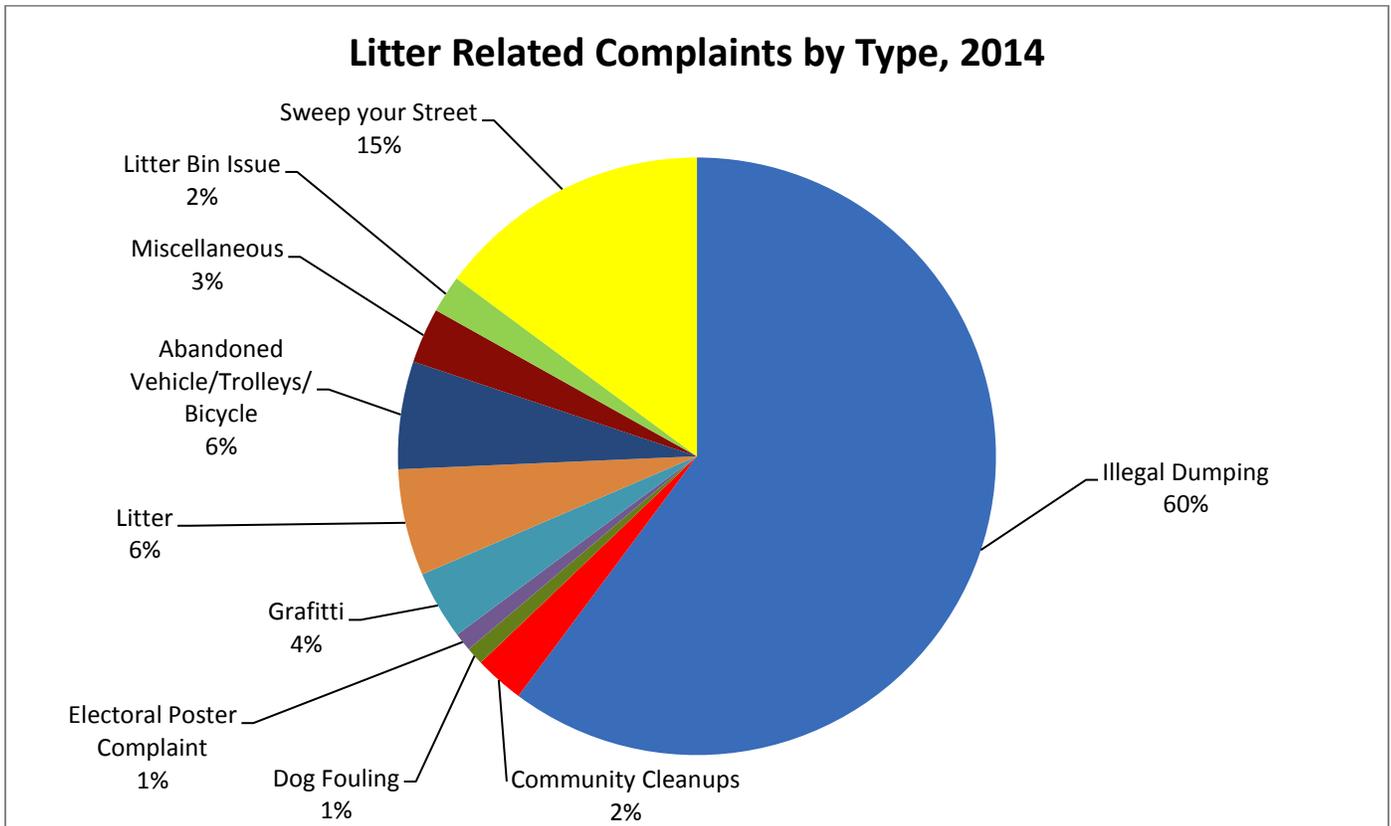
The Customer Relations Management (CRM) system was introduced in 2005 for capturing feedback and complaints relating to litter management throughout the City. The CRM System provides Dublin City Council with information regarding littering and other incidents, and allows the council to communicate with Litter Wardens and Cleansing crews to address these issues.

The CRM system also allows for notifications to be classified by type, for example a notification of littering, or through specific channels such as the 'Sweep your Street' requests from members of the public. In 2014, two thirds of the litter related notifications through the CRM system were related to incidences of illegal dumping.

Examples of Data Collected and Used by Dublin City Council CRM System, 2014



The CRM system allows Dublin City Council to track complaints and notifications of incidences of litter by Area Office. This allows the Council to identify black spots and deploy resources to areas where there is a greater need for them.



The chart above shows the wide variety of notifications and complaints received by Dublin City Council in 2014 and recorded on the CRM system. The percentage relating to each category is also shown for 2014.

Education

A Litter Education Pack was produced by Dublin City Council in 2008 and was circulated for use to all primary and secondary schools nationwide. The success of the pack has reached far beyond schools in Dublin City, with the pack being requested for use in schools in the United Kingdom, Australia and United States of America.

Dublin City Council Litter Wardens have visited and made presentations to many primary schools across the City in order to help educate school children about their work and keeping Dublin clean. In addition, the Green Schools Officer has actively raised littering and illegal dumping issues through their work with the Green Schools Programme.



Graffiti

CLEANING AND REMOVAL

Dublin City Council devotes significant resources towards the removal of graffiti. 25,400m² of graffiti was removed in 2014 using a dedicated in-house graffiti removal crew together with third party contractors. All incidences of graffiti treated by the crew are logged on a GIS² based technology system. The system allows for the scheduling, dispatch and logging of jobs as well as allowing staff to feedback to the system, with the ability to upload before and after photographs and reports from the field.

The graffiti crews' efficiency and effectiveness have received praise from both businesses and the public alike.

Dublin City Council has committed that 100% of racist graffiti and material deemed to be of a political or sensitive nature will be removed within 48 hours. A specialist graffiti removal contractor is used to remove this type of graffiti in addition to any graffiti which may be present on a listed building in the City.

LOVE THE LANES GRAFFITI ART PROJECT, TEMPLE BAR

The Love the Lanes project was a collaboration between Dublin City Council and The Temple Bar Company to pilot solutions and interventions to address anti-social issues in the Laneways in Temple Bar.



The goal of the project was to reactivate these lanes for people to use and enjoy through creative intervention. In 2014, there was an open call for ideas and the response from the public was remarkable. Of the 60 proposals and ideas received, 10 proposals were shortlisted. Six ideas were implemented on the Laneways of Temple Bar with the support of residents and businesses during the summer. The main focus of the project was Adair and Bedford Lanes, Copper Alley and Crampton Court.

² The GIS based system is a remote technology which uses cloud computing and mobile apps to effectively manage staff working out in the field.

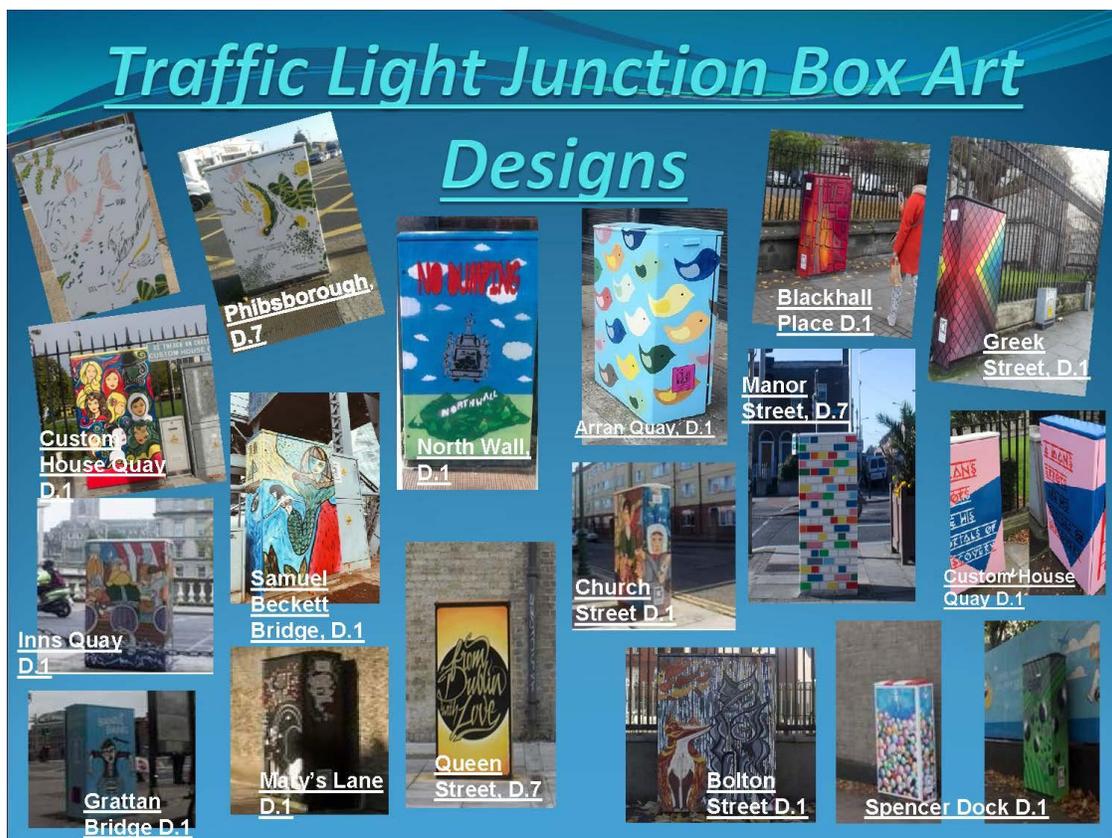


EDUCATION

A new anti-graffiti video is being developed by the South East Area office targeting the 8 – 12 year old age group who may potentially become future ‘taggers’. It is intended that this will become part of a citywide campaign and the video will be available to all areas and also rolled out to schools. There will also be close liaison with An Garda Síochana and Waste Management Services.

THE BETA PROJECT/DUBLIN CANVAS

The issue of heavy tagging and graffiti on traffic signal boxes located across the city was highlighted as part of the Dublin City Beta Project. In response to this, a Beta trial was organised to have a selection of these boxes decorated to see if this would deter incidences of graffiti. The success of the project was recognised and the process formalised in 2015 as Dublin Canvas. The art covered boxes have led to a significant reduction in graffiti and there has been a favourable response, in general, from members of the public. There are currently 44 boxes decorated around the city. The scheme will be expanded further in 2016.





Other Initiatives

DOG FOULING

Dog fouling bins were removed across the city to deter the placing of domestic waste in the bins. In their place, a scheme distributing free doggie bags was rolled out with an accompanying media campaign. *The doggie bags can be disposed of in any public litter bin.*

A suite of 3,000 anti-dog littering signs were purchased in 2014 and erected across the city. A further 3,000 signs were purchased in 2015 and are now in place. The signs are visually appealing and bi-lingual.

BYE-LAWS

Bye-Laws for *Prevention & Control of Litter* and Bye-Laws for the *Storage, Presentation and Collection of Household & Commercial Waste* were introduced and implemented in

2013. The Bye-Laws included the introduction of single day collection in the City. The single collection day has made a real difference to controlling and regulating waste collections, particularly in the suburbs.

Bye-Laws for Prevention & Control of Litter establish that takeaways and licensed premises are responsible for ensuring that the area outside their premises is litter free. The Bye-Laws also make it necessary to have a permit for the distribution of advertising material in the City.

The Bye-Laws for the *Storage, Presentation and Collection of Household & Commercial Waste* apply to householders and commercial premises, placing an onus on them to ensure that their wastes are collected by a permitted contractor and taken to a licensed facility. Under the Bye-Laws, the times for waste presentation and collections are strictly controlled.

A summary of Litter Prevention Bye-laws and all necessary documentation were distributed to businesses in the City and continue to be distributed when a premises is visited by Litter Wardens.

In 2010, Dublin City Council reached an arrangement with newspaper producers and an annual permit was issued for the distribution of newspapers in the City. Distribution of free newspapers in the City has now ceased.



ENFORCEMENT

Dublin City Council Litter Wardens are the front line of litter management in the City through the enforcement of the Litter and Waste Management Bye-Laws.

At present, Litter Wardens are working with the North Inner City Litter Action Group (NICLAG) to ensure all households are compliant with the waste bye-laws. This initiative has been very successful, with the rate of compliance from households with waste disposal arrangements in place going up from 31% to 55%. A similar exercise in the South Inner City has worked well and the templates used in both areas will assist in developing a citywide enforcement approach going forward.

In 2014, Dublin City Council litter wardens dealt with approximately 10,265 litter related complaints, including issues such as fly tipping, dog fouling, shop fronts and general littering.

CCTV was installed at ten illegal dumping black spots across the City, which has acted as a deterrent to fly tipping at these locations.

ENFORCEMENT DATA FOR 2014

Item	Number
No. of Litter Wardens	18
Fines issued	2290
Fines paid	698
Number of prosecution cases taken (because of non-payment of on-the-spot fines)	542
Number of successful prosecutions secured	44

3. Objectives for the 2016-2018 Litter Management Plan

Overarching Objectives of the 2016-2018 Litter Management Plan

1. Reduce litter by working with our citizens to make Dublin a welcoming environment for all who work, live in and visit the City.
2. Communicate the litter prevention message throughout Dublin City.
3. Ensure that there is an effective and efficient street cleaning operation in place throughout the city.
4. Use all available enforcement options under the Litter Pollution Acts 1997 - 2009 and the Bye Laws to prosecute litter offenders whenever possible.

There are three key areas around which the 2016 -2018 Litter Management Plan has been structured: **Resources, Partnership and Enforcement**. Under each individual area various actions for litter management and litter prevention are outlined and these are to be undertaken during the lifetime of the plan. Specific actions to deal with the problem areas of dog fouling and illegal dumping are provided. The plan has been prepared in conjunction with the requirements set out within the Litter Pollution Act 1997 to 2009 and takes account of the findings of the non-statutory and statutory consultation phases which included submissions from members of the public, residents association, business groups and the internal Dublin City Council consultation with cleansing and litter management staff. From these findings, objectives and targets have been formulated which aim to improve the standard of cleanliness throughout the City over the three year period from 2016 – 2018. By taking an integrated approach to meet the objectives and targets set out within the plan, we create a practical and sustainable Litter Management Plan for the City.



Resources



Partnership



Enforcement

Resources

During the recent economic downturn, Dublin City Council staffing levels fell across all areas, not least in the Waste Management and Cleansing Divisions. The 2016 -2018 Litter Management Plan sets out how Dublin City Council will make best use of the reduced resources available to it during the period of the plan, combining greater provision of technology with fully trained staff to ensure that a high standard of street cleaning is delivered throughout the City.

CLEANING STRATEGY FOR URBAN VILLAGES AND SUBURBAN AREAS

The current cleaning strategy in place for Dublin's Central Business District was put in place during the lifetime of the previous Litter Management Plan for the City. The focus of the 2016 - 2018 Litter Management Plan is to ensure that our neighbourhoods are cleaned to the same high standard as the City Centre. It is recognised that areas outside of the Central Business District, mainly suburban villages, require increased cleaning and bin servicing, particularly during the evenings and at weekends. Dublin City Council aims to develop an effective cleaning strategy for these areas that will see an increase in the frequency of street cleaning in accordance with the requirements for the area. A street washing programme will also be implemented between April and October each year, beginning in summer 2016.

STREET CLEANING SCHEDULE

Dublin City Council will continue to maintain and update regularly the website www.dublincity.ie/StreetSweeping which allows members of the public to access information on when their street is cleaned. This website which is being updated at present will also be updated to include information on supplementary services introduced in suburban villages throughout the City.

ROAD SWEEPING SERVICE

Dublin City Council will introduce a road sweeping service, at the request of local residents or community groups. On these days, residents will be asked to assist with removing their cars for a two hour period, so that the entire street can be thoroughly cleaned. Information on how to request this service will be available on the Dublin City Council website from March 2016.

BULKY WASTE COLLECTION

Dublin City Council will introduce an online Bulky Household Waste Collection Service from April 2016. Details of the service and charge will be available on www.dublincity.ie. The bulky waste collection is for items that are too large to be accepted by the regular waste collection service e.g. furniture, carpets,

bikes and kitchen & bathroom units. Residents will be able to request this service “on demand” via the Dublin City Council website and customer services centre.

USE OF TECHNOLOGY

Dublin City Council will avail of the latest technology in order to address the litter problems in the Central Business District during the lifetime of 2016-2018 Litter Management Plan. New innovations such as smart litter bins using GPS and GIS technology will be assessed, piloted and adopted if feasible. It is recognised that technology can result in cost savings in staff time, fleet and fuel.

Dublin City Council will continue to use the Customer Relationship Management system for the logging of incidences of litter throughout the city. The CRM system will play a pivotal role in the identification of “hotspots” of littering, illegal dumping and other litter related incidents. By logging and tracking the data on the Customer Relationship Management system, Dublin City Council can assign staff and fleet to the areas where they are most needed.

Dublin City Council will continue to use the GIS system during graffiti removal and will continue to look for new technology to incorporate into the management and maintenance of the street cleaning fleet. This will ensure that its performance is optimised, which will allow the Council to expand its use in other areas (for example, the removal of illegally dumped items).

DEPLOYMENT OF UPGRADED FLEET

Dublin City Council has made a significant investment in upgrading the fleet and equipment during the period of the previous plan. Compact street sweeper units, additional large street sweeper units and power-washing units were made available for use. The Council aims to continue to upgrade the fleet throughout the City from 2016 onwards, which will result in greater efficiency in street cleaning operations and a cleaner City.

Some of the key additional pieces of equipment available for use in the City include three pavement cleaners, which are specifically designed for cleaning street furniture and the removal of dog fouling incidences.

At present there are three handcarts in operation in the City. Dublin City Council aims to increase this number to ten during the implementation of this plan.



The Council have obtained two specialised units to assist with leaf removal. Leaf litter is a persistent issue in the autumn as there are many tree lined streets and avenues throughout the City. Fallen leaves clog drainage systems, decompose when wet and catch other pieces of windblown litter, making street cleaning difficult and inefficient with traditional road sweepers. The units will be used where necessary to remove fallen leaves and leaf litter.

The Council have refuse freighters available for Bulky Waste collections. The freighters will assist with the removal of large, bulky illegally dumped items and for the collection of old Christmas trees in the post-Christmas period.

LITTER BINS

Dublin City Council aims to create a litter bin implementation policy for the City in 2016, setting out key criteria for the location of litter bins. Bus stops, neighbourhood shops, main thoroughfares, schools, parks, hospitals will be considered as priority areas for the siting of litter bins. Dublin City Council will endeavour to ensure that all enclosed Parks will have a litter bin/dog fouling bin either within the Park or in close proximity to the Park by the end of 2016.



The policy will lay out specific criteria for the installation or removal of litter bins. Under the new implementation policy, abuse of a bin (e.g. using the bins for the disposal of household waste) will not necessarily be a reason for removal except under extreme circumstances.



Dublin City Council aims to improve its information and data systems regarding the management of litter bins in the City, to assist with counting, recording and monitoring the litter bins by using the latest GIS technology. To achieve this, every bin in the city will be provided with a unique numerical identification. The plan is that this unique I.D. could be quoted and logged on the CRM when bins are found to be damaged or over-flowing. The systems will be updated regularly to take into account the removal or

addition of new bins

There has been an increasing trend of successful deployment of smart bin technologies in cities that incorporate features such as sensors that communicate back to the street cleaners when they are full. The use of accompanying software that allows for optimization of routes for cleaning schedules and provision of real time data information. Dublin City Council will investigate how this type of technology might be utilised successfully in the City.

Dublin City Council will put in place a litter bin cleaning and painting regime. Bins are proposed to be cleaned once every week in the Central Business District, and every two weeks in suburban villages. Litter bins will be repaired on an as required basis. Dublin City Council intends to put in place a rolling programme of bin painting with priority given to City Centre locations.

Dublin City Council will review and consider the introduction of small mounted litter receptacles at traffic lights and bus stops for the disposal of chewing gum and cigarette butts.

Dublin City Council will assess the latest designs of segregated type bins that facilitate recycling and put in place a trial of this type of bin to promote on street recycling.

Dublin City Council will review the design of bins used throughout the city to discourage the practice of illegally placing household waste in litter bins. The review will consider the inclusion of a space for anti-littering messages (such as *'Keep Dublin Clean with the Clean Dublin Team'* or *'Love Dublin, Hate Litter'*) and communications promoting a cleaner City as well as to issue information regarding fines and enforcement matters. In addition, the Dublin Docklands Authority is currently providing 35 bins for the Docklands Strategic Development Zone.

GRAFFITI AND POSTER REMOVAL

Dublin City Council will continue to implement the current graffiti removal policy and will continue to engage a specialist graffiti removal contractor for the rapid removal of graffiti of a sensitive or political nature.

Dublin City Council will continue to support projects which provide graffiti artists with dedicated spaces to create modern urban art in such a way that enhances the cityscape. Dublin City Council will continue to implement the 2014 Posters Protocol³. The protocol has resulted in better control of postering for

³ Posters Protocol: Posters/Notices promoting commercial events are prohibited. A voluntary agreement has been reached through the Posters Protocol to exhibit posters advertising public meetings. Permission must be obtained in advance from Dublin City Council.

events in the City. The exclusion zones of Henry Street, Grafton Street and O’Connell Street have been well observed.

CA SITES, BRING CENTRES AND BOTTLE BANKS

The Dublin City Council website www.dublincity.ie details the opening hours (including summer opening hours) of recycling facilities across the City as well as listing all materials accepted at these sites. The main City bring centres including Oscar Traynor Road, Collins Avenue, Grangegorman, Windmill Road and Rathmines will be open on Sundays during the Summer months as this initiative has proven to be very popular with the public.

In 2016, “pay by weight” legislation will be introduced for the collection of waste material across the country. In view of this, Dublin City Council will be considering the implementation of a nominal gate fee for accessing CA sites and Bring Centres.

Details of current charges incurred for use of these facilities are available on www.dublincity.ie.



Partnership

Many of the submissions received during the Public Consultation exercise were from individuals, business groups and residents associations based throughout the City. The submissions showed the sense of pride Dubliners have for their City and a desire to make it the best it can be. In order for the 2016-2018 Litter Management Plan to be successful, Dublin City Council must engage with citizens, community and Business Groups to keep Dublin litter free for all of those who live and work in the City.

WORKING WITH COMMUNITY GROUPS

Dublin City Council will continue to support and promote the Fix Your Street initiative and Adopt-a-Street Initiative throughout the city. [#adoptastreetdub](#)

Dublin City Council will actively engage with the various Resident Associations and Groups to promote



local community co-operation and assistance in dealing with litter related issues. Dublin City Council will work with these groups at a local level to develop action plans to deliver local objectives. The Council will, where possible, devolve decision making to residents and use their local knowledge and insight to assign resources and target litter management issues affecting the community.

Dublin City Council will continue to assist residents groups with community clean-ups by providing them with necessary equipment such as litter pickers and litter bags. Dublin City Council will remove all waste collected once the clean-up has been completed.

WORKING WITH STATE BODIES

Dublin City Council have fostered and sustained a relationship with various public and private bodies that assist with graffiti removal and keeping the city streets clean. Dublin City Council aims to formalise the current partnership in place with the Probation Services to continue and build on the success of this work to date during the lifetime of this plan.



KEY EVENT: TEAM DUBLIN CLEAN UP 2016 – “KEEP DUBLIN CLEAN WITH THE CLEAN DUBLIN TEAM”

Dublin City Council plan to host their largest ever community clean up on Saturday, March 26th 2016.

Dublin City Council will encourage volunteers to come out in force for a couple of hours in organised community events. The event is based on small community clean ups and Adopt the Street schemes across the City.

Dublin City Council will provide participants with clean-up packs containing a high-vis vest, litter picker, bag, hand sanitizer and gloves. Dublin City Council will facilitate the collection of bags after the clean-up is completed. It is hoped that volunteers from community groups, schools and businesses will provide a helping hand in making the project a success for the celebrations.

Further information on the event and details on how to register to take part in this event can be found on www.teamdublincleanup.ie

Dublin City Council hopes that this event will become an annual event on the calendar during and after the lifetime of this plan. [#keepdublinclean](https://twitter.com/keepdublinclean)





BUSINESS PARTNERSHIPS

Dublin City Council will continue to actively engage with businesses throughout the City. Licensed premises have a responsibility to ensure that the area outside their premises is free from cigarette butts and swept regularly. Commercial premises are required to keep the area outside their premises clean and free from litter. Dublin City Council Litter Wardens, Public Domain Officers and Environmental Liaison Officers will continue to visit premises throughout the city and engage with business owners on these issues.

Business Responsibilities for Litter

The Litter Pollution Acts 1997-2009 puts a number of legal responsibilities on Businesses to control litter. The following are offences under the Act:

- Failure to keep footpaths, pavements and gutters adjacent to premises litter free (cigarette butts, receipts, wrappers etc.).
- Putting up posters or signs without authorisation or placing advertising flyers on cars.
- Placing commercial waste in a public litter bin.
- Dumping material in an area other than a waste receptacle or authorised waste facility.
- Mobile operators and organisers of major events have additional responsibilities.

EDUCATION

Educating and informing our citizens about the part they can play in keeping the City clean is important. “Report it” education campaigns will be run to empower citizens to report incidents of illegal dumping so that they can be resolved quickly.

The Green Schools Programme is an environmental management system and an award scheme that promotes whole school action for the environment. Dublin City Councils Green Schools Officer will continue to work with schools across the City to promote and assist the roll out of the Green Schools Programme. This includes primary, post-primary and third level institutions.

IRISH BUSINESS AGAINST LITTER (IBAL)

Dublin City Council will continue to work on the recommendations made by Irish Business Against Litter (IBAL) monitoring reports. Dublin City Council actively carries out site assessments on locations identified by IBAL to address the issues highlighted by the monitoring

reports.

As a result of recommendations made in the reports, Dublin City Council engages with state bodies and landlords with regards to litter and property management issues. Dublin City Council have increased street cleaning frequencies, where required, and promoted Community Environmental Projects.

One of the Dublin City Council responses to the IBAL reports centred on initiatives to increase compliance with waste bye-laws. Dublin City Council carried out door-to-door enforcement surveys in problematic areas where illegal dumping and non-compliance with waste bye law requirements was prevalent.

Dublin City Council will continue to engage with IBAL to inform them of the progress of these initiatives and how Dublin City Council are responding to the results of the surveys.

COMMUNICATION POLICY

Dublin City Council has recognised that the way in which information is communicated to the public has moved from the traditional channels of print media to online and social media channels. The Dublin City Council website is vital for providing information on its services. Dublin City Council also maintains a presence on Twitter and Facebook.

Dublin City Council will continue to use radio and newspaper advertisements to communicate and inform citizens on anti-littering strategies. The Dublin City Council customer service department is happy to provide information on services such as Sweep your Street and the online Bulky Waste Collection service via telephone. This information is also available from local area offices.

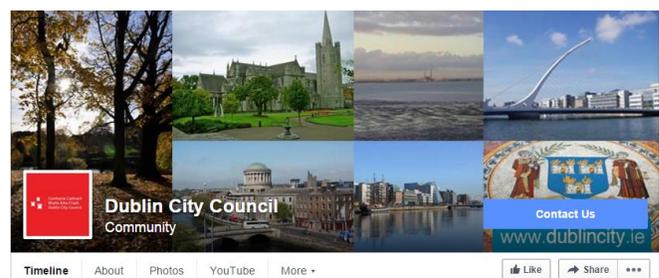
SOCIAL MEDIA

Social media is an important resource in fostering relationships with the public. Facebook, Twitter and Instagram are widely used and provide excellent platforms for communication with local citizens. The use of these platforms is two-fold. They allow citizens to quickly report litter related issues to Dublin City Council in real time, with good locational accuracy while on their daily commutes, doing the school run or going shopping. They allow Dublin City Council to access as many people as possible with information on upcoming events or in the promotion of Dublin City Council initiatives such as Adopt a Street, community leaf removal etc. Hashtags (#) have been included throughout this plan for use during the promotion of certain initiatives.

Social Media will play a vital part in our campaign against dog fouling, illegal dumping and littering generally.

Dog Fouling

Dog fouling was the single biggest issue raised by Dubliners during the public consultation for this litter management plan, with over one third of all submissions citing it as an issue in the City. By



working with dog owners and educating them on the correct way to dispose of the dog litter, as well as making them aware of the penalties for not cleaning up after their dogs, Dublin City Council and the dog owners of Dublin can help eliminate the scourge of dog fouling from the City streets.

An interdepartmental group has been established to develop a policy for responsible dog ownership which is clear, coherent and acknowledges the important value of dogs to the quality of life of their owners. The policy will also reflect the needs of others in the community, particularly the elderly and children, to have public spaces which are safe and clean for rest, relaxation, recreation and play. The plan is to fully engage and work with dog interest groups and dog walkers across the City. By making picking up dog litter acceptable and visible in this way, we can affect the behaviour of many, and make dog fouling socially unacceptable.

LITTER BINS IN PARKS

Litter bins for the disposal of dog foul will be strategically reinstated in the City's Parks or in close proximity to Parks.

Dublin City Council will continue to encourage and support the “**Any Bag, Any Bin**” campaign.

STREET CLEANING

Dublin City Council will identify dog litter black-spots that require regular power washing to remove dog litter, particularly around beaches, coastal routes and other amenity areas during the busy summer period.

Dublin City Council will provide free doggie bags to community groups for use during their clean up days.

TECHNOLOGY

Dublin City Council will examine the possible role of audio devices which play pre-recorded audio messages reminding walkers to look after their dog litter in dog litter black spots across the City. Small audio devices are fitted to lamp-posts in areas with high levels of dog walkers. The audio messages are played at regular intervals during daytime and early evening.

Dublin City Council are currently trialling these devices to assess their effectiveness at one dog fouling blackspot and also at one bring centre to deter continuous dumping at the site.

EDUCATION AND AWARENESS

Dublin City Council will continue to provide free doggie bags to dog owners through local offices. Information on litter bin locations and other initiatives will also be provided.

Dublin City Council will run a widespread media campaign using bus shelter advertising space and to inform Dubliners about the correct use of litter bins and related dog fouling matters.

A 12 week advertising campaign in Dublin City cinemas has taken place to highlight the issue of food waste. The use of cinema advertising will be considered for promoting other campaigns including graffiti, dog fouling and litter messages.

These campaigns will also encourage citizens to report incidents to the council via the Dublin City Council Litter Hotline: 1800 251 500.

RESPONSIBLE DOG OWNERSHIP

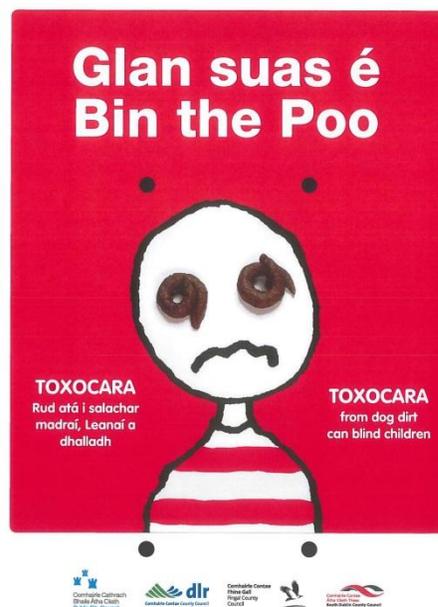
Dublin City Council will continue to support and promote the expansion of the Green Dog Walkers initiative. The Green Dog Walkers initiative is a community led programme, which aims to encourage responsible dog ownership in a positive and friendly way, through building up relationships with other dog walkers. They remind fellow dog owners to pick up after their dog, and carry extra dog litter bags.

ENFORCEMENT

Dublin City Council will build upon recent successful pilot enforcement projects by implementing a citywide dog fouling enforcement project which will target known blackspots across the city and result in increased issuing of fines and prosecutions for Dog fouling offences.

Dublin City Council will run a media campaign and radio adverts on Dublin radio stations about the risk of prosecution for dog owners who do not pick up their dog litter. The campaign will remind dog owners about the fine and possible court appearance for not picking up after their dog.

Dublin City Council will provide training to its Litter Wardens in relation to how to approach and engage people on dog fouling issues.



Illegal Dumping

Illegal dumping and the use of public litter bins for household waste were identified during the consultation phase as significant litter management issues for Dublin. As a direct response to this, Dublin City Council has made it a key focus area for the 2016-2018 Litter Management Plan. Below are the measures set out by Dublin City Council to tackle the problem of illegal dumping in the City.

ENFORCEMENT

Dublin City Council will continue to use CRM Reports to identify black-spots where illegal dumping occurs frequently, and will consider the installation of CCTV surveillance units in these areas to deter offenders. Dublin City Council will invest in clear signage erected to let offenders know CCTV surveillance is in operation and illegal dumpers will be prosecuted.

Dublin City Council will continue to support the role of the Litter Wardens in addressing this issue. Litter Wardens will continue to apply the full rigour of the law to bring prosecutions against offenders.

PARTNERSHIP

Dublin City Council will work with Community Groups and Residents Associations where illegal dumping is a problem to deter illegal dumping activities (similar to Neighbourhood Watch Schemes).

Dublin City Council will support and provide community groups with bags, equipment and waste removal on clean-up day.

Dublin City Council will facilitate members of the public to report incidences of illegal dumping when they come across it through the use of well publicised channels such as the Dublin City Council Litter Hotline: 1800 251 500.

BULKY WASTE COLLECTION CREW

Dublin City Council will introduce an online on-demand Household Bulky Waste Collection Service. Details of the service and materials accepted will be available on the website in 2016.

BRING CENTRES

Dublin City Council will promote opening hours and special opening hours such as Sunday openings during the summer season. Dublin City Council will distribute leaflets outlining what materials can and cannot be deposited at the Bring Centres.

Dublin City Council will continue to promote its recycling facilities and services on its website www.dublincity.ie

In conjunction with WEEE Ireland, Dublin City Council will continue to facilitate WEEE collection days at specific locations across the City. These collection days are advertised on the City Council's website and through social media outlets.

HALLOWEEN

Dublin City Council has in recent years prepared a very successful Halloween Plan, the objective of which has been to reduce the social and environmental consequences of bonfires. Dublin City Council Waste Management Department will continue to work with stakeholders such as Housing Department, Parks Department, Area Offices, Dublin Fire Brigade and An Garda Síochána to continue this success over the lifetime of the Litter Management Plan.

Enforcement

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 openly ignore the law.

Litter Wardens are the first line of enforcement against litter in the City. They play a pivotal role in ensuring that those who disregard the law in relation to littering and illegal dumping are brought to justice. Their skills, experience and diligence are vital in this regard. They also work with businesses and schools throughout the City in an educational capacity, advising on their legal obligations in relation to preventing litter.

LITTER WARDENS

At present there are 16 Litter Wardens working throughout the City.

Dublin City Council will continue to provide specialist training for Litter Wardens in order to help deal with the evolving littering challenges facing the City. For example, Dublin City Council will provide its Litter Wardens with expert witness training and training on how to approach and engage with dog owners on issues relating to dog fouling.

Littering Fines and Penalties

Leaving or throwing litter in a public place is an offence that can be subject to an on-the-spot fine of **€150**, or a maximum fine of **€4,000** if you are convicted in the District Court. A person convicted of a litter offence may also be required to pay the local authority's costs and expenses in investigating the offence and bringing the prosecution to court.

FINES AND PROSECUTIONS

Litter Wardens will continue to issue on the spot fines and prosecutions to litter offenders across the City. The number of fines that are issued and court prosecutions taken are monitored and measured on a continuous basis and Dublin City Council will continue to do this.

Dublin City Council Litter Wardens will continue to be highly visible to the public, by maintaining the number of high profile foot patrols across the City.

ENFORCEMENT SURVEILLANCE OPERATIONS

CCTV surveillance cameras were placed in ten illegal dumping black-spots across the City between 2008 and 2015, and have proven to be extremely effective. As a result, Dublin City Council will continue the introduction of CCTV surveillance in additional black-spots across the City. Dublin City Council will consider the use of mobile CCTV units where appropriate. CCTV surveillance aids in the identification and successful prosecution of offenders, particularly where vehicles are involved in illegal dumping.

COMPLIANCE SURVEYS AND ENFORCEMENT 'BLITZ' CAMPAIGNS

Door to door compliance surveys have been conducted to ensure that householders have engaged the services of a permitted waste contractor to bring waste refuse to an authorised facility for proper treatment or disposal. This enforcement blitz has proven to be extremely effective.



MEDIA AND EDUCATION CAMPAIGN

Dublin City Council intends to run media and education campaigns (similar to the TV Licence Campaign) to educate and inform citizens of the fines and enforcement penalties that could be levied against them, if they are found to be engaging in littering, illegal dumping or failing to dispose of dog litter in the correct manner. These campaigns will make use of local newspaper, bus shelters, local radio and Dublin City Council social media channels.



DUBLIN CITY COUNCIL ENFORCEMENT PLAN

Dublin City Council will put in place an effective enforcement plan for the City. The aim of the enforcement plan is to strengthen current anti-littering measures in operation throughout the city. An Enforcement team will deal with illegal dumping, blackspots and dog fouling, with the aim of securing successful prosecutions.

Dublin City Council recognizes that there are aspects of the current regulatory regime which makes enforcing legislation and securing successful prosecutions, particularly for illegal dumping and dog fouling incidences, difficult. Dublin City Council will prepare a submission to the relevant government department to try to amend the legislative framework so that more successful prosecutions in these areas are secured.

4. Monitoring the Implementation of the Plan

Implementation Plan

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

	Overall objective is to ensure the provision of an effective and efficient street cleaning operation.		Introduction Timeframe (2016-2018)
Resources			
1.	Develop a cleaning strategy for suburban villages, including provision for weekend/out of hours service schedule.	Achieved/Not Achieved.	Q2, 2016
2.	Roll out of Cleaning Standards booklet to all Street Cleaning Staff.	No. of cleaning staff who received booklet.	Q2, 2016
3.	Intensive street washing programme from April to October each year.	Achieved/Not Achieved.	Q2 – Q3, 2016 - 2018
4.	Update and maintain accurate street cleaning and road sweeping schedule on Dublin City Council website.	No. of unique webpage visits.	Q2 – Q3, 2016
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
6.	Introduction of on line Bulky Waste Collection service. Request via Dublin City Council website.	Tonnage of material collected.	Q2 – Q3, 2016
7.	Implement Halloween Plan to combat social	Plan in place.	Q3-Q4 2016 -

	and environmental consequences of Bonfires.	Tonnage of materials collected	2018
8.	Organise Christmas tree collection service.	Tonnage of material collected.	Q1, 2016 to 2018
9.	Expansion in the use of the GIS system to manage illegal dumping incidents.	No of reports for illegal dumping incidences.	Q1, 2016
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
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
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
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
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
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.
17.	Continue maintenance programme for Bottle Banks.	Achieved/Not Achieved.	Q1, 2016

Area : Partnership

Objective : - 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
19.	Dublin City Council will facilitate community clean-ups with Residents Associations and community groups.	No. of clean-ups held.	Q2, 2016, 2017, 2018
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
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
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; ongoing.
23.	Development of policy on responsible dog ownership.	Achieved/Not Achieved.	Q4, 2016

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
25.	Run local cinema and radio advertising on litter, dog fouling and Christmas tree campaigns.	No of campaigns rolled out.	Q2, 2016

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.	No. of locations CCTV units used at. No. of fines secured. No. of prosecutions secured.	2016-2018
28.	Expansion of door to door enforcement campaigns across the city.	No. of campaigns completed.	2016-2018
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
30.	Formulate and implement Citywide enforcement policy including the establishment of a citywide enforcement team.	Policy Implemented Team Established	Q4, 2016



31.	Prepare submission on legislative requirements to support enforcement activities.	Submission Prepared	Q3, 2016
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In addition to the actions and metrics specific to the 2016-2018 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):

2016-2018 Litter Management Plan KPIs

1. Number of litter fines issued per year.
 2. Number of litter fines paid per year.
 3. Number of prosecutions secured.
 4. Number of dog fouling fines issued.
 5. Number of calls to the Litter Hotline.
 6. CRM data for period of the plan.
 7. Performance in annual IBAL monitoring results.
 8. Performance in annual Litter Surveys.
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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.
