



Fingal County Council
Comhairle Contae Fhine Gall



LITTER MANAGEMENT PLAN 2008-2011

**Further Information relating to Litter Management
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Fingal Litter Management Plan 2008-2011

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1.0 Background to the Litter Management Plan

1.1 Introduction

This complete revision of the Fingal Litter Management Plan has been prepared for the term 2008-2011, under the provisions of the Litter Pollution Acts, 1997 to 2003.

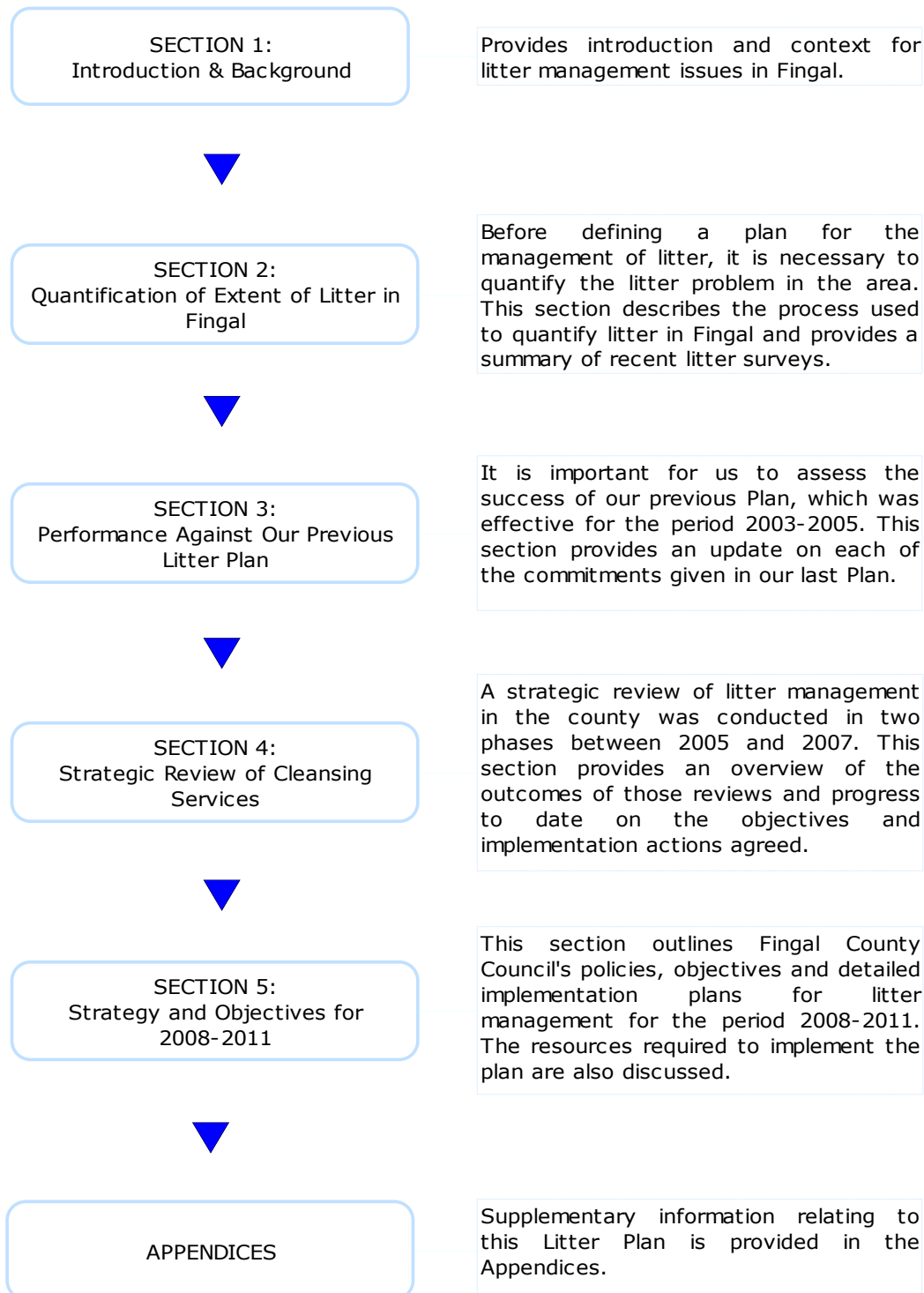
Litter management has been a demanding task for the Council in recent years and has been the subject of concern or debate for many citizens of Fingal and others who travel through it on a daily basis, for work, leisure/tourism and airport/motorway travel. The results of the 2006 census have confirmed that Fingal had the highest growth of any County or City in the Republic with an increase in population of 43,400 since the previous census in 2002, bringing the total population of the County to 239,813 (CSO, 2006). This growth has been unprecedented in the history of the State and, at an increase of 22% in a four-year period, is three times the rate of national growth which has been experienced.

While the growth in population and in general the economy through local industry and commerce has created opportunities and is welcomed in Fingal, it has a 'knock-on' effect on the generation and management of litter. In order to combat this, and give the citizens and businesses of Fingal a more efficient, well defined and modern street cleansing service, Fingal County Council has carried out a major strategic review in 2005-2006 on the service provision status of street cleansing and the management of litter. This review focused specifically on the resources which were available (human and infrastructure), the interaction within Council Agencies to manage litter, and the geography of Fingal with reference to the concentration of major population centres and road networks related to the actual cleansing regimes themselves. The outcome of this review has been embedded in this document and forms a pivotal role in shaping the future of Litter Management in Fingal. Some of the results of the review have already been implemented for street cleansing activities and have shown substantial improvements in clean streets, which have been recently reflected by independent litter surveys carried out on behalf of the Government and Irish business.

The practice of engaging the community and local businesses is the key to a successful Litter Management Strategy and to this effect Fingal County Council has been extraordinarily effective and recognises the contribution made during 2004 – 2006, where approximately 6,715 people participated in various environmental workshops, presentations and consultation meetings. The process of education, partnership, communication and personal responsibility will play a significant role in future for the proper management of litter in Fingal for the period 2008-2011.

1.2 The Structure of this Plan

The primary purpose of this Plan is to describe the activities and resources which will be put in place by Fingal County Council for the management of litter over the period 2008 to 2011. This document includes a review of the previous Litter Management Plan and other strategic litter management and cleansing initiatives, which have been undertaken by Fingal County Council and some of which have been implemented across the County.



1.3 Litter and the Law

Responsibility for the control and management of litter lies jointly with the public, businesses and the Local Authority. These responsibilities and the legal requirements for the control of litter are defined in the **Litter Pollution Act (1997)**. The Act defines litter as follows:

Definition of litter

"a substance or object, whether or not intended as waste 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".

In summary this definition means that any item or material which is disposed of improperly (i.e. not deposited in a litter bin or authorised waste facility) is considered to be litter. This can range from, for example, a sweet paper discarded on the street, to the fly-tipping of waste along a country road.

Responsibilities of Businesses and the Public

The Litter Pollution Act 1997 puts legal responsibilities on businesses and members of the public to control litter. The following list provides examples of actions which are an offence under the Act. In all cases the offender may be fined for:

- Failure to keep the footpaths, pavements and gutters (not exceeding 100m of the premises) adjoining a premises located within a speed limit area free of litter
- Failure to keep private property which is visible from a public place free of litter
- Dropping cigarette butts, chewing gum, paper, food, etc. on the ground
- Failure to clean up dog litter when walking one's dog in a public place
- Failure to secure transported material on a trailer or truck
- 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

The Litter Pollution Act provides a full list of offences and the fines which apply.

Responsibilities of Local Authorities

The Litter Pollution Act requires the Local Authority to take all practicable measures to prevent, control and dispose of litter in its functional area. It also sets out systematically how Local Authorities, in cooperation with the public, will address litter pollution. It requires each Local Authority to make and implement a Litter Management Plan in respect of its functional area and review this plan on an ongoing basis. This document defines the Litter Management Plan for Fingal County for the period 2008 – 2011. The Act also gives Local Authorities powers to deal with the litter problem in their area through the issuing of litter fines and statutory notices.

Littering and Fines

Leaving or throwing litter in a public place is an offence which can be subject to an "on the spot" fine of €150 and a maximum fine of €3,000 through the Courts (conviction on indictment for litter offences carries a maximum fine of €125,000). A person convicted of a litter offence may be required by the Court to pay the Council's costs and expenses in investigating the offence and in bringing the prosecution.

2.0 Quantification of Litter in Fingal

Litter management in Fingal is assessed independently by the National Litter Pollution Monitoring System (NLPMS) and Irish Business Against Litter (IBAL). Findings of the surveys since the publication of the previous Litter Plan are included in this section.

2.1 National Litter Pollution Monitoring System

The National Litter Pollution Monitoring System (NLPMS), developed by the Department of the Environment, Heritage and Local Government, aims to assist local authorities to manage litter pollution in a systematic, structured manner. The information gathered provides data to facilitate decision-making in relation to litter management at local, regional and national levels.



Using a specially-designed GIS application each local authority's functional area is mapped and then surveyed annually using Litter Pollution Surveys and Litter Quantification Surveys. There are two types of surveys required:

- Litter Pollution Surveys to determine the extent and severity of litter pollution.
- Litter Quantification Surveys to identify the composition (i.e. the type and origin) of litter pollution prevailing in a particular area.

The litter quantification surveys identify eight broad categories of litter:

1. Cigarette-related litter
2. Packaging litter (i.e. takeaway, glass, metal, paper, plastic)
3. Food litter
4. Paper litter (e.g. bank slips, bus tickets, newspapers, magazines, etc.)
5. Plastic litter (i.e. non-packaging litter, e.g. plastic cutlery, toys, etc.)
6. Deleterious litter (e.g. dog fouling, nappies, needles, syringes, etc.)
7. Bulky litter (e.g. household appliances, furniture, etc.)
8. Miscellaneous litter (i.e. items not covered by the other categories e.g. twine, clothes, fabrics, etc.)

The litter pollution survey results are expressed as a litter pollution index for the areas surveyed, ranging in value from 1 to 5, as follows:

(1) Unpolluted	(2) Slightly Polluted	(3) Moderately Polluted	(4) Significantly Polluted	(5) Grossly Polluted
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A summary of results of the NLPMS surveys in Fingal for the period 2004 to 2006 is as follows:

Rating	2004	2005	2006
Unpolluted (i.e. litter free)	0%	0%	0%
Slightly polluted	36%	37%	52%
Moderately Polluted	55%	61%	42%
Significantly polluted with litter	8%	2%	6%
Grossly polluted (i.e. level of litter expected after a major sporting or entertainment event)	1%	0%	0%

2.2 IBAL Litter League

Set up in 1996, Irish Business Against Litter is an alliance encompassing more than 30 member companies. A major IBAL initiative has been the Anti Litter League. As part of the IBAL Anti-Litter League, all towns of population 6,000 and over are monitored independently by An Taisce in accordance with international grading standards.



The League covers over 50 towns and city areas throughout Ireland. Six towns in Fingal have been included in the IBAL surveys during the reporting period.

Swords

In the national IBAL litter league, Swords ranked as follows:

Year	Ranking	
2003	25 th of 30 "Serious Litter Problem"	
2004	30 th of 30 "Litter Blackspot"	
2005	Round 1: 16 th of 57 "Litter Free Status"	Round 2: 30 th of 57 "Moderately Littered"
2006	38 th of 53 "Moderately Littered"	

Swords was also included in the Dublin litter league in 2006, and was ranked 5th of 20, and "Litter Free Status".

Skerries

Skerries was included in the national litter league in 2005 only, and was ranked 32nd of 57 and "Moderately Littered" during Round 1, and 18th of 57 and "Moderately Littered" during Round 2.

Blanchardstown

Blanchardstown was included in the Dublin litter league in 2006 only, and was ranked 11th of 20, and "Moderately Littered".

Malahide

Malahide was included in the Dublin litter league in 2006 only, and was ranked 15th of 20, and "Seriously Littered". However this was deemed to be an error, as the N32, which is outside of the Fingal County Council boundary, was assessed as being part of Malahide. This has since been rectified by IBAL.

Howth

Howth was included in the Dublin litter league in 2006 only, and was ranked 3rd of 20, and "Litter Free Status".

Mulhuddart

Blanchardstown was included in the Dublin litter league in 2006 only, and was ranked 19th of 20, and "Litter Blackspot".

3.0 Performance Against our Previous Litter Management Plan


Fingal County Council set ten key objectives in the previous Litter Management Plan, which covered the period 2003 to 2005. This section evaluates Fingal County Council's performance against those objectives and targets. Some of the targets were carried forward on a rolling basis to 2006-'07, and performance during 2006-'07 is also reported below.

Throughout the text, we have indicated where we will extend or improve various litter management initiatives – denoted as:



TARGET 2008-2011

Such targets are also included in Section 5: Strategy and Objectives for 2008-2011.


Objective 1: To strengthen the existing programme of street cleaning for the County that will ensure that each public road, footpath and public place will, in so far as is practicable, be kept free of litter

Target 2003-2005	Performance
<p>1.1 Existing street cleaning programme</p> <p>Full implementation of existing street cleaning programme</p>	<p>In the 2003 – 2007 period, we deployed additional resources, both labour and equipment, to cleansing services in the County, including the following:</p> <p><i>Equipment</i></p> <ul style="list-style-type: none"> ▪ Road sweeper vehicles - 5 No. ▪ Applied sweepers (Green Machines) - 4 No. ▪ Handcarts - 10 No. ▪ Litter vans - 11 No. ▪ 'Compact 50' street sweepers – 5 No. ▪ Tipper trucks – 5 No. ▪ Grab vehicle – 1 No. ▪ 4-wheel drive vehicles – 4 No. <p><i>Staffing</i></p> <p>Since 2003, total staff numbers in the Litter Management Unit have increased from 43 to 55.</p> <p style="text-align: right;"> TARGET 2008-2011</p> <p style="text-align: right; color: teal;">We will continue to invest in the labour and equipment resources required for litter management and cleansing across the County.</p>



Target 2003-2005	Performance
<p>1.2 Flexibility in operational cleaning practices</p> <p>Operational cleansing practices to be more flexible - expanded outside normal working hours to weekends and night-time</p>	<p>A major change in approach and cleaning cover has been the extension of the hours during which cleansing is carried out since 2005/2006. In four major towns (Swords, Balbriggan, Skerries and Blanchardstown), cleansing is carried out between the hours of 6.30am and 9.00pm, 6 days a week; and for 4 hours on Sunday.</p> <p style="text-align: right;"> TARGET 2008-2011</p> <p style="text-align: right;">We will extend operational cleansing hours in additional towns in the County.</p>
<p>1.3 Removal of litter in open spaces</p> <p>Litter to be removed prior to grass cutting and support be provided to community groups who want to organise clean ups</p>	<p>Through co-operation with the Parks Division, arrangements have been put in place in relation to the picking of litter in certain open spaces. In addition, litter is also picked by the Parks Division before grass cutting and pruning/cutting back of shrubbery.</p> <p>In relation to community clean-ups, the Litter Management Unit at Fingal County Council provides ongoing support to voluntary groups.</p> <p style="text-align: right;"> TARGET 2008-2011</p> <p style="text-align: right;">We will develop a database to record support given to community clean-ups.</p>

Objective 2: To continue to provide additional litter bins in strategic locations and continue to maintain the existing litter bins in place

Target 2003-2005	Performance
<p>2.1 Additional litter bins</p> <p>Additional bins to be installed where required</p>	<p>New bins purchased in 2006 have been increased from 75-litre to 100-litre capacity. 519 new bins have been installed since 2003, bringing the total number of bins throughout the County to 1,220.</p> <p style="text-align: right;"> TARGET 2008-2011</p> <p style="text-align: right;">We will develop a database and mapping programme of litter bin locations in Fingal and develop a maintenance/replacement programme for litter bins.</p>

Target 2003-2005	Performance
<p>2.2 Cigarette-related litter</p> <p>Bins with ashtray facilities to be installed</p>	<p>Since 2003, 400 new bins with cigarette trays have been installed.</p> 
<p>2.3 Cigarette and chewing gum specific trays</p> <p>Bins specifically for cigarettes and chewing gum to be installed on posts in busy streets</p>	<p>During 2003 – 2005, a pilot programme was undertaken for the installation of 82 new trays on posts specifically for cigarette-ends and chewing gum. Our findings showed that, due to the absence of an associated litter disposal unit at the cigarette/gum trays, the units were largely unsuccessful and were removed for operational reasons. As an alternative, all our new bins ordered are fitted with built-in cigarette/gum trays as standard.</p>

Objective 3: To continue implementing the National Litter Pollution Monitoring System (NLPMS) and use it to monitor the activities of the Litter Management Unit

Target 2003-2005	Performance
<p>3.1 National Litter Pollution Monitoring System (NLPMS)</p> <p>Carry out surveys in accordance with NLPMS requirements annually</p>	<p>A summary of results of the NLPMS surveys 2004 to 2006 is included in Section 2.0.</p>
<p>3.2 Further monitoring</p> <p>Create databases on fly-tipping and cleansing activities</p>	<p>A complaints database was in operation during the reporting period (2003-2006) and has been used to record and report on fly-tipping incidents and other litter-related incidents reported by members of the public. The database is used to track issues and ensure they are addressed.</p>

Objective 4: To intensify the vigorous enforcement of the Litter Pollution Act, 1997

Target 2003-2005	Performance
4.1 Additional enforcement staff Employ additional enforcement staff	In 2006, the number of Litter Wardens was increased from 4 to 6.
4.2 "Good Quality" Fines Ensure fines issued lead to a high degree of payment or to successful prosecutions	The number of on-the-spot fines and number of fines paid is given below.

Year	Non-Statutory Notices Issued*	Litter fines issued	Litter fines paid	Proceedings issued	Convictions
2003	Not in use	543	373	39	5
2004	496	470	348	40	2
2005	619	608	416	57	13
2006	1,044	1,240	863	177	21
2007	1,044	1,204	758	78	26
TOTAL 2003-'07	3,203	4,065	2,758	391	67

(* A 'non-statutory notice' refers to a warning issued to offenders, without the imposition of a financial penalty)

Target 2003-2005	Performance
4.3 Inspection schedules Develop and implement schedules to systematically inspect commercial and residential property throughout the County. Record details of all inspections on a database.	<ul style="list-style-type: none"> ▪ Inspections were carried out and, where appropriate, resulted in non-statutory warnings being issued to the owners of residential and business properties ▪ Estate Agents were targeted in relation to the non-removal of property advertising signs after the property has been sold ▪ Prior to Halloween, tyre and pallet businesses were targeted to ensure they were keeping proper control of tyres and pallets ▪ Inspection schedules were developed for schools and also for beach patrols during the summer months
4.4 Training Provide computer training for Litter Wardens to ensure all information on litter monitoring and enforcement is recorded and stored on computer to enable improved access and efficiency	All Litter Wardens have had computer training in the use of Microsoft Word and Access and make use of these packages in the management of records. They have also been trained in legislative requirements and the requirements to be an Expert Witness.
4.5 Enforcement Manual Prepare an enforcement manual for use by litter wardens and other Environmental staff.	An Enforcement Manual for Litter Wardens was prepared and is in use in the Litter Management Unit.

<p>4.6 Litter Warden Visibility</p> <p>Improve Litter Wardens' visibility by having marked vehicles and also increasing frequency of foot patrols in street areas</p>	<p>It was decided to leave vehicles unmarked for Health and Safety reasons, however scheduled foot patrols were increased in main towns, at schools and high amenity areas. Beaches are patrolled during the months May to September</p> <p style="text-align: right;">↑ TARGET 2008-2011</p> <p style="text-align: right;">Source and introduce removable high visibility markings for vehicles.</p>														
<p>4.7 Large offences/persistent offenders</p> <p>Pursue persistent or troublesome litter offenders through the courts rather than on-the-spot fines</p>	<p>No prosecutions for such offenders have been made to date.</p> <p style="text-align: right;">↑ TARGET 2008-2011</p> <p style="text-align: right;">We will develop procedures for tackling large-scale/persistent offenders through the courts.</p>														
<p>4.8 Litter free-phone number</p> <p>Monitor and report on calls to the freephone number and ensure all calls are acknowledged</p>	<p>The number of calls recorded on the complaints database was as follows:</p> <table border="1" data-bbox="794 819 1302 1173"> <thead> <tr> <th>Year</th> <th>No. complaints recorded</th> </tr> </thead> <tbody> <tr> <td>2003</td> <td>Not available</td> </tr> <tr> <td>2004</td> <td>2,185</td> </tr> <tr> <td>2005</td> <td>2,242</td> </tr> <tr> <td>2006</td> <td>2,902</td> </tr> <tr> <td>2007</td> <td>3,242</td> </tr> <tr> <td>TOTAL 2004-'07</td> <td>10,571</td> </tr> </tbody> </table>	Year	No. complaints recorded	2003	Not available	2004	2,185	2005	2,242	2006	2,902	2007	3,242	TOTAL 2004-'07	10,571
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<p>4.9 Graffiti</p> <p>Continue to remove graffiti on Council property as soon as possible and enforce the requirement for removal of graffiti on private property. Encourage use of the freephone number to report offenders and attempt to get prosecutions.</p>	<p>The number of graffiti incidents reported were as follows:</p> <table border="1" data-bbox="794 1283 1302 1637"> <thead> <tr> <th>Year</th> <th>No. complaints recorded</th> </tr> </thead> <tbody> <tr> <td>2003</td> <td>Not available</td> </tr> <tr> <td>2004</td> <td>12</td> </tr> <tr> <td>2005</td> <td>10</td> </tr> <tr> <td>2006</td> <td>65</td> </tr> <tr> <td>2007</td> <td>119</td> </tr> <tr> <td>TOTAL 2004-'07</td> <td>206</td> </tr> </tbody> </table>	Year	No. complaints recorded	2003	Not available	2004	12	2005	10	2006	65	2007	119	TOTAL 2004-'07	206
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Objective 5: To launch a wide campaign against fly tipping

Target 2003-2005	Performance
5.1 Offender identification Identify fly-tippers through the use of private investigators	Fingal County Council has not used private investigators to identify fly-tippers, however in 2006, specialist CCTV equipment was purchased and is currently being piloted in the Dublin 15 area.
5.2 Partnership with An Garda Síochána Work in partnership with An Garda Síochána to identify fly-tippers	Fingal County Council has undertaken specific campaigns in conjunction with the Gardaí in the last number of years to tackle illegal waste disposal activity, including 'Operation Bruscar' and ongoing roadchecks, as detailed below.

ENFORCEMENT ACTIVITIES RELATING TO ILLEGAL DISPOSAL, 2003-2007

'Operation Bruscar' ran from the end of November 2002 to mid-2003, after which time the operation was replaced by a county-wide waste management enforcement programme to tackle fly-tipping and illegal dumping. This enforcement programme is still ongoing, and will continue into 2008-2011.

'Operation Bruscar' targeted a particular problem area within Fingal, i.e. Dunsink, located in the south-west of the County. The main objective of the campaign was to gather baseline information on the sources of fly-tipped waste, and to implement an enforcement programme to resolve the problem. Under powers granted by the Waste Management Act, 1996, authorised persons from Fingal County Council undertook 'Operation Bruscar' as a joint operation with An Garda Síochána. Three operations were completed during November and December 2002 and 41 in 2003.

A taskforce of 10 officers was established to tackle regional waste enforcement issues and in particular illegal waste activities outside normal working hours. This team is rostered into groups that provide a 24/7 waste enforcement service in the functional areas of both Dublin City and Fingal County Council. They maintain a visual presence at dumping hotspots and undertake surveillance work to identify offenders with a view to prosecution under the Waste Management Acts.

Currently, the Waste Management Enforcement Section in Fingal County Council employs four full-time Enforcement Officers, including two technicians, one engineer and one Scientific Officer, and the unit is supported by an office-based administration team. The unit aims to have a high visual presence on the ground and deliver an effective enforcement message county-wide.

A major ongoing drive in terms of waste management enforcement is road-checks, targeting vehicles involved in the illegal transportation of waste. Road-checks are again completed in conjunction with a member(s) of An Garda Síochána. Waste Collection Permit details are verified, and the origin and destination of the waste load is checked. Any suspicious loads can be impounded to enable a further and more detailed waste inspection to be conducted. Examination of the waste is necessary to gather evidence for possible prosecution and to classify and identify the waste to safely dispose of it at a facility that is licensed to accept it.

Objective 6: To actively encourage public participation with Residents Associations, Estate Management Groups and the Voluntary Sector to promote anti litter initiatives

Target 2003-2005	Performance
<p>6.1 Household Bulky Waste Collection</p> <p>Renew household bulky waste collection on a trial basis</p>	<p>Fingal County Council introduced a Bulky Waste Collection Service to remove large items (e.g. beds, sofas, etc.). In the past two years the following was collected:</p> <ul style="list-style-type: none"> ▪ 2005 - 4,478 items collected ▪ 2006 - 4,274 items collected ▪ 2007 - 4,419 items collected <p>The number of requests for this service has decreased with the opening of the new Civic Amenity facilities at the Seatown Estuary in Swords, Balbriggan, Balleally and Coolmine, Dublin 15. We are pleased to report that the provision of bulky waste collection and recycling points has resulted in a decrease in the amount of bulky waste being illegally disposed.</p> <p>Chambers Ireland 'Excellence in Local Government' Award</p> <p>Fingal County Council was delighted to be the winner of an award in the category of Waste Management for the Fingal bulky waste collection service. The Chambers Ireland awards aim to acknowledge and encourage innovation and best practice among Ireland's local authorities. The awards are an opportunity for local authorities to be recognised for work they do in improving services they provide to their citizens.</p>
<p>6.2 Community Group Support</p> <p>Continue to provide support to community groups for clean-ups</p>	<p>Fingal County Council has continued to provide support to community groups to carry out clean-ups. Housing estates, residents associations, community groups, etc. are provided with equipment such as gloves, litter pickers, bags etc. and waste collected is removed by Fingal County Council.</p> <p>Other work with the community included public information meetings which were held twice a year to support the National Tidy Towns programme. There are 12 Tidy Towns committees operating in Fingal and the Litter Management Unit provide representatives for each meeting in support of the programme and to liaise with the committees. We have also organised for speakers of interest to attend information meetings, e.g. adjudicators of Tidy Towns.</p> <p>We have worked with communities of Fingal's coastal towns, as part of the "Clean Coasts Campaign" (please see below).</p>



CLEANING OUR COASTS

The Green Coast Award is part of the Clean Coasts Campaign, a Welsh/Irish partnership between An Taisce in Ireland and Keep Wales Tidy. The Clean Coast Campaign is funded by the European Union INTERREG IIIA and by Local Authorities in Meath, Dublin, Wicklow, Wexford and Waterford. It is also supported by the Department of the Environment, Heritage and Local Government. The aim of the award is to encourage community involvement in the care and management of beaches in Ireland and Wales.

In 2005, Fingal County Council received Green Coast Awards for Balcarrick Beach, Donabate and Malahide Beach. These beaches went on to achieve Blue Flags the following year. In 2006, Fingal County Council received a Green Coast award for South Strand Beach in Skerries.

CLEANING OUR COASTS

Success in the Green Coast Award requires commitment on the part of Community Groups and the County Council. To this end, the Council's Environment Department, not only provided a high standard of cleaning and maintenance on its beaches, but financially supported community activities on beaches, i.e. clean-ups, sand art competitions, new beach information, signage, etc.


Over the period 2005-'06, we hosted Clean Coast information evenings. The evenings were well attended by concerned members of the public. This open forum provided keen coastal activists with an opportunity to have their voices heard. Issues raised varied from town to town; they were documented and plans were made for short term works to be carried out where necessary.

As a result of these Coastal Information Sessions, in 2006, the Council's Environment Department with the assistance of coastal activists decided to organise and support a large-scale voluntary clean-up of the entire Fingal coastline. The clean-up was set to take place in tandem with An Taisce's National Spring Clean which takes place in April every year.

Volunteers came from everywhere; students from schools in coastal towns came out on the day as did scouts, guides, playgroups and members of Tidy Towns groups. It was such a success that we have decided to put the event on our annual calendar.



Objective 7: To tackle packaging litter linked to retail activities, as a major issue identified by the implementation of the National Litter Pollution Monitoring System

Target 2003-2005	Performance
<p>7.1 Local Authority / Retail partnerships</p> <p>Identify Local Authority / Retail partnerships to identify ways of tackling packaging litter</p>	<p>During Green Fingal Week 2003, a Packaging Awareness initiative was carried out in conjunction with Superquinn in Swords. Consumers were reminded of the need to recycle their packaging.</p> <p>Fingal County Council continues to enforce the <i>Waste Management Packaging Regulations 2003</i>, as amended, and subsequently works closely with all retailers and commercial businesses in Fingal who place packaging onto the Irish market (i.e. 'Producers'). All Producers are obligated to segregate their own back-door waste into specified waste streams and offer it for recovery. If a Producer places 25 tonnes of packaging on the Irish market and has a turnover of €1m they are classed a 'Major Producer' and are further obligated to register with Fingal County Council or with Repak Ltd.</p>
<p>7.2 Supermarket Campaign</p> <p>Identify a supermarket chain to roll out a pilot project which enables householders to get rid of the packaging of the products they have bought, inside the shop</p>	<p>In 2007:</p> <ul style="list-style-type: none"> ▪ The number of <i>major producers</i> registered with Fingal County Council increased to 18, and 23 registered with Repak, bringing the total number registered with Repak to 299. ▪ In 2007, we carried out 88 packaging inspections of companies/retailers in the Fingal area. ▪ Four 'Article 22' Notices were issued seeking submission of information on turnover and packaging. ▪ Fingal County Council achieved further success at the 2007 Repak Recycling Awards having been previous finalists in 2006, 2005, 2004, 2002, and winners in 2003 of the Repak Local Authority of the Year Award. <div data-bbox="995 1249 1342 1384" style="text-align: right;">  </div>

Objective 8: To heighten public awareness of both individual and commercial sectors' responsibilities towards Litter and Waste Management in local and Countywide environments, by developing a wide-ranging programme of anti-litter initiatives

Target 2003-2005	Performance
<p>8.1 Public opinion/awareness survey Carry out Litter Survey to assess level of public opinion and awareness</p>	<p>This survey was not carried out during the period of the Plan and has been carried over to the new Plan.</p>
<p>8.2 Anti-Litter League Participate in the Irish Business Against Litter (IBAL) League</p>	<p>Fingal County has been involved in the IBAL Litter League. This information is detailed in Section 2.</p>
<p>8.3 Information dissemination Produce and distribute litter information for householders and local businesses. Promote the Council's free abandoned car removal service</p>	<p>A range of public information leaflets was produced, as detailed in the following pages.</p>
<p>8.4 Community-based Litter Management Programme Implement a Community-based Litter Management Programme in conjunction with An Taisce</p>	<p>During 2003/2004, a community-based litter programme began in Malahide. Participants included the Chamber of Commerce, residents and transition year students. A series of meetings were conducted and the programme worked well during the school term, but was discontinued when the school holidays commenced.</p>
<p>8.5 Cathaoirleach's Community Service Award Use the Cathaoirleach's Community Service Award Scheme, which recognises exceptional commitment in the voluntary sector, to award individuals voluntarily involved in litter management activities</p>	<p>Fingal County Council's Community Group Awards and the 'Community Person of the Year' Awards were established in 1997. These events, which are held on alternate years, recognise the efforts of voluntary organisations within the Fingal Area who have made significant contributions to the quality of life in their communities.</p> <p>Nominations come from the people of Fingal who know best who is making a real difference in the community and the awards are assessed by a panel of experts from the community and voluntary sector.</p> <p>Environment is one of the nine categories for which awards are given. Since the Awards inception, 534 groups and 267 individuals have been nominated. In the Environment Category, 21 individuals and 60 groups were nominated and 30 Awards presented.</p>
<p>8.6 Litter prevention at special events Inform organisers of events of their responsibilities under the Litter Pollution Act and requesting them to promote the anti-litter message at such events</p>	<p>Organisers of special events (e.g. concerts at Ardgillan and Phoenix Park) are required to write a Litter Management Plan and submit it in advance of the event to Fingal County Council for agreement.</p>

Target 2003-2005	Performance
<p>8.7 Dog Fouling</p> <p>Implement an awareness campaign to highlight dog-owners' obligations under the Litter Pollution Act in relation to dog fouling. Also distribute free "pooper scoopers" free of charge to registered dog owners.</p>	<p>A Media Campaign was rolled out relating to dog-owners' responsibilities, which included a 'vox pop' on public opinion, advertising campaign, press release and an article in GreenScene Magazine. Promotional stickers with messages for children have been produced and will be given out as part of the Green Schools Programme.</p> <p>35 additional Pooper Scooper Dispensers and 65 dedicated bins (posters will be on the side of the bins) have been purchased/installed in areas recommended by Tidy Towns committee representatives. New metal anti dog-fouling signs have also been erected.</p> <p style="text-align: center;">↑ TARGET 2008-2011</p> <p style="text-align: center;">Employment of a second dog warden to assist in the implementation of the Dog Fouling Awareness Campaign and increase the number of dog licences in the area.</p> 
<p>8.8 Environment Newsletter and Website</p> <p>Introduce an environmental column in the Council Newsletter to promote environmental awareness and litter and waste management in particular. Use the Council website to promote environmental information including litter management</p>	<p>A bi-annual environmental newsletter 'GreenScene' commenced in June 2005, to raise awareness of good waste and litter management practices. This newsletter was circulated to 65,000 households in Fingal. In 2007 it was decided to incorporate the <i>GreenScene</i> issues into the <i>Fingal News</i>, which is circulated four times per annum.</p> <p>The Environment website is updated regularly. Information ranges from environmental awareness initiatives to refuse collection and litter management information and services.</p> <p>The four Dublin Local Authorities operate a combined environmental website www.dublinwaste.ie. A free trade (reuse) service is incorporated into this site.</p> 

The 'PAUSE AND THINK' Dog Fouling Awareness Campaign

The 'Pause and Think – Clean it Up' campaign was developed in 2006 for the following reasons:

- To raise public awareness regarding responsibilities
- To address public concerns regarding dog fouling
- To make better use of the new Dog Pound and Dog Warden Service Contract
- To appeal to people's civic duty



The campaign was rolled out from November 2006:

- 27 additional Pooper Scooper Dispensers have been purchased
- 65 dedicated bins (posters will be on the side of the bins)
- New Metal Signs
- Media Campaign –Vox Pop on Publics Opinion, Advertising of Campaign and Press Release on Dog Owners Responsibilities
- Article in GreenScene Magazine regarding responsibilities
- Letter to Householders regarding dog licence + follow-up call from Dog Wardens
- Promotional Stickers with message for Kids. These will be given out as part of the Green Schools Programme



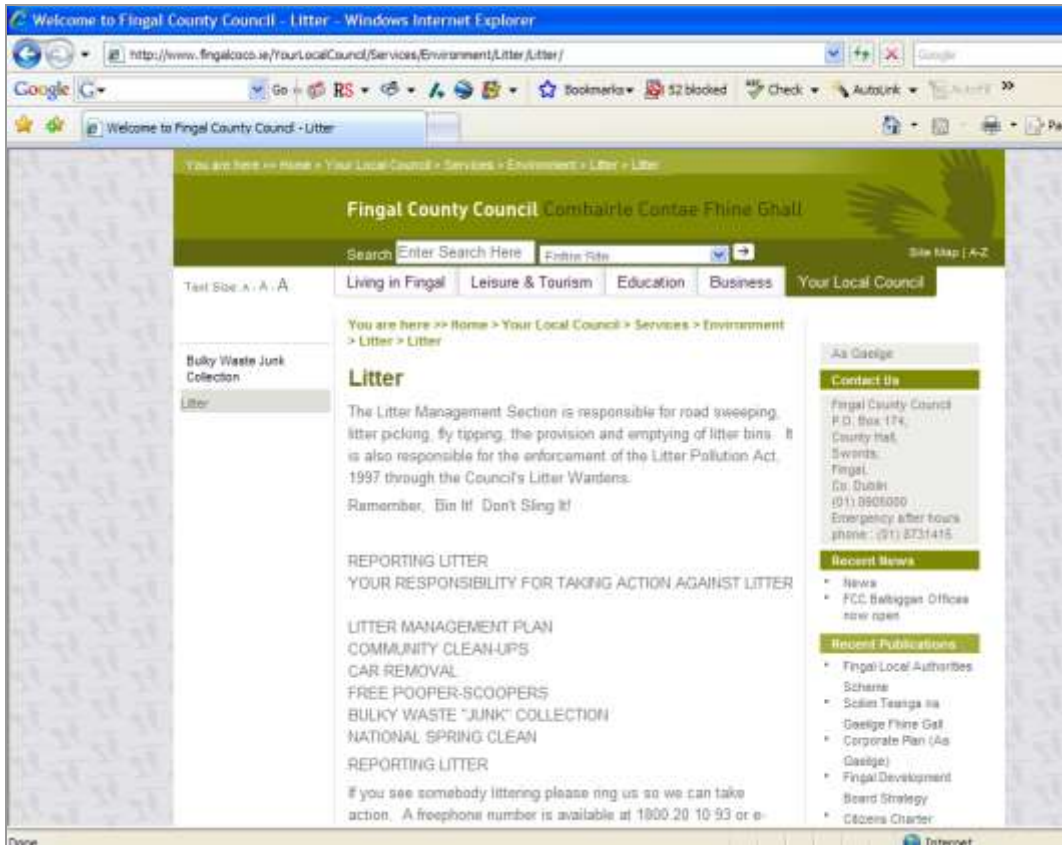
Metal Signs

The new metal signs have four different messages in four different colours. The messages differ to appeal to the different target audiences. Signs will be erected in problematic areas in an effort to raise awareness of the public regarding their responsibilities under the Litter Pollution Acts 1997 to 2003. An area will be targeted for a period and signs will be rotated on a quarterly basis to keep the message fresh in the minds of the public. The concept will remain the same but the colour of the sign will change.

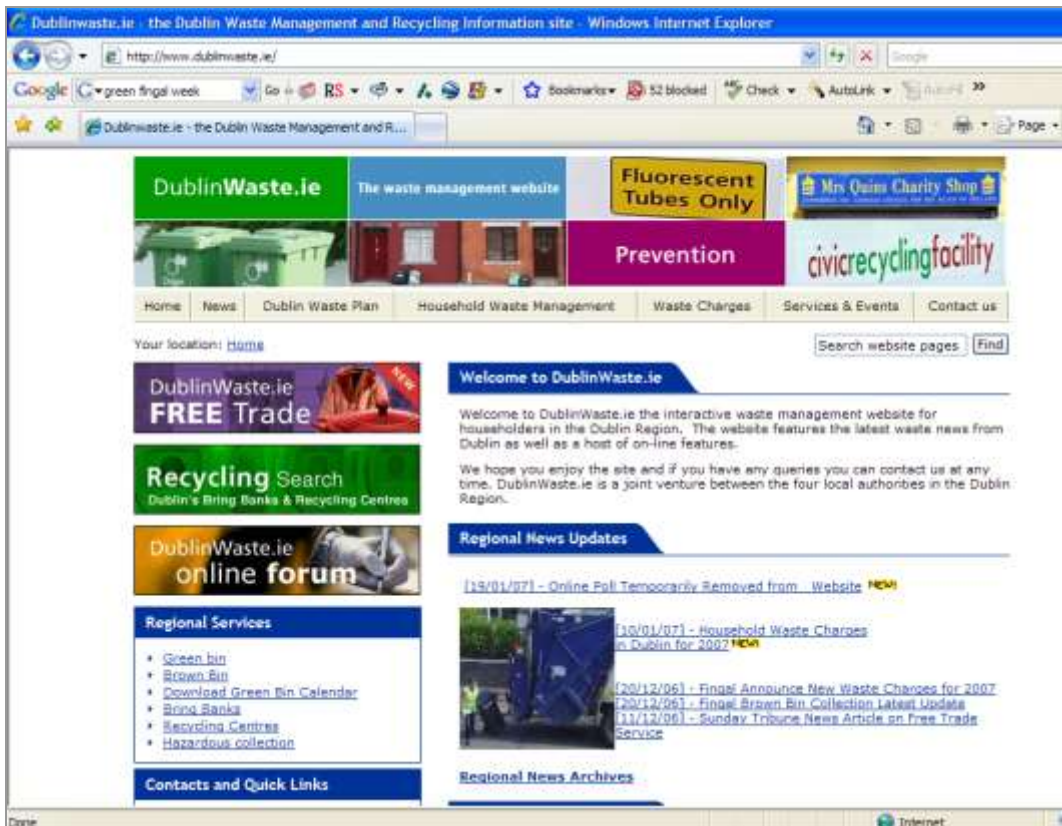


Target 2003-2005	Performance
<p>8.9 Recycling</p> <p>The Environmental Awareness Team will actively promote the use of recycling facilities to help mitigate against certain forms of litter</p>	<p>A number of initiatives are organised to promote recycling, including:</p> <ul style="list-style-type: none"> ▪ Recycling/compost workshops held regularly ▪ Waste prevention initiatives such as 'Slim Your Bin' and Eco-Shopping workshops held ▪ Training sessions for all new tenants promoting waste and litter management including recycling services ▪ An Eco-Calendar promoting recycling facilities in Fingal was developed for 2007 ▪ Christmas Decoration Competitions have been held to promote reuse amongst school children ▪ An Education Centre was incorporated into the Estuary Recycling Centre ▪ An education programme "The Story of Recycling" aimed at school children commenced in Sept 2006 ▪ Waste management workshops – Reduce, Reuse, Recycle held regularly – aimed at schools children and youth groups ▪ An art competition amongst primary school children promoting Reduce, Reuse, Recycle was held in 2006 and 2007 ▪ Recycling leaflet detailing recycling facilities in the Dublin region was circulated to all households in Fingal ▪ A leaflet on the Estuary Recycling Centre was circulated to households in the Swords area





Fingal County Council Litter Management Webpage
www.fingal.ie



www.dublinwaste.ie
 – Waste Management Website of the four Dublin Authorities

Target 2003-2005	Performance
<p>8.10 Fingal Environment Forum</p> <p>Hold Environment Forum meeting annually incorporating discussion on litter</p>	<p>Environment Strategic Policy Committee was established which allows for the discussion of environmental issues including litter. The Committee comprises of Elected Members and representatives from the community/business groups.</p>
<p>8.11 Green Fingal Week</p> <p>Introduce Green Fingal Week which will address environmental issues in the council area including litter management</p>	<p>Green Fingal Week was held in 2003 – 2005. In 2006 it was decided to take a different approach. Activities were held throughout the year instead of being concentrated into one week.</p>

Objective 9: To develop a schools education programme in the County that focuses on anti-litter measures and waste reduction as an effective method of protecting our environment

Target 2003-2005	Performance
<p>9.1 Civics Magazine</p> <p>Produce a Civic Magazine (Eco-Mag) for distribution to primary schools on a quarterly basis</p>	<p>A Green Schools Magazine is distributed to all schools. One magazine is distributed per term.</p>
<p>9.2 Green School Seminar</p> <p>Arrange a seminar on the “Green Schools” project for primary and secondary school teachers to encourage schools to register</p>	<p>Two Green Schools Seminars held have been held per annum. 80% of schools in Fingal are registered in the programme; 49 schools have Green Flags.</p>



Target 2003-2005	Performance
<p>9.3 Litter Awareness Competition for schools</p> <p>Establish an annual Litter Awareness Competition for schools</p>	<p>From 2003 to 2005, an annual litter awareness competition was held in schools. The competition was a great success in 2003 and 2004 but the number of applicants in 2005 was considerably fewer. Due to the pressures of the schools' curriculum, the decision was taken not to continue with this competition.</p> 

Objective 10: To formally establish an Anti Litter Campaign Forum consisting of Council members, of representatives of commerce and community groups and of staff in order to provide a forum for the review of Council operations in relation to litter and for the advancement of innovative ideas regarding same

Target 2003-2005	Performance
<p>10.1 Formally establish Anti Litter campaign forum</p> <p>Establish an Anti Litter Campaign Forum consisting of Council members, representatives of commerce and community groups and of council staff</p>	<p>The Anti-Litter forum was not established during the reporting period. However, regular SPC (Strategic Policy Committee) meetings were held, to provide Councillors and representative groups with information and an opportunity to voice their opinions on a range of environmental, cleansing and litter management issues and initiatives.</p>

4.0 Identifying Priority Litter Management Issues: Strategic Review of Cleansing Services, 2005 - 2007

4.1 Introduction and Background

In 2005, Fingal County Council commissioned Patel Tonra Ltd., Environmental Solutions, to undertake a strategic review of Environmental Services within the Council. The review also examined the root causes of environmental nuisance and pollution, mainly in the form of litter and cleansing services council-wide. The study included a visual inspection of conditions 'on the ground', as well as a series of interviews with Fingal County Council personnel from a range of key departments, and Members.

Interviews with Councillors and Fingal County Council personnel addressed fundamental questions and issues such as whether or not the cleansing service was effective County-wide, and aimed to identify the deficiencies in cleansing in the Fingal County Council area at that point in time. Interviewees were given the opportunity to voice their opinions and recommend possible ways of improving the service in an open, honest and constructive manner.

The review highlighted areas which are missed by normal day-to-day street cleansing activities and locations which may be ongoing problems, e.g. green spaces, beaches, rivers, roadways, residential areas. The study addressed a number of key underlying issues such as demarcation, manpower and resources, internal and external communication, enforcement and response to certain litter/waste management situations.

4.2 Phase I Review: Priority Issues

The report presented a summary of prioritised issues, based on a matrix of common issues highlighted across the range of departments, plus County Councillors:

PRIORITY 1 ISSUES	PRIORITY 2 ISSUES	PRIORITY 3 ISSUES
<ul style="list-style-type: none"> ▪ Bring Banks ▪ Communication ▪ Complaints from public ▪ Council estates ▪ Demarcation issues ▪ Enforcement ▪ Graffiti / Postering ▪ Known Litter Blackspots ▪ Laneways ▪ Open Spaces ▪ Resourcing ▪ Responsive Cleaning (to fly-tipping, etc.) ▪ Roadside verges ▪ Scheduling/Sign off ▪ Weeding and spraying 	<ul style="list-style-type: none"> ▪ Beaches ▪ Bonfires/Halloween ▪ Christmas Trees ▪ Dog fouling ▪ Equipment ▪ Gullies/drains ▪ Halting sites ▪ IR Issues ▪ Rivers/waterways ▪ Schoolchildren: Litter ▪ Specific problem waste streams ▪ Street/Bin Washing ▪ Weekend/Night-time cover 	<ul style="list-style-type: none"> ▪ Abandoned Vehicles ▪ Segregation & Disposal of Waste

4.3 Progress on Issues Identified, 2005-2007

Fingal County Council has taken positive action to address and target the majority of issues listed in Section 4.2 above. Many of those target areas will continue to be improved on an ongoing basis during the period 2008-2011. A number of the issues were identified as requiring further investigation and advance planning, as part of a Phase II Review (see Section 4.4). Specifically, the following action against Priority 1 issues has been taken:

PRIORITY 1 ISSUES

- **Bring Banks**

The need for more frequent emptying of Bring Banks and clean-up of illegal waste disposal beside banks has been written into contractor obligations, as part of the contract for Bring Bank servicing. Supplementary cleaning by Fingal County Council following emptying of the banks was also introduced. Furthermore, the capacity of the banks has been increased, to avoid overflowing banks/material being left beside these areas.

A full list of recycling centres and bring banks can be found on the Fingal County Council website, www.fingalcoco.ie and as an Appendix to this Plan.
- **Communication**

Communications mechanisms within the Litter Management Unit, between management and operational staff has been improved over the course of 2006, in terms of responding to public complaints, etc.

While inter-departmental communication has improved it is an ongoing target area for improvement during the period 2008-2011.

↑ TARGET 2008-2011

Ongoing improvements in inter-departmental communication structures between those departments with responsibility for cleansing.
- **Complaints from the public**

As responsibility for some open spaces has been transferred to the Litter Management Unit some progress has been made on streamlining the process of complaint for the public.

See 'Complaints Database' in Section 4.5.
- **Council estates**

The requirement for increased levels of cleansing and litter management in Council estates is being addressed by the deployment of additional resources.
- **Demarcation issues**

Demarcation issues relate to a lack of clear definition of responsibility for certain tasks or geographical areas between two or more departments within Fingal County Council, or other bodies. This can result in inefficient or inadequate provision of service. Some progress has been made in dealing with the issues and efforts will continue to resolve any outstanding items.

<ul style="list-style-type: none"> Enforcement 	<p>As well as increasing the number of Litter Wardens during 2006, a number of actions have been taken to improve the efficiency of enforcement and increase the visibility and profile of Enforcement Officers on the streets. Town centres, in particular, have been targeted. There is now a clear reporting structure in terms of number of notices issued, successful prosecutions, etc.</p>
<p>↑ TARGET 2008-2011</p>	
<p>Ongoing improvements in procedures for Litter Wardens, including scheduling and identification of target areas.</p>	
<ul style="list-style-type: none"> Graffiti/Postering 	<p>Graffiti/postering is recognised as an issue around the County.</p>
<ul style="list-style-type: none"> Known Litter Blackspots 	<p>During the course of the Strategic Review, it was apparent that almost all interviewees (both Fingal County Council employees across a range of departments, and Councillors) could identify one, or a number of, areas which were ongoing nuisances in terms of litter/dumping.</p>
<p>↑ TARGET 2008-2011</p>	
<p>Known litter blackspots throughout the County will be logged and targeted for action.</p>	
<ul style="list-style-type: none"> Laneways 	<p>Laneways, closed and open, often act as litter traps and are frequently the site for illegal disposal of waste. It was recommended that such areas be targeted for more frequent/intensive cleansing.</p>
<ul style="list-style-type: none"> Open Spaces 	<p>On a phased basis from 2006, cleansing of certain unfenced open spaces are becoming the responsibility of the Litter Management Unit (transferred from the Parks Division). The identification and logging of all such open spaces is in progress. In addition, the Parks Division will complete a litter pick prior to grass-cutting.</p>
<p>↑ TARGET 2008-2011</p>	
<p>Ongoing improvements in cleansing at open spaces in terms of handover of responsibility from Parks Division to Litter Management Unit; maintenance of database of open spaces.</p>	
<ul style="list-style-type: none"> Resourcing 	<p>Additional resource requirements have been identified, and recruitment has commenced, e.g. additional Litter Wardens, cleansing operatives, Cleansing Inspector. See Section 5.7 for further information.</p>
<ul style="list-style-type: none"> Responsive Cleaning (to fly-tipping, etc.) 	<p>Reports of fly-tipping may be logged on the Complaints Database, or by Litter Wardens and other members of staff. The Litter Management Unit addresses the majority of these issues, however other Departments, such as Housing/Parks may also have responsibility.</p>
<ul style="list-style-type: none"> Roadside verges 	<p>Litter-picking and grass cutting on roadside verges are regarded as largely demarcation and scheduling issues. This area is to be targeted during 2008-2011 (further detail in Section 5.4).</p>

- Scheduling/Sign off It was recommended that additional record-keeping was required in order to document that a particular area or fly-tipping event, for example, had been addressed and signed off. This is being developed as part of improvements to the Litter Complaints Database and logging of cleansing routes.

↑ TARGET 2008-2011

Continue to improve procedures for accurately recording actions taken on foot of complaints.

- Weeding and spraying Weeding and spraying is generally completed by the Parks Division, however there can be implications for the overall appearance of a location, therefore the issue needs to be co-ordinated between the Parks, Transportation and Litter Management Sections.

↑ TARGET 2008-2011

Improve inter-departmental co-operation and co-ordination to achieve effective results.

4.4 Phase II Review: Planning for Specific Litter Problems

As a result of the priority issues identified in the Phase I Cleansing Review, Fingal County Council undertook to plan specifically for four target areas for improvement. It was considered that, unlike many of the other issues identified which could be tackled immediately, these particular issues required a further level of investigation and forward-planning. The four areas were:

- Litter Management on Open Spaces
- Primary Routes
- Litter Management in Urban Areas
- Litter Enforcement

In relation to each of the four areas above, Fingal County Council has drafted a public policy statement and specific principles on the delivery of each new policy council-wide. Where available, existing qualitative and quantitative data relevant to each of the four study areas, e.g. known litter blackspots, primary routes, schedules or frequencies for grass-cutting will be compiled and collated and specific targets set, e.g. frequencies for cleaning in open space areas; for Litter Wardens: tasks, targets, visual presence, frequency, liaison with the community (schools, colleges, retail businesses and householders); recommended frequencies/targets for litter management activities, emptying bins, washing footpaths, etc. in main town centres/villages.

The review also suggested implementation approaches to improve efficiency, e.g. for patrol and enforcement by Litter Wardens; training, support and procedures required for the collection and presentation of evidence and prosecution; approach for bulky waste removal from primary routes (excluding motorways). Improvement targets have been written with reference to best practice standards where applicable, including assessment, targeting and measurement of effectiveness, e.g. litter sweeping/picking and kerb/gully cleaning, safety standards.

The policy principles, targets and implementation actions are detailed in Section 5.

4.5 Phase II Review: Some Common Target Areas

The objective of Phase II Cleansing Review (completed in September 2005) was to target the four areas listed above. Recommendations were therefore made under each of the headings – Open Spaces, Litter Enforcement, Primary Routes and Litter Management in Urban Areas – as detailed in Section 5. There are a number of proposals, however, which were common to one or more of these issues. These recommendations are outlined below. Some progress has been made during 2006 in relation to specific issues. Other medium- to long-term targets in relation to these recommendations for the period 2008-2011 are listed in Section 5.

Litter Complaints Database

In the past, complaints from the public regarding litter filtered through to a number of departments. The Cleansing Review identified deficiencies in signing-off on certain complaints and a lack of periodic analysis of data.

Progress in 2006-2007

In 2006-'07, as responsibility for some open spaces was transferred to the Litter Management Unit some progress was made on streamlining the process of complaint for the public. A freephone number (1800 20 10 93) is available to members of the public who witness incidents of dumping. The Litter Management Unit then relays the message and clean-up requirements to the relevant department or individual. All complaints are retained on a database. During 2006, there was a significant improvement in signing off on complaints raised and work completed on the database.

 **TARGET**
2008-2011

See Section 5

Internal Communications

Communications between internal Fingal County Council departments is crucial to achieve an overall good standard of service to the community of Fingal. The following departments may have responsibility for various aspects of cleansing service: Environment, Litter Management Unit, Cleansing Inspectors, Parks, Housing and Transportation. Internal communications between staff on the ground, i.e. street cleaning operatives, Litter Wardens and supervisory staff should be encouraged and formalised. This is critical to build up good working relationships and local cleansing knowledge, e.g. litter blackspots, persistent dumping areas, etc.

Progress in 2006-2007

Improved levels of inter-departmental communication have been achieved in 2006-'07, however this is a target area for ongoing improvement and formalisation.

 **TARGET**
2008-2011

See Section 5

Documenting Cleaning Schedules

A lack of up-to-date documented schedules has caused issues in terms of planning, sign-off and identification of issues.

Progress in 2006-2007

Documentation of up-to-date routes and schedules commenced in 2006 and this will be an ongoing task during the reporting period.

 **TARGET**
2008-2011

See Section 5

Public Reporting on Performance

Fingal County Council has routinely published its Litter Management Plan, however it is planned that the 2008-2011 Litter Management Plan will provide a greater level of detail in terms of the Council's strategic commitments to litter management and the system will be more transparent moving forward.

Progress in 2006-2007

Fingal County Council has reported annually Local Authority Service Indicators, across a range of issues, including recycling, litter management and enforcement. The results of litter surveys conducted in the County are also publicly available.

Litter Control Zones

Through interviews and visual observations on the ground during the course of the Phase I and Phase II Cleansing Reviews, it was apparent that there were a significant number of known problem areas with regard to litter/fly-tipping, which require particular attention or intensive management. Much of the knowledge in relation to persistent litter-problem sites was undocumented, however. The purpose of assigning "Litter Control Zones" is to document that there is a litter problem at a given location or area and to identify a suitable cleaning response and frequency to address the problem. It is also an open and transparent method of informing members of the public regarding the level, type and frequency of the cleansing service at particular locations.

It is proposed to assign Litter Control Zones based on three levels of priority, below, for which frequencies have been assigned for a number of cleansing activities, e.g. emptying of litter bins, sweeping, street washing, etc. The three priority levels are:

RED (Priority 1), AMBER (Priority 2), or GREEN (Priority 3)

The Litter Control Zones list should be updated on an ongoing basis, such that where locations improve significantly, they may be reclassified from a "Red Litter Control Zone" to "Amber", and likewise, new areas can be upgraded if they are seen to be in need of more intensive cleaning/litter management. The database should be evolving all the time and the priorities should be constantly changing. All areas in Fingal should be assigned as a red, amber or green, depending on the cleansing intensity and frequency required.

The preliminary list should be drawn up in consultation with relevant departments and personnel, i.e. Litter Management Unit, Parks, Housing and Transportation. This will take some time to develop and over time it will become an accurate and fundamental part of the cleansing/litter management control and data system. The Litter Control Zones must then be mapped for graphical illustration purposes.

The Litter Control Zone database should be linked to other complaints systems, departments and reporting. If a particular location is appearing persistently on the litter complaints database, for example, it should be entered as a Red or Amber Litter Control Zone, so that is addressed on a more proactive basis.

Progress in 2006-2007

This project has not yet been initiated.

 **TARGET**
2008-2011

See Section 5

Demarcation Issues

Demarcation issues have historically caused problems; such issues relate to a lack of clear definition of roles and responsibilities for various tasks or geographical areas between departments. Where responsibility for adjacent areas has been split between one or more departments, this has led to some inefficiencies in the system. The main demarcation issues relate to green spaces, roadside verges, rivers and walkways and beaches.

Progress in 2006-2007

A significant amount of work has been undertaken between the Litter Management Unit and the Parks Division. Responsibility for cleaning on certain open spaces has transferred from the Parks Division to the Litter Management Unit – a database of all such areas is being compiled. Beach cleaning is managed by the Litter Management Unit, and dedicated additional crews are employed during summer months.

 **TARGET**
2008-2011

See Section 5

5.0 Strategy and Objectives for 2008 – 2011

5.1 Introduction

This Plan defines Fingal County Council policy in relation to each of the primary elements of litter management: (a) Prevention, (b) Managing Litter, (c) Litter Management in Urban Areas, (d) Primary Routes, (e) Litter Management on Open Spaces, and (f) Enforcement.

5.2 Litter Prevention

The Litter Pollution Act requires a local authority to “take all practicable measures for the prevention of the creation of litter”. The most efficient approach to the management of litter is to prevent its occurrence in the first instance. If members of the public are aware of the impact of litter and a community spirit can be fostered, such that littering is seen to be socially unacceptable, then the occurrence of litter is likely to be reduced.

The two key strands of this Plan which focus on prevention of litter are Public Education & Awareness and Community Involvement. A list of implementation actions for the period 2008-2011 is provided below.

Public awareness

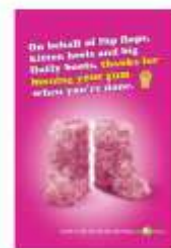
- Carry out survey of public awareness of litter and other environmental issues and publish results.
- Publish (on website) the findings of both the ‘Irish Business Against Litter’ (IBAL) litter surveys and the National Litter Pollution Monitoring System (NLPMS) surveys.
- Run ongoing anti-litter campaign including gum, graffiti and dog fouling.
- Participate in the Gum Litter Taskforce.
- Use local press and media to publicise litter management.
- Use the Corporate Newsletter to promote environmental awareness and litter and waste management awareness in particular.
- Continued roll-out of the anti-litter campaign, “*If you behave like a piece of filth, that’s how the world sees you*”. The campaign, costing €1 million, is funded by the four Dublin Local Authorities and the Department of the Environment, Heritage and Local Government.

Gum Litter Taskforce

The Gum Litter Taskforce (GLT) was established following a negotiated agreement between the Department of the Environment, Heritage and Local Government and the chewing gum industry. It is the first of a series of agreements to be concluded with the Banking, Fast Food and Chewing Gum industries following the recommendations by a consultants' report to the Department.

The GLT is charged with developing and implementing an Action Programme to tackle gum litter in the most sustainable way by changing behaviour, the root cause of the issue. The initial phase of the National Campaign will include outdoor advertising, in-store and around store advertising, point of sale materials and the promotion of greater awareness of litter fines for the irresponsible disposal of chewing gum.

Fingal County will be among an initial 15 local authority areas to participate in the first phase of activity in the National Gum Litter Action Campaign.



Increase environmental awareness of the school-going population in Fingal

- Implement an environmental awareness programme in both primary and secondary schools.
- Continue publishing civics magazine "Eco-mag".
- Promote "Green Schools" programme.

Ensure the public are aware of the legal responsibilities in regard to litter

- Produce a leaflet summarising the legal responsibilities of the public in relation to litter and fines which may be imposed on offenders. Make leaflet available in public places e.g. Post Offices, shops, etc.
- Distribute an information booklet to businesses and work with local Chambers of Commerce to get their assistance in disseminating information to businesses.

Increase awareness and usage of recycling facilities

- Recycling/compost workshops.
- Slim Your Bin and Eco-Shopping workshops (subject to resources).
- Information sessions for all new Fingal County Council tenants promoting waste and litter management including recycling services.
- Annually produce an Eco-Calendar promoting recycling facilities in Fingal.
- Annual Christmas Decoration Competition promoting reuse amongst school children.
- Continue the education programme "The Story of Recycling" aimed at school children commenced in September 2006.
- Hold waste management workshops – Reduce, Reuse, Recycle for school and youth groups (subject to resources).
- Art competition amongst primary school children promoting Reduce, Reuse, Recycle.
- Assist with ongoing and seasonal litter management and recycling campaigns.

Awareness campaign for dog owners

- Use the media, local press and Corporate Newsletter to ensure there is continued public awareness of dog-owners' responsibilities with regard to dog fouling under the Litter Pollution Act.
- Ensure existing Pooper Scooper Dispensers and dedicated bins are maintained and that posters on the side of the bins are replaced as required.

Actively encourage Residents Associations, and other Voluntary groups to promote anti-litter initiatives and clean-ups

- Continue to provide support to community groups for clean-ups.
- Continue to provide bulky item junk collection to ensure fly-tipping of such items is reduced.
- Promotion of the annual national 'Spring Clean' event.

Implement a recognition system for rewarding best practice for litter management in a community

- Continue using the Cathaoirleach's Community Service Award Scheme, to recognise individuals voluntarily involved in litter management activities.
- Continue promotion of the Cleaner Communities Awards Scheme.

Cleaner Communities Awards

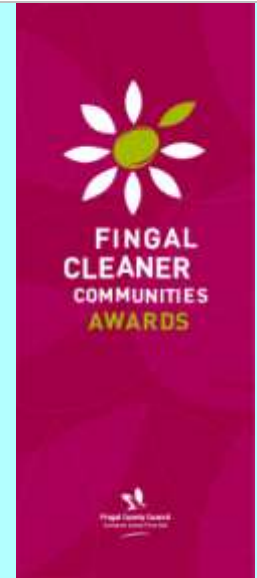
2007 was the 33rd year of Fingal County Council's community-based anti-litter competition, 'The Fingal Cleaner Communities Awards', organised by the Environment Department in Fingal County Council.

It has been an important competition over this time in promoting a better relationship between the Council, residents and businesses of the County in the area of litter management.

Primarily it is a litter awareness competition to enhance the appearance of residential and business areas around the County, similar to, but separate from, the National Tidy Towns Competition.

The Competition is open to residents, businesses and schools within the County.

In 2007 there were a total of 117 successful entrants across all categories with the introduction of a best new entry award in the *Green Business* category.



Promote and encourage Business Litter Action Plans in partnership with Chamber of Commerce and local business community

- Identify Local Authority / Retail partnerships to identify ways of tackling packaging litter.
- Roll out a voluntary Code of Practice with Business Community and encourage active participation in it.
- Provide annual reports to the Environment Strategic Policy Committee and continue to use Committee for policy development.

Encourage participation of all towns and villages in Fingal in the Tidy Towns Competition

- Facilitate bi-annual meetings of all Tidy Towns Committees with cross-departmental participation.
- Provide support and advice to Tidy Towns committees.
- Develop a standardised protocol/guidelines to assist Tidy Towns groups in drafting local Litter Management Plans.
- Provide funding to support towns and villages participating in the Tidy Towns competition.
- Provide advice and assistance to Tidy Town groups on the drafting of local Litter Management Plans.

5.3 Managing Litter

Policy:

Fingal County Council employs a multi-faceted approach to tackling litter throughout the County. We conduct planned and scheduled cleaning in our towns and villages, major routes, housing estates and rural areas. This is complemented by 'responsive' cleaning in all areas, which involves clean-up in response to an incident, complaint or illegal waste disposal.

Fingal County Council is committed to using all available resources, both labour and equipment, in the most efficient manner possible for effective cleaning. We will use the findings of the Strategic Cleansing Review, as discussed in Section 4, to prioritise our actions in regard to litter management in Fingal.

With reference to this, we have identified very specific issues to be addressed in the following areas. These issues have been prioritised for action for the period 2008-2011:

- (1) Litter Management in Main Urban Areas
- (2) Litter Management in Open Spaces
- (3) Litter Management on Primary Routes
- (4) Enforcement Measures

During the period of the Litter Management Plan 2008-2011, we will continue to develop and improve our response to the above, as well as tackling other litter management issues in Fingal as they arise.

Commitments:

- We will proactively encourage Fingal County Council staff to report litter problems observed by them throughout Fingal. Responses will be facilitated through the use of the internal staff IT system and other internal communications mechanisms.
- We will assess, evaluate and refocus our litter management performance on an annual basis to meet any additional requirements and demands placed on the County.

5.4 Targeting Litter Management in Main Urban Areas

Policy:

Fingal County Council is committed to deploying adequate resources to achieve high standards of cleansing and litter management throughout the County's towns and villages.

In order to fulfil its policy commitments on litter management in urban areas, Fingal County Council has adopted the following objectives:

- (a) Aim to reduce litter in urban areas as part of the overall Litter Management Plan
- (b) Maintain urban areas throughout the County to a high standard
- (c) Pilot washing of streets and footpaths
- (d) Maintain litter bins in a suitable condition
- (e) Develop an overall policy for street furniture
- (f) Ensure the business community fulfils their responsibilities regarding litter and cigarette butt management outside their premises
- (g) Enforce the Litter Pollution Act in the case of litter offenders
- (h) Modernise and invest in new equipment/approaches to improve the quality of cleansing services in urban areas
- (i) Liaise with all relevant Council Departments to achieve an overall maintenance approach for urban areas
- (j) Provide a system for the handling of complaints, through the Internet and hotline telephone number

Objectives	Implementation Actions	Timeframe for Implementation
Aim to reduce litter in urban areas as part of the overall Litter Management Plan	1. Aim to reduce litter in urban areas as part of the overall Litter Management Plan	Ongoing
Maintain urban areas throughout the County	2. Assign all urban areas in Fingal as "Litter Control Zones" on database	2008
	3. Assign problem areas close to urban centres as 'Litter Control Zones', e.g. back alleys, river walkways, isolated footpaths, link footpaths, under bridges and around recycling banks	2008
	4. Clean urban areas assigned as "Litter Control Zones" at frequency defined for that Zone	2008
	5. Up-to-date cleaning schedules for urban areas (centres and boundary areas) will be documented and available upon request	2008
	6. Dedicate adequate human resources to meet cleansing requirements of the County, including new afternoon/evening and weekend crews	Ongoing
	7. Log work completed on job cards/work completed database	2009
	Pilot Washing of streets and footpaths	8. Trial Washing of streets and footpaths in urban centres at frequency identified on 'Litter Control Zone' database
9. Update locations and frequencies for washing on 'Litter Control Zone' database as required		2009
Maintain litter bins in a suitable condition	10. Inspect bins daily (Monday – Friday) and empty where required, except those bins within the towns and areas described in 5.8 Working Patterns, which are inspected 7 days a week.	Ongoing
	11. Power-wash bins in town centres as required – minimum two washes per annum	2009
	12. Wash bases of bins as required	2009
	13. Replace bins when they are no longer suitable for use, with bins of appropriate size and type	Ongoing
Develop an overall policy for street furniture	14. Develop a detailed policy on street furniture in conjunction with other relevant departments	2010
	15. Review Council policy on specification for new litter bins, i.e. size, type, material, finish	2008

Objectives	Implementation Actions	Timeframe for Implementation
Ensure the business community fulfils their responsibilities regarding litter and cigarette butt management outside their premises	16. See Section 5.7	
Enforce the Litter Pollution Act in the case of litter offenders	17. Litter Wardens should visually assess urban areas at least daily	Ongoing
	18. Co-ordination with Litter Wardens on increased education, enforcement and prosecution in problem urban areas, including private land ownership e.g. industrial /trading/retail estates, private car parks, shop fronts, shopping precincts, shopping centres, schools, hospitals, leisure centres and other public and private places	2009
Modernise and invest in new equipment/ approaches to improve the quality of cleansing services in urban areas	19. Modernise and invest in new equipment such as washers, power washers, sweepers, vacuum systems, handcarts to improve the quality of cleansing service	Ongoing
	20. Keep abreast of best practice techniques in cleansing practice in urban areas on a national and international level. This should be achieved by attendance at trade shows, study trips and conferences	Ongoing
Liaise with all relevant Council Departments to achieve an overall maintenance approach for urban areas	21. Quarterly inter-departmental meeting to discuss maintenance of urban areas	2008
	22. Communicate with Parks/Transportation on pruning, shrubs, grasscutting, etc.	Ongoing
	23. Ensure all staff on the ground, e.g. street cleansing staff, Litter Wardens, are liaising effectively to ensure blackspots are identified early and dealt with	2008
Provide a system for the handling of complaints, through the Internet and hotline telephone number	24. Installation of a new purpose-designed litter database programme for recording, tracking and closing-off on all litter complaints	2009
	25. Establish and promote a dedicated email address for litter reports only	2008

5.5 Litter Management on Open Spaces

Policy:

Fingal County Council is committed to developing a litter-picking schedule for open spaces, so that open spaces can be used and enjoyed by the residents of Fingal. All open spaces will be routinely cleaned and maintained to create a cleaner and safer environment. Fingal County Council seeks the co-operation of the community in the maintenance of good standards of cleaning on open spaces.

In order to fulfil its policy commitments on Open Spaces, Fingal County Council will:

- a) Aim to reduce litter on open spaces as part of the overall Litter Management Plan
- b) Achieve a high standard of routine cleaning on all open spaces
- c) Respond quickly to litter incidents and reported fly-tipping in open spaces
- d) Provide adequate numbers of bins where deemed necessary in open spaces and ensure that they are emptied on a routine/as required basis
- e) Enforce the Litter Management Act and prosecute offenders who dump/litter in open spaces
- f) Ensure litter on open spaces under private ownership is adequately managed by land-owners/managers, through enforcement of statutory responsibility and education
- g) Help community groups and residents associations with locally-organised clean-ups and encourage local people to take responsibility for the appearance of their neighbourhoods and estates
- h) Modernise and invest in new equipment to improve the quality of cleansing services in open spaces
- i) Liaise with all relevant Council Departments to achieve an overall maintenance approach for open spaces
- j) Provide a system for the handling of complaints, through the Internet and hotline telephone number

Objectives	Implementation Actions	Timeframe for Implementation
Aim to reduce litter on open spaces as part of the overall Litter Management Plan	1. Overall implementation of Litter Management Plan as defined in that document	Ongoing
Achieve a high standard of routine cleaning on all open spaces	2. Identify problem open space areas in consultation with Parks, Housing and Environment and assign as "Litter Control Zones" on database [See Section 2.2]	2008
	3. "Litter Control Zones" to be marked up graphically on local/regional maps	2009
	4. Clean open spaces designated as "Litter Control Zones" at frequency defined for that Zone	2009
	5. Provide higher-intensity services at certain times of the year, e.g. during summer months/Halloween in open spaces and green areas in housing estates	2008
	6. Log work completed on job cards/work completed database	2009
	Respond quickly to litter incidents and reported fly-tipping in open spaces	7. Record incidents of littering and fly-tipping on the Complaints Database and respond within 2 working days of it being reported
Provide adequate numbers of bins where deemed necessary in open spaces and ensure that they are emptied on a routine	8. Generate a list of open spaces where extra bins are required – Litter Management Unit to survey	2008
	9. Order and install bins	2008
	10. Ensure bins are emptied as part of routine collections	Ongoing
Enforce the Litter Pollution Act and prosecute offenders who dump/litter in open spaces	11. Litter Warden to do a weekly on-foot inspection of the designated Litter Control Zones for open spaces. Record on Litter Warden reports	2009
Ensure open spaces under private ownership are adequately managed by land-owners/managers, through enforcement of statutory responsibility and education	12. Litter Warden to visit managers of private open spaces to increase awareness and on statutory responsibilities of land owners/managers. Record on Litter Warden reports	Ongoing

Objectives	Implementation Actions	Timeframe for Implementation
Help community groups and residents associations with locally-organised clean-ups and encourage local people to take responsibility for the appearance of their neighbourhoods and estates	13. Communicate with community groups and residents associations on an annual basis in order to promote voluntary community clean ups. Assistance will be provided in the form of part-funding for skips, cleaning equipment, bags etc.	2009
	14. Develop a database to record support given to community clean-ups	2009
Modernise and invest in new equipment to improve the quality of cleansing services in Open Spaces	15. FCC will modernise and invest in new equipment, such as vacuum systems, mobile equipment to improve the quality of cleansing service.	2010
Liaise with all relevant Council Departments to achieve an overall maintenance approach for Open Spaces	16. Consult with Parks on open spaces to be classified as high priority Litter Control Zones	2008
	17. Obtain schedules from Parks for grass-cutting and spraying on open spaces	2008
	18. Quarterly meetings with Litter Management Unit and Parks Division	2008
	19. Any complaints/issues with regard to Open Spaces from other departments/individuals to be incorporated into the Complaints Database or Litter Control Zone Database, as appropriate	2009
Provide a system for the handling of complaints, through the Internet and hotline telephone number	20. Installation of a new purpose-designed litter database programme for recording, tracking and closing-off on all litter complaints.	2009

5.6 Litter Management on Primary Routes

Policy:

Fingal County Council will ensure that Primary Routes (motorways, National Primary Routes and link roads) are cleaned routinely to the highest standards. If the visual appearance of a primary route should deteriorate to an unacceptable level between routine cleaning, it will be cleaned up within an acceptable time frame depending on the specific issue.

In order to fulfil its policy commitments on Primary Routes (motorways, National Primary Routes and link roads), Fingal County Council has adopted the following objectives:

- a) Routinely litter-pick on primary routes at planned intervals
- b) Manage fly-tipped waste/litter on primary routes
- c) Designate 'Litter Control Zones' for known problem litter areas along primary routes
- d) Maintain grass and weeds on roadside verges, central reservations and planted areas on primary routes to effect an overall management approach
- e) Provide a system for the handling of complaints, through the Internet and hotline telephone number

Objectives	Implementation Actions	Timeframe for Implementation
Achieve a high standard of routine cleaning on all Primary Routes	1. Identify problem Primary Routes in consultation with Parks, Transportation and Environment and assign as "Litter Control Zones" on database	2009
	2. Clean Primary Routes at frequency defined for that "Litter Control Zone"	2009
	3. Log work completed on job cards/work completed database	2009
	4. Litter Wardens should monitor Primary Routes and report issues where necessary	2009

Objectives	Implementation Actions	Timeframe for Implementation
Manage fly-tipped waste/litter on primary routes	5. Record incidents of littering and fly-tipping on the Complaints Database and respond within two working days of it being reported	2009
	6. Remove fly-tipped waste on primary routes in the County within two working days of reporting	2009
	7. Remove abandoned vehicles (when deemed so) on primary routes within two working days of reporting	2008
Modernise and invest in new equipment to improve the quality of cleansing services on Primary Routes	8. FCC will modernise and invest in new equipment to such as vacuum systems, mobile equipment to improve the quality of cleansing service	2010
Liaise with all relevant Council Departments to achieve an overall maintenance approach for Primary Routes	9. Liaise and co-ordinate with the Parks Division on grass cutting, weed control and planting to effect an overall maintenance approach	2009
	10. Liaise with Transportation to plan for new routes which are developed/taken in charge in the Fingal area, and update cleaning schedules accordingly	2008
	11. Obtain schedules from Parks for grass-cutting and spraying on Primary Routes	2008
	12. Quarterly meeting with Litter Management Unit, Transportation and Parks Division to review progress	2008
	13. Any complaints/issues with regard to Primary Routes from other departments/individuals to be incorporated into the Complaints Database or Litter Control Zone Database, as appropriate	2009
Provide a system for the handling of complaints, through the Internet and hotline telephone number	14. Installation of a new purpose-designed litter database programme for recording, tracking and closing-off on all litter complaints	2009

5.7 Enforcement

Policy:

Fingal County Council will seek to prevent litter in the first instance, but will also rigorously enforce and challenge individuals, organisations and businesses that are litter offenders. Fingal County Council will use its powers under the Litter Pollution Acts to issue fines or enforce proceedings against offenders.

Objectives:

In order to fulfill its policy commitments on Litter Enforcement, Fingal County Council will:

- (a) Employ Litter Wardens to patrol the County and tackle the problem of littering
- (b) Develop and adopt Litter Bye Laws
- (c) Prosecute litter offenders
- (d) Publish a quarterly 'Name and Shame' list of prosecuted litter offenders in the local press
- (e) Liaise with the business community to ensure that they fulfil their responsibilities regarding litter and cigarette butt management outside their premises
- (f) Liaise with the community (schools, colleges and householders) on their statutory obligations and prosecute persistent offenders
- (g) Maintain a high public profile in towns and villages
- (h) Raise the Litter Warden profile via media channels
- (i) Designate 'Litter Control Zones' which require particular enforcement measures by Litter Wardens
- (j) Use CCTV and other surveillance equipment to identify and prosecute offenders
- (k) Tackle dog fouling issues
- (l) Liaise with all relevant Council Departments to achieve an overall maintenance approach for Open Spaces

Policy Principles	Implementation Actions	Timeframe for Implementation
Employ Litter Wardens to patrol the County and tackle the problem of littering	1. Employ a minimum of six Litter Wardens	Ongoing
	2. Undertake ongoing training of Litter Wardens on the correct and precise procedures to maximise the chance of a successful prosecution, surveillance cameras, dealing with aggressive/conflict situations	2008
	3. Develop written procedures for enforcement and guidance for Litter Wardens to tackle, e.g. mobile signage (sandwich boards), hoardings, café/street furniture, outdoor display units, unkept/overgrown private property/gardens, fly-tipping	2008
	4. Undertake study trips/trade shows to investigate and learn from other jurisdictions, e.g. other local authorities home and abroad	2008
	5. Litter Wardens will maintain a daily log of areas they visited, warnings/fines/notices issued. Records should be held centrally with Cleansing or Environment Administration	2008
Develop and Adopt Litter Bye Laws	6. Prepare draft Litter Bye Laws for presentation to SPC	2008
	7. Commence public consultation process	2008
	8. Adopt Bye Laws	2009
Prosecute litter offenders	9. Target a minimum of 15 litter fines per month per Warden (15 fines x 6 Wardens = 90 fines per month) which will be reviewed annually	2008
	10. Where appropriate issue non statutory warning notices to businesses and householders	2008
	11. Develop procedures for tackling large-scale/persistent offenders through the courts.	2009
Publish a quarterly 'Name and Shame' list of prosecuted litter offenders in the local press	12. Publish list of prosecuted offenders in local press once per quarter	2008
Liaise with the business community to ensure that they fulfil their responsibilities regarding litter and cigarette butt management outside their premises	13. Issue letters to the business community outlining their statutory obligations with regard to litter management outside their premises	2008
	14. Follow up with visits and inspections, record number of letters issued and number of visits/inspections conducted	2009

Policy Principles	Implementation Actions	Timeframe for Implementation
	15. Encourage businesses to install ashtray facilities outside their premises, where required or necessary, e.g. pubs, cafes, restaurants, shops, offices	2008
	16. Encourage businesses to provide their own additional refuse bins (to meet Fingal County Council specifications) outside their premises where required	2008
	17. Identify and log individual businesses creating problems; visit and follow up on a weekly basis. Persistent offenders should be given warnings and prosecuted thereafter if problems are recurring	2009
Liaise with the community (schools, colleges and householders) on their statutory obligations and prosecute persistent offenders	18. Provide awareness material to public and householders, to encourage positive attitudes to litter abatement, tidiness and personal responsibility	Ongoing
	19. Develop a programme of interaction with Litters Warden and schools in conjunction with the Environmental Awareness Team	2008
	20. Consider a deposit system for temporary signage, e.g. community/commercial events, fairs, circuses, etc., whereby Fingal County Council holds a deposit from the applicant until signs have been removed. Signs must be put up and removed within one week, for example, before and after the event. A deposit of €200 for community/voluntary groups, and €500-€1,000 for commercial events is recommended	2009
	21. Litter Wardens to visit owners of land adjoining open spaces to increase litter awareness	2009
Maintain a high profile in towns and villages	22. Increased presence of patrolling the streets on foot, as per Litter Control Zone Designations	2008
Raise the Litter Warden profile via media channels	23. In conjunction with Environmental Awareness/Communications Officers, undertake an average of at least four media events per annum to raise profile of Litter Wardens or litter management in general	2009
Designate 'Litter Control Zones' which require particular enforcement measures by Litter Wardens	24. Include known problem litter areas on the Litter Control Zone database	2009
	25. All locations listed on the Litter Control Zone database to be patrolled by a Litter Warden at specified frequency	2009

Policy Principles	Implementation Actions	Timeframe for Implementation
	26. Litter Wardens should visually assess Primary Routes weekly and report issues	Ongoing
Use CCTV and other surveillance equipment to identify and prosecute offenders	27. FCC will investigate and employ the latest techniques and surveillance equipment for litter enforcement at litter blackspots	2008
Tackle dog fouling issues	28. Litter wardens and dog wardens will pay particular attention to dog fouling issues and provide advice, warnings or prosecute where possible	2008
Liaise with all relevant Council Departments to achieve an overall maintenance approach for Litter Enforcement	29. Litter Wardens will work in conjunction with the Environment Department (including Cleansing operational staff on the ground), Parks, Housing and any other relevant departments to tackle persistent problem areas/known offenders	2008
	30. Litter Wardens will operate as the 'eyes' of the Council and report any observations of clean-up requirements (including Primary Routes and Open Spaces) to the Litter Complaints database, or to their supervisor	Ongoing

5.8 Resourcing the 2008-2011 Plan

Budgets

Fingal County Council's budget for litter management and street cleansing increased from €2.9 million in 2005 to €4.06 million in 2006. The 2007 budget was €4.2 million and was further increased for 2008, to €4.38 million.

Cleansing Inspectors

Due to the extensive geographical area of the County and the associated demands for the efficient delivery of a suitable litter/cleansing regime, Fingal County has been subdivided into two distinct cleansing areas as follows:

- Fingal North County: to include the town of Swords and the area north of Swords, taking in Balbriggan, Portrane, Donabate, Skerries and the north-west of the County.
- Fingal South County: covering the Dublin 15 villages to the west of the County, i.e. Blanchardstown, Clonsilla, Mulhuddart and Corduff, and St. Margaret's, Malahide, Portmarnock and the Howth peninsula.

Previously one Cleansing Inspector covered the entire County. Under the proposed North-South division of the County, it was considered necessary to create a new Cleansing Inspector's post in 2007, to allow each geographical division to be managed by a Cleansing Inspector. It is expected that the provision of an additional Cleansing Inspector post will result in significant benefits in terms of planning, implementation and monitoring for the delivery of an improved and efficient cleansing service for Fingal.

Operational Staff

During 2006, the number of operational staff increased from 33 to 53 (excluding Litter Wardens and Inspectors)

Working Patterns

The Litter Management Unit is currently developing new cleaning schedules and flexible working patterns for each urban area to include early morning starts, afternoon/evening cleaning and weekend cover. Schedules will be tailored to the requirements of each area including having regard to late night shopping patterns and seasonal requirements, e.g. coastal town and beaches. This process was initiated in 2006 and extended to a number of additional towns and villages in 2007, with very positive results in terms of litter management and cleaning. The following towns and their immediate environs are now serviced by an extended and enhanced cleansing regime:

- Swords
- Balbriggan
- Skerries
- Blanchardstown
- Mulhuddart
- Malahide
- Howth

Litter Wardens

Two additional Litter Warden posts were created in 2006, bringing the total number of Litter Wardens for the County to six. This will be sustained during the period 2008-2011.

CAD Mapping

There is a requirement to map Litter Control Zones, which will require either internal or external CAD (Computer-Aided Design) resources. Such resources will also be required on an ongoing basis for updating data, e.g. on a monthly basis.

Equipment

The following additional cleansing equipment will be put in place during 2008-2011 for cleansing in urban areas, bringing the total in operation to 8, as a minimum:

- 3 No. Compact Sweepers (in place 2006)
- 1 No. mobile power washer (trial initially)
- 1 No. hand/mobile vacuum system (trial initially)
- 1 No. Aquazura street washer/scrubber (trial initially)

Additional resource requirements in relation to primary routes are as follows:

- 1 new vehicle
- 1 driver and 1 operative
- Vacuum systems, mobile or vehicle-mounted (to be trialled).

Monitoring and Implementation

The Environment Department will monitor the implementation of the objectives and targets outlined in this Litter Management Plan and will report annually on progress. The Annual Progress Reports will be presented to the Elected Members' Strategic Policy Committee (SPC) for Environment.

Appendix 1: Consultative Process

- The Litter Management Plan 2008-2011 was produced by the Litter Management Unit, Environment Department, Fingal County Council and Waste Management Consultants, Patel Tonra Ltd.
- The Draft Litter Management Plan was presented to Fingal County Council's Elected Members 'Strategic Policy Committee' on 14th June 2007.
- Members of the public and interested parties were invited to make submissions on the Draft Litter Management Plan. Advertisements were placed in the print media on 31st August 2007 and on local radio in September 2007.
- Submissions were analysed and amendments integrated into the Litter Management Plan.
- The final Draft Plan was presented to Fingal County Council on 10th March 2008. The Plan was adopted by Council at this meeting.

Appendix 2: Recycling/Bring Centres in Fingal

A full and current list is maintained at www.fingalcoco.ie. The following list is correct as at January 2008:

Recycling Centres:

Name	Address	Telephone
Balbriggan Recycling Centre	Unit 1, IDA Industrial Estate, Balbriggan, Co. Dublin	01 8834242
Balleally Civic Amenity	Balleally Lane, Lusk, Co. Dublin	01 8438593
Coolmine Recycling Centre	Coolmine Industrial Estate, Dublin 15	01 8219475
Estuary Recycling Centre	Mantua Road, Swords, Co. Dublin	01 8107806

Users of Fingal County Council Recycling Centres are advised to telephone the Recycling Centre in advance to verify opening times and vehicle restrictions.

Bring Centres:

Area	Site Name	Materials Accepted		
		Glass	Cans	Textiles
Airport	Lay-by Naul Road (Forrest little area)			
Baldoye	Baldoye Badminton Club			
Balbriggan	Super Valu			
Balbriggan	Barnageara Car Park			
Balbriggan	Balbriggan Recycling Centre			
Balbriggan	O'Dwyer's GAA Club			
Balbriggan	New by-pass road			
Balbriggan	Glebe North Football			
Balbriggan	Church car park			
Balgriffin	Campion's Pub			
Balgriffin	Fingal Cemetery			
Ballyboughal	Pitch and putt club			
Ballymadun	The Fox Inn			
Balrothery	Balrothery Inn			
Balrothery	Courtough shooting club			
Balscadden	Church car park			
Blanchardstown	Elm Green Golf Club			
Blanchardstown	Superquinn			
Blanchardstown	Blanchardstown Shopping Centre			
Cappagh	St Mary's Hospital			
Castleknock	Coolmine Rugby Club, Ashbrook			
Cloghran	ALSAA			
Clonsilla	Porters Gate			
Coolmine	Coolmine Recycling Centre			
Corduff	Corduff Resource Centre			
Donabate	Donabate Beach Car Park			

Area	Site Name	Materials Accepted		
		Glass	Cans	Textiles
Donabate	Donabate/Portrane Community Centre			
Donabate	Super Valu			
Garristown	Garristown			
Howth	Harbour road car park			
Howth	"Reservoir" Car Park (near the summit)			
Littlepace, Clonee	Littlepace Shopping Centre			
Loughsinny	Loughsinny Community Centre			
Lusk	Round Towers GAA Club			
Lusk	Lusk United			
Lusk	Balleally Landfill			
Lusk	Milverton Lusk / Skerries Road (ardgillan junction)			
Luttrelstown	Car Park of Sports Grounds			
Malahide	Malahide Bridge Club			
Malahide	Malahide Castle			
Malahide	Malahide Beach Car Park			
Malahide	Balgriffin Innisfail GAA Club			
Milverton	Hills cricket Club			
Naul	Church Laneway			
Oldtown	Oldtown Public House			
Portmarnock	Golf Links Road Car Park			
Portmarnock	Portmarnock Sports & Leisure Club			
Portmarnock	Portmarnock Beach (Country Club) Car Park			
Portrane	Lay-by at village shop			
Rolestown	Rolestown New Cemetery			



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