



Comhairle Contae Fhine Gall
Fingal County Council

Litter Management Plan 2012 – 2015



AWARENESS



ENFORCEMENT



OPERATIONS

Keeping Fingal Clean

Information

Further information relating to litter management in Fingal is available from:

Operations Department
Fingal County Council
Grove Road
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Dublin 15

Telephone: 01 8905000

Free-phone Litter Hotline: 1800 20 10 93

E-mail: info@fingalcoco.ie

The Litter Management Plan 2012-2015 was adopted by Fingal County Council on 10th December 2012.



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Litter Management Plan 2012 – 2015

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Working in Partnership with the Citizens of Fingal

The Litter Management Plan 2012-2015 sets out our commitments for managing litter in Fingal. If we are to achieve a clean environment, then we need to work in partnership with you, the Citizen. Here's how you can help⁽ⁱ⁾:

> *Keep our streets clean. Put litter into on-street litter bins or take it home and put in your wheelie bin.*

> *Adopt the public footpath and grass margin in front of your home or business premises, as it is your responsibility. Sweep it clean and cut the grass on a regular basis.*

> *Keep our countryside clean and beautiful by only using registered removal companies to get rid of builders rubble, old fridges, white goods and furniture.*

> *Don't let your dog or pet wander or stray in public areas. If it fouls the Public Park, open space or footpath use your scooper to pick it up and bring it home for safe disposal.*

⁽ⁱ⁾ Fingal Citizen Charter

☛ What is litter? How is it defined?

Litter is defined in the Litter Pollution Act⁽ⁱⁱⁱ⁾. 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, for example, from a single coffee cup or cigarette butt discarded on the street or thrown from a car window, to the dumping of larger volumes of litter or waste.

☛ I am a member of the public. What are my responsibilities when it comes to litter?

The Litter Pollution Act puts legal responsibilities on members of the public to control litter. The following are examples of offences under the Act:

- > 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
- > Placing household waste in a public litter bin

☛ I am a business person. What are my responsibilities when it comes to litter?

The Litter Pollution Act puts legal responsibilities on businesses to control litter. The following are examples of offences under the Act:

- > 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 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
- > Placing commercial waste in a public litter bin
- > There are additional responsibilities on persons operating mobile outlets and organisers of major events.

☛ What are the penalties for littering?

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 €130,000). 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.

Large-scale dumping will be prosecuted under the Waste Management Act, with penalties on conviction or indictment of up to €15 million and/or a 10-year prison term.

⁽ⁱⁱⁱ⁾ Litter Pollution Acts 1997 to 2009: *"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"*.

This Litter Management Plan is presented by Fingal County Council for the period 2012 to 2015. The plan sets out our objectives for preventing and managing litter in Fingal, and our implementation plan to meet those objectives. The Plan is action-based and focuses on the prevention, enforcement and management of litter, with the objective of a consistently cleaner environment for the citizens of Fingal.

When we talk about litter management, the focus can often relate to litter-picking, bins and street sweeping. As a Council, we emphasise the need to work with the citizens, communities and businesses throughout Fingal to *prevent* litter in the first instance.

Our staff work closely with schools, community and business groups on litter prevention and educational initiatives. *TidyTowns* groups and other voluntary initiatives offer invaluable support to the Council’s street cleaning teams.

When people break the law in terms of littering offences or illegal dumping, we prosecute. Our inter-departmental Enforcement Team is active throughout the County and is engaged in litter warden duties, as well as targeted enforcement campaigns.

Our street cleaning crews work throughout Fingal’s rural, urban and suburban communities to deliver clean towns, villages, beaches and countryside.

Our litter management strategy is structured around three pillars: Awareness – Enforcement – Operations. The success of all three inter-related pillars is critical for the achievement of improved litter performance.



This plan sets out clearly our commitments under each of the three headings above, towards the overarching goal of *Keeping Fingal Clean*.

Fingal County Council acknowledges the input of residents, community groups, business leaders and elected members as part of the extensive consultation exercise completed as part of the preparation of the Litter Management Plan.

Review of Litter Management Plan 2008-2011



The Litter Management Plan 2008-2011 described the activities and resources to be put in place by Fingal County Council for the management of litter over the period 2008 to 2011.

The publication of the Litter Management Plan 2008-2011 coincided with a strategic review of cleansing services in the County. The plan focused on making improvements in service provision for key priority areas.

A review of progress against litter management objectives for the period 2008 to 2011 is contained overleaf.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

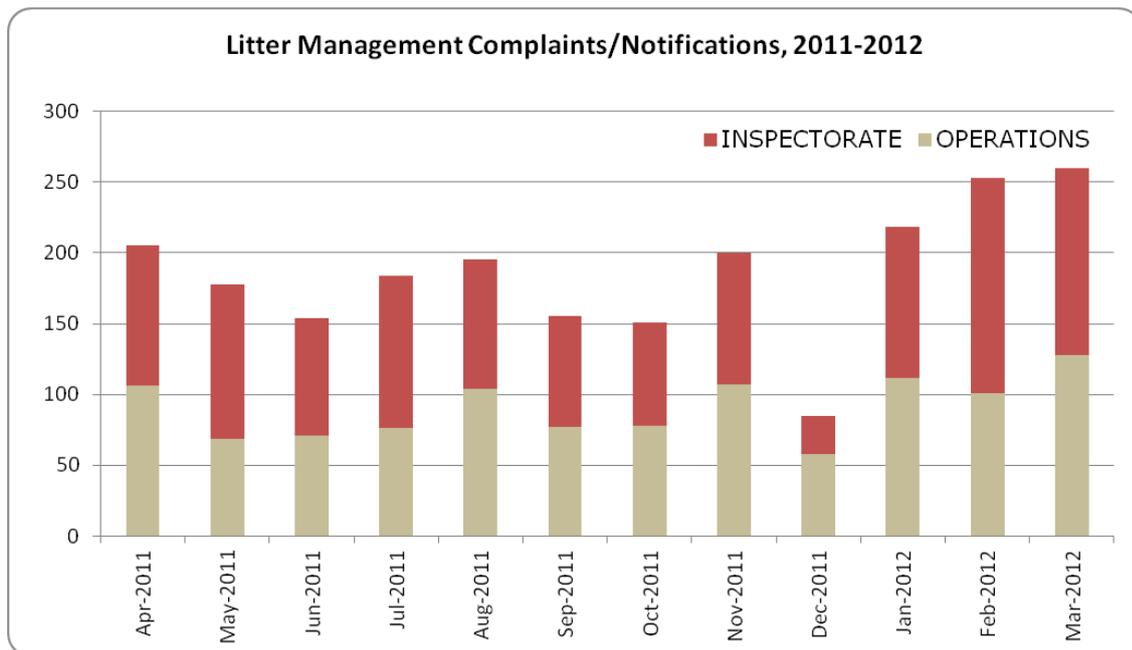
In early 2011, we rolled out a new system for managing feedback and complaints relating to litter management throughout our office locations, i.e. a Customer Relationship Management (CRM) system.

The CRM system provides us with a better picture and a clear indicator of the issues of concern to the public and how each of those concerns is addressed. The approach ensures that communication received by Fingal County Council, from any source, can be appropriately assigned, tracked and closed out. Each record is given a unique identification code on CRM, which allows for full traceability.

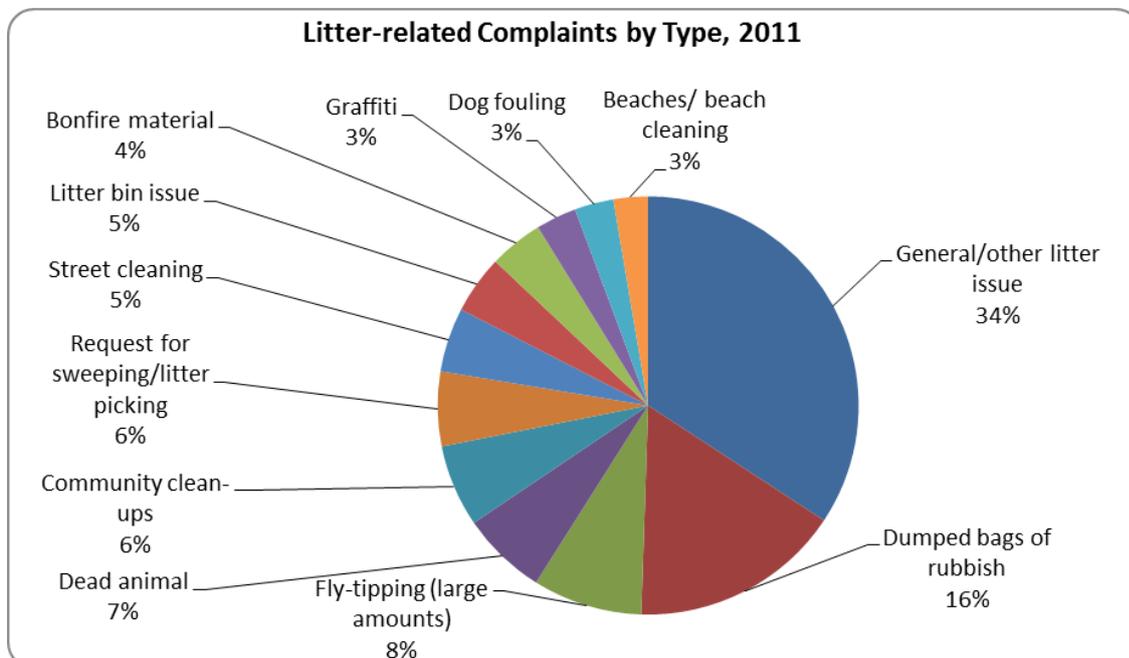
Our staff are trained on the use of the system such that all relevant details are recorded for follow-up purposes, including location details, description of the issue and assignment of the record to the relevant Cleansing Inspector or member of staff. We can also attach related documents (e.g. photographs) to further detail the litter incident. The Cleansing Inspector updates the CRM record once a clean-up has been actioned. Only when a complaint has been closed off, is it deactivated on CRM.

In accordance with our Citizen Charter, we will acknowledge all correspondence in need of a reply within three working days of receipt. We will issue full replies within 15 working days. If more time is required, we will explain the reasons for the delay in writing. We will give contact names in all communications.

SUMMARY CRM DATA, 2011-2012



The CRM system has been used intensively on a day-to-day basis by the Inspectorate (Enforcement) and Operations teams to log, action and track litter complaints and notifications.

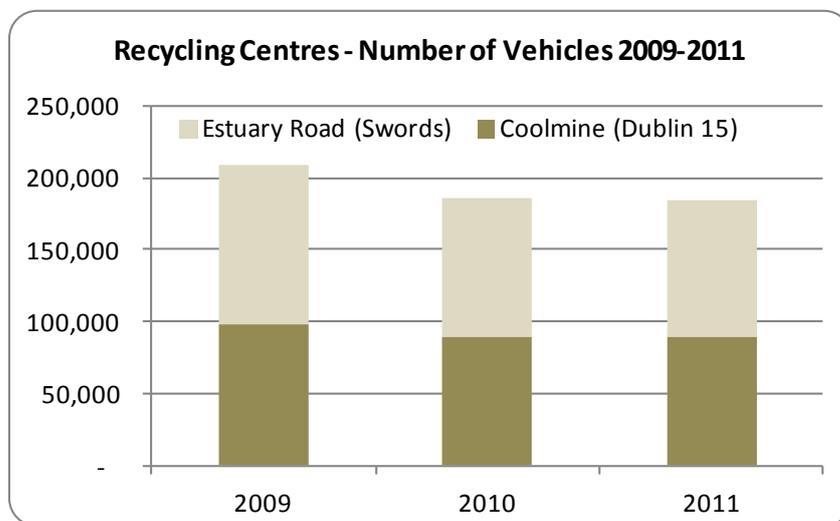


The above chart shows the most common types of litter complaints received by the Operations Department and the percentage of total relating to each category (2011).

- INTRODUCTION
- REVIEW
- AWARENESS
- ENFORCEMENT
- OPERATIONS
- IMPLEMENT
- ANNEXES

(A) LITTER PREVENTION: REVIEW 2008-2011

- During 2008-2011, we engaged in a series of litter awareness programmes, including the national anti-litter campaign, gum litter awareness, graffiti and dog fouling.
- 88% of schools in Fingal have been registered in the *Green Schools* programme, with 64% of the County’s schools holding *Green Flag* accreditation.
- Public recycling centres were maintained in Swords (Estuary Road) and Coolmine (Dublin 15). The number of vehicles which used the facilities is shown in the chart below.



(B) MANAGING LITTER: REVIEW 2008-2011

- Significant challenges were highlighted in the Litter Management Plan 2008-2011 and the preceding strategic reviews in relation to demarcation issues, i.e. 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.
- The establishment of the new Operations Department in Fingal County Council during the reporting period has resulted in significant improvements in this regard. The Operations Department amalgamates the functions of the former Parks, Transportation and Litter Management Unit and focuses on delivering results.

(C) LITTER MANAGEMENT IN URBAN AREAS: REVIEW 2008-2011

- Cleaning in Fingal's towns and villages (including Balbriggan, Blanchardstown, Castleknock, Donabate, Howth, Malahide, Mulhuddart, Portmarnock, Rush, Skerries, Sutton and Swords) has been an ongoing focus area during the reporting period (2008 to 2011). Whilst there has been added pressure on Council resources in recent years, our street cleaning inspectors have ensured the deployment of staff and equipment to best address the requirements of the County. This efficiency has been boosted tremendously by the implementation of the CRM system County-wide.
- Our litter bin management programme has focussed on the repair or replacement of bins which are no longer fit for purpose.

(D) PRIMARY ROUTES: REVIEW 2008-2011

- Fingal County Council has been responsible for litter management on the County's motorways (with the exception of the M50), national roads and local roads. We have undertaken scheduled litter picking on roads, as resources permit and responded to reported incidents via the CRM system.

(E) LITTER MANAGEMENT ON OPEN SPACES: REVIEW 2008-2011

- Our cleaning crews have focussed on open spaces which are known problem areas for littering. Littering incidences have been reported to Fingal County Council and responsive actions recorded on CRM.

(F) ENFORCEMENT: REVIEW 2008-2011

- A new Inspectorate division was created during the reporting period, which draws together the skills and functions of the Litter Wardens (6 Litter Wardens employed by Fingal County Council), Planning Enforcement, Building Control and Water Quality.
- Our wardens participated in the National Litter Monitoring Survey on an ongoing basis during the reporting period.
- We have engaged with businesses in Fingal regarding their responsibilities under litter management legislation.

- In 2011, our Litter Wardens dealt with 1,604 complaints relating to issues such as dumped black bags/fly tipping, waste thrown out of vehicles, domestic bins, shop fronts, mud on roads and unauthorised signs.
- We completed a major enforcement drive and clean-up operation at Dunsink Lane, which has been a persistent and chronic fly-tipping blackspot. The initiative included the installation of permanent camera surveillance equipment, which has, we believe, acted as an ongoing deterrent to fly-tipping at this location.
- Enforcement data for 2011 are as follows:

Item	Number
Fines issued	1,201
Fines paid	555
Fines cancelled/not viable	545
Files sent to Law Department	101

Preventing litter is a key element of our strategy for litter management. If litter volumes decrease, our litter management resources could be re-focused on other initiatives and programmes.

Like many of our environmental campaigns, our litter awareness programmes start at the early stages of primary school and we aim to continue that message through to teenagers at second level schools.

We rely on the co-operation of residents, community groups and business interests in our mission to keep Fingal clean and are committed to working with them pro-actively to achieve that goal.

OBJECTIVES

1. Communicate the litter prevention message throughout Fingal.
2. Foster litter awareness and litter prevention amongst Fingal's younger residents through the *Green Schools* programme and campaigns targeted at teenagers.
3. Work with, support and encourage community groups and *TidyTowns* on litter prevention, litter management initiatives and community clean-ups.
4. Make householders aware of their litter management responsibilities, with a specific emphasis on the use of authorised waste collectors only.
5. Undertake targeted campaigns around gum litter and dog litter during the period of the plan.
6. Engage with the business community in Fingal with regard to acting responsibly towards the environment.
7. Actively participate in regional and national litter prevention and awareness programmes.

IMPLEMENTATION ACTIONS

Communicating the Litter Prevention Message

- We will employ cost-effective methods to spread the anti-litter message by running targeted campaigns and using Fingal County Council communications channels, i.e. the Fingal News (a quarterly publication, circulated free via libraries and public buildings) and the Council's website, www.fingalcoco.ie
- We will encourage the use of social media to promote anti-litter events and environmental awareness, with the particular goal of engaging with young people in Fingal.
- We will engage in targeted litter awareness initiatives as further detailed below.

Engaging Fingal's Young People

- The *Green Schools* initiative promotes and acknowledges long-term, whole school action for the environment, with litter and waste forming a fundamental element of programme. Fingal County Council, in conjunction with An Taisce, will continue in its co-ordination role for the *Green Schools* programme. We aim to maintain the high participatory rate for primary level, second-level and special schools in Fingal and to expand into schools which are not yet accredited.
- Our Awareness Officers and Litter Wardens will maintain the schools engagement programme, to include school visits and talks, information packs and competitions.
- Fingal County Council will support the *Green Campus* initiative, which mirrors the principles of the *Green Schools* programme and extends environmental awareness and action to third-level students and the wider community.
- Fingal County Council is aiming to make all of its public playgrounds tobacco-free by 2013. The primary aim of the initiative is to discourage people from smoking in a children's environment and to reverse the normalisation of tobacco use; however there is the secondary benefit of reduced cigarette litter.
- Our Environmental Awareness team will work with sports clubs, which have been allocated playing pitches in Fingal, to ensure that clubs take responsibility for cleaning up litter after matches or events, in accordance with pitch allocation requirements.

Community Co-operation Initiatives

- We recognise the substantial contribution made by community groups, residents associations, *TidyTowns* groups and the wider public in our efforts to combat litter in Fingal. Our commitment is to work with these groups and individuals, listen to their priorities and work together to tackle problem areas. We will support community clean-ups in practical ways, such as waste collections following litter-picks, provision of bags and equipment, and making available specialist equipment or skills.
- We will continue to work with An Garda Síochána and local Joint Policing Committees to tackle anti-social behaviour, dumping of waste and litter.

‘Cleaner Communities’

- Fingal *Cleaner Communities* rewards residents, community groups and businesses for their efforts in maintaining a litter-free and well-presented community or place of business. The overall goal of the awards is to make our County a cleaner, greener place to live. We will continue to host the awards on an annual basis and have targeted, in particular, to increase participation in the business sector.

‘Adopt-a-Patch’

- We will expand the *Adopt-a-Patch* programme, which has been successfully piloted at a number of locations throughout Fingal. The ‘patch’ can be anywhere that might need a targeted litter response or general maintenance (painting, maintaining flower beds, etc.), e.g. an open space, a beach or section of a beach, a bottle bank, etc.
- The volunteer group will agree a maintenance programme with Fingal County Council. We will provide high-visibility clothing, litter pickers, bags, gloves, paint etc. for active initiatives and we will arrange for the bags of litter to be collected. Once the patch is being maintained, a sign may then be erected, advertising that a business or group has adopted the area.

‘National Spring Clean’

- We will continue our involvement with *National Spring Clean*, which is now a well-established anti-litter initiative throughout Ireland. The campaign encourages all sectors of society to actively participate and take responsibility for litter, by conducting clean-ups in their own local environment. *National Spring Clean* traditionally takes place throughout the month of April.

Householder Waste Collection Awareness

- We will undertake an awareness campaign for householders to highlight the problem of unauthorised waste collectors. The awareness campaign will include cinema and radio advertisements and notices in Fingal County Council publications.
- We will engage with our colleagues in the Inspectorate section with regard to enforcement action on this topic.

Public Recycling Facilities

- We will make public recycling banks for glass, cans and textiles available at suitable locations to meet the demands of the County. A list of recycling facilities is included in Annex 3.
- We will appropriately maintain bottle bank/recycling bank sites (discussed further in 'Operations' section).
- We will consider siting and neighbour issues when selecting new locations for recycling facilities, taking into account potential noise and nuisance issues.
- We will collect usage data for recycling banks and make the tonnage publically available.
- We will maintain public recycling centres at Estuary Road, Swords and Coolmine, Dublin 15.¹

Gum Litter

- We will remain actively engaged with the national campaign on gum litter.
- The theme of the 2012 gum litter awareness campaign will be '*Bin it your way*', which communicates the responsible disposal of litter in an engaging way. The campaign will include a schools education programme aimed at first year secondary school students and a mass media advertising campaign (outdoor, print, online and radio), which will run for approximately three months.

Dog Fouling

- We will roll out a cinema and radio campaign in relation to dog fouling awareness. The campaign includes the slogan '*Any bag, any bin*'.

¹ Recycling Centres accept a full range of recyclable materials, bulky waste, waste electrical and electronic equipment, household hazardous waste, paint tins, etc. (charges may apply) - see www.fingalcoco.ie

- We will continue our dog fouling signage programme on Fingal’s beaches, which includes a sign colour-change every six weeks to maximise visibility and impact.
- Our Dog Wardens will patrol beaches and other areas for dog litter and take enforcement action against dog-owners where necessary.
- We will pilot an anti-dog fouling ‘footpath campaign’ in high footfall dog walking zones, to include on-pavement stencilling of anti-litter messages and images.
- We will liaise with kennel clubs, vets and pet shops in Fingal in relation to dog owners’ responsibility to prevent dog fouling.

Seasonal Campaigns

- We will provide support to our colleagues in the Inspectorate division and related authorities (An Garda Síochána, Fire Services) for Halloween and other seasonal anti-litter campaigns.
- We will advertise the ‘*Take Litter Home*’ message on Fingal’s beaches during the summer season.

Working with Local Businesses

- The environmental awareness team and the Inspectorate division will continue to work and liaise with the local business community and Chambers of Commerce in relation to litter prevention and legal requirements.

Regional and National Co-ordination

- We will assist wherever possible with regional and national programmes for litter prevention and awareness; we will liaise with the other Dublin Local Authorities and the Department of Environment, Community and Local Government (DECLG) in this regard.
- In conjunction with DECLG and Fáilte Ireland, we will participate in a new national anti-litter advertising campaign in the print media to highlight the damaging effects of fly-tipping and illegal dumping on the Irish environment and economy.

Enforcement Measures to Prevent and Control Litter

We are committed to enforcing the full rigours of the Litter Pollution Acts. Whilst a key strand of our litter management strategy is education, awareness and working with stakeholder groups to *prevent* litter, there is an ongoing need to target those individuals or groups who openly disregard the law.

Our Litter Wardens are to the fore in this battle against litter. Our enforcement programme uses the skills, training and experience of our Litter Wardens to identify those responsible for littering and illegal dumping and take action accordingly.

We don't measure the performance of our Enforcement section solely on the basis of the number of fines issued or prosecutions taken, although these are logged and monitored on an ongoing basis. Our Litter Wardens are also playing an increasingly important role in advising and educating the business community in Fingal on their legal obligations in relation to preventing litter and managing waste.

OBJECTIVES

1. Maintain a strong Litter Warden service in Fingal, within the context of a cross-department Inspectorate Division².
2. Liaise with the business community in Fingal in relation to preventing litter. Engage in targeted and seasonal litter prevention campaigns.
3. Prosecute litter offenders. Work with An Garda Síochána and other relevant agencies as and where necessary.
4. Ensure that Litter Wardens are visible and exert a presence 'on the ground' in high footfall and other target areas.
5. Undertake covert surveillance operations at litter black spots to identify and prosecute offenders.
6. Host a litter enforcement response system via CRM³ and respond to notifications within timeframes set in our Citizen Charter.

² A division established to gather together and consolidate the inspection functions of the Council across a range of areas of responsibility, including Litter Wardens.

IMPLEMENTATION ACTIONS

Litter Warden Service in Fingal

- Six Fingal County Council Litter Wardens work throughout the County. We aim to maintain this number of Litter Wardens throughout the period of the Litter Management Plan, 2012-2015.
- Our Litter Wardens will work within a cross-discipline Inspectorate Division, which affords the opportunity for improved efficiencies and a shared knowledge base across Planning Enforcement, Building Control, Water Quality and Litter Wardens.
- We will provide ongoing training and guidance for Litter Wardens to provide them with the necessary skills to carry out their duties (including presenting evidence in court).

Business Liaison and Litter Prevention Campaigns

- Our Litter Wardens will continue their litter/waste enforcement visits to businesses throughout Fingal to increase awareness of legal and regulatory requirements. Warnings will be issued as and when required, followed by punitive enforcement action for non-compliant individuals/organisations.
- In conjunction with our Environmental Education and Awareness personnel, the Inspectorate Division will engage in targeted campaigns to prevent and reduce litter. Priority enforcement action areas will be identified by the Environment Section. A 'twin track' approach in terms of awareness and enforcement measures will be applied where appropriate.
- A key focus area for 2012-2013 is targeting unauthorised waste collectors from householders and taking appropriate follow-up enforcement and prosecution action.
- Problem waste streams which will be targeted for enforcement action in 2012-2013 are tyres, small WEEE⁴, fridges/white goods and general waste from households.

³ Customer Relationship Management; see page 3

⁴ Waste Electrical and Electronic Equipment

- Our Halloween anti-litter campaign has been very successful in the last number of years, and will continue to be implemented for the period of the Litter Management Plan 2012-2015. The campaign focuses on those business which hold combustible materials on site (e.g. tyres, pallets, etc.), which have the potential to be removed and used in bonfires. Businesses have an obligation and responsibility to manage all of their waste in a proper and legal manner and cannot ‘turn a blind eye’ to requests for material during the Halloween period.
- We will extend our highly successful pilot beach litter patrols during the bathing season, whereby our Litter Wardens engage with individuals, families, dog-walkers and other beach users to remind them to act responsibly and take their litter home, or use the bins provided.
- We will work with DECLG⁵ under the National Litter Pollution Monitoring System to study the extent and type of litter pollution in Fingal. We will track progress year-on-year.

Litter Fines and Prosecutions

- We will issue on-the-spot litter fines and prosecute litter offenders throughout the County. Our litter enforcement message is clear and unequivocal: ‘we will prosecute’. Problematic locations and non-compliant businesses and householders will be subject to inspections and enforcement action.
- We will continue to work with An Garda Síochána and other relevant agencies in a proactive manner to combat litter and enforce litter management laws.
- We will apply rigour in the pursuance of offenders and in following up on fines and notices issued to maximise payment of fines and compliance with enforcement notices.
- Our Litter Wardens will take action against individuals, businesses and organisations responsible for the unauthorised erection of signage.
- We will work with Fingal County Council Dog Wardens to target dog fouling on and adjacent to dog walking routes and beaches.
- We will enforce litter management legislation on derelict sites.
- We will take action against those unlawfully depositing waste at recycling banks and will employ surveillance cameras at problem sites.

⁵ Department of Environment, Community and Local Government

- Commercial premises are not permitted to use public bottle banks to deposit significant volumes of material. We will pursue offenders who abuse public facilities.

Visibility of Litter Wardens

- Litter Wardens will patrol and ensure ‘on the ground’ visibility in target areas, including high footfall areas and litter/dumping black spots. Main streets of towns and villages (including Balbriggan, Blanchardstown, Castleknock, Donabate, Howth, Malahide, Mulhuddart, Portmarnock, Rush, Skerries, Sutton and Swords) will be a key focus area for 2012-2013.
- Litter Wardens will use high-visibility clothing and marked vehicles on their day-to-day duties.

Covert Surveillance Operations

- We will expand surveillance operations (to include covert, mobile and static units) at litter black spots to allow the identification and prosecution of offenders. Such operations have proven extremely successful at targeted problem areas in 2011-2012.

Litter Enforcement Response System

- We will utilise the CRM⁶ system to log, track and action litter enforcement issues reported by members of the public and other interested parties.
- We will respond to CRM notifications in accordance with commitments on timeliness set out in the Fingal Citizen Charter.

⁶ Customer Relationship Management; see page 3

Litter pollution is an environmental threat we take seriously. It is a most visible and objectionable form of pollution, which impacts negatively on those living in and travelling through our County: our residents, tourists and the business and amenity sectors.

All of Fingal’s citizens are aware of significant changes in the County in the last decade. The County has seen unprecedented growth and development, with a large increase in the size of the population, and, latterly, the effects of the economic downturn have been evident. Similarly, Fingal County Council has been required to work within the confines of budgetary and staffing constraints across its range of services and activities. Litter management and street cleaning is no different.

Litter management is an ongoing task. Our street cleaning staff delivers a service throughout the week in an effort to keep Fingal clean. We deploy our crews on the basis of scheduled cleaning routes, as well as responding to incidences which arise on a day-to-day basis. Litter can range from single littering incidences to large-scale, gross littering – whatever the type and scale, our cleaning crews have to respond.

OBJECTIVES

1. Conduct street cleaning, litter picking and emptying of litter bins on the basis of scheduled routes and frequencies, and be responsive to litter incidents.
2. Work with the community, voluntary groups and other bodies to combat litter.
3. Target cleaning at litter black spots and key focus areas.
4. Clean beaches and open spaces based on seasonal requirements.
5. Prioritise replacement of damaged litter bins or those no longer fit for purpose.
6. Host a litter response system via CRM⁷ and respond to notifications within timeframes set in our Citizen Charter.

⁷ Customer Relationship Management; see page 3

IMPLEMENTATION ACTIONS

Scheduled and Responsive Street Cleaning Operations

- Our crews will continue to operate on the basis of scheduled daily cleaning routes in Fingal’s towns, villages and suburban areas (including Balbriggan, Blanchardstown, Castleknock, Donabate, Howth, Malahide, Mulhuddart, Portmarnock, Rush, Skerries, Sutton and Swords).
- Staff will be deployed to respond to littering/dumping incidences, as directed by Cleansing Inspectors, and following investigation by the Enforcement Team.
- We will use best available street cleansing equipment to keep the County clean. Equipment will be managed by the Fleet Management Section of Fingal County Council and will be replaced on a like-for-like basis as required.
- We will conduct street cleaning operations with consideration for our neighbours, e.g. restricting the use of road sweepers early in the morning in order to prevent traffic congestion and curtail noise-generating activities in residential areas, insofar as possible.
- On a pilot basis, we will liaise with local residents’ associations on the provision of road sweeper schedules (routes and times) and the imposition of parking restrictions, in an effort to achieve improved street sweeping performance.
- We will continue to examine the existing shift patterns and supervisory requirements of cleansing staff and work with trade unions with a view to improved flexibility to meet the cleaning requirements of the County.

Working with Community and Voluntary Groups and Other Bodies

- We will work proactively with *TidyTowns*, other community and voluntary groups and community employment schemes involved in litter management (as further discussed on page 9).

Litter Black Spots and Key Focus Areas

- Our resources need to be flexible enough to respond to ever-changing priorities, be that a particular litter-generating activity, geographical problem area, waste stream or seasonal factors. Our Cleansing Inspectors will manage these litter management needs on an ongoing basis. Litter black spots will be identified and targeted for clean-up.

- We will respond to incidents of dumping of bulky waste, household ('black bag') waste and illegal disposal of household waste in litter bins. We will work with our colleagues in the Inspectorate Division to identify those responsible and take appropriate enforcement action.
- Recycling banks (bottle banks and clothing banks) can attract litter. Other wastes are often indiscriminately left at the sites, as well as cardboard boxes, used plastic bags, etc. Fingal County Council will engage a service provider to routinely inspect and clean bottle bank sites, including a 24-hour response time in the event of a reported littering incident.
- We will manage litter on the County's road network. In 2013, responsibility for cleaning motorways and national routes is likely to transfer to the NRA⁸; litter management on other roads will continue to be serviced by Fingal County Council.
- We will examine key strategic locations, such as Dublin Airport environs, with a view to enhancing the cleansing services provided.
- We will ensure litter management and cleaning services are provided in towns which host events, e.g. concerts and music festivals at venues such as Malahide Castle and Ardgillan Castle.
- Open spaces can be problematic in terms of littering and we will continue to focus on those problem areas.
- We will manage waste and litter at the County's burial grounds.

Seasonal Cleaning

- We will react to seasonal litter management requirements, e.g. the provision of additional beach litter bins in coastal towns and villages during the summer months, Christmas tree collections and Halloween cleaning response.
- We will employ dedicated resources for beach cleaning during the summer season.
- Cleansing activities at open spaces will be intensified on a seasonal basis (summertime).

⁸ National Roads Authority

Litter Bins

- Litter bins will deteriorate over time as a result of rusting, broken doors/hinges, graffiti, vandalism and general ‘wear and tear’. We will prioritise repair and/or replace litter bins around the County which are no longer fit for purpose.

Responding to Litter Complaints

- All Fingal County Council staff will be actively encouraged to report incidences of litter, in particular those personnel who travel in and around the County as part of their duties.
- We will host a litter complaints and response system via CRM⁹ and will act on notifications within timeframes set in our Citizen Charter.
- To supplement the CRM system, Fingal County Council will actively participate in the *Fix Your Street* service, which facilitates the online reporting of non-emergency issues such as graffiti, road defects, issues with street lighting, water leaks/drainage issues, and litter or illegal dumping (available at www.fingalcoco.ie or www.fixyourstreet.ie). Issues raised on *Fix Your Street* will be responded to within two working days.

⁹ Customer Relationship Management; see page 3

IMPLEMENTATION PLAN

Refer to the Implementation Plan in Annex 1.

RESPONSIBILITY

- Litter prevention and awareness targets will be spearheaded by the Environmental Awareness Team, with reporting to Fingal County Council Director of Environment, Business and Enterprise.
- Litter enforcement targets will be spearheaded by the Inspectorate Division, with reporting to Fingal County Council Director of Environment, Business and Enterprise.
- Litter management operational targets will be spearheaded by the Operations Department, with reporting to Fingal County Council Director of Operations.

MEASURING PERFORMANCE

Performance will be reviewed by Fingal County Council in line with scheduled reviews of Operational Plans.

REPORTING

A status report will be presented to the Environment SPC¹⁰ annually to report progress against targets.

Summary findings will be published in the Annual Report.

¹⁰ Strategic Policy Committee

ANNEX 1: IMPLEMENTATION PLAN

No.	Implementation Action	Lead Department(s)	Timeframe 2012-2015
Awareness			
01	Maintain the number of <i>Green Schools</i> in Fingal at existing levels (86 in number), as a minimum.	Environmental Awareness	2015
02	100% of public playgrounds in Fingal to be tobacco-free by 2013.	Environmental Awareness	2013
03	Hold consultation meetings with all <i>Tidy Towns</i> committees in Fingal.	Environmental Awareness/ Operations	Once per annum
04	Host the <i>Cleaner Communities</i> awards annually; increase businesses' participation in the awards.	Environmental Awareness	Annually
05	Expand the <i>Adopt-a-Patch</i> scheme.	Environmental Awareness	Ongoing 2012-2015
06	Ensure accessibility to bring banks for members of the public. Identify new bottle bank sites for Tyrellstown and Castleknock.	Environmental Awareness	2012
07	Communicate IBAL ¹¹ results to schools and Chambers of Commerce in areas assessed.	Environmental Awareness	Within 4 weeks of receipt of IBAL results
Enforcement			
08	Maintain the number of Litter Wardens (6 in number).	Inspectorate	Ongoing 2012-2015
09	Target a minimum of 1,000 litter fines per annum (to be reviewed on an annual basis).	Inspectorate	Per annum
10	Avail of government funding to invest in new litter surveillance equipment.	Inspectorate	2012-2013
11	Complete litter management surveys throughout the County and submit to the National Litter Monitoring System.	Inspectorate	Annually

¹¹ Irish Business Against Litter

No.	Implementation Action	Lead Department(s)	Timeframe 2012-2015
12	Target unauthorised waste collectors from households.	Inspectorate	2012-2013
13	Target dumping of tyres, small WEEE, fridges/white goods and general waste from households.	Inspectorate	2012-2013
14	Conduct Halloween anti-litter campaign.	Inspectorate	Annually
Operations			
15	Carry out a review of road-sweeping schedules throughout the County.	Operations	Annually
16	Map all road-sweeping routes and schedules on GIS.	Operations	2013
17	Regular and routine emptying of litter bins: 90% of bins in the County emptied daily; the remaining 10% emptied within 2 weeks (under ongoing monitoring and review).	Operations	Ongoing 2012-2015
18	Improve litter management performance at Dublin Airport environs (with reference to IBAL litter league).	Operations	2012-2013
19	Achieve status of 'clean to European norms' (with reference to IBAL litter league), as a minimum, in all Fingal towns.	Operations	Ongoing 2012-2015
20	Under the National Litter Pollution Monitoring System index, 0% of areas in Fingal to be significantly or grossly polluted with litter. If results indicate litter pollution at any given site, instigate immediate corrective action.	Operations	Ongoing 2012-2015
21	Maintain existing levels of street cleaning equipment, i.e. 4 large road sweepers and 7 'Johnson 50' street sweepers.	Operations	Ongoing 2012-2015
22	Engage beach cleaning programme to achieve recognised standard.	Operations	Ongoing 2012-2015
23	Litter management on open spaces to meet required level of cleanliness.	Operations	Ongoing 2012-2015
24	Maintenance of urban grassed roadside margins and National Primary Routes to meet required standards.	Operations	Ongoing 2012-2015
25	Review recovery and disposal arrangements and statistics for street cleansing waste.	Operations	Annually

No.	Implementation Action	Lead Department(s)	Timeframe 2012-2015
Cross-cutting Actions			
26	Use and maintain CRM system for litter management complaints and notifications. Respond to notifications within timeframes set in the Citizen Charter.	Operations/ Inspectorate	Ongoing 2012-2015
27	Review CRM key indicators and take any required corrective action.	Operations	Annually
28	Update Fingal County Council website with relevant environmental/litter management material to increase availability of information to citizens.	Environmental Awareness/ Inspectorate/ Operations	Monthly
29	Make <i>fixyourstreet.ie</i> services available on Fingal County Council website.	IT Department	2012
30	Report progress against Litter Management Plan annually to Environment SPC.	Operations	Once per annum

ANNEX 2: CONSULTATION

- Meetings were held with Fingal County Council Officers and Operations staff on 24th May 2012, 14th June 2012 and 28th June 2012.
- Meetings were held with the Environment SPC¹² on 5th June 2012, 4th September 2012 and 5th November 2012.
- Elected Members, SPC Members, *TidyTowns* committees and other interested parties¹³ were notified in writing of consultation on the draft Litter Management Plan 2012-2015 on 27th September 2012.
- The draft plan was uploaded to www.fingalcoco.ie on 28th September 2012.
- Print copies were made available at Fingal County Council offices (Swords and Blanchardstown), Balbriggan Town Hall and at all County Libraries from 28th September 2012.
- Radio advertisements inviting comments on the draft plan aired on Near FM, 1st October 2012 to 7th October 2012, inclusive (4 plays per day).
- Newspaper advertisements were published in the Fingal Independent on 2nd October 2012 and in the Gazette Group (Blanchardstown, Castleknock, Swords and Malahide) on 4th October 2012.
- The consultation period closed on 30th October 2012.
- Seven (7 No.) submissions on the Draft Litter Management Plan were received.
- A summary of submissions and responses were presented to the Environment SPC on 5th November 2012. The Environment SPC agreed that the revised plan be brought forward to full Council.
- The Litter Management Plan 2012-2015 was presented to Council on 10th December 2012. The Litter Management Plan 2012-2015 was adopted by Fingal County Council on 10th December 2012.

¹² Strategic Policy Committee

¹³ Irish Business Against Litter (IBAL), An Taisce, Chambers of Commerce

ANNEX 3: WASTE DISPOSAL/RECOVERY FACILITIES IN FINGAL

A listing and mapped locations of all bring centres in Fingal¹⁴ is maintained at www.fingalcoco.ie

Area	Address	Glass 	Cans 	Textiles 
Balbriggan	SuperValu	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Balbriggan	Church car park	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Balbriggan	Barnageara car park	<input checked="" type="checkbox"/>		
Balbriggan	O'Dwyer's GAA Club	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Balbriggan	Glebe North Football	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Balbriggan	Millfield Shopping Centre	<input checked="" type="checkbox"/>		
Baldoyle	Baldoyle Badminton Club	<input checked="" type="checkbox"/>		
Balgriffin	Campions Pub	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Balgriffin	Fingal Cemetery	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Ballyboughal	Pitch and putt club	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Ballymadun	The Fox Inn	<input checked="" type="checkbox"/>		
Balrothery	Balrothery Inn	<input checked="" type="checkbox"/>		
Balscadden	Church car park	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Blanchardstown	Elm Green Golf Club	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Blanchardstown	Millennium Park			<input checked="" type="checkbox"/>
Blanchardstown	Blanchardstown Shopping Centre	<input checked="" type="checkbox"/>		
Blanchardstown	Superquinn	<input checked="" type="checkbox"/>		
Cloghran	ALSAA			<input checked="" type="checkbox"/>
Coolmine	Coolmine Recycling Centre	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Corduff	Corduff Resource Centre	<input checked="" type="checkbox"/>		
Donabate	Donabate/Portrane Community Centre	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Donabate	Donabate Beach car park	<input checked="" type="checkbox"/>		
Donabate	Donabate car park	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Donabate	SuperValu	<input checked="" type="checkbox"/>		
Garristown	Garristown	<input checked="" type="checkbox"/>		

¹⁴ The list provided herein is correct as at October 2012.

Area	Address	Glass 	Cans 	Textiles 
Howth	Marina car park	<input checked="" type="checkbox"/>		
Howth	'Reservoir' car park (near the summit)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Howth	Howth Summit (pub car park)		<input checked="" type="checkbox"/>	
Kinsealy	Kinsealy riding school	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Littlepace, Clonee	Littlepace Shopping Centre	<input checked="" type="checkbox"/>		
Loughshinny	Loughshinny Community Centre	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Lusk	Distributor Road			<input checked="" type="checkbox"/>
Lusk	Round Towers GAA Club	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Lusk	Lusk United FC	<input checked="" type="checkbox"/>		
Lusk /Skerries	Lusk/Skerries Road (Ardgillan junction)	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Malahide	Malahide Beach car park	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Malahide	Malahide Bridge Club	<input checked="" type="checkbox"/>		
Malahide	Malahide Castle	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Malahide/Balgriffin	Innisfail GAA Club	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Milverton	Hills Cricket Club	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Naul	Church Laneway	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Naul	Graveyard			<input checked="" type="checkbox"/>
Oldtown	Oldtown Public House	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Porterstown	Millennium Park	<input checked="" type="checkbox"/>		
Porterstown	Porterstown Sports Ground car park	<input checked="" type="checkbox"/>		
Portmarnock	Golf Links Road car park	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Portmarnock	Portmarnock Sports & Leisure Club	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Portmarnock	Portmarnock Beach (Country Club) car park	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Portrane	Lay-by at village shop	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Roselawn	Tesco	<input checked="" type="checkbox"/>		
Rolestown	Rolestown new cemetery	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Rush	Opposite Harbour Bar			<input checked="" type="checkbox"/>
Rush	Entrance to St Catherine's Estate	<input checked="" type="checkbox"/>		
Rush	Hilly Skilly Caravan Park	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Rush	Rush National School	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

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Area	Address	Glass 	Cans 	Textiles 
Rush	Rush South Beach car park	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Rush	Ryan's Caravan Park	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Rush	Tesco car park	<input checked="" type="checkbox"/>		
Skerries	Barbarnageara car park			<input checked="" type="checkbox"/>
Skerries	Skerries Distributor Road	<input checked="" type="checkbox"/>		
Skerries	South Strand, Opposite Bob's Casino	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Skerries	Lifeguard area, Harbour Road	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Skerries	North Beach			<input checked="" type="checkbox"/>
Skerries	SuperValu	<input checked="" type="checkbox"/>		
Skerries	Tower Bay beach car park			<input checked="" type="checkbox"/>
Sutton	Outside St Fintan's Lawn Cemetery	<input checked="" type="checkbox"/>		
Sutton	Sutton Lawn Tennis Club	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Sutton	Superquinn	<input checked="" type="checkbox"/>		
Swords	Environment Depot Watery Lane	<input checked="" type="checkbox"/>		
Swords	Celestica / St Colmcille's GAA	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Swords	Swords Manor Shopping Centre	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Swords	Airside Business Park	<input checked="" type="checkbox"/>		
Swords	Fingallians GAA	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Swords	Rivervalley Scouts Hall	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Swords	Apartment complex playground, Rivervalley			<input checked="" type="checkbox"/>
Swords	Estuary Recycling Centre	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
The Ward / Coolquay	Kilcoskan National School	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>

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