

**REPORT TO:** NEIGHBOURHOOD SERVICES COMMITTEE– August 2022

**REPORT ON:** TAKE PRIDE IN YOUR CITY

**REPORT BY:** EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES

**REPORT NO.** 198-2022

**1. PURPOSE OF REPORT**

- 1.1 To update the Committee on the progress of the Take Pride in Your City Campaign and set out a refreshed programme for a further two years.

**2. RECOMMENDATIONS**

- 2.1 It is recommended that the contents of this report are noted and the Executive Director of Neighbourhood Services is remitted to take forward the appended action plan.

**3. FINANCIAL IMPLICATIONS**

- 3.1 The cost of managing and administering the Take Pride in Your City campaign will be met from existing Neighbourhood Services Revenue Budgets.

**4. BACKGROUND**

- 4.1 Reference is made to the ongoing Take Pride in Your City campaign, launched in May 2015 as a two-year campaign and the subsequent report 261-2019 to this Committee in August 2019. The campaign initially concentrated on five key issues; litter, dog fouling, graffiti, fly-tipping and chewing gum, built on the city's good track record for environmental improvement, under one banner of Take Pride in Your City.

- 4.2 In 2018/19 work began to update the Take Pride campaign. The revised overall aim was to encourage positive changes to people's behaviour; improving the image of the city's environmental quality and image as an attractive place to live, work, shop and visit.

- 4.3 The Covid-19 pandemic, over much of the last 2 years has limited public involvement and led to increased pressure on Council resources, with an impact on progress in taking some actions forward. However, key areas of progress are summarised below: -

4.3.1 Encouraging Community Involvement

- Continued effort to engage with businesses, community groups, residents and members of the public to progress the campaign aims and promote the campaign to a wider audience and further enhance their local neighbourhood.
- In the Beautiful Scotland 2021 awards, the Bonnie Dundee entry received a Gold medal (City category), the Broughty Ferry in Bloom a Silver Gilt (Coastal Town category), and Ardler Environment Group a Certificate of Recognition in the non-judged section (Residential Community category). In the It's Your Neighborhood (IYN) scheme, 16 groups from across Dundee have entered for 2021.
- In 2020, all 3 Beautiful Scotland and 11 IYN groups registered for Dundee were awarded a Certificate of Recognition by Keep Scotland Beautiful and the Royal Horticultural Society, to recognise the continued volunteer effort during the Covid-19 pandemic.
- Dundee Green Dog Walkers and Professional Dog Walkers schemes have been promoted to encourage responsible dog walking. In addition, 'Dogs on Leads' areas have been highlighted at Riverside Nature Park from April to July to encourage dog walkers to act responsibly in areas where ground nesting birds are present.
- Further clean up activities were actively encouraged and supported. The total number of registered litter picks\* are shown in the table below: -

	2015	2016	2017	2018	2019	2020	2021
<b>Total</b>							
Number of Litter Picks	20	20	26	40	61	29	44
Number of Participants	475	311	468	689	924	210	533
<b>Type</b>							
Educational Body	3	5	5	15	15	16	21
Business and Corporate Responsibility	3	4	8	3	9	0	4
Community Group	5	6	9	8	12	3	3
Other	9	5	4	14	25	10	16

\*excludes regular litter picking by other groups and individuals

- Regular bulletin of news from Dundee's horticultural and environmental groups, volunteering opportunities and events in Dundee's greenspaces.
- Engagement with City Centre stakeholders continued throughout the pandemic. Topics covered at meetings have included the Low Emission Zone, active travel, smoke free zones and general engagement on topics such as litter, graffiti and discarded chewing gum.
- Due to the pandemic the Dundee Flower and Food Festival took place online in 2020 and 2021.
- November 2019 saw the Neighbourhood Services' annual presentation evening for Dundee's environmental award recipients be rebranded under the Take Pride campaign.

#### 4.3.2 Education and Awareness

- Strong links have been developed with schools through the Curriculum for Excellence and the national Eco-Schools programme, i.e. waste education/awareness programmes linked to the Take Pride campaign.
- During 2019-2020, the Waste and Recycling Team carried out 36 visits to nursery, primary and secondary schools.
- In partnership with the waste strategy team, unique signage for in schools was designed and delivered to encourage greater awareness of recycling separation amongst schoolchildren.
- Keep Scotland Beautiful launched Upstream Battle on the Tay in August 2021, which involves cross-authority collaboration to raise awareness and tackle litter from source to sea. Four community-led Anchor Groups have been identified for Dundee who will lead on litter surveys and promotion amongst their communities. There will be opportunities for involvement from a range of organisations.
- Officers attended the Litter Seminar in December 2019 to run a workshop on Take Pride in Your City, which was attended by Local Authorities and other relevant organisations from across Scotland. Take Pride was highlighted as an example of how a Local Authority is using a coordinated cross-service approach to deliver an environmental improvement campaign.
- Dundee will join 12 other UNESCO designations on the first ever UNESCO Scotland Trail whose key ethos is sustainability <https://www.visitscotland.org/supporting-yourbusiness/marketing/toolkits/unesco-trail>. All businesses listed for Dundee will be members of Green Tourism, which will further their green credentials.

#### 4.3.3 Communications

- Close working relationships with the local media have been developed along with continued consultation with local community planning partnerships, local community and tenant groups.

- The refreshed Take Pride campaign was relaunched in 2019 with a new logo and a suite of new graphics, which are continually updated and refreshed to stay relevant to ongoing themes.
- Awareness of the campaign has been raised through traditional and digital media, utilising new social media opportunities on Facebook, Twitter and Instagram to reach different audiences across various demographics, such as age group. Key messages such as responsible waste disposal, how to report issues such as fly-tipping and graffiti, responsible dog ownership and a 'bag it and bin it' are regularly shared.
- Since early summer 2021, Take Pride campaign adverts have been displayed on a regular rotational basis on 25 different Clear Channel screens at bus shelters around the city.
- Council staff awareness of the Take Pride campaign has been increased, i.e. a staff briefing to an initial target group of Neighbourhood Services staff, a general campaign message included in the Service newsletter and through the Internal Waste staff briefings held by the Waste and Recycling team during 2019. Awareness raising has been restricted by the pandemic.
- In December 2019, a double-sided flyer promoting the Take Pride campaign and Recycling was posted out to 9,900 DCC tenants with the quarterly rent letter. In addition, 75,000 booklets were distributed to households, press duties and continued social media activity to support the ongoing strategy to tackle Contamination within the city's Recycling bins.
- Take Pride branded banners were displayed at the Caird Hall vaccination centre to raise further general awareness of the campaign. An additional Take Pride in Your City poster is being designed to further emphasise the message at community centres, park noticeboards and beach areas.
- The Council has followed the national 'Scotland is Stunning, Let's Keep It That Way' campaign in Summer 2020, led by Zero Waste Scotland and Keep Scotland Beautiful, to create and share a suite of Dundee-specific assets to encourage the appropriate disposal of litter. The series of Take Pride branded graphics featuring the city's parks continue to be promoted on social media.
- A 'My Beach Your Beach' campaign at Broughty Ferry beach took place during the bathing season of 2021, focusing on the key themes of refraining from feeding seagulls, disposing of litter appropriately, cleaning up after dogs and refraining from entering the no dog zone.
- Proactive Take Pride messaging has been communicated to warn residents against using unlicensed waste carriers, acting responsibly in cemeteries, encouraging responsible dog ownership and disposing of dog waste appropriately. Furthermore, the council participated in a Tayside region-wide campaign to target fly-tipping and further encourage the reporting of cases.
- The Communications team have supported City Centre campaigns to encourage residents and visitors to Dundee to Shop and Support Local businesses and the Waste Strategy team to deliver Waste and Recycling Action Plan. Promotion of national awards and work being carried out by local community groups as well as communicating how individuals and other groups can get involved in the initiatives.
- COVID-specific messaging on acting responsibly in parks and greenspaces was consistently delivered throughout the pandemic.

#### 4.3.4 Other achievements/ progress

Key highlights: -

- Completion of citywide dog bin audit and progression of citywide litter bin audit.
- Improvements to the city center public realm and infrastructure, i.e. removal of broken street furniture, installation of new dog waste bins at Slessor Gardens, installation of new planters in Reform Street and City Square and upgrading of the pond to Castle Street.

- Improvements to Customer Service Platform to categorise waste complaints more accurately allowing officers to ensure preventative messaging is targeted more effectively.
- Prior to lockdown in 2020, Animal Control Officers patrolled 'hot spots', liaised with other officers as necessary, i.e. City Centre Ambassadors and erected/ replaced signage as required. Larger signs were placed at prominent park entrances to highlight dog walkers' responsibilities. While all complaints of dog fouling are followed up, action in most cases has been installation of signage. Once restrictions have been lifted monitoring will recommence in areas where complaints have been received.
- In partnership with Zero Waste Scotland, a pilot project was carried out in the City Centre in an effort to reduce incidents of littering on the pedestrianised area of Reform Street and adjacent section of the High Street through the use of nudge techniques. The results indicated the proportional change in total litter between the pre and post intervention monitoring saw a 19% decrease in litter items in the live area, compared to only 1% in the control area. Eye-catching Take Pride bin signage was placed on all litter bins in the area as part of this project.
- Larger capacity bins have now been installed throughout the City Centre and at other high footfall locations across the city.
- Recycling updates were rolled out to all households in May and June 2021 with accompanying leaflets, aiming to increase the recycling rate.
- An officer working group has been established to review bin capacities and locations, identify known hotspots, and make any changes to existing sites, where appropriate.
- Broughty Ferry beach retained a Scotland's Beach Award and Excellent water quality classification in 2021.
- Dundee successfully retained seven Green Flag Awards in 2021-22 for; Barnhill Rock Garden, Baxter Park, Dundee Law, Slessor Gardens, Templeton Woods, Trottick Mill Ponds LNR, and Riverside Nature Park which achieved the accolade in 2020 during its first year of being entered into the scheme.
- Waterfront Place in the city centre is now complete.
- The Council proactively engages with businesses/promoters prior to events to plan resources and encourage them to act more responsibly, i.e. recycling, waste disposal and litter picks.
- Continued liaison with city centre management and partner agencies in relation to rough sleeping, begging and drug use and providing appropriate support to reduce the number of incidents.
- The City Council are in the process of developing a City Centre Strategic Investment Plan, which will set out an ambitious vision for the future of the city centre and inform development and investment around housing, employment, leisure and tourism, transportation, active travel, and public realm enhancements. The public realm theme will include a range of actions aligned with the Take Pride campaign. A draft of the plan is due for consultation later this year.
- Research and information gathering for a city centre pilot commercial waste collection project has progressed but was put on hold during the pandemic. Further work on this will be carried out in 2022/23.

## 5.0 Refreshing the Take Pride in Your City Campaign

In March 2021, work began to further refresh the campaign through a revised action plan. This aims to further enhance the positive progress already made, underpinned by three cornerstones of intervention to tackle litter and fly tipping:

- **Information** - ensuring effective and consistent messaging

- **Infrastructure** - improving the facilities and services needed to reduce litter and promote recycling
- **Enforcement** - strengthening the deterrent effect of legislation

5.1 The proposed next stage of campaign development is to deliver a two-year action plan, continuing with broader, focused actions under the following four strategic themes; outlined below with key aims:-

#### 5.1.1 **Local Environmental Quality**

- Ensure that Dundee City Council through its operations and management of the street scene and infrastructure engenders civic pride and enhances the local environment and quality of life for everyone.
- Increase public and business awareness of the Campaign, highlighting the the need for personal and shared responsibility in improving the environmental quality of our city.
- To influence behaviour change through increased awareness among the public and business operators of enforcement action being taken against those who fail to comply with their legal obligations or who commit offences' using enforcement powers in instances where the offences of fly tipping or littering can be corroborated.

#### **Recycling**

- To increase the city's recycling rate and improve the quality of recycle collected across household and commercial services.
- To fully engage with residents and commercial customers to increase awareness, encourage behavioural change and take personal responsibility for waste and recycling as part of an overall ethos of civic pride.
- To apply enforcement options where residents or business operators have failed to full fill their responsibility to comply with legal requirements with regards to proper waste containment and presentation.
- To progress the policy which limits single-use plastics within Council premises and the wider council area.

#### **City Centre and Businesses**

- Increase residents, city centre users, visitors and businesses participation in the Take Pride Campaign to engender civic pride and enhance the local environment.
- Seek external funding opportunities to support further environmental improvements within the City Centre.
- Implement a pilot of a city centre based commercial waste collection project.

#### **Communications**

- To raise awareness of the Take Pride brand, including consistent messaging and visuals.
- To influence behaviour change through increased public knowledge, positive sentiment and praise for good practice.
- To harness all available communication channels, including best value approaches through social media.

Action plans for each strategic group are set out in further detail at Appendix 2, which define full aims, objectives, outcomes and measures. An officer working group will ensure progress with actions outlined through regular meetings and a further review will be undertaken towards the end of the two-year period.

## 6.0 **POLICY IMPLICATIONS**

- 6.1 This report has been subject to an Integrated Impact Assessment to identify impacts on Equality & Diversity, Fairness & Poverty, Environment and Corporate Risk. An impact, positive or negative, on one or more of these issues was identified. An appropriate senior manager has checked and agreed with this assessment. A copy of the Integrated Impact Assessment showing the impacts and accompanying benefits of / mitigating factors for them is included as an Appendix to this report.

## **7. CONSULTATIONS**

- 7.1 The Chief Executive, Executive Director of Corporate Services, Head of Democratic and Legal Services and all other Chief Officers have been consulted on the preparation of this report and are in agreement with its contents.

## **8. BACKGROUND PAPERS**

- 8.1 None.

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20<sup>th</sup> July 2022

## Appendix 1: Integrated Impact Assessment Report

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Document Title	TAKE PRIDE IN YOUR CITY
Document Type	Strategy
New / Existing Document?	Existing
Document Description	A report to advise the Committee on the progress of the Take Pride in your City campaign and to seek approval for its continuation.
Intended Outcome	Approval to take forward the refreshed campaign and the associated action plan.
Document Start Date	01/01/2022
Document End Date	31/04/2024
How will the proposal be monitored?	The action plan details how actions will be monitored along with the intended outcomes.

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## Equality, Diversity & Human Rights

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Age				X	It is not known specifically how the refreshed campaign will impact Dundee residents. However, increased communication as detailed in the action plan will reach a wider audience and will hopefully encourage positive changes to behaviour, thereby improving the overall City's environmental quality.
Disability				X	As above.
Gender Reassignment				X	As above.
Marriage & Civil Partnership				X	As above.
Pregnancy & Maternity				X	As above.
Race / Ethnicity				X	As above.
Religion or Belief				X	As above.
Sex				X	As above.
Sexual Orientation				X	As above.

Are any Human Rights not covered by the Equalities questions above impacted by this report?	No
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## Fairness & Poverty

### **Geography**

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Strathmartine (Ardler, St. Mary's & Kirkton)				X	It is not known specifically how the refreshed campaign will impact Dundee residents. However, increased communication as detailed in the action plan will reach a wider audience and will hopefully encourage positive changes to behaviour thereby, improving the overall City's environmental quality.
Lochee (Lochee / Beechwood, Charleston & Menzieshill)				X	
Coldside (Hilltown, Fairmuir & Coldside)				X	
Maryfield (Stobswell & City Centre)				X	
North East (Whitfield, Fintry & Mill O'Mains)				X	
East End (Mid Craigie, Linlathen & Douglas)				X	
The Ferry				X	



West End				X	
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### Household Group

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Looked After Children & Care Leavers				X	It is not known specifically how the refreshed campaign will impact Dundee residents. However, increased communication as detailed in the action plan will reach a wider audience and will hopefully encourage positive changes to behaviour, thereby improving the overall City's environmental quality.
Carers				X	As above.
Lone Parent Families				X	As above.
Single Female Households with Children				X	As above.
Greater Number of Children and/or Young Children				X	As above.
Pensioners – single / couple				X	As above.
Unskilled Workers or Unemployed				X	As above.
Serious & Enduring Mental Health Problems				X	As above.
Homeless				X	As above.
Drug and/or Alcohol Problems				X	As above.
Offenders and Ex-Offenders				X	As above.

### Socio-Economic Disadvantage

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Employment Status				X	It is not known specifically how the refreshed campaign will impact Dundee residents. However, increased communication as detailed in the action plan will reach a wider audience and will

					hopefully encourage positive changes to behaviour, thereby improving the overall City's environmental quality.
Education & Skills				X	As above.
Income				X	As above.
Fuel Poverty				X	As above.
Caring Responsibilities (including Childcare)				X	As above.
Affordability and Accessibility of Services				X	As above.

### Inequalities of Outcome

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Cost of Living / Poverty Premium				x	
Connectivity / Internet Access				x	
Income / Benefit Advice / Income Maximisation				x	
Employment Opportunities				x	
Education	x				The action plan at Appendix 2 outlines objectives, actions, and timescales which will have a positive impact on Dundee's school aged children through education and awareness campaigns.
Health				x	
Life Expectancy				x	
Mental Health				x	
Overweight / Obesity				x	
Child Health				x	
Neighbourhood Satisfaction	x				The action plan at Appendix 2 outlines objectives, actions, and timescales which will have a positive impact on Dundee's neighbourhoods, thereby having a positive impact on neighbourhood satisfaction.
Transport				x	

## **Environment**

### **Climate Change**

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Mitigating Greenhouse Gases	X				The action plan at Appendix 2 outlines objectives, actions, and timescales which will have a positive impact on Dundee's Environment and improve the overall City's environmental quality.
Adapting to the Effects of Climate Change	X				As above.

### **Resource Use**

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Energy Efficiency and Consumption	X				The action plan at Appendix 2 outlines objectives, actions, and timescales which will have a positive impact on Dundee's Environment and improve the overall City's environmental quality.
Prevention, Reduction, Re-use, Recovery, or Recycling of Waste	X				As above.
Sustainable Procurement		X			N/A

### **Transport**

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Accessible Transport Provision		X			N/A
Sustainable Modes of Transport				X	The action plan at Appendix 2 outlines objectives, actions, and timescales which will have a positive impact on Dundee's Environment and improve the overall City's environmental quality.

## Natural Environment

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Air, Land and Water Quality	X				The action plan at Appendix 2 outlines objectives, actions, and timescales which will have a positive impact on Dundee's Environment and improve the overall City's environmental quality.
Biodiversity	X				As above.
Open and Green Spaces	X				As above.

## Built Environment

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Built Heritage	X				The action plan at Appendix 2 outlines objectives, actions, and timescales which will have a positive impact on Dundee's Environment and improve the overall City's environmental quality.
Housing				X	As above.

## Strategic Environmental Assessment

Use the [SEA flowchart](#) to determine whether your proposal requires SEA.

No further action is required as it does not qualify as a Plan, Programme or Strategy as defined by the Environmental Assessment (Scotland) Act 2005	x
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## Corporate Risk

	Positive	No Impact	Negative	Not Known	Explanation of Impact / Mitigations / Unknowns
Political Reputational Risk		x			
Economic / Financial Sustainability / Security & Equipment		x			
Social Impact / Safety of Staff & Clients		x			

Technological / Business or Service Interruption		x			
Environmental	x				
Legal / Statutory Obligations		x			
Organisational / Staffing & Competence		x			

One of the three statements below will apply

The risk implications associated with the subject matter of this report are 'business as normal' risks and any increase to the level of risk to the Council is minimal. This is due either to the risk being inherently low or as a result of the risk being transferred in full or in part to another party on a fair and equitable basis. The subject is routine and has happened many times before without significant impact.	x	<i>(No further response needed)</i>
There are moderate levels of risk associated with the subject matter of this report. However, having undertaken a full analysis of the upside and downside risks there is a clear benefit in what is proposed and we are satisfied that adequate controls are available to mitigate the downside risks. The downside financial exposure to the Council is less than £xxx and this together with other areas of risk can be effectively managed.		<i>(No further response needed)</i>
There are considerable risks associated with the subject matter of this report. This is due either to a significant departure from the previous norm of Council activity, the nature of the proposals or the potential for substantial financial or other impact to be sustained. The report incorporates the potential for losses in excess of £xxx should the downside risk materialise and/or there is potential for the Council's decision to be challenged and for significant reputational damage.		<i>Proposed Mitigating Actions:</i>



## **Appendix 2: Take Pride in Your City Strategic Theme Action Plans 2022-2023**

### **Local Environmental Quality**

#### Strategic Aims:

- 1 Ensure that Dundee City Council through its operations and management of the street scene and infrastructure engenders civic pride and enhances the local environment and quality of life for everyone.
- 2 Increase public and business awareness of the Campaign, highlighting the need for personal and shared responsibility in improving the environmental quality of our city.
- 3 To influence behaviour change through increased awareness among the public and business operators of enforcement action being taken against those who fail to comply with their legal obligations or who commit offences' using enforcement powers in instances where the offences of fly tipping or littering can be corroborated.

<b>Objective</b>		<b>Actions</b>	<b>Due</b>	<b>Outcomes</b>	<b>Measures</b>
<b>A</b>	Increase DCC staff and elected member awareness of 'Take Pride'	Deliver tool box talks to frontline staff (tie into other Operational briefings.)	Dec-23	An increased understanding by employees of the Take Pride Campaign, increased support for promotional campaigns and closer working with enforcement officers.	No of tool box talks delivered and staff surveys. One Dundee analytics.
		Revise Take Pride campaign for 2022-23, actions contained within committee report.	Sep-22		Completion of briefing/committee report.
		Promotion through Intranet, 'One Dundee', NS bulletin (TP specific), create and distribute posters around depots and other DCC properties.	Ongoing		No. of staff engaged.
<b>B</b>	Improve the appearance of the citywide and city centre public realm and streamline maintenance schedule	Undertake an audit of bins and street furniture to inform maintenance, repair and replacement.	Dec-22	Improved maintenance and aesthetics of the street scene throughout the city.	Completion of street furniture audit and monitoring of street scene maintenance and planned programme of repairs.
		Develop a regular programme of cleaning around Eurobins, working in partnership with Community Payback and Waste teams to deliver the programme.	Dec-22	Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints.
		Review/increase plant and equipment resources, e.g. mechanical sweeping frequency in relation to maintenance of City centre.	Dec-22	Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints.
		Undertake an assessment of litter levels through increased route monitoring and to improve two way communication with staff ensuring early response.	Ongoing	Resources targeted where needed. Improved maintenance and aesthetics of	Review LMS (Litter Monitoring System) results. Regular monitoring and evaluation.

				the street scene throughout the city.	Reduction in number of complaints.
		Review capacity of street bins throughout the City introducing higher capacity bins and more frequent servicing within high footfall locations.	Dec-22	Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints. Increased resident satisfaction levels.
		Further training of a wider range of staff in various street cleansing operations, i.e. power washing, mechanical sweeper duties is being arranged to allow wider use of resource cover in future.	Dec-22	Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints. Increased resident satisfaction levels.
		Investigate smart monitoring hand held applications to increase performance monitoring, with the aim of improving turnaround in resolving enquiries and complaints. Area teams will also make greater use of the Firmstep application to allow early identification of hotspots.	Jan-23	Improved maintenance and aesthetics of the street scene throughout the city.  Improved Customer Service.	Reduction in number of complaints. Increased resident satisfaction levels.
		Regular management/supervisor performance assessment – the ongoing maintenance of street cleansing routes will be continuously reviewed to ensure that high standards are maintained.	Ongoing	Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints. Increased resident satisfaction levels.
		Attendance at community forums/LCPP meetings – area management teams will attend more meetings with local residents to allow improved communication and response to issues raised.	Ongoing	Improved maintenance and aesthetics of the street scene throughout the city.  Improved Customer Service.	Reduction in number of complaints. Increased resident satisfaction levels.
		Increased service management levels during peak periods.	Ongoing	Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints. Increased resident satisfaction levels.
<b>C</b>	Improve the quality of our open spaces and increase public participation and awareness on this topic	Promote, facilitate and encourage litter picks across the city (in partnership with the community, Keep Scotland Beautiful (KSB), community officers, and businesses), encouraging an even spread across wards. Registration of events is to be encouraged.	Ongoing - Year Round Activities	An increased number of events held by community groups and businesses.	Number of litter picks / volunteer hours / bags collected.



	through community, environmental and quality assessment schemes.	Promote and support community environment projects, community growing initiatives, and participation in community-led Keep Scotland Beautiful initiatives (e.g. Beautiful Scotland and It's Your Neighbourhood).	Ongoing - Year Round Activities	Increased number of volunteers and businesses involved in Beautiful Scotland campaigns and increased number of IYN (It's Your Neighbourhood) entries.	No. of groups participating. No. of awards retained. Judges' feedback.
		Continue to develop and maintain quality parks and open spaces through participation in external awards schemes (e.g. Green Flag Awards and Scotland's Beach Awards), Internal Quality Assessments, and by encouraging community participation. Success will be promoted to reinforce the message.	Ongoing / Annual	Retain or increase number of awards and assessment scores. Increase positive contributions by the community.	No. of awards. Judges' feedback and scores. Internal assessment scores. No. of groups participating.
		Organise the creation of posters and display at key sites with positive messaging to encourage participation and increase awareness of environmental issues.	Jan-23	Improved understanding of the harm littering causes. Increased awareness of Dundee's open spaces. Improvement in LMS/LEAMS (Local Environmental Audit and Management System) results.	Reduction in negative news articles about littering/state of green spaces. Review of LEAMS/LMS results.
<b>D</b>	Encourage residents, businesses, and visitors to take personal and shared responsibility for their environment in key areas:				
	(i) Litter	Encourage the development and adoption of Litter Prevention Action Plans in conjunction with Zero Waste Scotland, identifying a viable approach for engagement with existing and new opportunities through a clear action plan.	Apr-24	Increased number of completed Litter Prevention Action Plans.	No. of Litter Prevention Action Plans.
		Reduce littering created by business operators who fail to properly contain their commercial waste.	Ongoing	Improved compliance with Environmental Protection Act 1990.	Advisory letters, Sec 47 notices, Fixed Penalty Notices.
		Environmental Compliance to undertake a 'Day of Action on Littering' in the City Centre	Complete	Increased Awareness among the public and businesses of the potential penalty for littering.	Number of Fixed Penalty Notices issued.

		Develop a suite of branded signage for use on large capacity city centre bins with positive messaging, taking into account the findings from the pilot litter nudge in 2020 and incorporating promotion through Comms. Consider use of QR code to encourage reporting of issues.	Dec-22	Decrease litter in pilot area. Increase awareness of Take Pride campaign.	Volume of litter collected in pilot area (e.g. before during and after nudge campaign). Decrease in discarded litter.
		Develop a 'Take Pride in your Pitch' specific campaign with a view to rolling this campaign out during 2022-23. Use engagement with local sports teams to reduce litter created by sports pitch users and spectators.	Dec-22	Reduction in sports related litter.	Number of complaints. Volume of litter collected.
		Develop school litter specific campaigns and engage with schools and local community volunteers, to reduce litter created during school break times and encourage pupils to take responsibility for their local environment.	Dec -22	Reduction in school related litter. Increased engagement by schools and pupils.	Volume of litter collected in pilot area. No. of complaints.
		Develop a co-ordinated approach to community clean-up activities, including mapping of possible clean up zones and a more formalised agreement, to ensure a more streamlined process for both DCC and participants.	Dec-22	Improved efficiency and co-ordination of volunteer activities. Decrease in litter.	Volume of litter. Number of litter picks. Number of complaints.
		Reduce litter created from burst bags of domestic side waste.	Ongoing	Improved compliance with Environmental Protection Act 1990.	Advisory letters. Section 46 notices, Fixed Penalty Notices.
		Liaising with City Centre Manager to encourage businesses to undertake a programme to clean and maintain the frontages of their properties, including litter picks on their premises.	Ongoing	A co-ordinated approach to maintenance of city centre properties and the public realm	Number of businesses participating in the scheme including LEAMS/LMS results around zone 1.
	(ii) Chewing Gum	Deliver a city centre based chewing gum nudge campaign – combined with targeted chewing gum cleaning.	Dec-23	Create and maintain chewing gum free areas within the city centre.	Volume of chewing gum collected.
	(iii) Dog Control and Fouling	Support positive behavioural change through engagement, peer encouragement of other dog walkers, and via community action (e.g. via Green Dog Walkers Scheme, Dog Meets Horse event, attendance at schools/events where resources allow.	Ongoing	Maintain current level of Green Dog Walkers. Increased engagement and awareness.	Volunteers supported. No. of new pledges recorded. No. of groups engaged.
		Encourage responsible behaviour by dog walking companies through the Professional Dog Walkers scheme.	Ongoing	Maintain current level of approved Professional Dog Walkers.	No. of approved Professional Dog Walkers.

		Highlight Enforcement message via signage and targeted enforcement campaigns. Collaboration is to be used where possible to help spread a preventative message (e.g. collaboration with City Centre Ambassadors, Animal Control, and Housing colleagues).	Ongoing	Reduce number of fouling incidents. Increased awareness of message.	No. of Fixed Penalty Notices. No. of complaints. Reduction in fouling.
		Encourage responsible disposal of dog waste through the roll-out of bin stickers, to highlight both litter and dog waste can be disposed of in the same bin.	Dec-22	Reduced number of fouling incidents and discarded bags. Increased awareness of message.	Volume of dog waste collected. Reduction in fouling. No. of complaints.
		Develop an information sheet for schools to enable them to carry out prevention activities or 'nudge projects' in their local area, linking in with school Eco-groups and Keep Scotland Beautiful to develop content and deliver advice.	Dec-22	Reduced number of fouling incidents and discarded bags. Increased awareness of message.	Volume of dog waste collected. Reduction in fouling. No. of complaints.
	(iv) Graffiti	Encourage the reporting of graffiti through a targeted social media campaign (targeting offensive and tags, reported by LA Employees and businesses).	Ongoing	Reduced amount of offensive graffiti and tags.	Number of reports of graffiti received now, then one year later and time taken to remove graffiti.
		Collaborate within Neighbourhood Services and with key staff from other Service areas to reduce incidents of graffiti citywide.	Ongoing	Reduced amount of graffiti and tags.	No. of reported incidents.
	(v) Fly Tipping	Continue cooperation with and between neighbouring local authorities regarding cross border fly tipping follow up.	Ongoing	Improved cooperation between neighbouring local authorities in regard to cross boundary investigation of fly tipping	Number of requests made to neighbouring local authorities for assistance. Number of requests received from neighbouring local authorities for assistance.
		Fly-tipping social media campaign: highlighting pictures of most serious/unusual cases. NS staff to collect throughout the year for concerted effort.	Ongoing	A reduction in the amount of fly tipping in Dundee through raised awareness of responsibilities to properly dispose of waste.	No. of reported incidents.
	(vi) General	Refresh the 2016 'Good Neighbourhood Guide' leaflet, with a particular focus on improving common areas of tenements. Distribute along with targeted communications in liaison with Housing colleagues.	April 23	Increased awareness of the Take Pride campaign and cleaner common areas of tenements.	No. of reported incidents.

<b>E</b>	Increase Public Awareness of Take Pride Issues through events and presentations	Promote Take Pride through Flower and Food Festival.	Sept - Annual	Increased awareness of the Take Pride campaign and more attractive/cleaner public realm.	Carry out a survey at the public event and repeat same survey one year later.
		Hold annual 'Take Pride Community Awards' involving environmental groups and community volunteers.	Nov - Annual	More people aware of the event and Take Pride. Greater sense of public pride. Increased future participation.	Media coverage and social media engagement. Increased participation at future events.
		Encourage use of parks and open spaces, pride of place and a sense of community through a series of events, competitions and activities (e.g. Garden Competition, gala days).	Ongoing	Increased awareness of the Take Pride campaign. Greater sense of public pride and community. Increased future participation.	Attendance/number of participants. Increased future attendance.
		Promote Take Pride, community initiatives, open spaces and environmental topics at external and internal events via talks and presentations (e.g. at seminars or requests from community groups and Eco-schools). Cross-Service co-ordination is to be utilised.	Ongoing	Increased awareness of the Take Pride campaign. Greater sense of public pride and community. Increased future participation.	Number of presentations/talks attended. Increased future participation.
<b>F</b>	Increase public awareness of environmental quality in the natural environment	Marine - Support KSB's Upstream Battle campaign to tackle marine litter from source to sea.	Aug-23	Increase in community participation and awareness. Reduction in litter.	No. of groups involved. No. of litter picks.
		Marine - Provide improved communications to encourage responsible behaviour at the beach and harbour area.	May to Sept - Annual	Increased awareness of operational zones and responsibilities. Increased public engagement.	No. of incidents. No. of people engaged.
		Parks and Greenspaces - lead awareness raising guided walks for local people e.g. dawn chorus, fungi, invertebrates, trees etc.	Ongoing	Increased awareness in natural environment	No. of participants.
		Parks and Greenspaces - establish a programme of school visits to parks and greenspaces.	Ongoing	Increased awareness of natural environment	No. of school groups.
		Parks and Greenspaces - lead volunteer groups from local community / Friends Groups etc. to work on parks and greenspaces and improve natural heritage.	Ongoing	Increased awareness of natural environment	No. of sessions.

		Parks and Greenspaces / Marine - Dundee Green Health Partnership. Promote health benefits of regular use of greenspaces.	Ongoing	Increased use of natural environment for health	No. of nature-based interventions.
<b>G</b>	Improved information sharing between stakeholders.	Create clear reporting paths between stakeholders to ensure that any emerging issues are dealt with in a coordinated manner which allows for swift resolution.	Ongoing	Resources targeted where needed. Improved Customer Service. Improved maintenance and aesthetics of the street scene throughout the city.	Reduction in number of complaints. Increased resident satisfaction levels.
<b>H</b>	Increase the number of staff authorised to issue fixed penalty notices.	Identify appropriate staff who are currently carrying out roles engaging with the public who may witness offences taking place and can issue fixed penalty notices for these offences.	Sep-22	Reduction in litter and dog fouling. Fewer complaints. Improved aesthetics of the street scene throughout the city.	Increase in the number of staff authorised Increase of fixed penalty notices issued Increased resident satisfaction levels. Review LEAMS/LMS results.
<b>I</b>	Increase awareness of issues relating to public safety in parks, open spaces and on the Tay.				
	(i) Fire Raising	Encourage responsible use of disposable BBQs and discourage wilful fire raising in parks and greenspaces, highlighting impact on natural environment and safety of park users.	Apr to Sept - Annual	Reduced damage from fires.	No. of reported incidents.
	(ii) Antisocial Motorbike Use	Ensure that users are aware of the procedure for reporting illegal motorbike use in parks and greenspaces.	Ongoing	Reduced illegal motor bike use.	No. of reported incidents.
	(iii) Water Safety	Provide improved communications to encourage responsible behaviour on the Tay via new signage and a Code of Practice for all water users.  Consider developing a Water Safety Policy in consultation with Water Safety Scotland and Fire and Rescue Scotland.	Dec - 22	Increased awareness of operational zones and responsibilities. Increased public engagement.	No. of incidents. No. of people engaged.



## Recycling

### Strategic Aims:

- 1 To increase the city's recycling rate and improve the quality of recyclate collected across household and commercial services.
- 2 To fully engage with residents and commercial customers to increase awareness, encourage behavioural change and take personal responsibility for waste and recycling as part of an overall ethos of civic pride.
- 3 To apply enforcement options where residents or business operators have failed to full fill their responsibility to comply with legal requirements with regards to proper waste containment and presentation.
- 4 To apply enforcement options where business operators have failed in their trade waste contract to make suitable arrangements for the separation of waste that can be recycled.
- 5 To progress the policy which limits single-use plastics within Council premises and the wider council area

Objective		Actions	Due	Outcomes	Measures
A	Implement robust policies which detail proactive and reactive actions to deal with issues relating to contamination, side waste, use of multiple bins and recycling from kerbside, communal and commercial properties to reduce littering and fly tipping.	Pre and post campaign recycling rate analysis and contamination analysis to measure success.	Oct-22	Increased recycling rate. Improved understanding of recycling in Dundee, reduction in littering.  Improved understanding of what contamination is and why this is a problem.  Reduction in costs for loads contaminated above allowable thresholds.  Improve street cleanliness.	Recycling rate to increase.
	Run a targeted communications campaign during 2022 to provide detailed information to	Liaise with Corporate Communications to assist in identifying appropriate forms of mass advertising for contamination strategy roll out.	Apr-23	Improved understanding of recycling in Dundee.	Recycling rate to increase.

	residents and businesses on what can & cannot be recycled & see improved recycling performance as a result.	Produce a communications plan to engage with residents and businesses citywide to harness increased buy-in and support significant behavioural change, particularly focussing on recycling during major service changes.	Ongoing	Demonstrable positive behaviour change - increase in recycling.	Reduction in the city's CO <sub>2</sub> e emissions from waste.
		Take part in public awareness events highlighting the work of the council, the input of community groups, schools and businesses and the role that wider public can play in improving the environment and supporting the city's net-zero target.	Ongoing	Increased awareness of consumption habits and the shift towards a circular economy.	Fewer instances of rapid response attendance at overflowing bins/fly tipped waste.
				Increased awareness of the role of waste reduction in meeting Dundee's net-zero target.	Compositional analysis of general waste bins in should show decrease in recyclables disposed of.
<b>C</b>	Work with reprocessors to create a series of videos, featuring personal inputs from committed local recyclers which seek to inform residents about what happens to their recycling and influence positive behaviour change around taking responsibility for their own waste & recycling.	Liaise with reprocessors to determine workload, inputs, technical requirements, costs and timescales.	Oct-22	Reduced reports of fly tipping & overflowing bins.	
		Identify students and local recyclers willing to be involved and pass details to reprocessors.	Oct-22		
		Look at harnessing support from local employers - large, recognisable Dundee organisations who could urge residents to "do the right thing to keep our city great".	Oct-22		
		Support corporate communications with launch of videos on website, via social media and at public facing office screens.	Oct-22		
		Demonstrate co-benefits of waste minimisation in reducing greenhouse gas emissions within a new Council Climate Engagement Strategy for staff and public that will localise the Scottish Government's 'Net-Zero Nation: A Public Engagement Strategy for Climate Change'.	Oct-22		
<b>D</b>	Undertake quarterly reviews of capacity and	Identify known hotspots for monitoring.	Ongoing	Fewer reports of fly tipping.	Reduction in resources spent on rapid response



	locations of bins for communal sites in known trouble spots across the city	Follow up areas where capacity is identified as an issue and adjust bin provision.	Ongoing	Fewer complaints of overflowing bins.	clean-ups & fly tipping investigations.
		Monitor & review.	Ongoing each quarter		Compositional analysis of general waste bins should show decrease in recyclables disposed of.
<b>E</b>	Set up programme of twice-yearly compositional analysis with findings reported to Take Pride group thereafter, along with analysis of actions to be taken to tackle ongoing issues.	Areas, timescales & team to be identified.	Dec-22	Increased understanding of waste composition across Dundee & ability to use findings to inform communications.	Contamination threshold breaches minimised.
		Terms of reference and procedures agreed.	Dec-22		Contamination levels to decrease.
		Findings reports (including recommended course of action) to be completed within 3 weeks of Compositional analysis.	Dec-22		Compositional analysis of recycling bins to show improvement in contamination levels.
<b>F</b>	Undertake community clean ups in localities across the city through a partnership approach.	Areas, timescales & establish team to be identified.	Aug-22	Increased awareness of the Take Pride campaign. Greater sense of public pride and community. Increased future participation.	Number of community clean ups arranged. Increased future participation.
		Arrange for roll-on roll-off skips to be delivered to different localities, to clean up the rubbish and fly-tipping in the neighbourhood.	Ongoing		
<b>G</b>	To encourage greater understanding of waste & recycling issues at all levels across the school's curriculum by revising and updating the Waste Education Strategy and relaunching this alongside improved recycling facilities in Schools in Autumn 2021	Revise & update current Waste Education strategy in consultation with Schools Co-ordinator and Sustainability and Climate Change team.	Sep-22	Increased quantity and quality of recycling produced in schools.	Compositional Analysis of school's bins to show decrease in level of recyclates disposed of in general waste.  DCC to have contacted 100% of schools to promote Waste Education Strategy.
		Harness all available support from Zero Waste Scotland/Keep Scotland Beautiful to support targeted communications in schools and incorporate into the Council's Eco-Schools/Climate Change support pack.	Ongoing	Positive uptake of offered activities & visits following relaunch of Waste Education Strategy.  Positive links forged with internal & external partners	

		Launch internal recycling bins and revised strategy at pre-agreed time in new school year to maximise impact and uptake.	Oct-22	for future collaborative working.	Internal & external partners to detail numbers of visits undertaken where Waste & Recycling messages promoted on behalf of Section.  Reduction in CO <sub>2</sub> e from the Council's own waste.
		Undertake visits, talks & activities & continue to promote the usage of the recycling bins in schools.	Ongoing		
H	Trade waste team to engage fully with Commercial Waste customers as part of the overall monitoring of trade waste contracts throughout 2022/23 to increase their understanding of their responsibilities and requirements in relation to waste and recycling as part of their overall civic duty.	Undertake scheduled education & awareness visits in addition to existing contractual visits.	Ongoing	Increased awareness of benefits (environmental & financial) of recycling vs waste disposal.  Increased understanding of contamination issues & the duty upon traders to ensure they correctly use all containers in their premises.	Recycling rate to increase.
		Monitoring of trade waste bins in the City Centre	Ongoing		
I	Review existing public recycling points on an annual basis to improve accessibility for residents, refurbish and/or replace where necessary, identify potential locations for new recycling points, and ensure signage and labelling at each centre is clear.	Develop an action plan to review existing recycling points and develop potential new points and ensure signage and labelling at each centre is clear.	Ongoing	Increased recycling rate.  Improved understanding of recycling in Dundee, reduction in littering.	Recycling rate to increase.  Fewer basic enquiries logged via recycle in box as understanding increases.

<b>J</b>	Supporting plastic remaking our world exhibition with V&A Dundee.	Develop activities to support the exhibition.	Oct-22	Positive links forged with external partners for future collaborative working.	External partners to detail numbers of visits undertaken where Waste & Recycling messages promoted on behalf of Section.
<b>K</b>	Improve recycling and reduce the amount of excess waste presented for collection by businesses.	Officers will carry out visits to businesses throughout the city to ensure that they are complying in their duty of care to recycle the waste they produce.	Ongoing	Increase in the recycling rate. Improved understanding of what contamination is and why this is a problem. Reduction in the amount of litter caused by spillages and excess waste. Fewer complaints of overflowing bins.	Recycling rate to increase. Number of duty of care visits. Number of enforcement actions.
		Officers will make use of enforcement notices for businesses who fail to comply with their legal requirements on recycling.	Ongoing		
		Officers will make use of notices and fixed penalties for businesses who fail to adequately contain their waste when stored or presented for collection.	Ongoing		
<b>L</b>	Digital transformation including Bin App	Build on Zero Waste Grant to equip front line refuse collection vehicles with in cab tablets and tracking capability and develop a Dundee Bin App. Reduced staff time dealing with ongoing issues and awaiting feedback from operation teams as householders will be able to search and find out service information as required.	Apr-23	Benefits to the public of easier/quicker access to information and across the various Council teams such as customer services, the contact centre and waste management teams, potential for reducing unbudgeted costs through more efficient communications, reduced operational duplication and direct access to information by the public.	Reduction in service complaints



## City Centre & Businesses

### Strategic Aims:

- 1 Increase residents, city centre users, visitors and businesses participation in the Take Pride Campaign to engender civic pride and enhance the local environment.
- 2 Seek external funding opportunities to support further environmental improvements within the City Centre.
- 3 Implement a pilot of a city centre based commercial waste collection project.

Objective		Actions	Due	Outcomes	Measures
A	Improve the appearance of the city centre public realm through business, public sector partners and voluntary group collaboration.	Assist colleagues in Neighbourhood Services to assess current street scene portfolio, through undertaking ambassador patrols to highlight maintenance, repair and replacement of street furniture.	Dec -22	Improved maintenance and aesthetics of the street scene throughout the city.	Audit of street furniture complete and monitoring of street scene maintenance.
		Work with Police Scotland to tackle antisocial behaviour during day time and night time economies. There will be a dedicated city centre police presence from 14 <sup>th</sup> March 2022.	Ongoing	Safer City Centre where everyone feels welcome	Increased membership of the DUNCAN Radiolink Scheme / City Centre recorded crime figures.
		Promote and support public and business involvement in environmental initiatives (e.g. Clean Up Scotland, Beautiful Scotland, It's Your Neighbourhood).	Ongoing - Year Round Activities	Improved maintenance and aesthetics of the street scene throughout the city.	Number of volunteer sessions/groups. Feedback from external judges through Keep Scotland Beautiful awards schemes.
		Retain Green Flag Award status for Slessor Gardens through Ambassador Patrol and agreed action plan for improvement.	Annual	Positive experience for locals and visitors to Slessor Gardens.	Feedback from external Green Flag Award judges.
		Proactively engage with businesses and promoters prior to City Centre events to plan resources and encourage them to take more responsibility. i.e. litter at Dundee Dance Event. Timely provision of Events Calendar to Environment colleagues.	Ongoing	A reduction in the amount of litter following city centre events.	Monitor complaints following events.

		Create a private sector sub group, increasing awareness of Take Pride in your City to city centre stakeholders	Complete	To have two-way dialogue with businesses and Neighbourhood Services.	Number of city centre businesses and stakeholders playing an active role in the maintenance of the public realm.
<b>B</b>	Encourage the public and businesses within the city centre to take personal and shared responsibility for their environment in six key areas:				
	(i) Gulls	Discourage the feeding of gulls and other birds and remind the public to be vigilant when eating food outdoors via appropriate communication (e.g. signage, social media), whilst highlighting changes to legislation regarding gull control work.	Dec-22	Reduction in the number of gull/bird related issues.	No. of complaints.
	(ii) Graffiti	Encourage the reporting of graffiti (Targeting offensive tags, reported by Ambassadors and businesses.)	Ongoing	Reduced amount of offensive graffiti and tags.	Number of reports of graffiti received now, then one year later and time taken to remove graffiti. Increased resident satisfaction levels.
	(iii) Fly Tipping	Support a multi-agency/Service approach. Your rubbish - Your responsibility – when it comes to Fly tipping it's a crime not to care.	Ongoing	A reduction in the amount of fly tipping in Dundee.	Number of fixed penalty notice and reduction in fly tipping incidents. Increased resident satisfaction levels.
	(iv) Busking	Introduce revised code of conduct for buskers in Dundee City Centre with clear guidance about pitches and use of amplification.	Dec-22	Reduction in number of noise complaints from City Centre residents and businesses.	Monitor complaints
	(v) Begging / Rough Sleeping	Work with Neighbourhood Services, Social Work and Addiction Support Agencies to reduce begging and rough sleeping in Dundee City Centre.	Ongoing	Reduction in number of aggressive begging complaints.	Monitor complaints
	(vi) Discarded Needles	Work with drug addiction support agencies to reduce the number of discarded needles in Dundee City Centre	Ongoing	Reduction in discarded needles found in Dundee City Centre.	Monitor reports.

<b>C</b>	Seek external funding to support further environmental project improvements within the City Centre.	Lobby for and pursue external funding sources to support City Centre regeneration.	Ongoing	Improvement in City Centre environment.	Value of funded projects implemented.
<b>D</b>	Undertake pilot commercial waste collection project.	Identify pilot location; engage with businesses and stakeholders; secure Committee approval.	Dec-22	Reduction in number of unsightly bins within the City Centre.	Monitor complaints.

## **Communications**

### Strategic Aims:

- 1 To raise awareness of the Take Pride brand, including consistent messaging and visuals.
- 2 To influence behaviour change through increased public knowledge, positive sentiment and praise for good practice.
- 3 To harness all available communication channels, including Best Value approaches through social media, etc.
- 4 To support the successful delivery of the outcomes contained in the other Take Pride action plans.

<b>Objective</b>		<b>Actions</b>	<b>Due</b>	<b>Outcomes</b>	<b>Measures</b>
<b>A</b>	Maintain fresh and distinctive branding of Take Pride campaign, using the original themes as much as possible.	Social media campaign using the hashtags #DundeelsNow and #TakePrideDundee.	Ongoing	Maintain a recognisable brand which underpins the work of Take Pride. Ensure the brand is "fresh" and doesn't begin to look dated. Raise awareness of overarching Take Pride messaging through various local & national campaigns in traditional and digital media.	Number of locations/assets etc where the Take Pride logo is visible. Coverage in local media. Engagement on social media.
		Use of existing channels and unique opportunities to further share the Take Pride brand to new audiences (e.g. Instagram, Facebook Stories, Facebook Groups, LinkedIn).	Ongoing		
		Promote co-benefits of Take Pride messages with wider climate change issues through Sustainable Dundee campaigns.	Ongoing		

<b>B</b>	Support Waste Strategy team to run a Contamination communications campaign to provide detailed information to residents and businesses.	Update messages issued via social media; create assets to clearly show residents which materials should be placed in which bin.	Jan-22 to Sept-22	Deliver a greater and clearer understanding of overall recycling process in the city from waste separation in bins to the recycling process.	Increased recycling rates; Improved understanding of recycling in Dundee; Lower contamination levels.
		Communications support for ongoing implementation of Contamination strategy (e.g. press release, website updates, social media campaign, etc.).	Jan-22 to Sept-22	Wider circulation and delivery of information and creation of recycling conversation will provide residents with the required information to recycle in an informed manner on a regular basis.	Reduction in the city's CO <sub>2</sub> e emissions from household waste.
<b>C</b>	Support Waste Strategy team with campaign to inform residents about what happens to their recycling and influence positive behaviour change around taking responsibility for their own waste & recycling.	Work with colleagues to identify unique opportunities to raise awareness through use of vehicle advertising, social media, press advertorials and posters, animations, videos, website content, and more.	Jan-22 to Dec-22	Improved understanding of recycling in Dundee.  Demonstrable positive behaviour change - increase in recycling, reduced reports of fly-tipping & overflowing bins.	Recycling targets, e.g. increased recycling rates, contamination levels, etc.  Reduction in the city's CO <sub>2</sub> e emissions from household waste.
		Work with Sustainability and Climate Change team to promote waste awareness and behaviour change at public events.	Jan-22 to Oct-22		
<b>D</b>	Support with the delivery and implementation of Additional Bin scheme and Side Waste policy.	Help to communicate approach to side waste and additional bin permit scheme for householders through use of press release, social media, website, Design work, FAQs, etc.	Complete	Increased recycling rate; improved understanding of recycling in Dundee, reduction in littering.	Monitoring of city-wide recycling rates, recorded tonnages, feedback, number of complaints, etc.
		Promote Additional Bin Permit scheme, detail of Side Waste policy, encouragement of adoption & praise of roll-outs success so far, with incorporation of Contamination strategy to target over-reliance on General Waste facilities.	Complete		



E	Run a targeted campaign to provide detailed information to residents and businesses on what can & cannot be recycled & see improved recycling performance as a result.	Support Waste colleagues to deliver plan to engage with residents and businesses citywide to harness increased buy-in and support significant behavioural change, particularly focusing on recycling during major service changes.	Complete	Improved understanding of recycling in Dundee.	Recycling rate to increase.
		Development of a searchable A-Z recycling webpage for users to find information on a range of materials and how to appropriately dispose of their waste.	Complete	Demonstrable positive behaviour change - increase in recycling.	Reduction in the city's CO <sub>2</sub> e emissions from waste.
		Work with reprocessors to create a series of videos, featuring personal inputs from committed local recyclers which seek to inform residents about what happens to their recycling and influence positive behaviour change around taking responsibility for their own waste & recycling.	Jan-22 to Sept-22	Reduced reports of fly tipping & overflowing bins.	Fewer instances of rapid response attendance at overflowing bins/fly tipped waste.  Compositional analysis of general waste bins in should show decrease in recyclables disposed of.
F	Marketing push on, Why should I take pride? 'Encourage people to take personal and shared responsibility for their environment in five key areas; Litter, Chewing Gum, Dog Fouling, Graffiti, Fly Tipping.	Dog Waste messaging - ongoing messaging to encourage cleaning up after pets, responsible ownership, following on from recent press release.	Jan-22 to Dec-23	Positive behavioural change and responsible dog walking.	Monitor number of complaints.
		Litter - in summer, particularly outdoor activities, i.e. beaches and parks. Also, targeted social media messages at weekends and summer evenings, highlighting the fantastic locations we have around Dundee and why we should not litter them. Using momentum of #MyBeachYourBeach and Scotland Is Stunning-style local Dundee asset social media graphics to increase engagement e.g. compliance and reporting.	Jan-22 to Dec-23	Improved understanding of the harm that littering does to our green spaces. Awareness of the wealth of fantastic green spaces the city has. Reduction in littering, clean-up costs and negative publicity.	Reduction in negative news articles about littering/ state of green spaces.

		Fly-tipping/Unlicensed waste disposal - ongoing social media campaign pointing to reporting tool, messaging to raise awareness of the issue of indirect fly-tipping. Recent press release delivered on unlicensed waste disposal carriers, communicating dangers and environmental consequences of using such services. Regional fly-tipping radio and press campaign with Angus Council & Perth & Kinross Council to highlight issues of fly-tipping & unlicensed waste disposal in the area.	Jan-22 to Dec-23	A reduction in the amount of fly tipping in Dundee.	A decrease in reported fly tipping incidents
		Graffiti - regular social media posts encouraging residents to report incidents.	Jan-22 to Dec-23	Reduced amount of offensive graffiti and tags.	Monitor number of complaints.
		Proactive Take Pride messaging - share Take Pride materials such as newsletters, events, group news and awards via social media. Continue to identify unique opportunities to raise awareness of Take Pride and how residents can take part.	Jan-22 to Dec-23	Greater awareness of the overall campaign and change in behaviour on all Take Pride themes.	Media coverage, social media engagement, number of complaints, etc.
		Redevelopment & promotion of Dundee Tree & Woodland Heritage Booklet – encouraging pride in local outdoor areas and the environment.	Complete	More people visiting the city's outdoor spaces and heightened sense of pride/duty to the local outdoor areas.	General interest in the booklet; queries, link clicks & downloads of the online document.
<b>G</b>	Support the work of the City Centre manager in raising awareness and gathering support from the business community.	Provide comms support for events and activities as required. Specific focus on supporting changes to city centre commercial waste.	Ongoing	Greater business awareness and engagement. Minimise impact of changes to commercial waste.	Number of businesses.
		Sharing of Take Pride key messages at city's tourist attractions and throughout city centre area (through the use of social media and physical signage).	Jan-22 to Dec-23	Visitors to the city aware of campaign as well as reinforcement of campaign messaging to residents.	Service area monitoring, feedback from businesses, monitor number of complaints.
		Collaborate with colleagues in Neighbourhood Services to promote, support, and encourage public and business involvement in environmental initiatives (e.g. Clean Up Scotland, Beautiful Scotland, It's Your Neighbourhood).	Jan-22 to Dec-23	Improved maintenance and aesthetics of the street scene throughout the city.	Number of volunteer sessions/groups. Feedback from external judges through Keep Scotland Beautiful awards schemes.