

Transport and Environment Committee

10:00am, Tuesday, 12 January 2016

Cleanliness of the City

Item number	8.4
Report number	
Executive/routine	Routine
Wards	All

Executive summary

This report updates Committee on a range of data concerned with the cleanliness of Edinburgh's streets and open spaces. A full picture of the standard of cleanliness across the city is derived from a number of data sources, including operational performance and data from the Council's Confirm on Demand asset and works order management software, feedback from members of the public and businesses via the Edinburgh People Survey and assessment of street cleanliness through the Keep Scotland Beautiful (KSB) CIMS report and LEAMs surveys. This range of data ensures that information about operational performance and standards of cleanliness is compared with public perception of the city's cleanliness.

The citywide CIMS score assessed by KSB in September 2015 is 69 with 93% of streets clean. Twelve out of 17 Wards achieved a cleanliness score of 67 or above, meeting the national standard for cleanliness. Five of those Wards achieved 72, or above, meeting the Council's high standard for cleanliness. Eleven Wards achieved a percentage clean result of 95% or above and out of those seven achieved a 100% clean result. A total of 418 transects were surveyed during this assessment.

This report gives a summary of the work and initiatives being carried out by the Council's Neighbourhood Teams to improve cleanliness at a local level, as well as information on dog fouling statistics and initiatives across the city. It also provides information on citywide cleanliness initiatives such updates on the roll-out of the Council's new trade waste policy, the development of a litter strategy and other litter campaigns; and an update on the expansion of the Waste Action Grant to include litter related projects.

Links

Coalition pledges	P44
Council outcomes	CO7, CO17, CO19, CO25, CO26, CO27
Single Outcome Agreement	SO4

Cleanliness of the City

Recommendations

- 1.1 It is recommended that the Transport and Environment Committee notes the content of this report.

Background

- 2.1 A range of Performance Indicators (PI's) is used throughout the year to monitor the standard of cleanliness across Edinburgh's streets and open spaces. These PI's are addressed at alternating times throughout the calendar year, and consist of Local Environmental Audit Management System (LEAMS) surveys (three per year), Cleanliness Index Monitoring System (CIMS) assessments (quarterly), Confirm on Demand performance reports (monthly), Parks Quality Assessments (annually) and the Edinburgh People Survey (annually).
- 2.2 The statutory performance indicator LEAMS process is structured so that all authorities carry out exactly the same monitoring programme to allow for full comparison between the results obtained. The methodology changed in 2014/15 to include a 'perception' value, and all authorities are now carrying out surveys based on the new methodology. A representative from the City of Edinburgh Council attends the newly formed LEAMs steering group discussions which are coordinated by Keep Scotland Beautiful (KSB). A total of three surveys will cover a random sample of a minimum of 5% of the streets and other relevant sites. Two surveys are completed internally and KSB completes an annual validation survey. An annual report on the findings and results for each local authority is prepared by KSB.
- 2.3 CIMS is the method used by The City of Edinburgh Council to assess street cleanliness. KSB manages the CIMS scheme nationally and carries out four independent assessments each year. The City of Edinburgh Council cleanliness performance targets for 2015/16 are a citywide CIMS score of 72, with a secondary target of 95% of streets surveyed as clean.
- 2.4 In September 2015, KSB undertook the latest CIMS independent assessment of Edinburgh's street cleanliness. Performance targets were not met during this survey. Each assessment is a snapshot of the cleanliness of the streets, with a 50 metre transect surveyed from a random sample of 10% of the city's streets. Each transect is graded on the presence of litter on a scale from 'A' to 'D' as detailed in the Code of Practice on Litter and Refuse (Scotland 2006). The following photographs depict the visual impact of an 'A' to a 'D' grade street:



Grade A These areas have no litter or refuse on the street, on the pavement, in gutters or at back lines. There were 51 (12%) Grade A streets observed within the September 2015 assessment.



Grade B These areas are clean apart from a few small items of litter. There were 337 (80%) Grade B streets observed within the September 2015 assessment.



Grade C These areas show accumulations of litter at back lines, kerbs and in between parked cars. There were 28 Grade (7%) C streets observed within the September 2015 assessment.



Grade D Streets are visibly and obviously heavily littered, with significant litter and refuse items. There were 2 (0%) Grade D assessments observed in the September 2015 assessment.

- 2.5 The Confirm on Demand asset and works order management system enables real-time two way flow of information and allows enquiries from the public to be directed straight to the Task Force workforce using smart phones and tablets. A performance and information framework has been developed which allows local issues and trends to be monitored and this information can be used in tandem with CIMS results and resident surveys in order to manage resources and target campaigns.
- 2.6 Dog fouling is assessed using a variety of performance indicators, capturing dog fouling information from different sources to provide a robust overview of dog fouling performance in Edinburgh. These indicators include the number and distribution of dog fouling complaints received, the number of Fixed Penalty Notices (FPNs) issued for dog fouling, the percentage of CIMS transects containing dog fouling and the annual Edinburgh Peoples survey results.
- 2.7 A Parks Quality Score is produced annually for each of Edinburgh's parks using the Green Flag judging criteria all of Edinburgh's parks. These scores are compared to the Edinburgh Minimum Standard which has been developed to benchmark our parks and record how they are improving. A range of criteria is assessed including litter and dog fouling, which can provide data on the cleanliness of the city's parks.

Main report

Confirm on Demand data

- 3.1 The enquiries from the public logged onto the Confirm on Demand system in September 2015 are summarised in Tables 1 and 2.

Neighbourhood	Number of enquiries received	Percentage of enquiries dealt within agreed timescale	CEC Target
City Centre & Leith	583	56%	85%
East	194	88%	
North	188	74%	
South	243	96%	
South West	343	81%	
West	189	86%	
Total	1740	75%	

Table 1: Number of enquires logged in each Neighbourhood in September 2015 and the percentage dealt with in agreed timescale.

- 3.2 Three neighbourhoods (East, South and West) achieved the target of 85% for dealing with enquiries within the given timescales. City wide the target was not met with only 75% of enquiries being dealt within the given timescales.
- 3.3 The largest numbers of requests received were for dumping/fly-tipping (502 requests) and litter (446 requests).

Enquiry type	Number of enquiries received
Dumping/fly-tipping	502
Litter	446
Street cleaning request	207
Dog fouling	172
Bin full	86
Dead Animal	57
Bin Repair	53
Weeds	45
Broken glass	40
Graffiti (non-offensive)	39
Needles	29
Graffiti (offensive)	18
New bin request	15
Spillage of fluids	10
Public Conveniences (including cleaning, closures, repair and safety)	12
Bin unsafe	5
Leaves	3
Bonfire Clearance Request	2
Beach Cleaning Request	2
Clear up of Road Traffic Accidents	1
Total	1744

Table 2: Enquiries received by the public in September 2015

CIMS survey results

- 3.4 The results of the September 2015 CIMS survey are summarised in Table 3 below.

Neighbourhood	% streets clean	CIMS score	KSB Acceptable Target	CEC Target CIMS Score	CEC Target % Clean
City Centre & Leith	78%	60	67	72	95%
East	98%	69			
North	96%	71			
South	89%	66			
South West	98%	75			
West	99%	74			
City wide	93%	69			

Table 3: Summary of September 2015 CIMS street cleanliness results

	Citywide score	
Survey date	% streets clean	CIMS
September 2014	94%	69
December 2014	96%	71
March 2015	98%	76
June 2015	95%	74
September 2015	93%	69

Table 4: Trend data for % street clean and CIMS score

3.5 Table 4 shows the CIMS scores and % streets clean scores from the past 5 surveys covering the period September 2014 to September 2015. CIMS scores can be influenced by the inclusion of a relatively small number of Grade C or D streets. However, the % streets clean figure shows the percentage of streets meeting Grade B or above and can therefore be viewed as a more accurate indicator to monitor the cleanliness of the streets throughout the city.

3.6 Twelve Wards achieved a cleanliness score of 67 or above, meeting the national standard for cleanliness. Five of those Wards achieved 72, or above, meeting the Council's standard for cleanliness. The source of 88% of the litter noted within the survey was pedestrian related.

- 3.7 The highest percentage of litter noted by type within the survey was smoking related litter, which was noted in 79% of the streets surveyed.
- 3.8 Business related litter was noted in 6% of all 418 transects surveyed, however, in Ward 3, business related litter was noted in 22% of transects while in Ward 13, 19% of streets surveyed had business related litter. Overall a total of 14% of business related litter was identified in the City Centre and Leith Neighbourhood. Arrangements are underway to identify specific locations where side waste around communal containers is an issue. Waste Services, Task Force, and Community Engagement teams will meet to discuss how the issues with side waste can be tackled.
- 3.9 There were two D grade streets surveyed in the September assessment. Both these were located in the South West Neighbourhood, Ward 7. These were due to accumulation of litter, including smoking related litter next to parked cars.

City Centre and Leith Neighbourhood

Ward	% Streets Clean	CIMS Score
11	73%	58
12	88%	66
13	81%	61
Overall	78%	60

East Neighbourhood

Ward	% Streets Clean	CIMS Score
14	100%	67
17	97%	70
Overall	98%	69

North Neighbourhood

Ward	% Streets Clean	CIMS Score
4	96%	72
5	97%	71
Overall	96%	71

South Neighbourhood

Ward	% Streets Clean	CIMS Score
10	79%	66
15	100%	67
16	87%	67
Overall	89%	66

South West Neighbourhood

Ward	% Streets Clean	CIMS Score
2	100%	81
7	93%	62
8	100%	85
9	100%	69
Overall	98%	75

West Neighbourhood

Ward	% Streets Clean	CIMS Score
1	97%	75
3	100%	76
6	100%	71
Overall	99%	74

Dog Fouling Framework

3.10 A new framework for tackling dog fouling in Edinburgh has been developed and was presented to this Committee on 2 June 2015. An update on the actions progressed to date is presented below;

- Explore increase use of CCTV

CCTV resources are available to support targeted dog fouling enforcement through the existing CCTV resource application process.

- Explore low visibility uniforms

This action is being progressed through the Environmental Warden working group. Discussions have taken place with legal services and the Council's RIPSAs coordinator to discuss the proposed changes. Overall feedback was positive, providing the following conditions were met:

- All Environmental Wardens complete refresher RIPSAs training prior to implementation.
- All plain clothed operations will continue to require RIPSAs authorisation.
- All directed surveillance activities, including activities using the black vest covers, will continue to require RIPSAs authorisation.

Options to implement these proposals are now being developed.

- Joint patrols with police in hotspot areas.

At present dog fouling is not an identified police priority, however the local Community Improvement Partnerships (CIPs) process allows for joint patrols and other support to be agreed, if required.

3.11 Future work identified and being carried forward through the framework includes:

- Development of an Edinburgh Dog Fouling Policy;
- Supporting the citywide "Don't Blame the Dog Campaign" with a wider Evening News Campaign. A pilot was launched in the South Neighbourhood area on 5 November. This aims to tackle dog fouling in Burdiehouse, before being rolled out to Moredun and across other areas in the South Neighbourhood. The campaign signage can be found in Appendix 2. This pilot will be evaluated when completed, and then rolled out across Edinburgh using the lessons learned to establish best practise in Edinburgh. This is likely to be spring 2016;
- Publish Dog Fouling Fixed Penalty Notice figures;
- Highlight the Dog Fouling "Report it" function on the Council website;
- Liaise with schools regarding local poster designs and development;
- Produce educational material highlighting the dangers to public health of dog fouling;
- Continue to liaise with the Scottish Government around dog fouling fixed penalty notice amounts ; and
- Continue to monitor changes in dog fouling patterns in Edinburgh, in order to enable targeted initiatives and enforcement.

New Academic Research Project

- 3.12 The Council is working with the University of Edinburgh to conduct a wide scale academic study of dog fouling in Edinburgh. The study will examine behavioural aspects of why some dog owners do not pick up after their pets, and identify factors which contribute or impede the likelihood of dog fouling. This study will

assist the Council to put in place measures to tackle dog fouling more successfully. This study will be a first for any local authority in Scotland, highlighting Edinburgh's commitment to a better understanding of dog fouling and how it can best be tackled.

Dog Fouling Complaints

- 3.13 Over the period of the 1 July to 30 September 2015, there were a total of 311 dog fouling complaints received by the Environmental Wardens. This figure represents an increase of 13 complaints, or 4%, over the same period last year, although it is still 8% below the 2013/14 figure of 337 complaints received during the same period.
- 3.14 The hotspot analysis of dog fouling complaints (Appendix 1), identifies where there have been a high number of complaints; this analysis is being used to prioritise resources to these areas.

Dog Fouling Fixed Penalty Notices

- 3.15 During the reporting period of 1 July to 30 September 2015, 15 FPNs were issued across all 6 neighbourhood areas. This compares to 21 issued in the same period in 2013, and 13 issued in 2014. These figures are expected to increase over the next reporting period due to increased capacity following the Summer Festival, and the ongoing initiatives highlighted below.

Park Quality Assessments

- 3.16 The Parks Quality Assessments for 2015 were completed by the end of July. The results of these assessments reveal that overall the quality of Edinburgh's parks continues to improve; with 132 of 138 parks classed as 'good' or better.
- 3.17 Litter and waste management and dog fouling are two of the criteria used to assess the quality of a park. The table below illustrates how these are scored when the assessment is made.

	0	1	2	3	4	5	6	7	8	9	10
Bandwidth	N/A	Very poor	Low poor	Mid poor	High poor	Low fair	High fair	Good	Very good	Excellent	Exceptional

Table 5: Scoring system to assess park quality assessment criteria

- 3.18 A summary of the average litter scores seen in parks across neighbourhoods over the past four years is shown in Table 5. Across the city the overall trend is an improvement in the cleanliness of parks evidence that our parks are now being managed better for litter.
- 3.19 A summary of the average dog fouling scores seen in parks across neighbourhoods over the past four years is shown in Table 6. Results show an annual increase in scores, which indicates a reduction in the amount of dog fouling observed in parks.

3.20 Further information on the full range of criteria used in Park Quality Assessments can be referred to in the Green Flag Award and Park Quality Assessments report, also to be considered at the January 2016 Transport and Environment Committee.

	2012	2013	2014	2015	Trend
City wide	6.2	6.2	6.	6.6	↑
City Centre & Leith	5.8	5.7	5.4	5.4	=
East	5.7	6.1	6.1	6.8	↑
North	6.4	6.1	5.8	6.5	↑
South	6.3	6.3	6.6	6.8	↑
South West	6.2	6.5	6.3	6.9	↑
West	6.7	6.1	6.7	6.9	↑

Table 6: Average litter and waste management score for parks in each Neighbourhood.

	2012	2013	2014	2015	Trend
City wide	6.5	6.6	6.9	7.1	↑
City Centre & Leith	6.6	6.6	6.5	6.8	↑
East	6.4	6.0	6.6	6.5	↑
North	5.7	6.5	6.7	7.4	↑
South	6.5	7.1	7.3	7.4	↑
South West	6.5	6.7	6.8	7.2	↑
West	6.8	6.8	7.4	7.5	↑

Table 7: Average dog fouling scores for parks in each Neighbourhood.

Local Action and initiatives

3.21 Local initiatives to combat litter, dog fouling and maintain street and open space cleanliness are ongoing in all six Neighbourhoods:

City Centre and Leith Neighbourhood

- 3.22 Council officials met with Councillors from the Leith, Leith Walk and City Centre Wards in September 2015, to discuss the specific challenges of Wards 11, 12 & 13; such as high footfall, high density housing, transient population, and high numbers of businesses. There was also discussion around the environmental issues that are faced in these areas, such as high levels of fly-tipping, and weeds. In addition, the operational issues the teams face were discussed and agreed.
- 3.23 The City Centre and Leith Neighbourhood are working in partnership with Leith Primary School to tackle dog fouling around the school. Following a report from the pupils about dog fouling and the impact it was having on their school activities and pupils, the local Environmental Wardens put in place regular dog fouling patrols and signage was installed in the area.
- 3.24 A competition was set up for Primary 3 pupils to create a design a poster which would feature on local dog fouling signage, highlighting dog fouling and the issues it causes. The winning design was chosen by Councillor Chas Booth, Kirsten McDonald, Teacher and Kenny Wiseman, Local Environmental Warden and this design is now in place on plaques around the perimeter of the school.

East Neighbourhood

- 3.25 The citywide rollout to improve the management of trade waste has reached Ward 14 and the local team will be working closely with colleagues in the Environment SSU to maximise the environmental benefits. This work will also help equip the team with the necessary skills and experience to manage the process when Ward 17 is tackled in early 2016.
- 3.26 Work has begun to tackle dog fouling in line with the new framework with a complaints tracking system being used to monitor areas affected by dog fouling. Stencils will be used (weather permitting) and signs reminding people to pick up after their dog will be attached to street furniture. Follow-up visits and high visibility patrols will be carried out. Wardens will engage with local dog walkers and Fixed Penalty Notices will be issued where an offence is witnessed. The Wardens also plan to trial glow in the dark 'watching you' posters which have been used successfully by other local authorities.

North Neighbourhood

- 3.27 Staff from the North Neighbourhood Team participated in a clean up in the area surrounding the North Neighbourhood Office; and in West Pilton Gardens. Over 12 bags of rubbish and other debris were collected from this area by staff. A clean up of back-greens in and around West Pilton Rise has been undertaken to prepare for the roll out of communal recycling and waste containers to blocks that previously had individual bins. Removal of vegetation and other tree work was also carried out. In addition, street cleaning crews carried out leaf clearance and maintenance of main routes throughout North Edinburgh from October to December 2015.

South Neighbourhood:

- 3.28 The Don't Blame the Dog Campaign in the South Neighbourhood area is due to begin on 1 November 2015. The campaign is a pilot for what will become the citywide campaign, and aims to tackle dog fouling in Burdiehouse, before being rolled out to Moredun and across other areas in the South Neighbourhood.
- 3.29 The campaign strap line has been carefully linked into a range of media, including posters, pavement stencils, lamp post wraps and a social media campaign.
- 3.30 New signage (see Appendix 2) will be placed in key locations, working with the Friends Group from Burdiehouse Valley Park, and supported by overt and covert patrols from the Environmental Wardens including the use of CCTV.
- 3.31 As part of the campaign, local schools have been contacted to arrange dates for educational visits and accompanying presentation which will likely be carried out from January 2016.
- 3.32 The South Neighbourhood's Don't Blame the Dog Campaign will be evaluated when completed, and then rolled out across Edinburgh using the lessons learnt to establish best practice in Edinburgh. This is likely to be spring 2016.

South West Neighbourhood

- 3.33 The South West Environmental Wardens continue to utilise the Dog Fouling Tracking System, which prioritises the need to clean up and enforce quickly and reduce the impact on the environment.
- 3.34 The Dog Fouling Tracking System identifies those street which are high priority following dog fouling complaints. Streets are classified as red, amber or green. The significance of the classifications are:
 - Red - If there has been three or more dog fouling complaints in the previous month.
 - Amber - If there has been 1-2 dog fouling complaints in the previous month.
 - Green – A street that has previously been 'red' or 'amber' that has no dog fouling complaints in the previous month.
- 3.35 Streets will remain on the Dog Fouling Tracking System until they have two consecutive months as 'green'.
- 3.36 There has been a decrease in the number of dog fouling complaints on streets that were classified as 'red' in June:
 - Springwell Place from 8 in June to 2 in July
 - Dumbryden Gardens from 4 in June to 0 in July
 - Stenhouse Drive from 5 in June to 2 in July

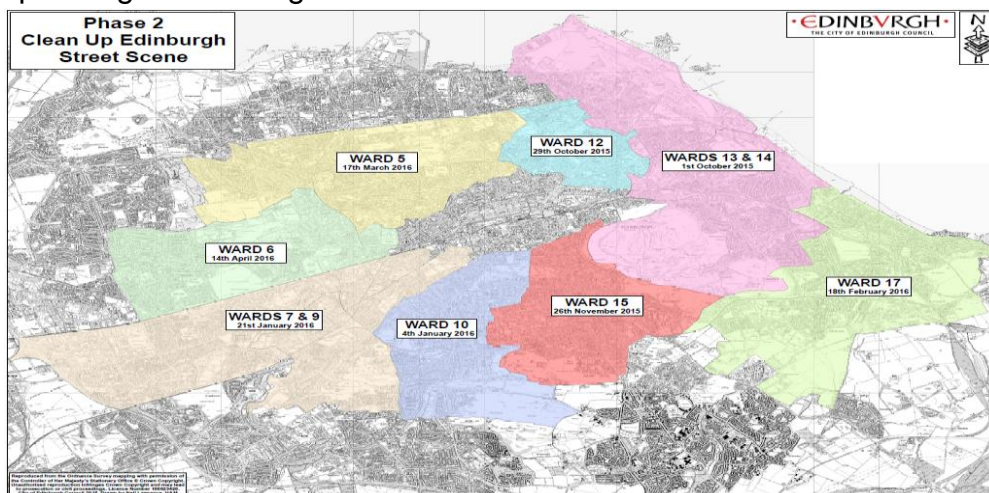
West Neighbourhood

- 3.37 The West Neighbourhood Environmental Wardens team focused on street littering issues from July to September 2015; and issued 65 Fixed Penalty Notices for littering and trade waste breaches over this three month period. In September, operational work remained focused on street cleaning activities, particularly in known 'hotspot' areas. The Western Neighbourhood Partnership Environment Sub-Group has considered feedback from recent CIMS assessments and local resources have been deployed to reflect known issues.
- 3.38 There is ongoing joint working with the Open Space Strategy Team and Queensferry Ambition Business Improvement District, to support the implementation of a managed trade waste service in Queensferry; in line with the Council's Street Scene initiative. If successful, the outcome would be the delivery of a local trade waste arrangement that satisfies the Council's requirements in terms of presentation and storage of trade waste, in advance of Stage Three of the Street Scene project.

City wide initiatives

City wide implementation of Trade Waste Strategy

- 3.39 Phase 2 of the Street Scene Project started in October 2015 and to date the new trade waste policy has been implemented in Wards 11, 12, 13, 14 and 15. A reduction of 80% of trade waste bins permanently stored on public land is expected. The project is running on time and due to be completed by June, 2016.
- 3.40 As well as making Edinburgh a cleaner, greener and safer city, in line with the Council's five-year strategic plan, the Street Scene project also serves to focus business owners attention on the waste they produce and as such an increase in recycling across the city centre has been witnessed by the 17 waste carriers operating in Edinburgh.



Map 2. Roll-out of new trade waste policy Phase 2

- 3.41 The following before and after photographs illustrate the success of the project.



Local and national litter campaigns

- 3.42 Following the Zero Waste Scotland funded fly-tipping project run by the Council in February and March 2015, a larger communications campaign was then rolled out over the summer. The best practice guide developed by the Council and Zero Waste Scotland was used, and additional communications materials, such as bin stickers, posters and stickers for dumped items, were also produced in October 2015. The aim of using these materials was to educate residents that dumping items is illegal and reduce the amount of fly-tipping in the city.

- 3.43 The images in Appendix 3 illustrate the types of materials produced for this campaign.
- 3.44 The Council's Open Space Strategy Team has engaged with Zero Waste Scotland about its intentions to apply for a Litter Communications Fund. This will enable the development of communications materials specifically designed to target localised areas. These materials can then be used alongside an online toolkit developed by ZWS.
- 3.45 As part of the Council's channel shift project campaign materials were used to promote the on-line forms, including one for litter. The impact of this on enquiries received will be monitored through Confirm.
- 3.46 The Council's Waste Action Grant promotes litter projects and community groups are encouraged to apply for funding to run preventative litter campaigns/initiatives. Since 2009, a total of £4,188 has been awarded to fund local litter projects, and 4,500 people have directly participated in litter projects through workshops, events, and on the ground activities.
- 3.47 Four applications were approved for the Edinburgh Waste Action Grant Programme in November 2015. Awards were given to Leithers Don't Litter, the Marine Conservation Society, North Edinburgh Arts and Granton Hub for a variety of recycling and litter project proposals.
- 3.48 Work commenced on the development of a litter strategy for the city in October 2015. Research has been carried out around litter projects and strategies throughout the UK. Engagement sessions took place in November and December with frontline street cleaning staff and environment staff as well as Elected Members, to get their feedback on what the content of the strategy should contain.

Community Clean Ups

- 3.49 In Edinburgh a total of 68 community clean up events, which have been registered with KSB, have been undertaken this year (up to September 2015). Over 3700 volunteers have taken part in a variety of clean ups throughout the city. Task Force teams continue to provide support for these events by providing litter pickers, bags and uplifting litter and waste collected after the event. Waste Services Community Engagement Team also provide guidance, posters, certificates and support to those organising an event.
- 3.50 One of the largest clean up events of the year took place in October 2015, and was organised by the anti-litter group Leithers Don't Litter. Over 40 volunteers carried out clean-ups in six areas around Leith, collecting around 80 bags of litter.

Roll out of Edinburgh's new recycling service

- 3.51 Waste Services has been replacing red and blue recycling boxes with a wheellie bin since 1 September 2014. The new service makes it easier for residents to recycle more of their waste, as there are fewer items to sort and separate. Additional materials such as small electrical items can now also be recycled. The

changes to the service have now been fully implemented, which means that 140,000 households now receive this service. The introduction of wheelie bins has had a positive impact on cleanliness standards, as the recycling material is contained within a closed bin rather than the open red and blue boxes.

Measures of success

- 4.1 To achieve the national standard of cleanliness CIMS score of 67 as a minimum in all areas
- 4.2 To achieve a city wide CIMS score of 72.
- 4.3 To meet 85% of operational commitments within the given timescale.

Financial impact

- 5.1 There is no financial impact from this report.

Risk, policy, compliance and governance impact

- 6.1 There is no risk, policy, compliance or governance impact from this report

Equalities impact

- 7.1 The achievement of high cleanliness standards throughout the city fosters good relationships between the Council and residents through the provision of high quality services. It can also lead to safer routes free from potential obstructions and trip hazards for all pedestrians, particularly those with visual impairments.

Sustainability impact

- 8.1 None

Consultation and engagement

- 9.1 None

Background reading/external references

www.keepsotlandbeautiful.org

[2014 Edinburgh People Survey](#)

[Keep Scotland Beautiful Eco Schools](#)

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Links

Coalition pledges	P44 - Prioritise keeping our streets clean and attractive.
Council outcomes	CO7 - Edinburgh draws new investment in development and regeneration. CO17 - Clean – Edinburgh’s streets and open spaces are free from litter and graffiti. CO19 - Attractive places and well maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards. CO25 - The Council has efficient and effective services that deliver on objectives. CO26 - The Council engages with stakeholders and works in partnership to improve services and deliver on agreed objectives. CO27 - The Council supports, invests and develops our people.
Single Outcome Agreement	SO4 - Edinburgh’s communities are safer and have improved physical and social fabric.
Appendices	Appendix 1 – Hot Spot Map of Dog Fouling July to September 2015 Appendix 2 – Don’t Blame the Dog Final Designs Appendix 3 – Communications materials examples

Appendix 1

Hot Spot Analysis of Dog Fouling Complaints

This map is an example of a number of hot spot areas following complaints of dog fouling between 1 July 2015 and 30 September 2015.



Map 1 Hotspot Analysis of Dog Fouling Complaints July to September 2015

The hotspot analysis of dog fouling complaints uses a colour ramp going from green to red, showing the increasing concentration of dog fouling complaints across Edinburgh. Red shows the worst affected areas.

Appendix 2

Don't Blame the Dog Final Designs

It's the owner's mess.

Don't blame the dog!

Your dog's mess is a health hazard. Don't break the law – pick it up. **Bag it and bin it** or risk a **minimum £40 fine**.



Picking up your dog's mess is not optional.

Bag it and bin it!

It's a health hazard and against the law. Clean up after your dog or risk a **minimum £40 fine**.



Images 1 and 2: signage to support the 'Don't Blame the Dog' campaign

Appendix 3

Communications materials examples



Images 3 and 4: Posters containing messages around enforcement and ways to dispose of unwanted items



Image 5: A sticker to be attached to dumped items that have been reported to the Council

recycle for Edinburgh

**Getting rid of furniture
or large items?
You'll find our service uplifting**

www.edinburgh.gov.uk/specialuplift



EDINBURGH
YOUR COUNCIL - YOUR ENVIRONMENT

Image 6: Messaging displayed on refuse collection vehicles, advertising the Special Uplift service