

**NATIONAL LITTER
POLLUTION MONITORING
SYSTEM**

**LOCAL AUTHORITY
QUARTERLY INFORMATION
UPDATE #2**

TABLE OF CONTENTS

INTRODUCTION	1
Aims	1
Structure	1
ACTIVITIES UNDERTAKEN	2
Litter Management Plan Assessment	2
Circulation of Monitoring Manual	2
REGIONAL MEETINGS	2
Local Authority Feedback	3
Questions & Answers	4
LITTER MONITORING MANUAL/ GIS SOFTWARE	6
Monitoring Manual	6
Litter Monitoring GIS Software	6
REQUEST FOR FEEDBACK ON IMPLEMENTATION PROGRESS	7
ADDITIONAL REGIONAL MEETING	8
LOCAL AUTHORITY CASE STUDY	8

1. Provide a summary of the key activities undertaken in the preceding quarter;
2. Describe the progress of implementation of the National Litter Pollution Monitoring System;
3. Address any issues which arise during the System's implementation;
4. Facilitate information dissemination between local authorities via a series of case studies or success stories from around the country. The Louth Local Authorities have kindly provided us with a paper on their ongoing public awareness and education campaign for this issue; and
5. Provide additional information and request feedback as required.

Structure

This newsletter deals predominantly with activities undertaken since April 2000 and also with topics relating to the implementation of the National Litter Pollution Monitoring System. In particular, the recent series of Regional Meetings is described, and answers are given to some of the questions asked by delegates at the meetings.

Details of an additional Regional Meeting to be held in September are also provided in this issue, as is a request for feedback from local authorities on the progress of the System's implementation.

Finally, a case study prepared by the Louth Local Authorities regarding the public education and awareness campaign being undertaken in County Louth is presented.

1. INTRODUCTION

This newsletter, the second in the series, describes the activities which have been progressed by the Litter Monitoring Body and by the local authorities in the period since the circulation of the last issue in April 2000.

Aims

As described in Information Update #1, the aims of these Updates are to:



2. ACTIVITIES UNDERTAKEN

Litter Management Plan Assessment

A National Litter Management Plan Assessment Report was finalised in May and submitted to the Department of the Environment and Local Government on 1st June 2000. This report outlined the general findings of the overall Litter Management Plan assessment exercise undertaken by the Monitoring Body in the preceding months. Also included in the report for the Department were the results of the individual Litter Management Plan assessments for the local authorities who provided us with Plans.

At the end of May each of the 74 local authorities whose Litter Management Plans were assessed was issued a composite report which contained the national results overview as well as their own individual assessment results. In other words, each local authority received copies of only their own individual assessment results. The authorities who failed to provide the Monitoring Body with a Litter Management Plan were provided with copies of the national results only.

Subsequently, some authorities have approached the Litter Monitoring Body to enquire as to whether a 'blueprint' for future Litter Management Plans has been prepared (or is planned) by the Monitoring Body. The response to these authorities was that it is not our intent to prescribe the exact format and style of Litter Management Plans – rather the aim is to ensure that certain key items are always included.

Circulation of Monitoring Manual

Following consultation with the Steering Group for the project¹, the first section of the Litter Monitoring Manual was

circulated to the 88 local authorities at the end of June 2000. Each authority received a package containing the Monitoring Manual itself, the Litter Monitoring GIS software CD-ROM (Phase 1) and a training manual for the software. The package was issued under cover of a Departmental Circular Letter which highlighted the implementation timetable for the Monitoring System.



3. REGIONAL MEETINGS

In light of the tight timetable identified for the implementation of the Monitoring System, the Litter Monitoring Body recommended that a series of Regional Meetings be held for the local authorities to assist them in the implementation of the System. The Circular Letter issued by the Department thus invited each of the County Councils and Corporations to send delegates to the meeting being held closest to their functional area.

The meetings were aimed at the local authority personnel who would be most likely to actually implement the System. Four Regional meetings were held as shown in Table 1. Approximately 80 delegates attended the meetings – the majority of which were Litter Wardens, Administrative Officers, Staff Officers and IT personnel. A summary of the attendance at the Regional Meetings is reproduced as Appendix One to this newsletter.

¹ Comprised of representatives of Carlow County Council, Cork Corporation, Dublin Corporation, Waterford County Council and the Department.

Table 1 Overview of Regional Meetings

#	Date	Venue
1	6 th July	LGCSB Offices, Dublin
2	12 th July	Waterford County Council
3	18 th July	Monaghan County Council
4	24 th July	Victoria Hotel, Galway

The Litter Monitoring Body would like to take this opportunity to thank Monaghan and Waterford County Councils for allowing us the use of their facilities for Regional Meetings, as well as Galway County Council for arranging the Galway meeting, and the LGCSB for allowing us the use of their training facilities for the Dublin meeting.

The agenda for the meetings included presentations by the Monitoring Body on the background to the Monitoring System, the purpose of the identification of Potential Litter Generators and the methodology required for visual surveys. A demonstration of the functionality of the Litter Monitoring GIS software was also given by Mr Ray Rochford of the LGCSB.

It should be noted that it had originally been intended to run training sessions on the GIS software simultaneously with the Regional Meetings. However the majority of authorities had not yet identified the most suitable personnel to receive the GIS training. As a result, training was given to all those who attended for that purpose but the remainder of the training sessions were deferred.

Local Authority Feedback

The main issues raised by the delegates at the Regional Meetings were as follows:

Resource Considerations

The question of resources for visual surveys and the IT/ GIS elements of the System was highlighted at each of the meetings. This related to both personnel availability and funding. In particular, it was noted that the implementation months

(July-September) coincided with Annual Leave periods within the local authorities and that this would lead to some slippage as regards the implementation timetable. The Monitoring Body requested that each authority discuss resource implications with their senior management and progress the implementation activities as quickly as practicable.

The Litter Monitoring Body has taken steps to reduce the costs of the Monitoring System to local authorities through pilot exercises involving the various survey methodologies and the use of the LGCSB GIS software package; the latter should eliminate the need for IT/ GIS personnel input, thus allowing for speedier implementation, and more consistent application of the Monitoring System by local authorities. Using the resources available to them, including the Local Government Fund, local authorities are requested to give the necessary priority to the Monitoring System and take the necessary steps to implement it.

Timetable

Many of the delegates considered that they would not be able to progress the Monitoring System at the speed indicated in the official implementation timetable circulated in June 2000. Authorities are advised, however, that the published timetable is the recommended schedule for the coming months.

It is recognised, however, that some authorities may require more time to complete key tasks (such as the identification and mapping of Potential Litter Generators) than others. Authorities are thus advised that it is essential that they proceed as rapidly as practicable through the scheduled tasks outlined in the timetable. Authorities should, therefore, have at this stage at least discussed the assigning of personnel and funding to the various activities required to implement the Monitoring System.

GIS Expertise Requirement

The need to train personnel in the use of the Litter Monitoring GIS software package was raised by many delegates as an issue in light of the fact that they had not, as yet, identified the most suitable persons to attend the LGCSB's training events. In this regard, the Board has agreed to hold a series of half-day training events throughout September and October (at 10am on the 12th, 19th and 26th September and the 3rd and 10th October at their offices at Conyngham Road, Dublin 8). This training will be suitable for anyone with basic 'Windows' familiarity and would provide sufficient information to allow for the mapping of specific Potential Litter Generators onto GIS maps.

In other words, the training will allow the preliminary mapping work to be completed by non-IT/ GIS personnel. This will facilitate the administrative or technical departments to complete almost all of the implementation tasks autonomously (i.e. with little or no input from their IT/ GIS Sections). This should help to alleviate one of the major resource limits to the implementation of the system – the need for IT/ GIS personnel to carry out the mapping activities. In light of the fact that many GIS departments work almost exclusively on planning matters, this should facilitate the speedier implementation of the Monitoring System.

The cost of the training will be £50 per delegate and authorities wishing to attend one of the scheduled meetings should contact Mr Ray Rochford of the LGCSB on 671 9977 or by e-mail at rochfor@lgcsb.ie

Questions & Answers

A number of practical questions were raised at the Regional Meetings. The most commonly-asked questions are addressed below.

Q: *How much did the identification of Potential Litter Generators and their mapping onto digital maps*

cost Waterford County Council, and how long did it take?

A: The entire mapping exercise undertaken by Waterford County Council cost approximately £5,500. This amount was broken down as follows:

County Council staff:	£2,244
FAS technicians:	£667
Travel and Allowances:	£1,754
Overheads:	£827

35 days of County Council personnel time and 36 days of FAS technicians' time were required to complete the exercise.

Q: *How many Potential Litter Generators would each authority expect to identify and what is the upper limit on the number?*

A: The number of Potential Litter Generators identified by a given authority will be completely dependent on the size of the functional area, local population density, level of commercial activity, number of big towns and other local considerations. As such, there is no upper or lower limit on the number of Generators which can be mapped.

It should be noted that Waterford County Council identified 869 Generators during their mapping exercise. 41% of these were Class 1 Generators, 52% were Class 2 and the remaining 7% fell into Class 3.

Q: *Can OS maps be enlarged, reduced or otherwise copied without seeking permission from the Ordnance Survey of Ireland?*

A: The OSI has now confirmed that, under their agreement with the local authorities, any maps purchased by an authority can be

copied for field work or research as long as the results are only used internally. The 1:50,000 Discovery Series maps can thus be enlarged in sections to provide coverage for small villages. However, should the authority wish to publish the Litter Generation Potential Maps (or any section thereof) in any public forum (such as a newsletter or newspaper article) then the permission of the OSI's copyright department would first be required.

Q: *Will the Litter Monitoring Body and/ or the Department retain a copy of the maps prepared by the local authorities for the purposes of the implementation of the Monitoring System?*

A: No. The maps will be retained by the local authorities and no copies will be forwarded on to the Monitoring Body or Department. This reflects the fact that in order for a complete set of the maps to be retained by any single body, even in a read-only format, the full licensing fee on every one of the country's maps would have to be paid annually to the OSI. Such an expense would not be justified by the advantages of having access to the mapped information.

Q: *Why is there a cost differential between the prices quoted by Kompass (Ireland) Ltd. and Gamma Ltd. for the provision of GeoDirectory address database records (Page 26, Part Two of the Monitoring Manual).*

A: In the intervening period since the circulation of the Monitoring Manual, both Kompass and Gamma have revised and harmonised their pricing strategies for GeoDirectory records. In other words, both companies are now

charging identical prices for address database records.

These new prices are quoted at £650 per 1,000 geocoded business addresses (i.e. for the value-added information, as required by the Monitoring System) and £150 per 1,000 GeoDirectory records which do not have associated business information (Table 2). The result is that GeoDirectory records with full business information for Galway County and City will cost £4,599 whether purchased from Kompass or Gamma. This price relates to the purchase of the records for a period of three years – including annual updates of the information and also a three-year GeoDirectory Licence User fee of £1,050.

Q: *With respect to the GeoDirectory, what proportion of the country has now been surveyed?*

A: It was noted in the Regional Meetings that some rural areas of the country had not yet been surveyed and recorded by An Post for their GeoDirectory address database. This in turn limited the usefulness of the GeoDirectory for rural local authorities.

The latest information available from An Post in this regard is that 96% of the country has now been surveyed and that two updates of the address information will be provided to customers between August 2000 and August 2001.

Table 2 Sample of Kompass (Ireland) Ltd. Business Activity Information

Serial No. Kompass	Company Name	Product Code	Description of Activity
7035146	A & M Belting Co	2341031	Belting, textile, for drive belts
7040584	A Sport Ltd	6570011	Sports goods for athletics (trade)
8103125	Abbey Garage Co	6162003	Petrol station chains
8103144	Abrakebabra	6960001	Restaurants
8103143	Abrakebabra	6960007	Restaurants, fast food
8103160	ACC Bank Plc	8203001	Commercial banks
8103264	Akzo Nobel Car Refinishes	3943043	Painting services, motor vehicle
19654A	Alan Stewart	3903038	Launches
8102017	Albert Strain & Assocs	8450011	Building estimating consultants
7027934	All Ireland Holidays Ltd	7610001	Tour operators, leisure

4. THE LITTER MONITORING MANUAL/ LITTER MONITORING GIS SOFTWARE

The Monitoring Manual

Section One of the Monitoring Manual (dealing with the identification of Potential Litter Generators) was issued to the local authorities on the 28th June 2000. The remaining Sections of the Manual will deal with the following items:

- ◆ **Section Two:** The methodology for the *mapping* of Potential Litter Generators and for the completion of *Litter Quantification Surveys*; and
- ◆ **Section Three:** The methodology for the completion of *Litter Pollution Surveys* and description of *reporting and documentation* requirements.

It is envisaged that Section 2 of the Monitoring Manual and Phase 2 of the GIS Software package to enable local authorities undertake litter quantification surveys and produce litter generation maps will be issued to all local authorities by end-September 2000.

The Litter Monitoring GIS Software

Phase One of the Litter Monitoring GIS software has now been tested and circulated to the local authorities (along with the Monitoring Manual at the end of June 2000). The software is comprised of two modules which allow for the following activities to be undertaken:

- ◆ The recording and storage of raw information on individual Potential Litter Generators on an MS Access database (termed the *Data Entry Module*); and
- ◆ The mapping of individual Potential Litter Generators onto digital maps (termed the *GIS Module*).

Phase 2 of the GIS Software package will accompany Section 2 of the Monitoring



Manual which is being issued to all local authorities by end-September 2000.



5. REQUEST FOR FEEDBACK ON IMPLEMENTATION PROGRESS

The Regional Meetings held in July targeted the County Councils and Corporations only, with the Urban District Councils being requested to await a later meeting. This reflected the fact that the Urban District Councils represent a particular challenge as regards the implementation of the Monitoring System.

Specifically:

- ◆ Urban District Councils have limited staff and thus do not have the personnel to complete visual surveys;
- ◆ Urban District Councils do not, as a rule, have GIS capability and would thus not be in a position to prepare Potential Litter Generator Maps themselves; and
- ◆ The Monitoring Manual and covering Circular Letter from the Department recommended that County Councils co-operate with their Urban District Councils and Borough Corporations as regards the completion of visual surveys and maps. This would overcome the problems for the Urban District Councils as well as allowing for more standardised mapping across functional areas – as the same personnel would be responsible for mapping both rural and urban areas.

It is important that the Monitoring Body is in a position to assess or estimate what progress is being made on the implementation of the Monitoring System. As a first step, two questionnaires have been prepared and are enclosed with this newsletter – requesting information on the manner in which the Monitoring System is being implemented and the planned implementation timetable for each authority.

The first questionnaire, which should be completed by all authorities, queries whether or not the authority is clear on the necessary implementation activities required of them. It also asks if each authority has:

- ◆ Decided to purchase an address database;
- ◆ Identified the personnel who will carry out visual surveys and co-ordinate the identification process;
- ◆ Identified personnel to receive the Litter Monitoring GIS software training;
- ◆ Undertaken any visual surveys (or when such are planned); and
- ◆ Estimated how long the implementation activities will take in their specific functional area.

The second questionnaire, which is aimed at the County Councils only, assesses whether or not each authority has liaised with their Urban District Councils and Borough Corporations as regards co-operation in the mapping of their functional areas. In other words, it asks if the County Councils will be assigning their own personnel to identify Potential Litter Generators in the urban as well as rural parts of their functional area. The questionnaire also requests information on the estimated completion date for any co-operative efforts. It should be noted that copies of both questionnaires are being circulated to all local authorities for information purposes.

We request that these short questionnaires be completed and returned to the Litter Monitoring Body as soon as possible, and by the 20th September 2000 at the latest.

Once the completed questionnaires have been collated and assessed by the Monitoring Body, the date and venue for the Urban District Council Regional Meeting will be communicated to the Urban District Councils.



6. ADDITIONAL REGIONAL MEETING

Eight of the local authorities (with the exception of the Urban District Councils) were not in a position to send delegates to any of the four Regional Meetings held in July by the Monitoring Body/ LGCSB.

To facilitate these authorities, we have decided to hold a fifth Regional Meeting in Athlone on 27th September. The venue for this meeting is the Creggan Court Hotel, N6 Centre, Athlone, Co Westmeath. The meeting will not be confined, however, to the eight authorities referred to above. Any other authority which wishes to send delegates to the meeting is free to do so. Delegates should contact **Caoimhe Muldoon** of the Litter Monitoring Body on 01 660 6471 (e-mail: tes@iol.ie) to book a place at the meeting.

7. LOCAL AUTHORITY CASE STUDY

The aim of this section of the Information Update is to facilitate the dissemination of litter-related information between local authorities. The Case Studies are designed to be as informative as possible, and to provide useful and practical guidance as to how another local authority might adapt a similar measure. The information chosen for inclusion should, in addition, enable local authorities to assess the suitability of such an approach in their own functional area.

Local authorities who would like to have an overview of their litter-related activities included in future issues should contact **Caoimhe Muldoon** at the Litter Monitoring Body (Tobin Environmental Services Ltd., 23 Ballsbridge Terrace, Ballsbridge, Dublin 4; 01 660 6471; tes@iol.ie).

We would like to thank the Louth Local Authorities, and in particular Mary Murtagh of Louth County Council, for providing the following Case Study.

CASE STUDY #2 – LITTER AWARENESS AND EDUCATION IN COUNTY LOUTH

Introduction

In County Louth we saw our responsibilities under the Litter Pollution Act, 1997 as being twofold, the first and most important being that of enforcement and the second part being education and awareness which is vital in bringing about a sustained improvement in our environment.

Enforcement

Three full-time litter wardens were appointed and charged with the onerous task of identifying offenders and taking appropriate action against them. The litter wardens, each employed separately by the three local authorities in the County, viz. Louth County Council, Dundalk Urban District Council and Drogheda Corporation, work flexible hours, including late nights/ early mornings in the hopes of detecting those responsible for littering our streets with fast-food packaging and also to check that the fast-food outlets themselves are fulfilling their obligations under the Litter Pollution Act.

The wardens occasionally work on Sundays too and regularly work together in each other's territories, particularly when working outside of normal working hours. Of course they also play a part in education and awareness by visiting schools to discuss litter and its associated problems with the school children and by calling into the various retail outlets and business with educational literature and anti-litter posters.

Drogheda Corporation recruited the most recent member of the team in April 2000. In the year 1999 a total of 1008 Fixed Penalty Notices were issued in this county.

Education and Awareness

When our Litter Management Plan was being prepared in 1998 we went through an extensive consultation process involving local Tidy Towns groups, residents' associations, schools, businesses, sporting organisations, Gardai, etc., in order to encompass all views and prepare the most comprehensive plan possible. One suggestion was that a 'character' should be developed that would be the public face of the anti-litter campaign in County Louth.

Auntie-Litter Bug

'Auntie-Litter Bug', Louth's anti-litter 'character,' was born out of a sketch designed by a local secondary school pupil. A 'Design-a-Character' competition was held amongst secondary school pupils in the County. The winning design was selected by a graphics company from a short-list of the many entries received and the prototype was developed by the company and subsequently made into a costume character.

Auntie-Litter Bug was officially launched in Dundalk in March 2000 along with other promotional material. She arrived at the venue by helicopter in the company of TV and radio personality, Derek Mooney, and was welcomed by local dignitaries. The event was covered by the local media and Auntie-Litter Bug proved to be an instant hit with the children attending the event, and since then with the many children she has met during her regular visits to schools, being chaperoned on these occasions by our litter wardens!

The following promotional material bearing the Auntie-Litter Bug emblem was developed and launched in conjunction with Auntie-Litter Bug:

- ◆ *Posters for take-away outlets;*
- ◆ *Posters for banks re. litter emanating from ATM machines;*

- ◆ Pencil boxes (awarded as prizes to students participating in schools' competitions);
- ◆ "Litter Alert" leaflets aimed at motorists and currently being distributed with motor taxation discs; and
- ◆ T-shirts and balloons incorporating Auntie-Litter Bug's catchy slogan "Lovely Louth Loathes Litter."

It is our wish to develop the role played by Auntie-Litter Bug and to make her synonymous with everything that is worthwhile protecting in our environment.

Action Against Litter Video

In Louth we have a voluntary committee, known as the Environment 21 Committee, which is comprised of 14 members (representatives from each of the local authorities in the county) together with administrative staff from the Environment Section of Louth County Council. One of the initiatives of this committee was the preparation of a video entitled 'Action Against Litter'. The video is in three parts: the 'Beauty of our County' which shows some of the scenic areas throughout the county; the 'Evil that Haunts Us' depicting litter blackspots in the county; and 'The Law' which demonstrates in pictures and words offences under the Litter Pollution Act and penalties which may be imposed on offenders.

Several copies of the video have been made and they now form a lending library for schools and community groups. The video is also used to complement school visits.

Future Plans

Because of our successful application for funding under this year's Grants for Anti-Litter Initiatives, Louth Local Authorities will be able to build on Auntie-Litter Bug's existing popularity over the coming months with a view to further increasing awareness by undertaking a series of initiatives as outlined below.

1. *Auntie-Litter Bug will take on the role of editor of a newsletter to be produced and circulated to every house in the county. The newsletter will highlight the success of litter enforcement in the county to-date, highlight individual responsibility under the Litter Pollution Act, encourage individual action in clean-ups and participation in National Spring Clean, and will invite suggestions for broadening the awareness campaign.*
2. *Professionally designed and produced litter alert signs, incorporating Auntie-Litter Bug's image, will be erected throughout the county as a constant reminder to the public that a litter alert is in operation. Litter alert signs, pre-dating Auntie-Litter Bug, have already been erected at various litter blackspots and have proven to be very successful.*
3. *An inflatable or sheet-aluminium version of Auntie-Litter Bug will be made and used throughout the county to promote specific clean-ups that Auntie herself will attend.*
4. *A bookmark incorporating Auntie's image and her slogan will be produced for distribution by litter wardens during their school visits.*
5. *A small enamel image of Auntie-Litter Bug is being made which will be sold by schools and tidy towns groups to raise funds for the implementation of local litter management plans in their areas.*
6. *A third series of posters will be produced, this time aimed at sweet shops and grocery shops.*
7. *A series of local radio advertisements, involving Auntie-Litter Bug, are being developed to further increase awareness.*
8. *An annual "Hands Across the Border" anti-litter event is held*

with our neighbours in Newry & Mourne District Council (Northern Ireland) as we all acknowledge that litter recognises no boundaries, and neither should we in tackling the problem.

We are confident that our sustained programme of activities, led by Auntie-Litter Bug and her litter wardens, will ensure that “Lovely Louth Loathes Litter” will progress from being just a slogan to a reality.

For further details on Auntie-Litter Bug or on any other aspect of the Louth Local Authorities’ approach to litter prevention, please contact Mary Murtagh at Louth County Council, County Hall, Millennium Centre, Dundalk, Co. Louth or phone 043 933 5457.



8. APPENDICES

Appendix One – Attendance at the Regional Meetings

1. Carlow County Council
2. Cavan County Council
3. Clare County Council
4. Cork County Council
5. Donegal County Council
6. Dun Laoghaire Rathdown County Council
7. Fingal County Council
8. Galway County Council
9. Kerry County Council
10. Kildare County Council
11. Kilkenny County Council
12. Laois County Council
13. Limerick County Council
14. Louth County Council
15. Mayo County Council
16. Monaghan County Council
17. Roscommon County Council
18. Sligo County Council
19. South Dublin County Council
20. Tipperary NR County Council
21. Tipperary SR County Council
22. Waterford County Council
23. Wexford County Council
24. Wicklow County Council
25. Cork Corporation
26. Galway Corporation
27. Limerick Corporation
28. Waterford Corporation
29. Clonmel Corporation
30. Drogheda Corporation
31. Kilkenny Corporation



