

**NATIONAL LITTER  
POLLUTION MONITORING  
SYSTEM**

**LOCAL AUTHORITY  
INFORMATION  
UPDATE #5**

**TABLE OF CONTENTS**

**1. INTRODUCTION ..... 1**  
     Aims .....1  
     Structure .....1

**2. ACTIVITIES UNDERTAKEN  
SINCE FEBRUARY 2002..... 2**  
     New Website Address .....2  
     Implementation Survey .....2  
     Meetings and Presentations .....2

**3. REMINDERS TO LOCAL  
AUTHORITIES..... 3**  
     Litter Monitoring Officers.....3  
     Additional Training .....3

**4. BEST PRACTICE ..... 3**  
     Schools Anti-Litter Campaigns .....4  
     Litter Action League .....5  
     Litter Free Towns and Villages .....6  
     Litter Freephone .....7  
     Pooper Scooper Scheme .....7  
     Local Authority News .....8

**5. IMPLEMENTATION OF THE  
NATIONAL LITTER  
POLLUTION MONITORING  
SYSTEM..... 11**

**6. LOCAL AUTHORITY CASE  
STUDIES..... 13**

**1. INTRODUCTION**

This newsletter, the fifth in the series, describes the activities, which have been advanced by the local authorities and the Litter Monitoring Body since the circulation of the last issue in February 2002.

**Aims**

As stated in the four previous publications these Updates aim to:

1. Provide a summary of the key activities undertaken;
2. Describe the progress in implementation of the National Litter Pollution Monitoring System and address any issues, which arise during the System's implementation;
3. Facilitate information dissemination between local authorities via a series of case studies/success stories from around the country, and
4. Provide additional information and request feedback as required.

**Structure**

This newsletter provides a short overview of the main activities undertaken since February 2002.

It also addresses best practice of litter control in Ireland and examines a sample number of best practice litter prevention measures around the country.

Offaly County Council, Westmeath County Council, South Tipperary County Council and Longford Town Council have prepared an overview of the implementation of the National Litter Pollution Monitoring System within their functional areas, including details of the problems encountered and how they were overcome. This should be of assistance to local authorities that are currently implementing the system.



## 2. ACTIVITIES UNDERTAKEN SINCE FEBRUARY 2002

The following provides a short synopsis of the activities carried out by the Litter Monitoring Body since the publication of the last Information Update.

### New Website Address

Litter Monitoring Information can now be accessed at:

[www.litter.ie](http://www.litter.ie)

**Local authorities PLEASE NOTE that it is important that successful anti-litter initiatives are posted on the website for reference by other local authorities.**

Accordingly local authorities are requested to ensure that existing data on their anti-litter initiatives on the website remains accurate/up to date. Corrections to existing data or information about new anti-litter initiatives for inclusion on the web site should be forwarded to **Mairéad Hogan** at the Litter Monitoring Body, TES Consulting Engineers, Unit 4B/5 Blanchardstown Corporate Park, Dublin 15; tel: 01 803 0401 or e-mail [mairiad.hogan@tesltd.ie](mailto:mairiad.hogan@tesltd.ie)

### Implementation Survey

Since the last Information Update the Litter Monitoring Body has carried out a telephone survey in February/March 2002 to assess progress. An essential role of the Litter Monitoring Body is to measure progress with the implementation of the National Litter Pollution Monitoring System nationwide and report the results to the Department of the Environment and Local Government.

During the October/November 2001 survey there were a total of 72 local authorities implementing the system. This situation was not improved upon in the February/March 2002 survey with still a total of 72 local authorities proceeding with the implementation of the system. Therefore there are a total of 18 local authorities that have yet to commence implementation of the system.

Nevertheless, progress has been made by those local authorities that had already commenced the Litter Monitoring System, with a total of 17 local authorities with Benchmark Litter Surveys returned to the Litter Monitoring Body in March 2002 by comparison to ten local authorities with Benchmark Litter Surveys returned in December 2001.

To date a total of 72 local authorities have identified the potential litter generators in their areas and are now preparing for the Litter Quantification and Litter Pollution surveys to be carried out in the weeks ahead.

It was apparent from the telephone survey that the majority of local authorities are keen to complete phase I and phase II of the system as soon as possible.

### Meetings and Presentations

#### *Directors of Services Presentation*

The National Litter Pollution Monitoring System was presented to the Directors of Services on the 7<sup>th</sup> February 2002. Response to the presentation was excellent, provoking a positive discussion on the system. This presentation allowed senior members of local authority staff, many of whom are new to the Litter Monitoring System, to become familiar with the system.

#### *Town Clerks' Presentation*

A presentation to the Town Clerks' Annual Conference was given on 11<sup>th</sup> April 2002. The Litter Monitoring System was very well received, the

presentation served to further promote the system within Town Councils.

### 3. REMINDERS TO LOCAL AUTHORITIES

#### Litter Monitoring Officers

The number of local authorities that have appointed Litter Monitoring Officers has increased significantly in the recent past.

Those who have yet to nominate a Litter Monitoring Officer are reminded to notify TES Consulting Engineers of the name of the nominated Litter Monitoring Officer.

The main duties of the Litter Monitoring Officer include overseeing the following:

- the identification of all Potential Litter Generators within their functional area, using either a Geodirectory or visual surveys, and the inputting of the data into the GIS software package.
- the creation of Litter Generation Potential Maps according to the methods set out in the Monitoring Manual,
- the carrying out of the Litter Quantification and Litter Pollution Surveys in 2001 and the follow-up surveys in 2002 and subsequent years; and
- the submission of the survey results to the Litter Monitoring Body, using the templates provided.

The appointment of a Litter Monitoring Officer ensures that efforts are focused more effectively on the system's implementation, promotes better co-ordination between County Councils and the Town Councils/Borough Councils and improves contact between TES Consulting Engineers and local authorities in the discharge of their respective duties under the system.

#### Additional Training

Training on the different aspects of the Litter Monitoring System and the Litter GIS software package is still available on request to those local authorities that require it.

- Training or enquiries about the Identification of Potential Litter Generators and Survey Methodologies is available on request by contacting **Laura Scanlan** from **TES Consulting Engineers** on **01 803 0401**.
- Training on the Litter GIS package can be arranged by contacting **Deirdre Galvin** from the **LGCSB** on **01 609 7000**.

### 4. BEST PRACTICE

An important aspect of the Litter Monitoring Body's role is to obtain information on litter management best practice. From consulting with local authorities, reviewing media reports and undertaking Internet searches, we have collated information relating to best practice, in Ireland. This database is accessible at [www.litter.ie](http://www.litter.ie)

The Litter Monitoring Body would like to be informed about other examples of successful best practice known to the local authorities. These could then be included in the database allowing all other local authorities to access the information.

When communicating the information, please include a brief description of the activity with contact details under the following headings:

- ◆ Local Authority;
- ◆ Description of anti litter initiative, including start date and whether it's a once off or ongoing activity;
- ◆ Impact Area, and
- ◆ Further Information (contact name, telephone number and email address).

A contact name and telephone number will facilitate communication between

local authority personnel engaged in anti-litter activities.

Samples of best practice activities are outlined below:

### **Schools Anti-Litter Campaigns**

**Local Authority:** Cavan County Council, Louth County Council, Waterford City Council.

**Description:** **Cavan County Council** provides an Environmental Grant to nine secondary schools in the county. This Environmental Grant was given to the schools to allow them to undertake anti-litter projects. Students decide the projects they undertake. The Senior Executive Officer and the Litter Warden visit the schools and give them ideas on projects that they can partake in. They also provide them with information on a Power point presentation regarding the towns and amenity areas in County Cavan. Approximately four months after the initial visit the Senior Executive Officer and Litter Warden return to the school to assess results. There is a prize awarded to the most successful schools. The students are encouraged to research information about litter i.e. causes of litter, who litters, where litter comes from and where it ultimately ends up. This provides an understanding of the life cycle of waste from birth to death. It is mostly transition year students who are involved in this Litter Awareness Campaign.

In addition the County Council in conjunction with Coillte organise a campaign to ensure National School children are also aware of the problems which litter generates. This campaign consists of a "School Yard Litter Patrol", whereby students are taught to reduce, reuse and recycle. This involves students wearing disposal gloves to pick up litter around the school then going to a central point and segregating all recyclable litter. Each student who participates is rewarded with an "Irish Oak Tree", which they can grow at home.

*Litter Monitoring Body*

Mr. Gerry O' Rourke, Cavan County Council, Courthouse, Cavan.  
Tel: 049 4331799

**Louth Local Authorities** (Louth County Council, Drogheda Borough Council and Dundalk Town Council) organise primary and post-primary schools Environment Competition. The main theme of the competition is awareness and control of litter. Marks are awarded for cleanliness of school grounds (litter and weed control), awareness and enthusiasm of pupils, participation in the National Spring Clean and recycling activities. In addition secondary school pupils prepare projects on litter and environmental related issues.

Since 1997 a Junior Environmentalist of the Year Award has been incorporated into the Schools Competition to give public recognition to a young person who has shown remarkable commitment and enthusiasm for environmental matters in their school and environs.

Since its inception in 1993 the number of schools participating in the competition has more than doubled, with a current annual participation of approximately 60 schools. Five of which have attained Green Flag status. (An Taisce in association with Coca Cola started this scheme in 1998. The Green Flag Award is based on increasing awareness of the environment through educational programmes. The Green Flag Award is presented to schools for environmental work done including on the topic of "Litter and Waste Management").

Through this competition post-primary school students have become involved in the general anti-litter campaign by having their litter poster designs professionally reproduced and displayed in business premises, community centres and schools throughout County Louth.

It is thought that the significant improvements in the standard of cleanliness and environmental presentation of school grounds, and the improved level of student knowledge and awareness of environmental matters is due to the Louth Local Authorities' Schools Environment Competition.

Ms. Angela Muckian, Louth County Council, Millennium Centre, Dundalk, Co. Louth  
Tel: 042 9353130

In December 2001 **Waterford City Council** organised a Litter Monster Competition for National Schools throughout the city. Over 50 entries were received from 15 National Schools throughout the city. The entries, which are "monsters", were in a variety of shapes, sizes and colours. The idea behind the project is to raise awareness among children about litter and having fun in the process. Litter is a monster and should not be tolerated. Due to the success of this event it is planned to run it every year coming up to Christmas. All of the entries were displayed in local shops over Christmas with some of the best on display in the City Square Shopping Centre.

In addition in April 2002 **Waterford City Council** launched a secondary schools debating competition. The aim of this competition is to get young people debating a wide range of environmental topics many of which include litter. The final round of the competition is scheduled for the 22<sup>nd</sup> of May 2002. It is hoped that with the support of the schools this competition will be an annual event and be extended to an all city, county and regional event.

**Waterford City Council** is currently developing an Environmental Programme for September 2002. It will focus on waste, recycling and litter. It will include a locally shot video and a trip to the Civic Amenity Site.

Ms. Susanne Tinney, Waterford City Council, City Hall, Waterford.  
Tel: 051 309938

### **Litter Action League**

**Local Authority:** Dublin City Council, Galway City Council

**Description:** **Dublin City Council** annually invites Community Residents and Tenants Associations, Shopping Complexes, Garages and other Commercial Enterprises and Groups engaged in Special Clean-Up Projects to enter the Tidy District Competition. The entrants represent approximately 125,000 residents of the Dublin City administrative area. This competition has been in operation since 1976. Judging takes place during the months of June, July and August. The Competition is judged under the following headings:

- Community effort;
- Absence of litter, graffiti, illegal dumping and abandoned cars;
- Neatness and appearance of dwelling and gardens;
- Treatment of communal areas such as open spaces and grass margins;
- Trees: Where there are trees in an area and especially roadside trees, there are marks awarded for obvious community interest in their preservation for example grass clipped at base of tree or flowers planted. Marks are also awarded for the removal of weeds and grass from roadside channels and wall bases.

### **The categories include:**

- Best Presented Housing Estate;
- Inner City Areas;
- Urban Villages;
- Council Housing Estate;
- Council Flat Schemes;
- Apartment Complexes;
- Most Improved Area;
- Best New Entry; and
- Special Projects.

In addition to the above, a separate competition is held for commercial enterprises.

The aim of the competition is to encourage participants to become more aware of and responsible for their immediate environment. The competition encourages everyone to contribute in a positive way to the appearance of their locality by keeping it neat, well presented and litter free. The judging panel have found that year after year, there is noticeable improvement in the absence of litter in Dublin City and in particular in the areas that enter the competition. This year Dublin City Council is incorporating a special environmental award to include recycling. It is thought that entry to this competition brings communities together and creates a unique sense of achievement as regards improving ones own area.

The Prize Fund is approximately €13,000 and is distributed to the entries received, in the various categories. The Tidy Districts Competition is incorporated into the Guinness Living Dublin Awards and the overall winner of the Tidy Districts Competition is put forward as Residential Category Winner, for inclusion in the Guinness Living Dublin Awards.

Mr. Kevin O' Sullivan, Dublin City Council, Civic Offices, Wood Quay, Dublin 8.  
Tel: 01 4114243

The Amenity Grants scheme is a fund of approximately €30,000 provided by **Galway City Council** each year. In 2001, 90 active Residents Associations received this grant. First time applicants receive €380 and repeat applicants receive €255. The purpose of the grant is to encourage residents, by agreement, to carry out minor improvements to open spaces. This frequently involves planting flowers and trees. Learning from Carlow County Council's experience they are now changing the emphasis to encourage residents associations to use

these grants in a way, which also encourages promotion of a litter free environment.

This is a long-term activity, aimed at changing communities from litter tolerance to active management of their own areas. The grants act as an incentive to encourage and promote development of residents associations and large-scale participation of residents in their local associations.

This change of emphasis is a new initiative, so it is not possible to assess results, but developing anti-litter partnerships with residents associations has certainly worked in the Renmore area. The critical factor is to get residents to become directly involved in daily prevention and cleaning up of litter in their own areas.

Ms. Anne Ruane, Galway City Council, City Hall, College Road, Galway.  
Tel: 091 536484

### **Litter Free Towns and Villages**

**Local Authority:** Donegal County Council, Meath County Council, Listowel Town Council.

**Description:** Approximately 25 Towns and Villages in **Donegal** enter the Tidy Towns Competition each year. The competition has a medal system designed to recognize consistently high achievers. The Supervalu Endeavour Award is designed to reward centres that are creating community spirit and civic pride.

Mr. Liam Mc Carron, Donegal County Council, County House, Lifford, Co. Donegal.  
Tel: 074 72255

**Meath County Council** is running a Inter Town and Inter Village League this year with judging taking place over the months of May and June. Thirteen towns and villages have applied to take part; this is an increase on the number of entrants last years.

The object of the competition is to find the most litter free town and village in the county. The towns/villages are paired off against one another and judging takes place once a week. Each town and village start off with a certain number of points and points will be deducted where litter is found. The towns and villages taking part in this league will be notified of their results each week and they will also appear in the local newspapers and on Meath County Council's website at [www.meath.ie](http://www.meath.ie).

Each town and village receives a small start up grant towards purchasing materials, such as litter pickers and other tools. At the end of the league the town and village with the most points receives a monetary prize. A prize is also awarded to a village in each electoral area. The money received by the winners is used to further improve the towns and villages. The league was a great success last year as it encouraged the residents of both the towns and villages to look after their own areas and to be proud of their achievements.

Ms. Caroline Reilly, Meath County Council, County Hall, Navan, Co. Meath.  
Tel: 046 21581

The "Golden Broom" initiative developed by **Listowel Town Council** is an environmental awareness campaign, which involves participants displaying the Golden Broom sticker. Members of the public and business community who are involved in the scheme, support a number of principles as follows:

1. Active support for the Town Council and T.A.B.L.E. (Towards A Better Listowel Everybody) in the battle against litter.
2. Keeping litter-free the vicinity of ones home/premise between occasions of local authority maintenance.
3. Displaying "Golden Broom" means one is requesting

visitors and passers-by to keep the area litter free.

Two Golden Broom awards are presented to the Best Residential Area (large/small) with accompanying prize money of €250 to each winner.

Mr. Dominic Scanlon, Listowel Town Council, Aras an Phiarsaigh, Listowel.  
Tel: 068 21004

### **Litter Freephone**

**Local Authorities:** Mayo County Council, Limerick City Council.

**Description:** **Mayo County Council** launched a Free Phone Litter line in 2001. Members of the public who want to report such incidences can now contact the Litter Warden on 1800 400 256.

Mr. Gerry Costello, Mayo County Council, Aras an Chontae, Castlebar, Co. Mayo.  
Tel: 094 20167

**Limerick City Council** launched a Litter Free Phone Line in November 2000. An ongoing advertisement campaign in the classified section of local newspapers is in place for 2002. It is also advertised on till receipts in prime shopping locations.

Ms. Ursula Hynes, Limerick City Council, City Hall, Limerick.  
Tel: 061 415799

### **Pooper Scooper Scheme**

**Local Authority:** Sligo County Council, Youghal Town Council

**Description:** **Sligo County Council** launched a "Pooper Scooper Scheme" in 2001, a device to combat the problem of dog fouling. Pooper Scoopers are provided free of charge to dog owners.

Ms. Maura Barnicle, Sligo County Council, Riverside, Sligo.  
Tel: 071-56611

Pooper Scoopers are provided free of charge to the general public by **Youghal Town Council**.

Mr. Tom Brennan, Youghal Town Council, Mall House, Youghal, Co. Cork.  
Tel: 024 92926

All local authorities mentioned feel that the pooper scooper system is a valuable tool, which aids paths being kept litter free.

### Local Authority News

**Local Authority:** Clare County Council, Roscommon County Council, Sligo County Council, Limerick City Council, Youghal Town Council.

**Description:** New litter-bins have been provided at various locations throughout **County Clare** either as replacements for existing bins or in additional locations. Community groups and Committees around the county sponsor many of these bins. In addition 50 bright new cylindrical bins have been attached to existing signposts in strategic positions around the County in order to facilitate the disposal of cigarette ends and chewing gum.

Ms. Kathleen Lordan, Clare County Council, New Ross, Ennis, Co. Clare.  
Tel: 065 6846420

**Roscommon County Council** have installed a large number of litter bins both in the housing estates and on the streets with a small circular opening to avoid household litter being deposited in the bins.

Ms. Marian Parker, Roscommon County Council, Courthouse, Roscommon.  
Tel: 0903 37265

In 2001 a full time litter warden was appointed in **Sligo County Council** and a van was provided which has given higher profile to this important service. The litter warden service is provided outside normal working *Litter Monitoring Body*

hours and at weekends and the warden is contactable by phone, the number is displayed on the van.

Ms. Maura Barnicle, Sligo County Council, Riverside, Sligo.  
Tel: 071 56611

In 2001 **Limerick City Council** commenced a programme of introducing new style litter-bins in the city. The bins consist of a stainless steel frame with a wheel bin insert. The wheel bin is emptied using a specific litter collection vehicle so that the process is more efficient, cleaner and safer for staff.

Ms. Ursula Hynes, Limerick City Council, City Hall, Limerick.  
Tel: 061 415799

**Youghal Town Council** purchased a large driver operated street cleaner/sweeper which has made a great improvement in the up-keep of the streets.

**Youghal Town Council** has also improved litter-bins throughout the town and beach areas, allocating larger bins to those areas of greater need. In addition the bins provided to junior schools have been specially supplied in the shape of Dolphins and Frogs in order to present a more friendly appearance to the children.

Mr. Tom Brennan, Youghal Town Council, Mall House, Youghal, Co. Cork.  
Tel:024 92926

### Anti Litter Campaign

**Local Authority:** Clare County Council, Limerick County Council, Mayo County Council, North Tipperary County Council, Offaly County Council, Roscommon County Council, Sligo County Council, South Dublin County Council, Waterford City Council, Longford Town Council.

**Description:** **Clare County Council** organised a theatre show using

puppetry, shadow imagery and music that toured primary and secondary schools. The show titled "The One That Got Away" deals with the theme of waste and litter prevention. The purpose of the show is to raise awareness around the issues of litter and waste in the environment. The shows are suitable for children between seven and 12 years. Twenty-three shows took place last year to a total audience of 1,650. It is planned to run again this year.

Ms. Clare Lordan, Clare County Council, New Road, Ennis, Co. Clare.  
Tel: 065 684 6420

**Limerick County Council** has launched an "Adopt-A-Bank" scheme. This scheme is aimed at encouraging community groups to manage/maintain the bring centres on behalf of the Council. Each group participating in the "Adopt-A-Bank" scheme will be paid €400 in two equal amounts throughout the year by Limerick County Council.

Ms. Helen Creed, Limerick County Council, County Buildings, Limerick.  
Tel: 061 318477

**Mayo County Council's** Cleaner Community Campaign is an annual awards scheme open to all voluntary groups in the county. It is now in its 11<sup>th</sup> year and each year has seen an increase in the number of entrants in all categories. The categories include: Local Area Environmental Project, Litter Clean-up, Tidy Town Estates, Tidy Schools and Tidy Burial Grounds. It highlights to the local community the importance of keeping their community litter-free.

Mr. Gerry Costello, Mayo County Council, Aras an Chontae, Castlebar, Co. Mayo.  
Tel: 094 20167

**North Tipperary County Council** in conjunction with Tipp. FM Radio undertook a radio awareness campaign on litter and related environmental issues last year. The focus of the

*Litter Monitoring Body*

campaign is to explain to listeners why littering is unacceptable and to provide them with alternatives to waste disposal.

Mr. Brian Clancy, North Tipperary County Council, Courthouse, Nenagh, Co. Tipperary.  
Tel: 067 94780

**Offaly County Council** organised two "Clean Up Offaly" weeks in the county in 2001. Skips were provided free of charge to the Community and Tidy Towns Committees who were organising clean ups and environmental improvements. The county landfill site was free of charge to householders who wanted to dispose of bulky household items like fridges, cookers and beds.

Ms. Una Heery, Offaly County Council, Courthouse, Tullamore, Co. Offaly.  
Tel: 0506 46890

Roscommon Chamber of Commerce, **Roscommon County Council**, Roscommon Tidy Towns, Business Associations and Goff Street/Athlone Road residents came together in order to develop a Litter Free Zone in the Goff Street/Athlone Road Area of Roscommon Town. The proposals for securing this Litter Free Zone are contained in a Voluntary Code of Conduct document. The code provides an ideal opportunity to synergise the activities of the parties involved towards the accomplishment of the goal of total litter eradication in the Goff Street/Athlone Road Area. It is hoped that its success will lead to the establishment of further litter free zones throughout the county.

Ms. Marian Parker, Roscommon County Council, Courthouse, Roscommon.  
Tel: 093 37265

**Sligo County Council** provided funding for the Tidy Towns competition, 13 submissions were received and funding was provided to applicants who attempted to address

problem areas within their towns/villages and in particular areas identified by the Tidy Towns' judging committee in previous years competitions. In 2001 there were three new entrants to the competition and the results within the county have increased highlighting the commitment and determination of community groups in the county.

Ms. Maura Barnicle, Sligo County Council, Riverside, Sligo.  
Tel: 071 56611

The Environmental Services Department in **South Dublin County Council** holds a Tidy District Competition. This competition seeks applications from Resident Associations, Businesses, Pubs and Restaurants, Shops and Shopping Centres, and Petrol Stations. Housing estates are divided into six categories according to size and this competition also includes a category for local authority estates.

In addition the Environmental Services Department of **South Dublin County Council** provides a Junk Collection Service to all its administrative area over a three-year period.

Mr. Peter Moffat, South Dublin County Council, Town Centre, Tallaght, Dublin 24.  
Tel: 01 4149000

**Waterford City Council** established the "Litter Ranger Competition" in association with Hasbro Ireland in 1998. The aim of this project is to teach children to look after the area where they live. This involves children from local estates getting together to do a weekly clean up of their estate and also take part in a recycling competition. Each club is provided with litter pickers, gloves, and refuse sacks, along with t-shirts and hats.

This year there are 15 estates taking part in the competition with approximately 300 children getting involved. In 2002 the Rangers took part in the St. Patrick's Day Parade

with their float "Lets Rise above Litter" which helps spread their anti-litter message".

Ms. Susanne Tinney, Waterford City Council, City Hall, Waterford.  
Tel: 051 309938

**Longford Town Council** is involved in running an Area/Estate Litter League Competition and a Shopfront Competition during the summer months. Longford Town Council employs one Litter Warden and two part time Litter Wardens who help with this competition.

Ms. Jacinta Maguire, Longford Town Council, Municipal Offices Market Square, Longford.  
Tel: 043 46474

### **Anti Litter Initiatives**

**Local Authority:** Clare County Council, Offaly County Council, Limerick City Council

**Description:** **Clare County Council** works with local groups by co-ordinating a number of clean-up collections throughout the county. Collection bags and gloves are made available to all participants and free passes are also available to local recycling and transfer stations to dispose of the accumulated refuse. Skips are also made available to groups undertaking a clean up of a public area.

Ms. Kathleen Lordan, Clare County Council, New Road, Ennis, Co. Clare.  
Tel: 065 6846420

**Offaly County Council** has an Anti-Litter advertisement on Information TV in Tullamore Union, which shows the advertisement against litter every ten minutes.

In addition Litter Pickers were purchased for distribution to schools. Regular anti litter talks are also given to pupils to make them more aware of litter problems.

Ms. Una Heerey, Offaly County Council, Courthouse, Tullamore, Co. Offaly.  
Tel: 0506 46890

**Limerick City Council** produced a reusable shopping bag with the litter line number on it, which was distributed during April 2002. To coincide with the Plastic Bag Levy Limerick City Council have distributed over 1,250 reusable shopping bags promoting the 3 R's-Reduce, Reuse, Recycle to householders in Limerick City via school and the Saturday Market.

For The National Spring Clean Month in April 2002, An Taisce, **Limerick City Council** and **Limerick County Council** assisted householders, community, schools and resident groups to clean up their local area. Clean-up kits including bags and gloves were provided to all groups who register to participate in a clean up. The Council also collected the bags of litter and waste, which resulted from the clean up.

Ms. Helen Creed, Limerick County Council, County Buildings, 79-84 O'Connell Street, Limerick.  
Tel: 061 318477

Ms. Ursula Hynes, Limerick City Council, City Hall, Limerick.  
Tel: 061 415799

## 5. IMPLEMENTATION OF THE NATIONAL LITTER POLLUTION MONITORING SYSTEM

The majority of local authorities have now completed phase 1 of the system, i.e. the identification and mapping of the potential litter generators in their functional areas and are currently undertaking phase 2, i.e. the production of the Litter Generation Potential Maps and carrying out the benchmark litter quantification and litter pollution surveys. Local authorities should return the survey results, using the templates provided

to TES Consulting Engineers, Unit 4B/5 Blanchardstown Corporate Park, Dublin 15. Those local authorities that have returned results for 2001 should now re-commence surveying in the period between May 2002 and September 2002.

### **PHASE TWO: BENCHMARK PHASE**

#### **Step    Description**

4. Consult tables provided in Monitoring Manual to identify the number of surveys required.
5. Identify (from the Litter Generation Potential Maps) suitable **High-Risk Survey Areas**<sup>1</sup>.
6. Identify (using the GIS Application and the Litter Generation Potential Maps) a number of **Random Survey Areas**<sup>2</sup>.
7. Choose a number of locations, which are deemed to merit detailed observation (e.g. known problem areas).
8. Carry out between two and 12 Benchmark Litter Quantification Surveys.
9. Carry out a pre-set number of Benchmark Litter Pollution Surveys over the summer/autumn months.
10. Enter Litter Quantification Survey Results into Microsoft Excel Database<sup>3</sup>.
11. Electronically transmit the results to the Litter Monitoring Body (TES Consulting Engineers) for central analysis and the production of national litter survey reports.

<sup>1</sup> These locations, which represent the areas which are most likely to be littered, are assessed during the Litter Pollution Surveys

<sup>2</sup> These locations are surveyed during the Litter Pollution Surveys to ensure that representative coverage of each authority's area is obtained.

<sup>3</sup> This has been circulated to the authorities by the Monitoring Body as part of the Monitoring Manual.

**PHASE THREE: SURVEY PHASE**

**Step   Description**

12.      *Identify (from the Litter Generation Potential Maps) suitable **High-Risk Survey Areas.***
13.      *Identify (using the GIS Application and the Litter Generation Potential Maps) a number of **Random Survey Areas.***
14.      *Choose a number of survey areas which are deemed to merit detailed observation (e.g. known problem areas).*
15.      *Carry out between two and 12 Litter Quantification Surveys.*
16.      *Carry out pre-set number of Litter Pollution Surveys over the summer/autumn months.*
17.      *Enter Litter Pollution Survey Results into Microsoft Access Database.*
18.      *Electronically transmit the results to the Litter Monitoring Body for central analysis and the production of national litter survey reports.*

## 6. LOCAL AUTHORITY CASE STUDIES

### SOUTH TIPPERARY COUNTY COUNCIL - IMPLEMENTATION OF SYSTEM TO DATE

Statistics	
Area (hectares)	225,000
Population (1996)	75,500
Tipperary Town Council population	4,854
Cashel Town Council population	2,687
Carrick-on-Suir Town Council population	5,172
Miles of road	1,824

#### Phase 1 (Set-up Phase)

Work commenced in June 2000 with the identification of Potential Litter Generators. This work was carried out by the GIS technician based in the environment section, in addition to her other duties. The technician carried out visual surveys along the roads and in the towns and villages in the county. This work continued throughout the winter and spring of 2000 and 2001, when weather permitted.

At this stage the Town Councils were notified and asked to produce a map of their areas with Litter Blackspots identified. As litter generators were identified they were logged into the Data Entry Database and their locations mapped on the Litter GIS. The technician found that mapping the generators soon after they were identified attained a higher level of accuracy.

The information on Litter blackspots obtained from the Town Councils was

entered into the database under the category as most severe generators of litter.

The technician carrying out the surveys was from the county and found her local knowledge to be very helpful in carrying out these surveys.

A bound book of A3 size maps of all the towns and villages in black and white vector format, and alphabetical order was prepared by the technician to facilitate the surveys. This was found to be an invaluable means of transporting and preserving a hard copy record of the litter generators. As the surveys were carried out the generators were simply marked and named on these maps. The Litter Generator Identification form was found to be unnecessary and was not used. For identifying rural generators, photocopied OS Discovery 1:50,000, raster mapping was used.

The Identification of the Generators, the Entry of Information and the logging of the generators on the GIS was completed by June 2001.

#### **Statistics:**

Total Number Generators: 858

Class 1:341

Class 2:484

Class 3:33

#### Phase 2 (Benchmark Phase)

For the purpose of carrying out the Litter Quantification and the Litter Pollution surveys over the summer two students were recruited. These students took charge of both surveying and data entry of results under the supervision of the GIS Technician. Surveying and data entry was carried out over ten weeks during the summer. Areas that were surveyed included all Council Areas and Town Councils, with the exception of Clonmel Borough Council. The Town Councils were contacted, and given the option of carrying out the surveys themselves or assisting the students to carry out the surveys.

Out of the three Town Councils one decided to undertake surveying themselves, one assisted the students in the surveying and one decided to allow the students undertake the surveys. It is possible that a higher level of consistency may have been returned if the students had carried out all the surveying, as surveying is subjective. It was important that the persons carrying out the surveying understood why particular areas to be surveyed were chosen, to facilitate this the students became familiar with the handbook provided.

The GIS system proved very accurate in pinpointing the blackspots in the county, when these were surveyed they were usually quite littered.

It was found to be very time consuming to draw the location of each survey on the GIS, so the GIS was used mainly to locate blackspots and view streets etc.

Surveys were carried out according to the direction provided within the handbook, a photo was taken of each survey area and the relevant form was completed. It was not possible due to time and distance to travel to survey the same areas on a monthly basis throughout the summer from May to October; different areas of a town were normally surveyed on the same day or over a number of days.

When the surveying was completed results were entered into the Excel and Access databases respectively. Results have now been fully entered and have been forwarded to the Litter Monitoring Body.

*Statistics:*

Total No. Litter Pollution Surveys undertaken = 154  
 Grade 1: 59 39%  
 Grade 2: 48 31%  
 Grade 3: 23 14%  
 Grade 4: 9 6%  
 Grade 5: 15 10%

Total No. Litter Quantification Surveys undertaken = 30

This Litter Monitoring System was found useful in the sense that it highlighted Litter Pollution as a measurable problem. Its true benefits should be seen next year when surveying is carried out again and results compared against the benchmarks that were created this year.

Ms. Clare Lee, South Tipperary County Council, Aras an Chontae, Emmet Street, Clonmel, County Tipperary.  
 Tel: 052 34600

**OFFALY COUNTY COUNCIL - IMPLEMENTATION OF SYSTEM TO DATE**

<i>Statistics</i>	
Area (hectares)	199,300
Population (1996)	
<i>of which</i>	
Offaly County Council	46,541
Tullamore Town Council	
Population	9,221
Birr Town Council	
Population	12,576
Miles of road (approx)	1,000

**Phase 1 (Set-up phase)**

The Geo-directory was used to identify potential litter generators. It was not necessary to purchase it as it was already in the Council. The revenue collectors and litter wardens for the county took visual surveys of their areas to verify geo-directory results and to add on any new potential generators. The generators were put onto the Litter Generation Potential Maps by the GIS Section within the County Council.

Some problems were encountered with the GIS software, which delayed the implementation of the system for a couple of weeks. However the LGCSB dealt with these problems. These problems relate to computer technical

problems and were rectified quite easily by the LGCSB.

The GIS technician created the litter generation potential maps. These maps identified the hotspots. For Offaly they were mainly in urban areas. It was necessary to complete eight quantification surveys, five were hotspots and the remainder, were chosen by the county council i.e. areas believed to be badly littered and that covered all types of survey area.

**Phase 2 (Benchmark Phase)**

The litter warden carried out the quantification surveys in their area. The GIS technician recorded results on results spreadsheet and e-mailed them to the Litter Monitoring Body. Next year it is hoped to involve students but this year they were completed in late September/early October therefore it was not possible.

Litter Pollution surveys were carried out at the same time as the quantification surveys as there was not much time remaining in 2001 and also in some cases the same area was covered by both surveys.

The Litter Generation Potential Maps were used for identifying survey areas. There were 44 surveys to be completed: 18 High Risk Area surveys, 18 Random surveys and eight Discretionary surveys. Litter wardens, GIS staff and environmental staff carried these out. Results were then entered on the database by the GIS technician and e-mailed to Litter Monitoring Body. It was considered not that expensive to implement the Litter Monitoring System apart from our own staff time and travel expenses.

A Litter Monitoring Officer, Geraldine Flattery - was appointed in October 2001 by the County Manager. The GIS staff produced litter generation potential maps for Birr and Tullamore Town Councils using the same methods as for the County Council. At present they are in the process of surveying their areas.

Ms. Una Heery, Offaly County Council, Courthouse, Tullamore, Co. Offaly.  
Tel: 0506 46890

**WESTMEATH COUNTY COUNCIL - IMPLEMENTATION OF SYSTEM TO DATE**

Statistics	
Area (hectares)	184,000
Population	63,314
<i>of which</i>	
Westmeath County Council Town Council population	18,000
Miles of road (approx)	1,343

**Background**

Westmeath County Council’s Director of Environment & Planning requested Westmeath County Council’s Environment Section to complete the National Litter Pollution Monitoring System’s (NLPMS) litter pollution and litter quantification surveys during the period May – September 2001. It was agreed that Westmeath County Council would undertake these surveys in all areas except those covered by Athlone Town Council (however, help was provided to Athlone Town Council when and where requested).

These surveys were seen as an integral part of Westmeath County Council’s duties under the Litter Pollution Act (1997). Operating under NLPMS principle (i.e. an environmental problem cannot be managed unless it can first be measured) Westmeath County Council took 41 Litter Pollution Surveys and 10 Litter Quantification Surveys. An Environmental Student and an Environmental Graduate (on work placements) undertook these surveys during the summer/autumn period of 2001. The surveyors also found the assistance of Westmeath County

Council’s Litter Wardens invaluable throughout this survey.

**Phase 1 (Set-Up Phase)**

Eighty-one potential litter generators were identified in Westmeath. These were identified, selected and classified in accordance with the comprehensive list of litter generators identified by the Monitoring System (including type of activity or type of premises) that were likely to give rise to litter pollution. (See Part Two of Manual - Identification of Potential Litter Generators).

The Surveyors worked with Westmeath County Council’s GIS Officer to produce Potential Litter Generator Maps. These maps covered the whole county and were used to complete the litter quantification and litter pollution surveys.

**Phase 2 (Survey Phase)**

The Litter Quantification surveys identified the types of litter found in a hotspot area previously identified in the potential visual surveys. These surveys involved visual inspection of a specific area (over a 50m stretch) and, as advised in the NLPMS manual, were carried out on days as long as possible after the last cleansing sweep. Photographic evidence of each survey was also taken to supplement the survey data. These surveys were undertaken in the following areas: urban centre, suburban area, beach, national route and non-national route. As Westmeath is an inland county, beach surveys were undertaken in areas where Blue Flags had been awarded to inland lakes.

Litter Pollution Surveys were undertaken in various areas to ensure an even spread throughout the County. The Hot Spot Maps (mentioned previously) clearly identified hotspot areas and other surveys that were to be undertaken based on high risk (40%) and random locations (40%). The balance of survey locations (20%) was chosen at the discretion of the Surveyors and Litter Warden. All surveys had a Litter Pollution index

(cleanliness rating) attached and photographic evidence of each survey was also taken to supplement the survey data.

The surveyors completed all survey sheets as requested and entered all relevant details onto either MS Access database or MS Excel spreadsheets. The results of the surveys were discussed and sent to TES Consulting Engineers.

Since undertaking these surveys, the results have been incorporated in Westmeath County Council’s revised Litter Management Plan and Westmeath County Council has implemented a Litter Free Phone (1800 22 1231) to encourage the public to report any illegal littering incidences.

Ms. Niamh Farrell, Westmeath County Council, Mullingar, County Westmeath,  
Tel: 044 84235

**LONGFORD TOWN COUNCIL IMPLEMENTATION OF SYSTEM TO DATE**

Statistics	
Area (Hectares)	
Town Council Boundary	1,240
Population (1996)	30,166
of which	
Longford Town Council	6,444

**Phase 1 (Set up phase)**

Phase One was the creation of the Potential Litter Generator database and was carried out by a summer student who carried out visual surveys throughout the town and each potential litter generator was classified and categorised according to the different classes set out in the Litter Monitoring Manual. Two hundred and two generators were found broken down into the following 128 Class 1

generators, which are known as potentially high polluters, and 71 Class two generators, which are known as potentially moderate polluters, and three Class 3 generators, which are known as temporary or seasonal polluters. Once this information was collected, it was entered onto the Potential Litter Generator Forms and then each generator was plotted onto the Litter Generator Potential Maps using the GIS software. Crosses were plotted on the map red, blue and green according to the generator class.

### Phase 2 (Survey Phase)

In this phase, the Litter Generator Potential Maps were used to identify where there were significant clusters of pollution risk. Three types of survey areas were required:

- (a) High Risk Survey Areas,
- (b) Random Survey Areas,
- (c) Local Knowledge Survey Areas,

#### *High Risk Survey Areas*

These were pre-set points which represented the locations with the highest possible risk of being polluted. In order to identify these areas buffers or zones were created around each generator. These areas were chosen according to the relative risk of litter pollution occurring at each location within the larger functional area. The number of overlapping zones and the value assigned to each zone were used to decipher the high-risk survey areas/hottest zones.

#### *Random Survey Areas*

These were chosen by the random selection tool in the GIS programme.

#### *Local Knowledge Survey Area*

These were chosen by the summer student.

Once the survey areas were identified the Litter Quantification Surveys and Litter Pollution Surveys were carried out.

### **Litter Pollution Surveys**

Twenty Litter Pollution Surveys were required to be carried out by Longford Town Council and each survey involved a visual inspection of a 50m stretch to determine the extent and severity of any litter observed. Three types of areas were assessed during the survey.

#### ***(a) High Risk Area (as identified by GIS Maps)***

Two high risk areas (hot spots) were identified:

- the area surrounding the AIB Bank ATM and Supermac's, Main Street and
- the area in the immediate vicinity of Deli Burger and the taxi rank, Ballymahon Street.

Four surveys were carried out in each of the above areas on various days.

#### ***(b) Random Survey Areas (as identified by the GIS Maps)***

The two areas selected for these surveys were:

- The area in the vicinity of Donlon's Newsagent and Doyles Pub/Corner Shop on Dublin Street.
- The area surrounding Abakeabra Takeaway on Lower Main Street.

#### ***(a) Local Knowledge Survey Areas (as identified by the Surveyor)***

The four areas selected for these surveys were:

- The area surrounding Newsround and Paddy Powers Bookmakers, Ballymahon Street.
- The ditch running along the perimeter of St. Mel's College grounds at Major's Well Road.
- St. Joseph's Road, based on the fact that Scoil Mhuire Secondary School is located there and given that the road is regarded as a main approach to the Bus and Train Station.
- The Market Square (incl. the Junction with Earl Street).

One survey was carried out in each of the above areas.

### **Litter Quantification Survey**

Six Litter Quantification Surveys were required to be carried out by Longford Town Council to identify the type and origin of litter pollution in an area. This survey involved a litter item counting exercise in a 50m stretch of the Authority's area. It involved counting all items of rubbish.

The areas chosen for this survey were:

1. Luigis Take Away/ Bank of Ireland ATM
2. Supermacs/ Ailled Irish Bank ATM
3. Donlon's Newsagent
4. Newsround
5. St. Mel's College
6. Scoil Mhuire

The results of all surveys were submitted to TES Consulting Engineers, the Litter Monitoring Body in September 2001.

Longford Town Council did not experience any major difficulties while carrying out the surveys. A student was employed during the summer months and, with the help of the Assistant Staff Officer of Longford Town Council and TES Consulting Engineers, this work was completed.

From carrying out the surveys it was noted that a large amount of litter was cigarette and chewing gum related. Longford Town Council have since purchased a number of cigarette and chewing gum bins which are at present attached to poles around the town and it is hoped that they will reduce the amount of associated litter being dumped on the streets.

Ms. Jacinta Maguire, Longford Town Council, Market Square, Longford, County Longford.  
Tel: 043 46474