




# Kildare County Council

## Litter Management Plan 2016- 2019



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A grey silhouette illustration of a person standing next to a trash bin. The person is shown from the side, with their right arm extended, dropping a piece of litter into the bin. The bin is a simple grid-patterned trash can.

# 1. Introduction

Litter is a visible and objectionable kind of environmental degradation that scars our towns and countryside. The amount of litter that defaces our footpaths, streets, parks and waterways is one of the major environmental issues facing the country. The blight of litter countrywide detracts from our national image of a clean and natural environment and is often the lasting impression for those who visit our county.

Its presence devalues our living environment, makes it less attractive for leisure, tourism and investment, generates a negative impression of our County and places a significant fiscal burden on Local Authority finances and resources.

Litter management has been a demanding task for the Council in recent years and has been the subject of concern and debate for the people of Kildare and others who travel through the county on a daily basis, for work, leisure and tourism.

While the vast majority of the citizens of our county are actively committed to the prevention and eradication of litter from our community the problem still persists.

The Litter Pollution Act 1997 was introduced to address the issue of littering countrywide. The main objectives of the Act are to define littering as an offence, assign responsibility for litter control to producers, retailers and business owners, to facilitate the enforcement of litter offences, to define local authority responsibilities with respect to litter management planning, supervision and to define collection systems for litter. The Act gives local authorities extensive powers to deal with litter, and requires that each local authority shall prepare and adopt a litter management plan in respect of its functional area.

This Litter Management Plan details the measures being taken by Kildare County Council in relation to litter prevention and control in the period ahead and also sets out areas where we are looking to others to join us in taking action.

The legislation prescribes the specific minimum components of a Litter Management Plan, requiring information on litter prevention and control activities and the setting of appropriate objectives and targets for the period covered by the Plan. This Plan for Kildare County Council has been prepared in accordance with the requirements and replaces the Litter Management Plan adopted by this Council in 2012.

As part of the consultative process, notice of the Council's intention to replace its plan was published in local newspapers and radio. A copy of the proposed Plan was made available at Council offices, libraries and on the Council website with submissions invited from the public.

It is important to state at the outset that litter remains a national problem that requires a consistent, concentrated approach to address effectively. The co-operation of all community sectors is required here - Kildare County Council alone cannot eradicate the problem. Therefore education and enforcement are important. Achievements have taken place, and through implementing the measures outlined in this plan, and with full co-operation from every sector, further progress can be made to improve the overall situation.

## **Scope of the plan**

This plan sets out Kildare County Council's objectives to prevent and control litter as well as measures to encourage public awareness of the litter problem, with particular emphasis on educational and information strategies aimed at young people.

The plan includes information on, and was prepared having regard to-

- existing litter prevention and control measures being carried out by the Council
- the policies and objectives of the Council in relation to the prevention and control of litter
- litter prevention and control activities being carried out by agencies other than the Council
- recycling and recovery facilities provided for public use
- the Council's enforcement of the Litter Pollution Act 1997.

## **Format of the plan**

Kildare County Council believes that the litter problem in the county can be tackled through comprehensive action in five key areas, and this plan is set out accordingly. These areas are-

- Education and information
- Litter prevention and control
- Enforcement
- Community involvement
- Recycling and recovery

Each of the five sections commences with a brief overview of the relevant area. The activities and strategies being undertaken by the Council are then set out in some detail.

The plan concludes with an extensive list of contact information for relevant Council staff members.

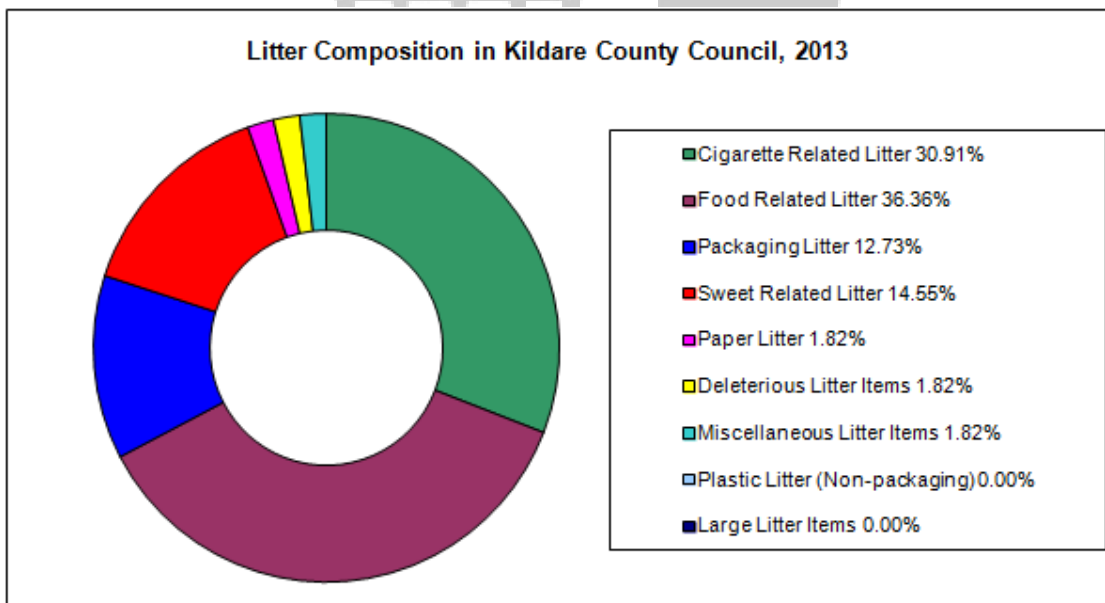
## Definition of litter

Section 2 of the Litter Pollution Act 1997 defines litter as “*a substance or object, whether or not intended as waste (other than waste within the meaning of the Waste Management Act 1996, as amended, which is properly consigned for disposal) that, when deposited in a place other than a litter receptacle or other place lawfully designated for the deposit, is or is likely to become unsightly, deleterious, nauseous or unsanitary, whether by itself or with any such substance or object, and regardless of its size or volume or the extent of the deposit*”.

The definition of litter is quite wide and extends beyond casual pieces of paper or cigarette ends to anything large or small that is, or is likely to become, unsightly.

## Litter- facts and figures

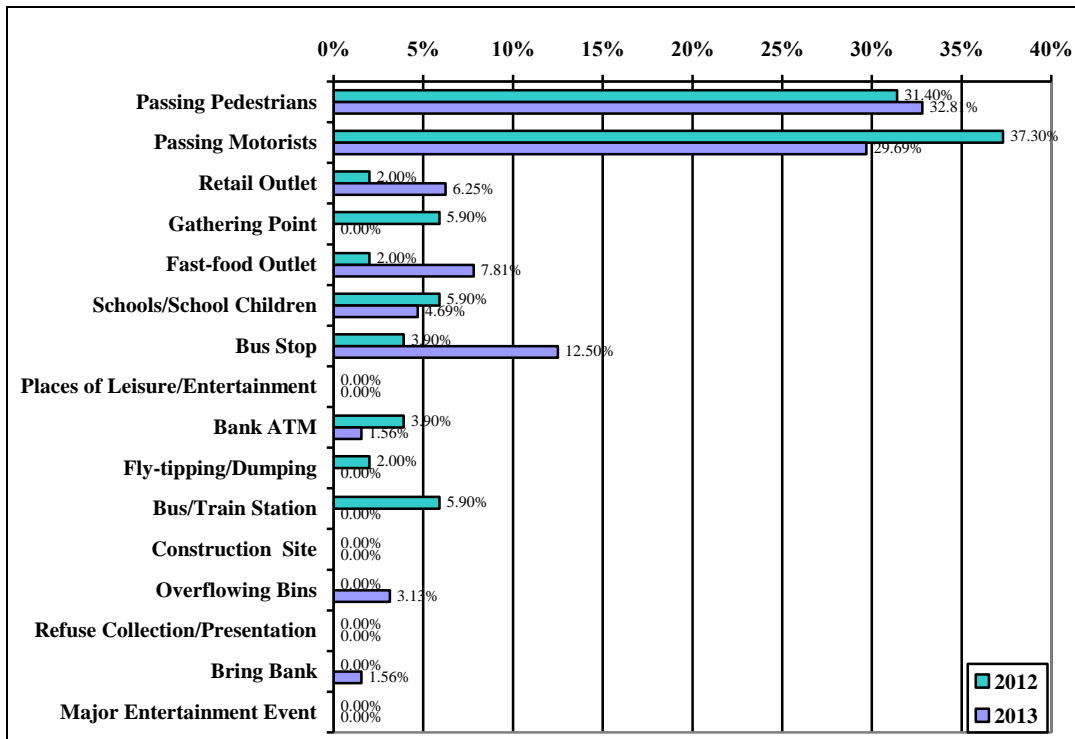
Surveys have been carried out by local authorities over the last number of years and are collated on behalf of local authorities at [www.litter.ie](http://www.litter.ie). These surveys are a snapshot of litter over a number of surveys. They aren't therefore an absolute measure of litter, but they are statistically valid for planning responses to litter.



**Figure 1. Composition of litter by waste type in Kildare 2013**

<b>Cigarette Related Litter</b>	Cigarette ends	25.45%	
	Cigarette boxes and wrappers	5.45%	
	Matches	0.00%	
	Matchboxes and lighters	0.00%	
<b>Food Related Litter</b>	Chewing Gum	36.36%	
	Fruit/ vegetables	0.00%	
	Bread/ biscuits	0.00%	
	Other food items	0.00%	
	Fast-food remnants	0.00%	
<b>Packaging Items</b>	Remnants of confectionery food items	0.00%	
	Bags and wrappers	0.00%	
	Bottle Caps	1.82%	
	Bottles	1.82%	
	Drink cups	1.82%	
	Beverage Cans - Alcoholic	0.00%	
	Drink Lids	1.82%	
	Beverage Cans - Non-alcoholic	1.82%	
	Other plastic packaging	0.00%	
	Drinks cartons	1.82%	
	Other paper packaging	0.00%	
	Beverage Bottles - Non-alcoholic	0.00%	
	Beverage Bottles - Alcoholic	0.00%	
	Tin foil (not sweet wrappers)	0.00%	
	Bags	1.82%	
	Cardboard	0.00%	
	Plastic film	0.00%	
	Lids (e.g. from bottles, jars)	0.00%	
	Bags - shopping bags	0.00%	
	Other metal litter items	0.00%	
	Boxes	0.00%	
	Bubble-wrap	0.00%	
	Food cans	0.00%	
	Aeroboard	0.00%	
	Jars and other containers	0.00%	
	Plastic sheeting (e.g. silage)	0.00%	
	Bags - other (e.g. fertiliser)	0.00%	
	Metal drums	0.00%	
	<b>Sweet Related Litter</b>	Sweet Wrappers (plastic/foil)	12.73%
		Crisp Bags	1.82%
		Lollipop Sticks (wooden/plastics)	0.00%
		Straws	0.00%
<b>Paper Items</b>	Receipts	0.00%	
	Tissues	1.82%	
	Other paper items	0.00%	
	Bank slips	0.00%	
	Tickets (e.g. bus, lottery)	0.00%	
	Letters, envelopes and cards	0.00%	
	Fliers and posters	0.00%	
	Newspapers	0.00%	
	Magazines/ brochures	0.00%	
	<b>Deleterious Litter</b>	Dog fouling	1.82%
Nappies		0.00%	
Other deleterious items		0.00%	
Municipal Hazardous Waste (e.g. paint, solvents)		0.00%	
Feminine hygiene products		0.00%	
Needles and syringes		0.00%	
<b>Miscellaneous</b>	Miscellaneous Litter Items	1.82%	
	<b>Plastic Items (Non-Large Litter Items)</b>	Plastic items	0.00%
Household refuse in bags		0.00%	
Other large items		0.00%	
Appliances (e.g. fridges)		0.00%	
Furniture		0.00%	
Scrap cars	0.00%		

**Table 1. Detailed Analysis of Litter Composition in Kildare 2013**



**Figure 2. Comparison of Causative Factors of Litter Pollution in Kildare, 2012 to 2013**

## Responsibilities of Businesses and the Public

The Litter Pollution Act places legal responsibilities on businesses and members of the public to prevent and control litter. The following are examples of activities that are an offence under the Act. In all cases the offender may be fined for:

- Failure to keep the footpaths & pavements adjoining a premises free of litter
- Failure to keep private property which is visible from a public place free of litter

The other main types of litter are:

- Failure to clean up dog litter when walking one's dog in a public place
- Dumping material (fly-tipping) in an area other than a waste receptacle or authorised waste facility
- Putting up posters or signs without authorisation
- Placing advertising flyers on cars

## Fines

Local authorities are responsible for implementing the litter laws in their own areas. They have the power to take enforcement action against individuals who break or ignore these laws.

Leaving or throwing litter in a public place is an offence which can be subject to an on-the-spot fine of €150 or a maximum fine of €4,000 in court. A person convicted of a litter offence may also be required to pay the local authority's costs and expenses in investigating the offence and bringing the prosecution.





## 2. Education and Information

### Overview

While there is a growing awareness of the importance to keep County Kildare litter free, there is still a need to change attitudes and behaviour to recognise that littering is antisocial and devalues our environment. At one level, such a change can be achieved by the heightening of awareness of littering, its causes and its consequences. At another level, stringent enforcement through on-the-spot fines and prosecutions is required.

The Council recognises that some people who litter are not aware of the fact that they are committing an offence. They may not realise the extent to which litter damages the environment and detracts from the image of Ireland as "clean and green ". The Council is committed to using a combination of measures to ensure that the anti-litter message is reinforced at every opportunity.

Furthermore, the Litter Pollution Act requires the Council to include details of its educational and information measures aimed specifically at young persons in this plan. Kildare County Council has developed a comprehensive schools environmental education programme which combines a friendly and informative approach with practical supports designed to ensure that an anti-litter ethos is fostered at all times.

The national Green Schools Programme also targets litter amongst other environmental issues and is a valuable addition to making the school-going population more litter-aware.

The Council considers that education does not solely rest with the school population. There is also a need to encourage and educate the general public and the commercial sector to reuse and recycle where possible, thus minimising indiscriminate dumping in the countryside and reducing levels of waste entering landfill sites.

# Strategies

## Publications

### Litter and the Law leaflet

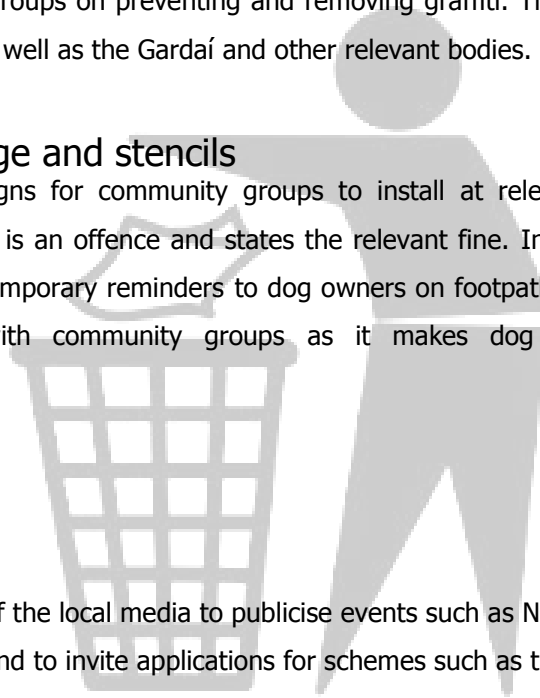
This leaflet sets out in a concise fashion the responsibilities of individuals, property owners and businesses in relation to litter, and is circulated broadly within the county.

### Anti-graffiti leaflet

A guide for community groups on preventing and removing graffiti. This has been distributed to all Tidy Towns groups as well as the Gardaí and other relevant bodies.

### Dog fouling signage and stencils

The Council provides signs for community groups to install at relevant locations. The signs indicate that dog fouling is an offence and states the relevant fine. In addition, the council also uses a stencil to place temporary reminders to dog owners on footpaths. Both the signs and the stencils are popular with community groups as it makes dog owners aware of their responsibilities.



## Media

### Advertising

The Council makes use of the local media to publicise events such as National Spring Clean or new recycling facilities, and to invite applications for schemes such as the Anti-litter Awareness grants.

### Website

The Environment Section has published extensive information on the Council's website where aspects of the Council's anti-litter measures are included.

## Grants

The council co-funds a grants scheme with the Department of Environment, Community and Local Government called the Anti-Litter and Graffiti Grants scheme. This grant has funded a number of initiatives such the graffiti leaflet.

In addition, the council gives grants to residents associations, tidy towns committees and other community groups. Much of this funding is used to assist in litter prevention and control.

## Personnel

### Litter wardens

The litter wardens are the visible face of the Council's various litter prevention strategies and represent a considerable opportunity to increase public awareness of the litter problem and the Council's response to it. The wardens' information activities include-

- Attendance at meetings of community groups, residents associations and Tidy Towns committees to advise on their activities and discuss any litter-related problems.
- Ongoing informal contact with involved parties which enables the wardens to take immediate action in relation to new litter blackspots, fresh incidents of illegal dumping, abandoned cars etc.
- Visits to retail, industrial and commercial premises in the county to advise owners, occupiers and staff members of their responsibilities under the Litter Pollution Act.
- Meeting members of the public to discuss local litter matters.
- Visits to schools to publicise their presence and to discuss the contents of this Plan and the Litter Pollution Act with students.

### Environmental Awareness Officer

The Council employs a full-time Environmental Awareness Officer whose brief includes working with schools, community groups, etc in raising awareness about litter and waste management. An integral part of the officer's role is to ensure effective publicity for, and development of maximum public participation in, the Council's activities regarding litter pollution.

These activities include-

- Development and implementation of the schools education programme
- Liaison with community groups
- Working with local print and radio media to highlight issues
- Responding to general environmental queries

The Environment Awareness Officer aims to ensure that a programme of education and information is provided on waste management and litter, in particular, waste prevention and

minimisation. The EAO works closely with schools through supporting projects such as 'Green Schools', anti-litter initiatives and environmental photography competitions.

The EAO liaises with community groups, such as Tidy Towns committees and Residents Associations, and the public generally. Residents Associations are assisted with clean ups in their areas and are encouraged to become involved themselves in creating a litter free environment.

### **Administrative Support:**

The Environment Section administration department is based at the Council's head office in Naas. All staff members are trained to deal with general litter-related queries. There are specific personnel assigned to support the litter warden service and to deal with all matters included in this plan.

### **Tenant Liaison Officers:**

The role of Tenant Liaison Officers employed by the Council has advanced the function of Community and Estate management in Council estates through advising and informing tenants of their responsibilities in the area of litter control and estate enhancement. Levels of dumping and littering have reduced in areas where these roles have been fostered and developed.

### **Schools Education Programme**

The Council believes that by bringing the anti-litter message to our students through the measures indicated below, substantial progress can be made in ensuring that the next generation will consider a litter-free environment to be both a basic entitlement and a responsibility.

### **The Green Schools Programme**

This national programme, which is co-ordinated by An Taisce, aims to promote whole school activity to develop environmental awareness in both the school itself and the wider community. There is particular emphasis on litter in the early stages of the five-module programme. Over 120 schools in County Kildare have registered for the programme, and over 90 schools have received the prestigious Green Flag.

The Council acts as a facilitator for schools that wish to become involved in this programme and actively encourages all schools to join this project.



*Students and staff from Confey College, Leixlip and Leixlip Tidy Towns volunteers with their hard-earned green flag*

The Green-Schools programme is funded by all participating local authorities, including Kildare County Council, through an annual payment directly to An Taisce. In addition, the Council provides materials and/or financial aid for appropriate projects for participating Green-Schools. The theme for the first flag is "Litter, Recycling and Waste Management" so a clear emphasis is given to raising litter awareness and reducing littering both in and out of the school. Although subsequent themes move into other areas, such as energy and water conservation, climate change and biodiversity, the school continues to work on the litter theme.

## School visits

Staff members from the Environment Section visit primary and secondary schools throughout the county to talk to students on a wide range of environmental issues. Discussions on litter-related matters are especially popular.

## Facility Tours

As part of Kildare County Council's commitment to education in environmental matters, school tours of the Waste Management facility at Silliot Hill take place on a regular basis during the

school year. Schools from all parts of the county have visited Silliot Hill to see firsthand what happens to waste after it is collected the refuse from homes, schools and businesses. It is important to raise awareness of the challenges in managing waste and a site such as Silliot Hill is important in achieving this.

## Support materials

In order to assist schools with litter clean-up campaigns, items such as litter pickers and bags are provided free of charge. In addition, educational material from An Taisce and several other sources is readily available.



## 3. Litter Prevention and Control

### Overview

The council recognises that regardless of the efforts of all concerned in raising public awareness of the litter problem, there will always be a requirement to undertake litter prevention and control measures. The council will continue to provide these services as resources allow in order to ensure Kildare is as free of litter as possible.

### Strategies

#### 1. Street Sweeping

The Council undertakes a comprehensive street cleaning service in the larger towns in the county through its municipal districts. The service is a combination of mechanised cleaning with manual sweeping as necessary.

The schedule of street cleaning as outlined below sets out the extent to which services and funding is allocated over the various engineering areas. As things stand, the matter is subject to the overall supervision of the Area Engineer who is also the budget holder. The Environment Section has responsibility from a policy / strategic perspective. However, this role is also carried out in partnership with the roads and transportation section.

The operation of the street sweeping programme is particularly challenging from a management perspective. The needs and resources for each area are continually monitored to improve service delivery. In this regard, the extent to which the urban areas within the county have been increasing in line with population growth is noted. There continues to be incidences of householders disposing of waste in street litterbins.

In terms of analysing current levels of services the following broad points are also informative:-

- Street sweeping is quite a labour intensive activity. Indeed most of the costs (circa 86%) are sourced internally i.e. staff resources, suction sweeper etc.

Notwithstanding pressures on budgets, there is a reasonable level of flexibility wherein additional resources are deployed from time to time in the case of local festivals and events etc.

- While there is scope for overall improvement, it should be realised that resources are limited and there is a constraint on the extent to which Councils can satisfy local demand.

Each of the Council's Municipal Districts prepares a schedule of street cleaning for each of the larger towns and villages in the county. The current street cleaning schedule is shown in Appendix II.

The following is a break-down of the assignment of the street sweeping budget by Municipal District:-

<b>Municipal District</b>	<b>Budget (€)</b>
Athy	386,679
Kildare/Newbridge	426,604
Celbridge/Leixlip	401,461
Maynooth	327,500
Naas	515,770
<b>Total</b>	<b>2,058,014</b>

In considering improvements to the current system, a key principle must relate to the fact that each Municipal District should really be considered on its own merits. In addition, there are issues of custom and practice as well as associated industrial relations aspects to be considered. These will continue to be examined to achieve best results in view of current financial constraints.

The Naas Municipal District continues to be a pilot area for street sweeping managed through the Environment Section and supervised by the relevant overseer. This involves a flexible team of a number of general operatives provided with appropriate equipment and vehicle. The following villages and towns are being cleaned on a rota basis:

- Ballymore Eustace
- Brannockstown
- Caragh
- Johnstown
- Kill
- Kilcullen
- Naas
- Sallins



## 2. Street Litterbins

The Council services litterbins on the main streets of the larger towns and villages throughout the county.

The Council has to consider the potential for litter pollution as a result of inappropriate siting of litterbins. The existing problems with the provision of street litterbins are: -

- a) Frequency of emptying
- b) Providing the proper size/type of bin
- c) Ensuring the location is correct

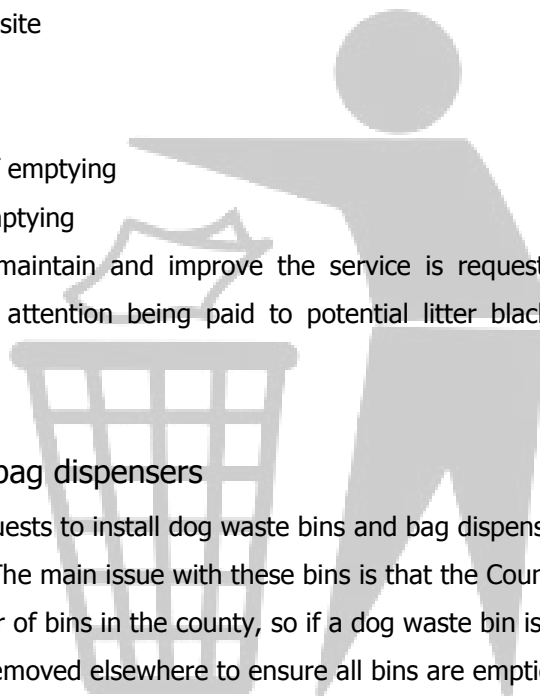
Existing litterbins throughout the county will be examined and their effectiveness evaluated in terms of:

- Suitability of site
- Size
- Prominence
- Frequency of emptying
- Timing of emptying

Appropriate funding to maintain and improve the service is requested at the annual budget meeting, with particular attention being paid to potential litter blackspots, e.g. schools, bus-stops, etc.

### Dog waste bins and bag dispensers

The Council receives requests to install dog waste bins and bag dispensers, particularly along popular walking routes. The main issue with these bins is that the Council is not in a position to increase the total number of bins in the county, so if a dog waste bin is to be installed, a general litter bin will have to be removed elsewhere to ensure all bins are emptied sufficiently frequently. It should be noticed that the capacity of dog waste bins is considerably smaller than standard litter bins, so they are not suitable for 'regular' litter. Again, this has implications in terms of the requirement to empty the bins. Similarly, there is an ongoing cost implication to providing bag dispensers and bags. To counter this, the Council will promote a message reminding dog owners to exercise responsible behaviour- an awareness campaign stating that "Any Bag- Any Bin" can be used by the public to clean up after their dog will help to achieve this. Similar campaigns are being promoted by other local authorities.





***Anti-dog fouling signage***

### 3. National Litter Pollution Monitoring System

The National Litter Pollution Monitoring System (NLPMS) continues to be implemented in Kildare. The survey aims to identify potential litter generators and litter black spots so as to better focus Council services and anti-litter activities. Surveys to ascertain the quantity of litter, the cause of litter and the location of litter are carried out during the term of this plan in the Kildare County Council functional area.

These surveys allow the County Council to:

- Identify litter black spots and track changes arising from altered litter management practices
- Allow for prioritisation of resources.
- Provide statistics relating to:
  - The extent and severity of litter pollution in the county
  - The composition of litter
  - Changes in the cleanliness level in the county from year to year.
  - Location of litter black spots
  - The impact of any new anti-litter measures.

### 4. Presentation of Refuse for Collection

Spillage from waste bins contributes to the volume of litter pollution. Householders and business can have a major impact in helping to prevent the creation of litter through taking simple precautions in the way refuse is presented for collection.

## 5. Environmental crew

A mobile environmental crew continues to undertake a range of functions for the Environment Section. Their role includes cleaning of litter blackspots and monitoring of recycling facilities for littering. The crew liaise with the litter warden service in order to provide a prompt and efficient response to such incidents. This has led to an increase in the number of cleanups and routine tasks performed.



## 6. CCTV



***CCTV camera showing person leaving litter at recycling banks***

A number of mobile CCTV units have been purchased and are being used to target recycling banks and other areas with high rates of illegal dumping.

The use of CCTV has proven to be very successful. For an initial investment, the units are cost-neutral based on the number of successful prosecutions. The cameras can be set up covertly. Not only do they extend the period of time that surveillance can be undertaken, but they also extend the range of locations that can be covered.

The cameras are not suitable for surveillance of anti-social activities as they cannot readily identify individuals, they will however allow identification of vehicle registration numbers. They are not a total solution to illegal dumping- they need to be sited correctly and ambient conditions such as rain, fog or direct sunlight can affect them. Some sites are simply not suitable as the cameras cannot be concealed. They do however, offer an opportunity to catch people in the act of dumping, when otherwise the offence could not be proven.

CCTV has definitely extended the range of sites that can be covered to catch people in the act of illegal dumping, from recycling banks at large supermarket car parks, to lay-bys suffering from repeated, large scale dumping- particularly at evenings and weekends. Infrared cameras enable this even in low light conditions. Overall, the technology is improving all the time. This is

important as the clearer the footage, the more likely a successful prosecution becomes. Specific cameras are used that can identify vehicle registration plates, for example.

The Council intends to maximise the use of cost-effective CCTV and, pending budgetary agreement, extending the use of this technology where feasible.

An additional piece of technology used at a number of sites in the last number of years, is an audio warning device. This is placed temporarily at recycling banks, or well-used dogwalking routes. A sensor detects movement and this triggers an automated and customised warning, asking members of the public to either clean up after their dogs or not leave boxes and bags at recycling banks. This initiative is very well received by the public and statistics show that it has definite effect on littering.

## 7. Gum Litter

The Gum Litter Taskforce (GLT) was established following a negotiated agreement between the Department of the Environment, Community and Local Government and the chewing gum industry. The Council works with this task force to promote awareness on proper disposal of chewing gum through using the slogan “Bin Your Gum When You’re Done”.



***GLT Launch, Maynooth 2013***

The campaign is launched in a different town every year to raise awareness locally and then a second mid-campaign boost is used to enforce the national campaign.

## 8. Graffiti

The Council does not have a dedicated resource to tackle graffiti, however Municipal District staff have had occasion to remove graffiti from areas such as road signs, bridges, etc and use special solutions/materials for this purpose. In addition, some community groups have taken the initiative to remove graffiti themselves and worked closely with Gardaí to identify the offenders. This has led to some prosecutions in Kildare.

Graffiti removal is a specialised activity and requires sufficient funds / resources and procedures in place for its efficient removal. Where graffiti occurs on private property, i.e. business premises, rail stations, private walls, etc, the property owners are responsible for its removal. The Council has produced a leaflet on graffiti prevention and removal. This suggests methods of prevention (such as the planting of vigorous thorny shrubs in suitable areas to obscure vulnerable walls), as well as contacts in the graffiti removal industry. It has been widely distributed to community groups in the county.



## 4. Enforcement

### Overview

Kildare County Council has been committed to enforcing all aspects of the Litter Pollution Act since its introduction. The Council will continue to exercise these powers in accordance with the legislation.

### Strategies

#### 1. Litter warden service

Kildare County Council appointed its first full-time litter warden in 1998. There are now seven such wardens, all of whom are full-time. The Council has successfully prosecuted persons for littering offences and for non-payment of fines issued. The litter wardens will request the assistance of local Gardaí to enable them to carry out their duties in situations where it is deemed necessary.

The litter wardens also act as traffic wardens in selected urban areas to monitor litter and traffic and issue fines where appropriate.

Litter Legislation will continue to be vigorously enforced by the Litter Wardens within the county.

These enforcement measures will include: -

- Issuing of an on-the-spot fine, if the Litter Warden has reasonable grounds for belief that a person has committed a litter offence.
- Ensuring that owner /occupiers of land are required to keep their land free of litter where the land is visible from a public place.
- Issuing of fines / prosecutions against people responsible for illegal dumping.
- Issuing of fines / prosecutions against people responsible for unauthorised advertising
- Issuing of fines / prosecutions against people responsible for unauthorised abandonment of vehicles and the arrangement for the removal and disposal of such vehicles.

#### 2. On the spot fines

The on the spot fine for littering is €150. The litter wardens issue these fines for offences under the Litter Pollution Act. On average, over 900 litter fines are issued every year. It is Council policy that unpaid fines are pursued through the Courts.

### 3. Direct prosecution

For serious littering incidents, on the spot fines are not issued, as the Council believes that the fine of €150 is not a sufficient penalty in such cases. Instead, it is the policy of this Council to commence legal proceedings under the Litter Pollution Act with a view to the maximum fines possible being imposed by the Court (currently €4,000).

Where the Council finds material that is illegally dumped and can establish the identity of the owner of the material, a prosecution will issue.

The Council may also require a householder/business operator to indicate how and where they are disposing of their waste, particularly if they are not availing of a refuse collection service or bringing their waste to an authorised waste disposal facility.

Unfortunately, the policy of "naming and shaming" people who have been successfully prosecuted in the courts for offences under the Litter Pollution Act has been ended due to national data protection policies.

### 4. Non payment of fines

The Council will pursue non-payment of both on the spot and direct prosecution fines. The council incurs costs, both in terms of the litter wardens and administrative staff, as well as the services of solicitors to obtain successful prosecutions, so it is incumbent on the Council to pursue monies owed in relation to litter offences.

### 5. Advertising Flyers/ Signage

The law forbids the putting up of posters and signs on poles or other structures in public places unless permission is granted in advance. Signs erected without permission may be removed and action taken against the offender.

The placing of advertising leaflets on vehicle windscreens is also prohibited. Unauthorised signage will continue to be targeted by the Litter Wardens.

### 6. Retail Outlets

The owner or person responsible for a place to which the public has access is obliged to keep the place litter-free, regardless of how the litter got there. The Council will continue to encourage retail outlets to maintain the public area in the immediate vicinity of their premises, particularly in relation to shopping centres, licensed premises, and transport hubs.



## 7. Major Events

The Council monitors major events and pro-actively works with promoters, sporting groups and the community to ensure litter control measures are in place at the venue and surrounding areas before, during, and after the event. Licensing of major events such as music concerts includes provisions for dealing with litter on and off-site. The council promotes best practice in this regard and an online resource is available to assist event organisers to plan their waste management requirements. This has the dual benefit of helping to reduce litter and encourage a reduction in the amount of waste being generated. It is called "Green your Event" and details can be found at [www.greenyourfestival.ie](http://www.greenyourfestival.ie)



## 5. Community involvement

### Overview

The support of the wider community is vital if the litter problem is to be dealt with successfully, and the Council gratefully acknowledges the ongoing dedicated efforts of the very many concerned individuals and groups working to tackle litter at a local level. To this end, the Council operates a number of schemes designed to assist local communities with financial aid, materials and equipment or any other support possible. The Council will continue to encourage all community-based initiatives and welcomes suggestions from all persons active in this area.

### Strategies

#### 1. National Spring Clean



This national initiative takes place during the month of April each year in conjunction with An Taisce. Kildare County Council continues to support the National Spring Clean Campaign, which highlights the problem of litter and encourages communities to take practical steps typically through the carrying out of clean ups to remove litter from their local areas.

Anyone interested in organising a clean up in their local area can register with An Taisce. Everyone who registers gets a free clean up kit containing all the information needed to organise a clean up.

The Council actively supports the campaign through the provision of bags, and litter pickers for organised clean-up events. It is important to note that only clean-ups of public places, such as walks, road margins, streets, etc will be supported.



***Community clean up in Kildare***

## 2. Sponsored wheeled bins

Since the Council disposed of its waste collection service in 2011, the Council continues to contribute towards the costs incurred by contractors who continue to provide a sponsored wheel bin collection service. A limited number of collections are provided to voluntary groups for community cleanups.

## 3. Litter bin grants

The County Council provides grant aid to Residents' Associations, Tidy Towns groups etc. for the purchase of suitable litter bins. Businesses are encouraged to provide and service litterbins within the curtilage of their premises.

## 4. Clean-up operations

The Council will provide bags and litter-pickers for approved projects where possible. The environmental crew will collect and safely dispose of all materials collected. The scheme is not intended for cleaning out houses, garages etc., and a detailed schedule of the proposed works must be provided. The Council encourages all community groups to participate in this scheme as

it is a very effective method of both cleaning up local litter blackspots as well as fostering community spirit.

## 5. Anti-Litter Anti-Graffiti Awareness Grants

In conjunction with the Department of Environment, Community and Local Government, the Council operates this scheme on an annual basis. The scheme provides funding for projects that promote greater public awareness and education in relation to litter pollution.

Particular emphasis is placed on projects that involve schools and/or youth groups in terms of graffiti prevention.

## 6. Support for Tidy Towns

The Council's Environment Section is committed to supporting the work of Tidy Towns groups. Although the competition itself is concerned with groups improving marks through making local environmental improvements in litter reduction, waste minimisation, enhancing wildlife and heritage features, the real value of the competition is in the improvements to the community. Tidy Towns groups not only improve the local environment, but also enhance the areas in other less tangible ways, from fostering a culture of volunteerism to helping communities to become more sustainable.

The competition itself involves adjudicators nominated by the Department of Environment, Community and Local Government visiting each town or village. Utilising both the application form and three-year development plan, the adjudicator gives a score using the following headings:

- Community involvement & planning
- The built environment
- Landscaping
- Wildlife, habitats and natural amenities
- Sustainable waste & resource management
- Tidiness & litter control
- Residential streets and housing areas
- Approach roads, streets and back areas
- Concluding remarks

Towns are categorised according to population as this allows for realistic comparisons to be made between different towns around the country.

Within Kildare, the following initiatives are being developed:

### **Publicity**

The Council is committed to assisting groups to recruit more members. This is done through working with local print and radio media to raise the profiles of all the groups in the county. The council has placed related advertising to appeal directly to the public.

### **Presentations by other Tidy Towns groups**

It is hoped to organise presentations and exchange visits by Tidy Towns groups from outside Kildare who have been successful in the competition. Kildare groups can benefit from these examples of best practice and improve their results.



### **Training**

Groups are being offered training on wildlife and biodiversity enhancement, waste minimisation, protection of built heritage and also input from Tidy Towns' adjudicators in how to improve application forms and three year plans. Training in graffiti prevention and removal is also being looked at.

### **Resources**

- Litter removal equipment such as branded high-vis vests, litter pickers and bags.
- Litter signage, both "no dumping" and "no dog-fouling" signs are available.
- All groups are offered saplings as part of National Tree Week. The Council receives 350 saplings during this week from the Tree Council of Ireland. In addition, groups are invited to different talks and demonstrations such as hedge laying.
- Every tidy towns group is being given an electronic map of their town or village. This will enable the groups to draw up more comprehensive and focussed applications and three year plans.

- Towns that have received the gold, silver or bronze medals are entitled to signage reflecting this. The Council organises this on an ongoing basis.



***Straffan Tidy Towns receiving an award for achieving a second gold medal in the national competition, from the Mayor of Kildare, Councillor Fiona O'Loughlin in 2014***

## 7. Local Initiatives

All community groups, from the smallest residents association to the largest Tidy Towns group are encouraged to devise local strategies to deal with litter. This might involve organising clean-ups, whether during National Spring Clean in April or at any time of the year, or erecting no dumping signs. It might also consist of working with local media to highlight problems and appeal for assistance from the public. The Council will work with groups to try to reduce littering where it occurs and remove as much of it as possible.

## 8. Irish Business Against Litter

IBAL is a body set up by a number of businesses to deal with litter and reduce the negative economic outcomes of Ireland being littered. In 2002, IBAL developed an Anti-Litter League to mobilise local authorities into action on the subject of litter. Latest results show 38 out of 53 towns in the country are Clean to European Norms compared to only two when the survey began in 2002.

The success of the programme lies in its transparency. It involves An Taisce regularly monitoring litter levels in towns and cities across Ireland according to international standards. The areas are then ranked in a league table format.

Initially comprising 27 areas, the League has grown to include over 50 towns and city areas, and is now co-funded by the Department of the Environment. All towns of over 6,000 inhabitants are now covered by the Anti Litter League.

The ultimate objective of the League is to ensure all towns in Ireland are 'litter-free', which equates to 80 pts or more out of 100. Kildare has had a number of towns in the competition since its inception and this will continue into the future.

The judging reports are very useful in devising local strategies to counter litter and KCC utilises them in conjunction with its own litter removal and enforcement work.



# 6. Recycling and Recovery

## Overview

A national review of Waste Management Plans was undertaken in 2014. As a result of this review, Kildare has been incorporated into the Eastern and Midlands waste management region. The EMR Waste Management Plan 2015-2021 was adopted by the council in 2015. The plan is available at [www.emwr.ie](http://www.emwr.ie)

Waste Management Plans focus on waste prevention and minimisation measures. In fact, a key target of the plan is to reduce household waste by 1% per annum over the lifetime of the plan. Therefore, it is Council policy to encourage reduction, reuse and then recycling of waste. Residual waste will then be disposed of in an environmentally responsible manner.

## Strategies

### 1. Education

The Council encourages the reduction and reuse of waste where possible. This is done through both the schools and community education programme, as well as through the enforcement of both the Packaging and Plastic Bag regulations to encourage businesses to comply with legislation.

### 2. Recycling Centres

The Council has developed and provides Civic Amenity Sites at Silliot Hill, Kilcullen and at Gallows hill in Athy. A further such site is currently being planned in the north of the county to facilitate recycling in this area.

In addition to the standard bring-banks for glass, aluminium cans and textiles, the range of materials accepted at the recycling centres is constantly expanding as new outlets for materials are developed.







***Recyclable waste being sorted at a recycling facility***

The list below sets out the range of materials currently accepted at these recycling centres:

<p><b>Recyclables (Domestic and Commercial)</b></p> <ul style="list-style-type: none"> <li>Corrugated Cardboard</li> <li>Greyboard</li> <li>Newsprint / Magazines</li> <li>Waste Paper</li> <li>Plastics of Categories 1, 2 &amp; 4 only</li> <li>Glass Bottles</li> <li>Flat Glass</li> <li>Aluminium &amp; Metal Cans</li> <li>Scrap Metal</li> <li>Textiles</li> <li>Electrical Goods</li> <li>Polystyrene</li> <li>Green Waste</li> </ul>	<p><b>Household Hazardous Waste</b></p> <ul style="list-style-type: none"> <li>Paints</li> <li>Varnishes</li> <li>Medicines</li> <li>Chemicals</li> <li>Aerosols etc</li> <li>Waste Oil</li> <li>Car Batteries</li> </ul>
	<p><b>Domestic and commercial waste for landfill</b></p>

### 3. Household Waste and Recyclables Collection

Local authorities regulate the collection of waste by contractors through the waste collection permits regime. All operators are required to provide segregated collections for domestic and commercial customers. This involves the provision of three separate containers to segregate dry recyclables, compostable food and garden waste, and residual landfill waste.

One of the Council's key objectives is to reduce the amount of waste going to landfill by encouraging the principles of Prevention, Reduction, Reuse and Recycling. This system enables this and has been very successful in diverting large quantities of recyclable waste from landfill.

#### 4. Bring Bank Sites

The bring bank network in Kildare is organised by the Council and serviced by contractors. The tonnage of glass and cans collected at the recycling banks has increased steadily over the last number of years. In the last three years an average of 3,500 tonnes of glass and 50 tonnes of cans were recycled from these banks. This indicates that where facilities are provided, the public are willing to use them.

The extra tonnage does also lead to a requirement for increased monitoring and servicing of sites by Council staff. Special arrangements have been put in place for extra servicing of the sites particularly during holiday weekends. New signage has also been added to a number of sites informing the public of their responsibilities when using these facilities.



***Recycling banks at Kill***

The Council is continuously looking for further suitable sites to locate other new recycling facilities.

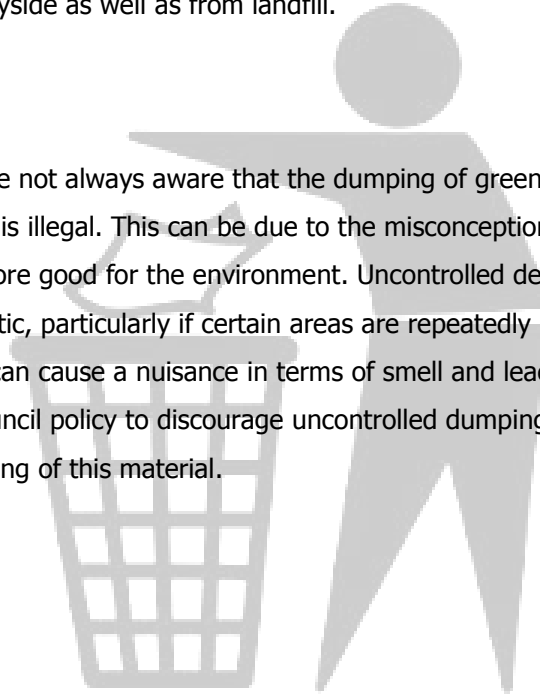
The support from Tidy Towns groups for the maintenance of recycling banks is acknowledged and the Council will continue to work with the committees to look after these facilities.

## 5. WEEE and Battery recycling

The Council encourages the recycling of waste electrical and electronic equipment (WEEE) as well as batteries. This entails encouraging schools, community groups and businesses to organise their own WEE collections or to bring their electrical waste to civic amenity sites or the special collections organised on a regular basis by WEEE Ireland. With regard to batteries, Kildare people are asked to use the special blue boxes that are freely available. These systems have enabled a massive increase in the recycling rates of these waste types, removing a source of potential pollution from our countryside as well as from landfill.

## 6. Green Waste

Members of the public are not always aware that the dumping of green waste (garden and hedge clippings) in public areas is illegal. This can be due to the misconception that it will naturally decompose and is therefore good for the environment. Uncontrolled deposition of green waste can actually be problematic, particularly if certain areas are repeatedly used, as the material builds up over time and can cause a nuisance in terms of smell and leachate (liquid draining from the waste). It is council policy to discourage uncontrolled dumping of green waste and to promote proper composting of this material.



## 7. Contact Information

### 1. Environment Section

Environmental Awareness Officer	Dara Wyer
Administrative Officer	Brian O’Gorman
Senior Executive Officer	Liam Dunne
Senior Engineer	Michael Holligan
Environmental Crew	John Fallon

Address: Kildare County Council, Aras Chill Dara, Devoy Park, Naas, Co. Kildare.

Tel.: (045) 980588

e-mail: [environ@kildarecoco.ie](mailto:environ@kildarecoco.ie)

Fax: (045) 980587

web: [www.kildare.ie/CountyCouncil](http://www.kildare.ie/CountyCouncil)

### 2. Litter Wardens

Litter Warden	Tel. No.
Philip Baxter	086 8285577
Mary Boland	087 9609174
Noel Geoghegan	086 2848563
Pat Conway	086 8372616
Peter Mahony	087 2533702
John MacNamara	087 2939736
Julie Duffin	087 7984971

Litter Hotline: 1800 243143

### 3. Municipal Districts (Street Cleaning)

Municipal District	Telephone	Address
Athy	059-8631329	Rathstewart, Athy
Celbridge/Leixlip	01 6286236	Leinster St., Maynooth
Kildare/Newbridge	045 437556	Newbridge
Maynooth	01 6286236	Leinster St., Maynooth
Naas	045 980200	Naas

Acting Director of Services (Transportation)

Sonya Kavanagh

Tel.045 980670

Senior Engineer (Transportation)

John Coppinger

Tel.045 980375

## 4. Civic Amenity Sites

Please note that the Civic Amenity Sites are managed by a contractor on behalf of the council.

Silliot Hill Recycling Centre, Kilcullen

Tel.: 045 482229

Athy Civic Amenity Centre, Gallows Hill, Athy

Tel.: 059 864 0657

## 5. Members of Kildare County Council's Environment Strategic Policy

### Committee

Councillor Sean Power [Chair]	Member of Kildare County Council
Councillor Brendan Young	Member of Kildare County Council
Councillor Ide Cussen	Member of Kildare County Council
Councillor Fintan Brett	Member of Kildare County Council
Councillor Anthony Larkin	Member of Kildare County Council
Councillor James Lawless	Member of Kildare County Council
Councillor Frank O'Rourke	Member of Kildare County Council
Councillor Fiona McLoughlin Healy	Member of Kildare County Council
David Walsh	Environmental/Conservation sector
Gerry O'Hagan	Business/Commercial sector
Tom Malone	Agriculture/Farming sector
Vacancy	Community/Voluntary sector

### 6 Useful Links

Kildare County Council	<a href="http://www.kildare.ie/CountyCouncil">www.kildare.ie/CountyCouncil</a>
Department of Environment, Community and Local Government	<a href="http://www.environ.ie">www.environ.ie</a>
Litter survey data	<a href="http://www.litter.ie">www.litter.ie</a>
Tidy Towns (individual committees may have their own sites)	<a href="http://www.tidytowns.ie">www.tidytowns.ie</a>
Civic amenity sites	<a href="http://www.oxigen.ie">www.oxigen.ie</a>
List and map for glass and can recycling banks	<a href="http://www.repak.ie/recycling">www.repak.ie/recycling</a>
Advice on reducing food waste	<a href="http://www.stopfoodwaste.ie">www.stopfoodwaste.ie</a>
National Spring Clean	<a href="http://www.nationalspringclean.org">www.nationalspringclean.org</a>
Green your event	<a href="http://www.greenyourfestival.ie">www.greenyourfestival.ie</a>
Stop food Waste (waste reduction and composting)	<a href="http://www.stopfoodwaste.ie">www.stopfoodwaste.ie</a>

## 8. Appendix I

### Bring bank sites

<b>Town</b>	<b>Location</b>	<b>Glass</b>	<b>Cans</b>	<b>Textiles</b>
Ardclough	GAA club	TRUE	TRUE	FALSE
Athy	Edmund Rice Square car park	TRUE	TRUE	TRUE
Athy	Flinters Field estate	TRUE	TRUE	FALSE
Athy Recycling Centre	Gallows Hill	TRUE	TRUE	TRUE
Ballymore Eustace	Handball Alley	TRUE	TRUE	TRUE
Barrettstown	Barrettstown Gang Camp	TRUE	TRUE	TRUE
Broadford	Council Depot	TRUE	TRUE	TRUE
Castledermot	Maxol Garage	TRUE	TRUE	TRUE
Celbridge	Tesco car park	TRUE	TRUE	TRUE
Celbridge	GAA Club	TRUE	TRUE	FALSE
Celbridge	Supervalu	TRUE	TRUE	TRUE
Clane	GAA Club	TRUE	TRUE	TRUE
Clane	Supervalu	TRUE	TRUE	TRUE
Clogherinkoe	Clogherinkoe GAA	TRUE	TRUE	FALSE
Derrinturn	Post office	TRUE	TRUE	FALSE
Johnstown	Beside Chinese restaurant	TRUE	TRUE	TRUE
Kilcock	GAA Club	TRUE	TRUE	TRUE
Kilcullen	Mart car park	TRUE	TRUE	
Kilcullen	Silliot Hill Recycling Centre	TRUE	TRUE	TRUE
Kill	beside Church	TRUE	TRUE	FALSE
Kill	The Stables housing estate	TRUE	TRUE	TRUE
Leixlip	Lidl, Maynooth Road	TRUE	TRUE	FALSE
Maynooth	Tesco car park	TRUE	TRUE	TRUE
Maynooth	Council car park beside Glenroyal	TRUE	TRUE	FALSE
Maynooth	Aldi car park	TRUE	TRUE	TRUE
Monasterevin	Beside Supervalu	TRUE	TRUE	TRUE
Naas	Tesco Express (Blessington Road)	TRUE	TRUE	TRUE
Naas	Fairgreen	TRUE	TRUE	TRUE
Naas	Tesco Extra (Monread Road)	TRUE	TRUE	TRUE
Naas	Osberstown Business Park	TRUE	TRUE	TRUE

Naas	Council Offices	TRUE	TRUE	TRUE
Narraghmore	St. Laurences GAA Club	TRUE	TRUE	TRUE
Newbridge	Lidl	TRUE	TRUE	TRUE
Newbridge	Dunnes Stores car park	TRUE	TRUE	TRUE
Newbridge	Tesco car park	TRUE	TRUE	TRUE
Nurney	Daybreak Shop	TRUE	TRUE	FALSE
Prosperous	McCarthys Homevalue Hardware	TRUE	TRUE	TRUE
Rathangan	New St., beside church	TRUE	TRUE	TRUE
Robertstown	Near hotel	TRUE	TRUE	FALSE
Sallins	Waterways Centre	TRUE	TRUE	TRUE
Staplestown	St. Kevin's GAA Club	TRUE	TRUE	FALSE
Tiermohan	Tiermohan National School	FALSE	TRUE	TRUE
Timahoe	Kellys public house	TRUE	TRUE	FALSE



## 9. Appendix II

### Street Sweeping Schedule

To be reviewed autumn 2015

Engineering Area	Town	Large Sweeper days/week	Litter Collection days/week	Manual Sweeping days/week
<b>MAYNOOTH</b>	Leixlip	2	6	5
	Celbridge	2	6	6
	Maynooth	1.5	6	6
	Straffan	0.5	0	0
<b>CLANE</b>	Clane	0.5	3	2
	Kilcock	0.5	3	2
	Prosperous	0.5	1	1
	Allenwood	0.5	1	-
	Derrinturn	0.5	1	-
	Broadford	0.5	-	-
	<b>KILDARE</b>	Newbridge	2	6
Kildare		1	4	4
Rathangan		0.5	3	3
Monasterevin		0.5	3	3
<b>ATHY</b>	Castledermot	1	0	1
	Ballitore	0.25	0	0
	Timolin	0.25	0	0
	Moone	0.25	0	0
<b>NAAS</b>	<b>Schedule for mechanical sweeper</b>			



Monday	Tuesday	Wednesday	Thursday	Friday
Kilcullen	Sallins	Kilcullen	Sallins	Kilcullen
Kill	Carragh	Kill	Carragh	Brannockstown
Johnstown	Brannockstown	Johnstown	Brannockstown	Kill
Sallins	Ballymore Eustace	Sallins	Ballymore Eustace	Sallins

**Schedule for environment crew (cleanup of recycling banks, litter blackspots and collection of material from community cleanups etc.)**

<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>
Kilcullen	Johnstown	Kilcullen	Johnstown	Kilcullen
Sallins	Carragh	Sallins	Carragh	Carragh
Kill	Ballymore Eustace	Kill	Ballymore Eustace	Sallins
	Brannockstown		Brannockstown	Johnstown
				Kill
				Ballymore Eustace
				Brannockstown

