

ITEM No ...4.....

REPORT TO: NEIGHBOURHOOD SERVICES COMMITTEE – 27th JUNE 2016

REPORT ON: TAKE PRIDE IN YOUR CITY CAMPAIGN REVIEW

REPORT BY: EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES

REPORT NO: 236-2016

1.0 PURPOSE OF REPORT

- 1.1 To advise the Committee on the progress of the Take Pride in Your City Campaign and to seek approval for its continuation.

2.0 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 campaign and create an action plan – to be reported back to this Committee.
 - Build on the existing campaign focussing on children and young people, businesses, the city centre and neighbourhoods.
 - Remit the Executive Director of Neighbourhood Services to create an Environmental Forum.

3.0 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.

4.0 MAIN TEXT

- 4.1 Reference is made to the ongoing campaign relating to Take Pride in Your City which was launched in May 2015 as a two year campaign. The campaign concentrated on five key issues; litter, dog fouling, graffiti, fly-tipping and chewing gum. This campaign built on the city's good track record for recycling and environmental improvement and united the Council's initiatives under one banner of Take Pride in Your City. It is aimed at encouraging all citizens to take positive steps towards addressing these five key issues.

The campaign provides residents with new opportunities to get involved in keeping their local park, cemetery, street, garden, neighbourhoods, beach, open spaces, sports pitches, schools, community centres, housing estates, woodland and tenement close/drying areas clean and tidy.

The Take Pride in Your City campaign also asks for the public's continuing support for a range of initiatives and projects in Dundee. From cleaning up local communities to tackling the problem of dog fouling and celebrating green spaces there have been, and will be, plenty of opportunities for local people and community groups to show how much they care about where they live.

- 4.2 The campaign has been taken forward by a steering group from across various service areas in the Council. It has also been done in a very successful and positive partnership with the Evening Telegraph.
- 4.3 The campaign has gained momentum since the initial launch and has addressed the five key issues in a range of areas.

- 4.3.1 **Beaches:** The campaign was launched during the summer with promotion of the Beach Award and Dog Exclusion Zone. There is a continued effort to discourage dog fouling and litter. A number of beach litter picks have been carried out throughout the past year.
- 4.3.2 **City Centre:** Neighbourhood Services has been active in the City Centre removing chewing gum. The Bonnie Dundee Group continue to plant and maintain flower tubs within the city centre working in partnership with the council, businesses and other groups.
- 4.3.3 **Woodlands:** The importance of the 'Take Pride' campaign was highlighted at a 'Four-legged Friends' event which promoted responsible access in our woodlands to different user groups. Litter and fly-tipping in particular were highlighted in relation to woodlands. Templeton Woods again achieved Green Flag status in 2015.
- 4.3.4 **Sports Pitches:** A pilot scheme was developed to tackle litter resulting from sports matches, including the development of a Sport Litter Protocol for display on noticeboards at pitches. Additional recycling bins were also provided. Further consultation is ongoing with football associations, with a view to the protocol and recycling bins being introduced across the city for the 2016/2017 football season.
- 4.3.5 **Neighbourhoods:** Success in Britain in Bloom and the Royal Horticultural Society It's Your Neighbourhood Awards were highlighted in October 2015. A 'Take Pride in Your Neighbourhood Guide' has been produced; this will be used as a tool to promote community involvement in the campaign and will be available to download on the Council's website. In addition to this a 'Best Kept Close Competition' has been introduced alongside the annual Garden and Allotment Competitions.
- 4.3.6 **Dog Codes:** To raise public awareness and clamp down on the issue of dog fouling, a number of dog fouling campaigns have been undertaken over the last year. The number of staff trained and authorised to issue Fixed Penalty Notices has been increased. A number of initiatives have been introduced in the City. A Professional Dog Walkers Scheme has been launched to encourage responsible practice by professional dog walkers using the City's open spaces. A Green Dog Walkers Scheme in which volunteer dog walkers act as ambassadors to encourage other dog walkers to act responsibly was launched. In addition to this a series of Dog Health Walk Trails have been developed.
- 4.3.7 **Promotional Material:** A 'Take Pride in Your City' webpage has been created on the Council's website. This allows members of the public to find information about the campaign, opportunities to get involved, local volunteering opportunities and events, and information about how to report an issue. In addition to this a poster is produced on a monthly basis listing events and volunteering opportunities in Dundee. This is widely distributed to libraries, community centres and park noticeboards and also circulated digitally.
- 4.3.8 **Litter Picks:** Throughout the city, individuals and groups volunteer their time to take part in litter picks which are registered as part of Keep Scotland Beautiful's (KSB) Clean Up Scotland Campaign. In 2015 20 litter picks were registered with KSB.
- 4.4 **FUTURE ACTIONS:**
- 4.4.1 **Neighbourhoods:** Launch the Neighbourhood Guide, which will be used as a tool to promote further community involvement. Build on the existing development of community growing space in line with proposals put forward by the fairness commission.
- 4.4.2 **Children and young people:** Develop links with schools, through the Curriculum for Excellence and the national Eco-Schools programme.
- 4.4.3 **City Centre:** Increase business involvement and public engagement focussing on reducing discarded chewing gum on pavements and the reduction of litter and graffiti in the city centre.

Working in partnership with community groups and businesses to further encourage them to enhance the city centre through the continued planting and maintenance of trees, sustainable planting and floral displays.

- 4.4.4 **Environmental Forum:** Support and develop an Environmental Forum for groups and organisations intent on improving the quality of the environment in the city.
- 4.4.5 **Action Plan:** Prepare an action plan identifying the key issues and actions which address the five key themes of the campaign across all areas of the city.
- 4.4.6 **Consultation and Engagement:** Ensure the continued communication of the aims and objectives of the campaign through the existing close working relationships with the local media. Continued consultation with local community planning partnerships and local community and tenant groups.

5.0 POLICY IMPLICATIONS

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

6.0 CONSULTATION

- 6.1 The Chief Executive, Executive Director of Corporate Services, Executive Director of Children and Families Service, Executive Director of City Development and Head of Democratic and Legal Services have been consulted in the preparation of this report and are in agreement.

7.0 BACKGROUND PAPERS

- 7.1 None

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9th June 2016