

## ITEM No ...6.....

**REPORT TO:** NEIGHBOURHOOD SERVICES COMMITTEE – 19 AUGUST 2019  
**REPORT ON:** TAKE PRIDE IN YOUR CITY  
**REPORT BY:** EXECUTIVE DIRECTOR OF NEIGHBOURHOOD SERVICES  
**REPORT NO.** 261-2019

### **1. 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. 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 refreshed campaign and appended two year action plan – to be reported back to this Committee.

### **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 Article IV of the minute of meeting of this committee 27<sup>th</sup> June 2016 in relation to the ongoing campaign to Take Pride in Your City. The campaign concentrated on five key issues; litter, dog fouling, graffiti, fly-tipping and chewing gum and built on the city's good track record for recycling and environmental improvement, uniting the Council's initiatives under one banner of Take Pride in your City. Opportunities were provided for communities 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.

- 4.2 The Take Pride in your City campaign has asked 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.

- 4.3 The campaign was taken forward by a steering group from across various service areas in the Council and in partnership with the Evening Telegraph. Key areas of progress to date are outlined below:-

#### **4.4 Encouraging Community Involvement**

The Neighbourhood Guide was launched in June 2016 and has been a useful tool to promote further community involvement, offering a one stop shop to report issues and advise on how to become involved with community activities, i.e. community growing spaces, 'It's Your Neighbourhood' groups, 'Friends' groups and community litter picks.

Progress has been made to encourage and engage with businesses, community groups and members of the public focusing on reducing discarded chewing gum on pavements and the reduction of litter and graffiti in many areas around the city. Officers have been 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. Specific achievements are listed below:-

- Clean up activities have been actively encouraged. Annual spring cleans have been promoted to the public during April and May each year, (on average twenty one litter picks were held by community groups, Council staff, schools and businesses during the spring cleans). The following have taken since the Take Pride in your City campaign began:-
  - 2015 - 20 clean ups
  - 2016 - 20 clean ups
  - 2017 - 26 clean ups
  - 2018 - 40 clean ups
  - 2019 - 23 clean ups so far this year ( more scheduled)

It should be noted these are the clean up events registered with the Environment Service and/or Clean up Scotland; there are many more unregistered events which take place throughout Dundee.

- Promotion of the Roadside Litter: Week of Action; an anti-littering message was promoted by the Council, community groups, schools and businesses in May 2018.
- Promotion of Dundee Green Dog Walkers and Professional Dog Walkers schemes to encourage responsible dog walking. There are now nine Professional Dog Walkers and 89 Green Dog Walkers across the city.
- Annual Garden, Allotment and Best Kept Close Competitions have been held to encourage public involvement and pride in the community. The Best Kept Close competition was launched in 2016.
- Monthly bulletin of volunteering opportunities and events in Dundee's greenspaces is widely circulated along with useful information for community groups and residents.
- Regular workshops held to widen the reach of the campaign and develop the Litter Prevention Action Plans.

#### 4.5 **Education and Awareness**

Strong links have been developed with schools through the Curriculum for Excellence and the national Eco-Schools programme. Current waste education and awareness programmes include support on how to 'Reduce, Re-Use and Recycle' for schools and community groups as part of the overall waste strategy. Meaningful opportunities and activities are regularly offered to a variety of groups, linking to the Take Pride campaign.

#### 4.6 **Communications**

4.7 The aims and objectives of the campaign have been regularly communicated through the existing close working relationships with the local media and continued consultation with Local Community Planning Partnerships, local community and tenant groups. A range of branded signage to highlight issues and encourage behaviour change has been installed and includes:

- Signage featuring the Take Pride logo and message to discourage littering and dog fouling installed in locations across the city and at Broughty Ferry beach.
- Take Pride signage used when supporting Community events.
- Football pitch protocol signage to tackle pitch litter.
- 'No parking' signs displaying the Take Pride logo to discourage parking in the vicinity of football pitches.
- Compactor bins featuring the 'Just Bin It' message; installed summer 2018.

- Eurobin signs to encourage responsible use of facility and correct disposal of waste; installed during Summer 2018, (school competition held to design poster.)
- Cessation of Smoking in Playparks – launched May 2018. Signs feature Take Pride logo and message to discourage smoking and related litter, (school competition held to design poster.)
- Opening of School Grounds – launched 2017. Signs feature Take Pride logo and message to discourage littering and dog fouling.
- Downloadable template for Community Groups to use logo for events, i.e. litter picks.

#### 4.8 Litter Prevention Action Plans

Since September 2017, Neighbourhood Services have been working with Zero Waste Scotland under the Take Pride in your City banner to develop a Community LPAP made up of individual plans from each of the Council's services, businesses, schools, community groups and organisations, resulting in the Council becoming the first Local Authority to have a Community LPAP.

There have been 2 events specifically relating to LPAPs since the scheme was launched at the Scottish Resources Conference 2017 (<https://www.zerowastescotland.org.uk/press-release/dundee-takes-national-lead-litter-prevention>).

The first event involved a 'pilot group' who had created the first LPAPs to gain feedback on the process before the national launch and how to progress the project. The second event in 2018 was a follow up which included those who had LPAPs in place and other interested organisations who wished to create an LPAP in order to identify how different organisations could work together and to tackle specific actions on their LPAP.

An event was held recently to further develop this Community LPAP and allow partners to work together on tackling litter. There are currently 32 individual plans specifically relating to Dundee and another 15 plans from national organisations.

Individual businesses, schools, community groups and organisations are being encouraged to create an individual litter plan which then feeds into the Community LPAP alongside the plans from each of the Council's Services. This project aims to create a shared responsibility for litter prevention and a collective approach to tackling this issue. This allows partners to work together to tackle litter and have a larger impact collectively.

#### 4.9 Campaign Extension

In October 2018, work began to streamline refresh and redefine the Take Pride in your City campaign. The revised overall aim is to encourage positive changes to people's behaviour; improving the image of the city's environmental quality and the public perception of Dundee as a good environment to live, work, shop and visit. In addition, recognising the national strategy which outlines 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

#### 4.10 Four key strategic groups were identified to build on previous efforts:-

- Local Environmental Quality
- Recycling
- City Centre Businesses

- Communications

4.11 The strategic aims are as follows:-

- To 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, business awareness and participation in the Take pride Campaign.
- Encourage people to take personal and shared responsibility for their environment in five key areas, (Litter, Chewing gum, Dog Fouling, Graffiti, Fly Tipping)
- Increase public understanding of the need for shared responsibility and their valued role in improving the environment quality of our city.
- To increase the rate of recycling across the City from both kerbside and communal collections.
- To improve the quality of recyclate collected across household and commercial services.
- To increase awareness of the importance of recycling the issues caused by contamination and the treatment process for recyclates.
- To fully engage with residents and commercial customers to encourage behavioural change and taking personal responsibility for their waste and recycling as part of an overall ethos of civic pride.
- To progress the policy which limits single-use plastics within Council premises and the wider council area.
- Increase funds for improving City Centre environmental issues.
- Research introduction of changes to commercial waste collection in line with Edinburgh and Glasgow.
- To raise awareness of the Take Pride brand, including consistent messaging and visuals.
- To effect 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.
- To support the successful delivery of the outcomes contained in the other Take Pride action plans.

4.12 The Action plans for each strategic group at Appendix 1 outline the key objectives, actions, timescales, outcomes and measures which will be delivered over the next two years. A further review will be undertaken during this period.

## 5. POLICY IMPLICATIONS

5.1 This report has been subject to an assessment of any impacts on Equality and Diversity, Fairness and Poverty, Environment and Corporate Risks. A copy of the Integrated Impact Assessment is available on the Council's website at [www.dundee.gov.uk/iia](http://www.dundee.gov.uk/iia).

**6. CONSULTATIONS**

6.1 The Council Management Team have been consulted on the preparation of this report and are in agreement with its contents.

**7. BACKGROUND PAPERS**

7.1 None.

Elaine Zwirlein  
**Executive Director of Neighbourhood Services**

Tony Boyle  
**Head of Environment**

17<sup>th</sup> July 2019



Appendix 1 – Action Plan

Objective	Action	Due	Outcomes	Measures
<b>Local Environmental Quality</b>				
Increase DCC staff awareness of 'Take Pride'	Promotion through, 'One Dundee', create and distribute posters around DCC properties (tie in with internal waste project). All staff email.	Oct-19	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. OneDundee analytics.
	Deliver tool box talks to frontline staff (tie into other Operational briefings - i.e. progressing paperless payslips).	Dec-19		
Improve the appearance of the city centre public realm and streamline maintenance schedule	Assess current street scene portfolio, through undertaking an audit and prepare schedule for the maintenance, repair and replacement of street furniture (supported by City Centre Manager.)	Dec-20	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.
	Undertake an assessment of litter levels compared with resources in key areas across the city.	Dec-20	Resources targeted where needed.	Review LEAMS results. Regular monitoring and evaluation by area officers.
Liaising with City Centre Manager and Communications to promote and support an annual programme of events and marketing push on why we should Take Pride, with a focus on summer activities and Dundee's attractive open spaces and the need to protect them.	Promote, facilitate and encourage registration of litter picks across the city (in partnership with the community, KSB, community officers, and businesses), encouraging an even spread across wards.	Ongoing throughout year	An increased number of events held by community groups and businesses.	Number of litter picks / volunteer hours / bags collected.

	Promote and support community environment projects, community growing initiatives and Keep Scotland Beautiful initiatives, including Beach Awards, Green Flag Awards, In Your Neighbourhood Awards and Beautiful Scotland campaign.	August 2019 Beautiful Scotland campaign, June-Sept 19 Beach Awards, Oct 19 IYN campaign.	Increased number of volunteers and businesses involved in Beautiful Scotland campaigns and increased number of IYN entries.	Number of community growing initiatives and retention of silver gilt medal certificate and number of additional IYN entries.
	Organise co-ordinated launch including visits to key sites, release of pictures showing litter, etc.	Jul-19	Improved understanding of the harm littering causes. Increased awareness of Dundee's open spaces. Improvement in LEAMS results.	Reduction in negative news articles about littering/state of green spaces. Review LEAMS results.
	Organise the meet the clean-up teams media event	July/August 2019		
	Organise the creation of posters and display at key sites	Jul-19		
	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.	Dec-20	A co-ordinated approach to maintenance of city centre properties and the public realm.	Number of businesses participating in the scheme including LEAMS results around zone 1.
Encourage people to take personal and shared responsibility for their environment in five key areas:	Harnessing all available support from ZWS/ KSB, liaising with Waste Strategy/ Enforcement in an educational and enforcement campaign targeting secondary schools and associated local shopping centres and city centre.	June -20	Reduced resources and time spent by environment operations, cleaning up after lunch and at the end of the school day.	Number of litter talks undertaken. Time spent clearing up by Environment. Number of FPNs issued and LEAMS results
(i)Litter				
	Continue the development and adoption of litter prevention action plans, by creating an action plan with timescales to complete all outstanding in conjunction with ZWS.	Dec-19	Increased number of completed litter prevention action plans	



	Deliver a litter nudge campaign in pilot area, such as city centre (e.g. include use of bin wraps, posters, combine with promotion in the media).	Dec-19	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.
(ii)Chewing Gum	Deliver a city centre based chewing gum nudge campaign – combined with targeted chewing gum cleaning.	April -20	Create and maintain chewing gum free areas within the city centre.	Volume of chewing gum collected by nudge campaign.
(iii)Dog Fouling	Support positive behavioural change through peer encouragement of other dog walkers, e.g. via Green Dog Walkers Scheme, Dog Meets Horse event, launch of Management Rules, etc.	Ongoing	Maintain current level of Green Dog Walkers.	Volunteers supported. Number of new pledges recorded.
	Encourage responsible behaviour by dog walking companies through the Professional Dog Walkers scheme.	Ongoing	Maintain current level of approved Professional Dog Walkers.	Number of approved Professional Dog Walkers.
	Highlight Enforcement message via signage and targeted enforcement campaigns in dog fouling hot spots. Also, work with City Centre Ambassadors patrolling city centre.	Ongoing	Reduce number of fouling incidents. Increased awareness of message.	Number of FPNs. Reduction in fouling.
(iv)Graffiti	Encourage the reporting of graffiti (Targeting offensive and tags, reported by LA Employees and businesses. Tie in with City Centre Ambassadors and review current process.	Mar-20	Reduced amount of offensive graffiti and tags.	Number of reports of graffiti received now, then one year later and time taken to remove graffiti.
(v)Fly Tipping	Support a multiagency/service approach (including Enforcement, Waste and City Centre Ambassadors Your rubbish - Your responsibility – when it comes to Fly tipping it's a crime not to care.	Ongoing	A more accurate figure of fly tipping incidents reported. A reduction in the amount of fly tipping in Dundee.	A decrease in reported fly tipping incidents and decrease in proactive uplifts by rapid response. Reduction in resources spent on rapid response clean-ups and fly tipping investigations from 2018 figures.

	Fly-tipping social media campaign: highlighting pictures of most serious/unusual cases. NS staff to collect throughout the year for concerted effort. (Cross ref. with Comms Action Plan)	Dec-19	A reduction in the amount of fly tipping in Dundee through raised awareness of responsibilities to properly dispose of waste.	
Increase Public Awareness of Take Pride Issues through events.	Promote Take Pride through Flower and Food Festival	Sep-19	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 rebranded presentation evening involving environmental groups and community volunteers. Rename to 'Take Pride Community Awards.'	Nov-19	Greater sense of public pride and community.	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 future participation.	Attendance/number of participants. Increased future attendance.
<b>Recycling</b>				
Run a targeted communications campaign during 2019 to provide detailed information to residents and businesses on what can and cannot be recycled and see improved recycling performance as a result. City-wide mass communications to include vehicle advertising, social media, press advertorials and posters as well as improved bin labelling, Direct mailings to households where ongoing issues are	Analyse the RA findings and compositional analysis data to identify specific areas of concern in terms of knowledge gaps, common mistakes etc.	Apr-19	Increased recycling rate; Improved understanding of recycling in Dundee	Recycling rate to increase by minimum of two percentage points in Oct 2019- Mar 2020 when compared with Oct 18-Mar 2019; Fewer "basic" queries logged via recycle@dundeecity/firmstep/telephony as understanding increases.
	Provide details to Corporate Communications to allow them to prepare communications to detail the specific materials which can and cannot be recycled in their bins;	May-19		
	Test communications materials prepared by Corporate Communications on small focus group via doorstep visits and revise where necessary;	Jul-19		
	Monitor Corporate Communications launch - ensure website up to date and leaflets, posters issued;	Aug-19		

identified with lack of participation and/or lack of understanding will be undertaken alongside mass messages.	Pre and post campaign recycling rate analysis.	Aug 19 & Feb 20		
	Work with LEQ lead to take part in public awareness events, i.e. Flower and Food festival and City Square 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;	June/July 2020		
Work with reprocessors to create a series of videos, presented by local school students (members of city-wide school council), 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 and recycling which will be promoted online and at public facing offices during Summer and Autumn 2019.	Liaise with reprocessors to determine workload, inputs, technical requirements, costs and timescales;	Jul-19	Improved understanding of recycling in Dundee; Demonstrable positive behaviour change - increase in recycling, reduced reports of fly tipping and overflowing bins	Recycling rate to increase by minimum of two percentage points in comparison with same time period 2018; Fewer instances of rapid response attendance at overflowing bins/fly tipped waste than in 2018; Compositional analysis of general waste bins in Winter 2019 should show minimum of 10% decrease in recyclables disposed of.
	Identify students and local recyclers willing to be involved and pass details to reprocessors;	Aug-19		
	Review outputs from reprocessors and advise Corporate Comms on any required amendments;	Aug-19		
	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" via voxpops/videos;	Aug-19		
	Brief frontline staff ahead of launch;	Sep-19		
	Support Corporate Comms with launch of videos on website, via social media and at public-facing office screens.	Oct-19		
Using the 2017 and 2018 compositional analysis data, identify the primary contaminants across all recycling collections and target these materials in all communications to householders during 2019, clearly identifying why these materials cause problems and	Analyse data to identify primary contaminants;	Apr-19	Improved understanding of what contamination is and why this is a problem; Reduction in reprocessor costs for loads contaminated	Contamination threshold breaches to total no more than one load per month across all reprocessors from November 2019; Contamination levels to decrease by minimum of 5 percentage points for MPT, 1 percentage point across all other reprocessors (in comparison with 2018 data); Compositional analysis of recycling bins to show minimum of 5% improvement in contamination levels (in
	Creation of Contamination Strategy and accompanying of suite of materials to include contamination hangers, leaflets, bin stickers and intervention "scripts";	Ongoing from Sept-19		
	Frontline staff and crew briefings;	Oct 19		
	Rollout of kerbside communications (hangers, stickers & leaflets)	Aug 19 & Oct 19		

what should be done with them.	Liaise with Corporate Comms to assist in identifying appropriate forms of mass advertising e.g. Agrippa panels, billboards, bus ads	Jun-19	above allowable thresholds.	comparison with 2018 data).
	Revision of contamination strategy following national toolkit launch by ZWS	Sept-19		
	Operations Supervisors to undertake ongoing programme of visits in problems areas to tackle repeat issues.	Ongoing from June 19		
Undertake quarterly reviews of capacity and locations of bins for communal sites in known trouble spots across the city - utilising findings to make any required amendments to system and to help create targeted communications messages to help influence behaviour change.	Identify required officers for review group and set up meetings - include Routing Team, supervisors and Ops Controller lead;	Apr-19	Fewer reports of fly tipping; Fewer complaints of overflowing bins.	Reduction in resources spent on rapid response clean-ups and fly tipping investigations from 2018 figures; Compositional analysis of general waste bins in Winter 2019 should show minimum of 10% decrease in recyclables disposed of compared to 2017/18 data.
	Identify known hotspots for monitoring;	May-19		
	Utilise comms methods identified in objectives A & C to make contact with residents;	Ongoing as required		
	Monitor and review at next meeting.	Ongoing each quarter		
Set up programme of quarterly compositional analysis with findings reported to Take Pride group thereafter, along with analysis of actions to be taken to tackle ongoing issues.	Areas, timescales and team to be identified;	May-19	Increased understanding of waste composition across Dundee and ability to use findings to inform communications.	Contamination threshold breaches to total no more than one load per month across all reprocessors from November 2019; Contamination levels to decrease by minimum of 5 percentage points for MPT, 1 percentage point across all other reprocessors (in comparison with 2018 data); Compositional analysis of recycling bins to show minimum of 5% improvement in contamination levels (in comparison with 2018 data).
	Terms of reference and CA procedures agreed;	Jun-19		
	Findings reports (including recommended course of action) to be completed within 3 weeks of CA;	ongoing - quarterly		
	Report to be presented to Steering Group, along with update on progress of actions identified from previous CA.	ongoing - quarterly		
Explore a "Plastic Pledge" with licensing committee - to include potential small scale DRS, straw and other single-use plastic bans to enforce the use of sustainable alternatives and reduce the amount of	Devise requirements of "pledge" within Section and draft initial communications;	July -19	Increased level of social responsibility amongst traders in relation to single use plastics; Dundee City	Reduced plastics recycling collections evidenced by traders as plastic items are replaced by paper or reusable alternatives; Requirement for all licences issued in 2020 to be conditional on the requirements of the pledge being met.
	Work with Licensing Committee to agree terms of reference and monitoring procedures;	Aug-19		

plastic litter.	Support Licensing Committee to undertake necessary procurement/awareness activities and ensure all infrastructure in place (where required);Implement pledge;	Aug - Sept 19	becoming a pioneer of the requirement for alternatives to single use plastics in licenced premises.	
	Launch pledge and undertake monitoring and evaluation.	Sep - Oct19		
To encourage greater understanding of waste and 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 2019.	Revise and update current Waste Education strategy in consultation with Schools Co-ordinator;	May-19	Increased quantity and quality of recycling produced in schools; Positive uptake of offered activities and visits following relaunch of Waste Education Strategy; Positive links forged with internal and external partners for future collaborative working.	35% of schools in Dundee to have made contact with DCC to arrange visits/talks or educational resources during 2019/20; Compositional Analysis of schools bins to show decrease in level of recyclates disposed of in general waste in March 2020 against Sept 2019 data; DCC to have contacted 100% of schools to promote Waste Education Strategy; Internal and external partners to detail no's of visits undertaken where Waste and Recycling messages promoted on behalf of Section (Section to report likewise on partner messages promoted during visits).
	Harness all available support from ZWS/KSB to support targeted communications in schools;	May-19		
	Work collaboratively with Compliance, Climate Change and Green Space teams to ensure joined up approach to any schools visits undertaken;	Ongoing from May 19		
	Launch internal recycling bins and revised strategy at pre-agreed time in new school year to maximise impact & uptake;	Oct-19		
	Undertake visits, talks and activities and continue to promote the usage of the recycling bins in schools.	Ongoing		
Trade waste team to engage fully with Commercial Waste customers as part of the overall monitoring of trade waste contracts throughout 2019/20 to increase their understanding of their responsibilities and requirements in relation to waste and recycling as part of their overall civic duty.	Harness support from ZWS to promote message through recently appointed Dundee officer;	Mar-19	Increased awareness of benefits (environmental and financial) of recycling vs waste disposal; Increased understanding of contamination issues and the duty upon traders to ensure they correctly use all containers in their premises.	Decreased levels of general waste uplifts and corresponding increased recycling uplifts from existing trade waste customers during 2019/20 compared to 2018/19; Decreased levels of contamination reported by crews and reprocessor in 19/20 when compared to 18/19 levels.

	Develop suite of materials to increase their understanding and awareness of waste and recycling issues - highlighting contamination issues, costs of contamination, costs of collections vs savings from waste reduction, SEPA enforcement and the importance of trader responsibility and civic pride.	Oct-19		
	RESOURCE DEPENDANT - undertake scheduled education and awareness visits in addition to existing contractual visits;	Ongoing		
<b>City Centre and Businesses</b>				
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-20	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.	On-Going	Safer City Centre where everyone feels welcome	Increased membership of the DUNCAN Radio link Scheme / City Centre recorded crime figures.
	Assist colleagues in Neighbourhood Services to work with Bonnie Dundee to maintain garden plots within Slessor Gardens and flowerboxes in City Centre.	Aug-19	Improved maintenance and aesthetics of the street scene throughout the city.	Number of times Bonnie Dundee turn out to volunteer.
	Collaborate with colleagues in Neighbourhood Services to obtain and maintain Green Flag status for Slessor Gardens through Ambassador Patrol and agreed action plan for improvement.	Jul-19	Positive experience for locals and visitors to Slessor Gardens.	Green Flag independent judges to visit Slessor Gardens
	Liaising with Neighbourhood Services encourage businesses to undertake a programme to clean and maintain the frontages of their properties, including litter picks on their premises.	Dec-20	A co-ordinated approach to maintenance of city centre properties and the public realm.	Number of business participating in the scheme.

	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 DDE event. Timely provision of Events Calendar to Environment colleagues.	Ongoing	A reduction in the amount of litter following city centre events.	Monitor no.complaints following events.
	Creation of new green space in the City Centre - Work with colleagues in City Development to introduce new urban beach area in Waterfront.	June /July-20	New green space in City Centre that locals and visitors can enjoy.	Creation of new green space.
Encourage businesses to take personal and shared responsibility for their environment in eight key areas;				
(i)Litter	Assist colleagues in Neighbourhood Services in an educational and enforcement campaign targeting litter in City Centre shopping areas.	Apr-20	Reduced resources and time spent by environment operations, cleaning up after lunch.	Time spent clearing up by environment.
(ii)Chewing Gum	Support delivery of a city centre based chewing gum nudge campaign – combined with targeted chewing gum cleaning.	April -20	Create and maintain chewing gum free areas within the city centre.	Volume of chewing gum collected.
(iii)Dog Fouling	Support positive behavioural change through peer encouragement of dog walkers in the City Centre / Slessor Gardens.	On-Going	An expansion of the green Dog walkers scheme across Dundee and reduction in dog fouling.	Monitor no. of complaints
(iv)Graffiti	Encourage the reporting of graffiti (Targeting offensive and tags, reported by Ambassadors and businesses.	Mar-20	Reduced amount of offensive graffiti and tags.	Number of reports of graffiti received now, then one year later and time taken to remove graffiti.

(v) Fly Tipping	Support a multiagency/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
(vi) Busking	Introduce revised code of conduct for buskers in Dundee City Centre with clear guidance about pitches and use of amplification.	Apr-20	Reduction in number of noise complaints from City Centre residents and businesses.	Monitor no. of complaints
(vii) Begging / Rough Sleeping	Work with Neighbourhood Services, Health and Social Care Partnership Work and Addiction Support Agencies to reduce begging and rough sleeping in Dundee City Centre.	On-Going	Reduction in number of aggressive begging complaints.	Monitor no. of complaints
(viii) Discarded Needles	Work with drug addiction support agencies to reduce the number of discarded needles in Dundee City Centre.	On-Going	Reduction in discarded needles found in Dundee City Centre	Monitor no. of reports.
Increase funds for improving City Centre environmental issues.	Apply to Scottish Government for share in £50M set aside in the budget for Improving Town Centres.	Mar-20		Proposal agreed and implemented
Research introduction of changes to commercial waste collection in line with Edinburgh and Glasgow.	Source Edinburgh and Glasgow Committee reports. Draft local report for consideration and consult with businesses in City Centre.	Dec-19		Monitor no. of complaints.
<b>Communications</b>				
Rebrand and relaunch the Take Pride campaign, using the original themes as much as possible but giving it a fresh and distinctively new look.	Create a draft suite of graphics, gain approval or amend based on feedback.	Aug-19	Maintain a recognisable brand which underpins the work of Take Pride. Ensure the brand is "fresh" and doesn't begin to look dated. Ensure consistency of	Number of locations/assets where the Take Pride logo is visible. Coverage in local media. Engagement on social media.
	Arrange roll-out of new graphics to coincide with launch.	Aug-19		
	Organise launch event in city centre, inviting local media and appropriate guests.	Aug-19		



	Social media campaign using the hashtags #DundeelsNow and #TakePride.	Aug-19	visual assets. Raise awareness of the campaign through traditional and digital media.	
Support Waste Strategy team to run a targeted communications campaign to provide detailed information to residents and businesses.	Prepare communications to detail the specific materials which can & cannot be recycled in their bins (design input required for advertising images).	Ongoing from Sept -19	Increased recycling rate; Improved understanding of recycling in Dundee.	Recycling rate to increase by minimum of two percentage points in Oct 2019- Mar 2020 when compared with Oct 18-Mar 2019; Fewer "basic" queries logged via recycle@dundeecity/firmstep/telephony as understanding increases.
	Communications launch - leaflets, posters, adverts, website, and social media.	Jun-19		
	"Refresh" messages issued via social media.	Aug, Oct & Dec 19		
Support Waste Strategy team in working with reproprocessors to create a series of videos, which seek to inform residents about what happens to their recycling and influence positive behaviour change around taking responsibility for their own waste & recycling.	Launch videos on website, via social media & at public-facing office screens.	Ongoing from Sept-19	Improved understanding of recycling in Dundee; Demonstrable positive behaviour change - increase in recycling, reduced reports of fly tipping & overflowing bins.	Recycling rate to increase by minimum of two percentage points in comparison with same time period 2018; Fewer instances of rapid response attendance at overflowing bins/fly tipped waste than in 2018; Compositional analysis of general waste bins in late Autumn 2019 should show minimum of 10% decrease in recyclables disposed of.
	Seek opportunities to share or repurpose video content from various sources.	Ongoing		
Increase DCC staff awareness of 'Take Pride'.	Promotion through, 'One Dundee', create and distribute posters around DCC properties (tie in with internal waste project).	Oct-19	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

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.	Communications activity including press and social media, to highlight the work done across the five key areas.	Ongoing	Increased awareness of the Take Pride campaign and more attractive/cleaner public realm. Reduce incidences of fly-tipping and increased public reporting through awareness of appropriate steps to take. Increased awareness of work being undertaken across the work streams. Create and maintain chewing gum free areas within the city centre; more attractive/cleaner public realm.	Reduction in negative news articles.
	Focus on littering in Summer, particularly outdoor activities, i.e. beaches and parks. Co-ordinated launch including visits to key sites, release of litter pictures etc., meet the clean-up teams media event, create posters and place at key sites. 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.	Jun-19	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.
	Support NS in the delivery of a city centre based chewing gum nudge campaign – combined with targeted chewing gum cleaning.	Dec-19	Create and maintain chewing gum free areas within the city centre.	Monitor no. of complaints.

	Fly-tipping social media campaign: highlighting pictures of most serious/unusual cases. NH staff to collect throughout the year for concerted effort.	Ongoing	A reduction in the amount of fly tipping in Dundee.	A decrease in reported fly tipping incidents.
	Support NS in the promotion of positive behavioural change and responsible dog walking through peer encouragement of dog walkers.	Ongoing	Maintain green Dog walkers scheme across Dundee and reduction in dog fouling.	Monitor no. of complaints.
	Social Media campaign to encourage the reporting of graffiti.	Sept/Oct-19	Reduced amount of offensive graffiti and tags.	Monitor no. of complaints
Increase public awareness of Take Pride issues through events	Raise the profile of Take Pride related events, i.e. Presentation of Prizes and city centre event. Solicit media support for coverage of events.	Nov-19	More people aware of the event. Greater sense of public pride. Increased future participation.	Media coverage and social media engagement. Increased participation in future events.
	Organise lead-up articles and social media highlighting case studies.	Oct/Nov 19		
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 supportive businesses.

