

**ITEM No ...3.....**

**REPORT TO:** NEIGHBOURHOOD SERVICES COMMITTEE – 13 MARCH 2017  
**REPORT ON:** LITTER ACTION PLANS  
**REPORT BY:** EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES  
**REPORT NO:** 69-2017

**1. PURPOSE OF REPORT**

1.1 This report seeks to inform the Committee of the development of Litter Action Plans being undertaken in partnership with Zero Waste Scotland. Dundee is the first council to embark on this approach and is supporting Zero Waste Scotland to refine the model. Action Plans will be completed for each service within the council and for each school managed by the council. This report also seeks to gain support and encouragement from the committee for the development of a collaborative Community Action Plan for the City of Dundee, building on the Pride in Your City Campaign.

**2. RECOMMENDATIONS**

2.1 The Committee is recommended to approve the approach for the Litter Action Plan and Community Action Plan development and to encourage commitment amongst internal and external stakeholders to contribute to the community action plan.

**3. FINANCIAL IMPLICATIONS**

3.1 Zero Waste Scotland are supporting the development of Litter Action Plans and aiding with the co-ordination of the Community Action Plan. Neighbourhood Services have committed to match this support with a member of staff committed to the project 1 day per week. There are not expected to be any financial implications at this stage.

**4. BACKGROUND**

4.1 Towards A Litter-Free Scotland is the Scottish Government's National Litter Strategy, published in June 2014. The aim of the strategy is to prevent littering and flytipping, identifying a range of delivery partners who are required to influence behaviour and ultimately deliver the aims of the strategy.

4.2 The strategy identified a need to develop action plans to encourage joint-working in litter and flytipping prevention. These plans are required to move beyond simply being "a badge" or a tick box and help deliver real change and impact on the ground.

**4.3 Action Plan Model**

4.3.1 Zero Waste Scotland have developed a model that will provide this added-value and support collaboration. Dundee City Council have partnered with Zero Waste Scotland to establish and develop the model:

- Approximately 75 individual organisations will be engaged to generate a Litter Action Plan based on the type of organisation to outline how they will take action to prevent litter and flytipping.
- Those actions will feed into an overarching community level plan for Dundee allowing collaboration across multiple sectors and provide a platform to co-ordinate activity to achieve a collective impact.

- 4.3.2 This approach will help to break down silos, decrease costs, eliminate duplication, provide opportunities to align activities, deliver best value, allow a gap analysis, increase innovation, amplify the impacts of existing activities and increase stakeholder morale.
- 4.3.3 Template Action Plans for different types of stakeholders are available, with example actions (that can be added to or deleted) relevant for each type of organisation.
- 4.4 This approach builds on the aims of the Take Pride in Your City Campaign and Dundee will become the first council to embark on this approach and will help shape the final model for replication by the other authority areas. The project team will be collaborating with a range of internal and external stakeholders across Dundee to ensure that all major players develop action plans and contribute to the Community Action Plan.

**4.5 Project Governance and Delivery**

- 4.5.1 The project will be led and managed by Neighbourhood Services in partnership with Zero Waste Scotland. It will involve collaboration with the Pride in Your City Steering Group.

There will also be a requirement for Executive Directors and Heads of Service to support and input to each service level litter action plan. In particular, Children’s and Families Service will be an important internal stakeholder in order to help co-ordinate the development of Litter Action Plans for each school.

- 4.6 The Litter Action Plan project will be delivered across 3 phases:

| <b>Phase</b>  | <b>Summary</b>  |
|---|---|
| Planning, Engagement and development of Litter Action Plans | Identify key stakeholders and existing work underway                                      |
|   | Develop engagement plan   |
|   | Develop service level plans for each council service                                      |
|   | Develop action plan for each school   |
|   | Engage with key external stakeholders to complete action plans                            |
| Development of Community Action Plan                        | Identify PR and communications opportunities  |
|   | Review individual action plans  |
|   | Hold Community Action Plan workshop to identify opportunities to co-ordinate activity     |
|   | Identify platform for communication, sharing ideas and co-ordination between stakeholders |
| Sustaining Action and Achieving Impact                      | Launch and PR opportunity   |
|   | Prioritise areas for action in a co-ordinated way   |
|   | Share learning, resources and ideas   |
|   | Track progress towards action and promote successes                                       |
|   | Identify gaps   |
|   | Review action plans and impact of community plan  |
|   | Continuous communications and engagement  |

**5. POLICY IMPLICATIONS**

- 5.1 This report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. There are no major issues.

**6. CONSULTATIONS**

- 6.1 The Chief Executive, Executive Director of Corporate Services, Head of Democratic and Legal Services and the Environmental Forum have been consulted and are in agreement with the contents of this report.

7. **BACKGROUND PAPERS**

7.1 None.

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24 February 2017