



Fingal County Council

Litter Management Plan

2025 – 2028





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INTRODUCTION

This Litter Management Plan is presented by Fingal County Council for the period 2025 to 2028. The Plan sets out our objectives for preventing and managing litter in Fingal. The Plan is action-based and focuses on a four-pillar approach with the over-arching objective of a consistently cleaner environment for the people of Fingal through:



Our goal as a Council is to protect and enhance the natural and built environment of Fingal through effective education, awareness, monitoring, and enforcement of this Litter Management Plan along with national legislation and policy. When we think about litter management, the focus often relates to litter-picking, bins and street sweeping but there is so much more to it than that.

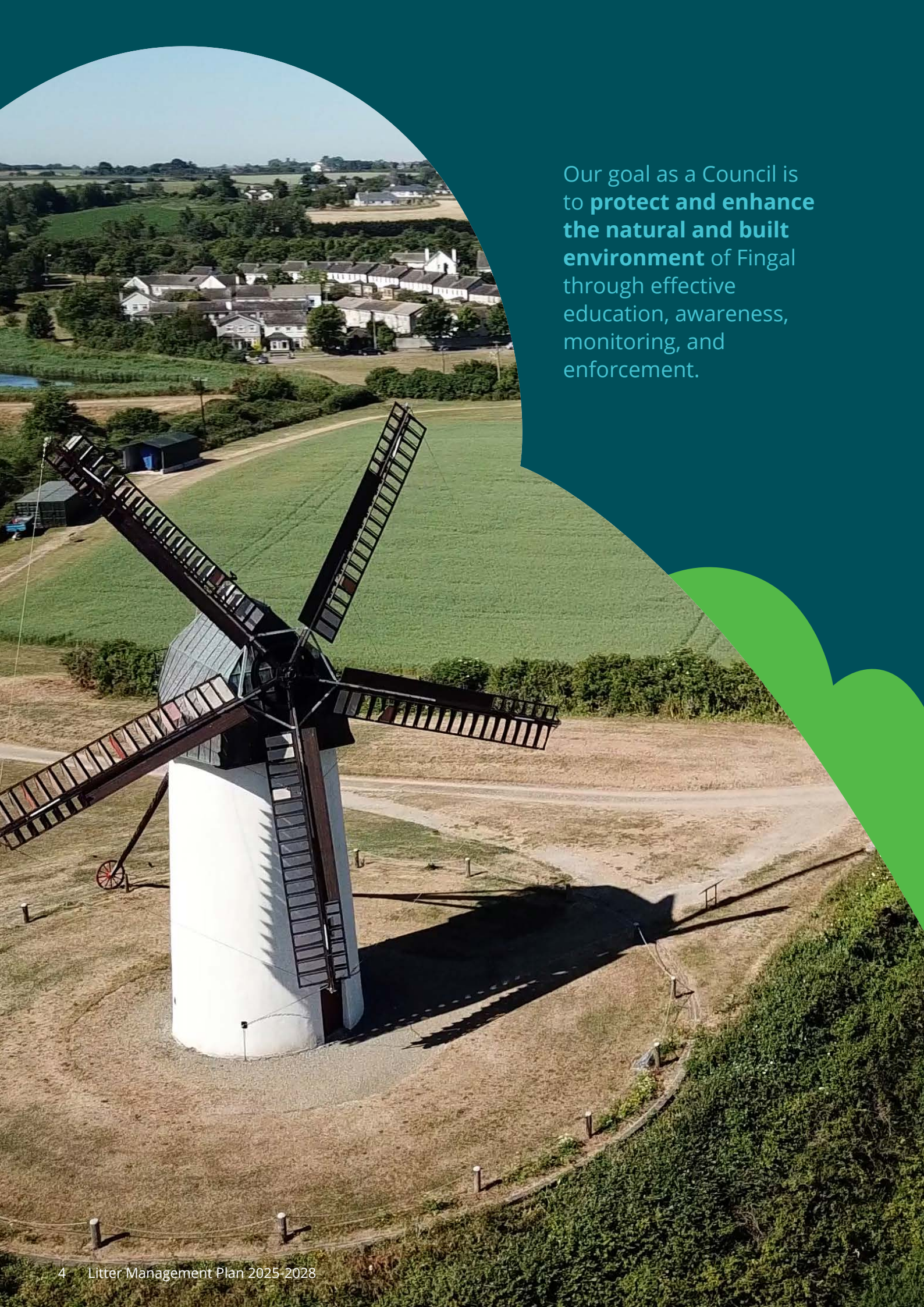
As a Council, we emphasise the need to work with our citizens, communities, businesses, and visitors throughout Fingal to PREVENT litter in the first instance.

Our Environmental Awareness Officer works closely with schools, community and business groups on litter prevention and educational initiatives. Tidy Towns groups, Residents Associations and other voluntary initiatives offer invaluable support to the Council's street-cleaning teams.

When people break the law through littering offences or illegal dumping, the Council will prosecute. Our Litter Wardens patrol the county educating people on litter and issuing fines where appropriate.

Our street cleaning crews work tirelessly throughout Fingal's rural, urban, and suburban communities to deliver clean towns, villages, beaches, parks, and countryside for everyone to enjoy.

Fingal County Council would like to acknowledge the input of Tidy Towns, residents, community groups, business leaders and Elected Members as part of the stakeholder engagements in the preparation of this Plan.



Our goal as a Council is to **protect and enhance the natural and built environment** of Fingal through effective education, awareness, monitoring, and enforcement.



**DID YOU
KNOW?**

Fingal County Council spends **over €10 million** a year on cleaning and enforcement across the county.

Why Protect our County?

The county of Fingal comprises a geographical area of 450 square kilometres stretching from Balbriggan in the north of the county to Blanchardstown in the south-west and over to Howth in the east. The coastline stretches over 88kms with thirteen major beaches, three large estuaries and salt marsh habitats.

It is a county rich in cultural heritage with the Council playing a key role in the development of some of the key visitor attractions including Ardgillan Demesne, Newbridge House, Malahide Castle and Gardens, Skerries Mills and St. Catherines Park.

The county has significant economic advantages notably its proximity to Dublin City and Port through the Port Tunnel and its location on the Dublin Belfast economic corridor. The major arterial routes of the M50, M1, M2 and M3 link the county with the rest of Dublin and with the north of the country. Dublin Airport, located in the heart of the county, in addition to being a key hub into and out of the country is also a significant economic driver in the county.

Every year we welcome hundreds of thousands of visitors to our County whether it is for key events such as Flavours of Fingal or the Malahide Concerts or simple visits to our many beaches, coastal walks, heritage parks etc.

What is Litter?

Litter is defined in the litter pollution act 1997-2009. In summary, this definition means that any object or substance regardless of size, which is disposed of improperly (i.e. not deposited in a litter bin or authorised waste facility) and is likely to become unsightly or unsanitary is considered to be litter e.g. single use packaging such as coffee cups, small plastic bottle or cigarette butts discarded on the street or thrown from a car window, dumping or fly-tipping of larger items of litter e.g. construction & demolition waster or household goods.



Over €35,000 in litter fines and penalties were issued to offenders in 2023 alone.

DID YOU KNOW?

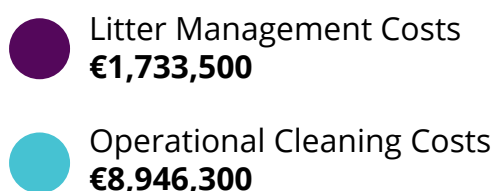


Effects of Litter on the County

We are a County full of beauty and natural resources however litter remains a serious threat. Its presence devalues our living environment, generates a negative and misleading impression of our County and results in large unnecessary clean-up costs. Litter pollution does not just affect our towns and villages but also our roadsides, protected areas, amenities, beaches, parks etc.

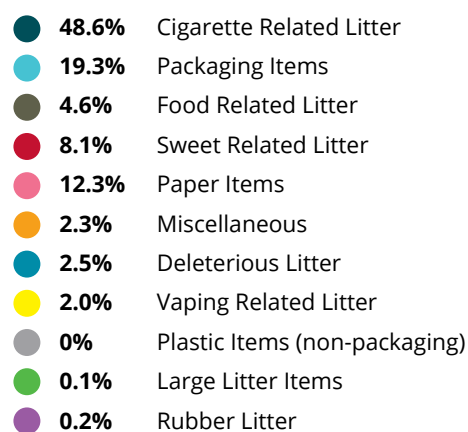
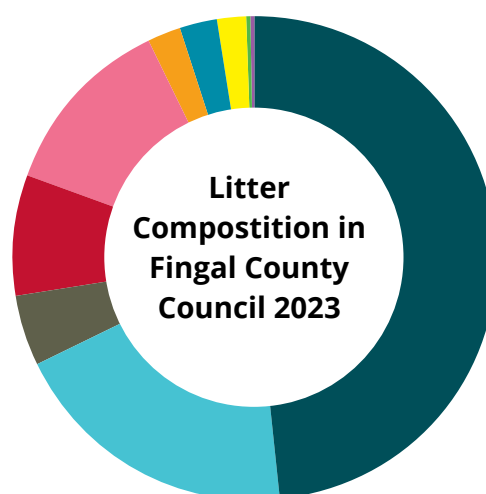
Litter endangers our environment, our wildlife, and our economy. It pollutes our neighbourhoods, decreases property values, destroys our County's natural beauty, and can make areas look unwelcoming and unattractive.

Littering and illegal dumping contribute to air pollution, land pollution and ocean pollution. For example, approximately eight million tons of plastic waste finds its way into our oceans every year.



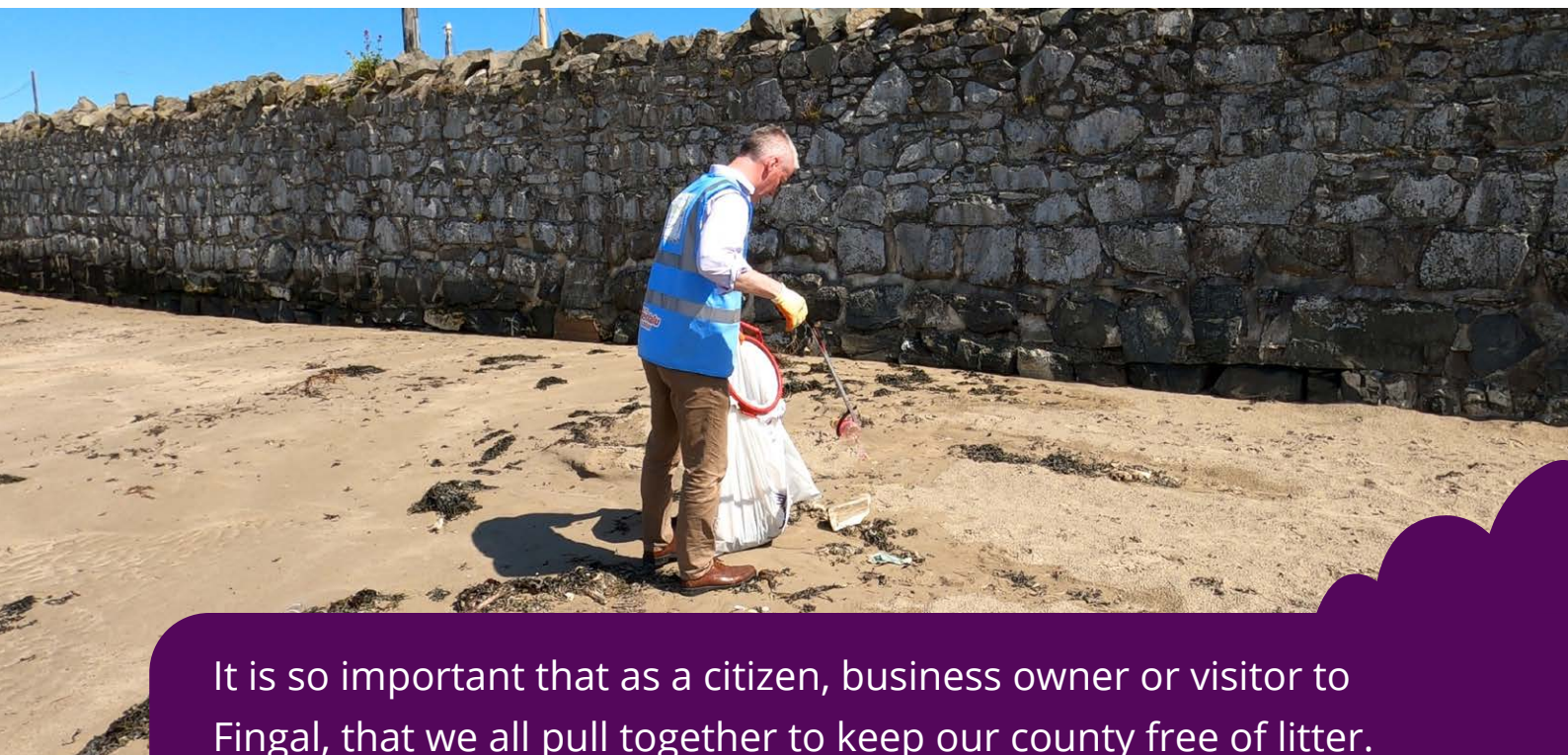
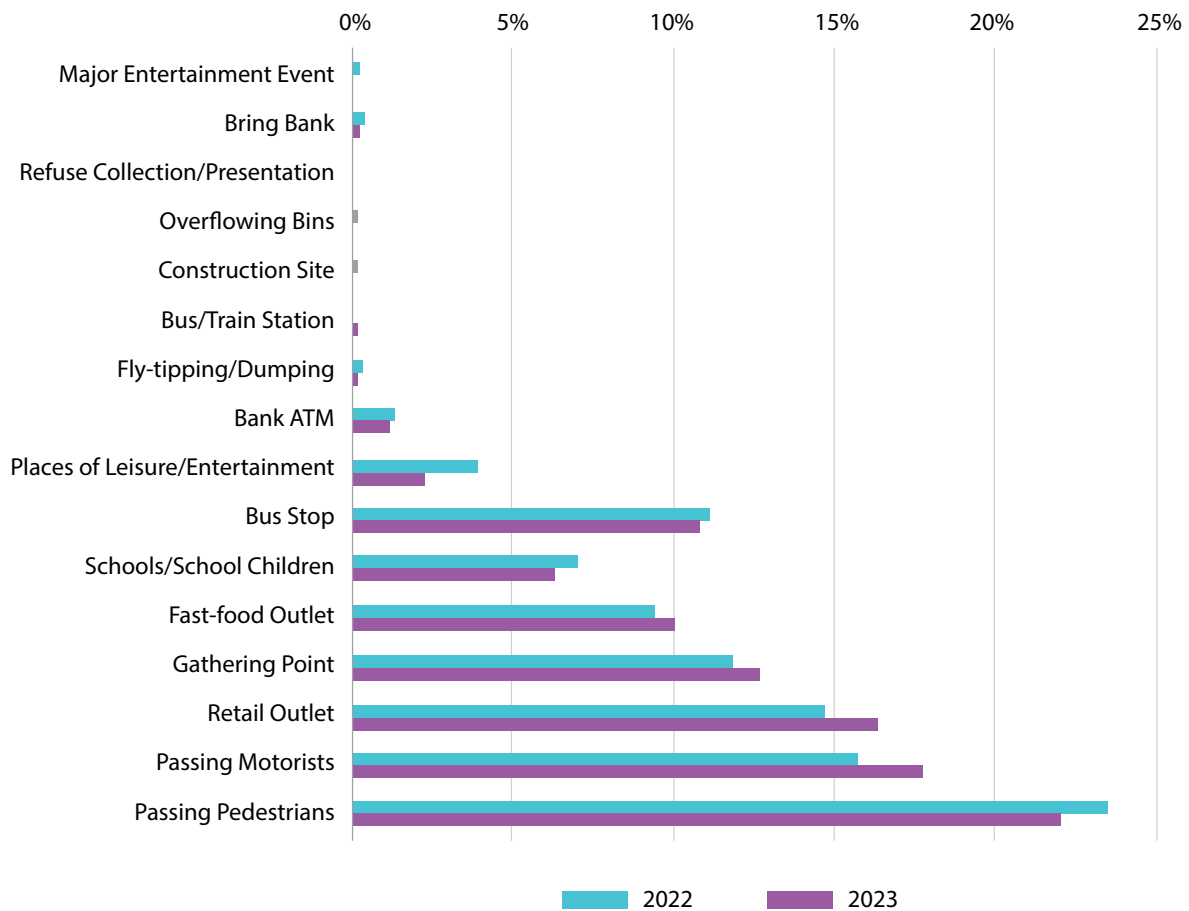
Costs include the provision of:

- Litter Warden Service
- Environmental Awareness Services
- Litter Management Service Support Costs
- Operation of Street Cleaning Services
- Provision and Improvement of Litter Bins
- Street Cleaning Service Support Costs



Fingal Data taken from the National Litter Pollution Monitoring System Report for 2023.

Comparison of Causative Factors of Litter Pollution in Fingal County Council 2022-2023



It is so important that as a citizen, business owner or visitor to Fingal, that we all pull together to keep our county free of litter.

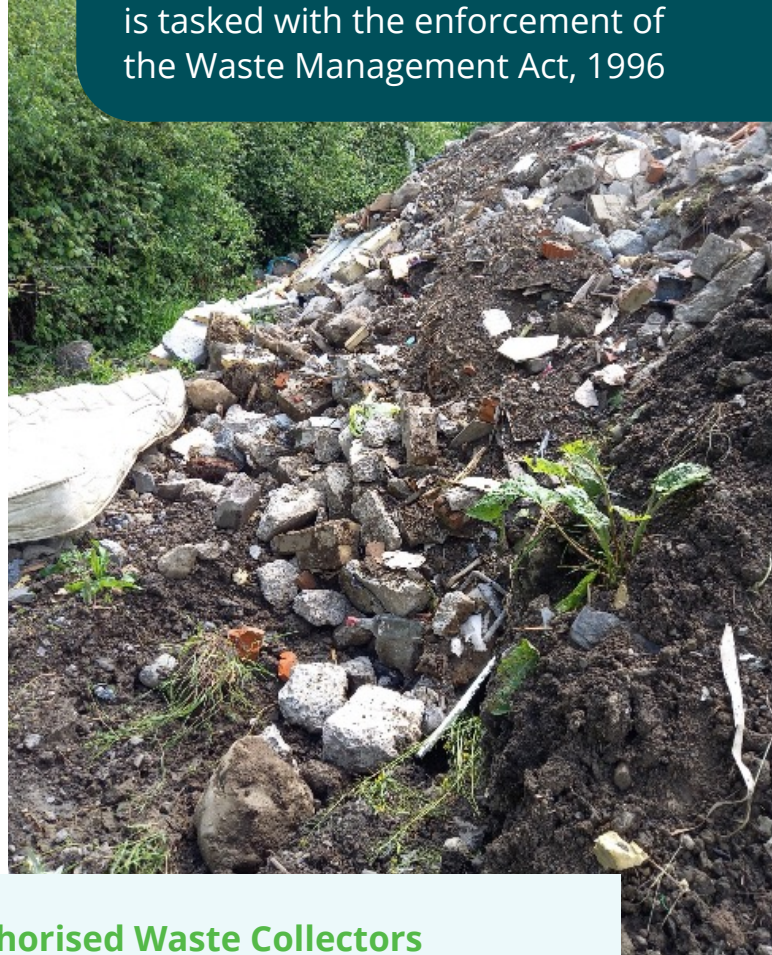
Waste Enforcement

The Waste Enforcement Section is tasked with the enforcement of the Waste Management Act, 1996, as amended, and of an extensive range of Regulations dealing with authorisations of waste collection and waste activities, Regulations under Producer Responsibility Initiatives such as Waste Electrical and Electronic Equipment, Tyres, Batteries, etc, Regulations on food waste, commercial waste, deposit return scheme.

There is some overlap with the Litter Act, some activities can be prosecuted under both the Litter Pollution Act and the Waste Management Act. The Waste Enforcement Section also enforces the Fingal County Council Segregation, Storage and Presentation of Household and Commercial Waste Bye-Laws 2020.

The various activities regulated by the WES have an impact on litter generation and management, which is explored below under various sub-headings.

The **Waste Enforcement Section** is tasked with the enforcement of the Waste Management Act, 1996



Illegal Dumping/Fly-tipping and Unauthorised Waste Collectors

Incidences of large illegal dumping and reports of illegal waste collectors are investigated by waste enforcement officers to try and identify and bring prosecutions against the offenders. Where Litter Wardens find evidence of who rubbish bags belong to, they can refer the case to waste enforcement officers to investigate and find out if the bags were collected by unauthorised collectors and ensure that the householders avail of a bin collection service.

The Council ran campaigns in the cinemas in 2023 and 2024 to advise members of the public not to use unauthorised collectors and warn them that they were liable for prosecution if they were found to have given their waste to unauthorised collectors.

The Waste Enforcement Section holds checkpoint with An Garda Síochána and other Agencies, where checks are carried out on vehicles and companies carrying waste to ensure compliance with the relevant regulations.

**DID YOU
KNOW?**

CCTV will be installed at Litter Blackspots and action will be taken against offenders.



Legal Responsibilities re household waste collections (provision of bins)

Under the Fingal County Council Segregation, Storage and Presentation of Household and Commercial Waste Bye-Laws 2020, householders have to be able to demonstrate how they manage their waste by either taking part in a door to door collection service, having an official bin-sharing agreement with another waste holder, or by bringing their waste to an authorised waste facility (and keeping receipts as proof of waste disposal). The WES is currently undertaking a project on the enforcement of the Bye-laws, whereby pursuant to Section 34C of the Waste Management Act 1996, as amended, it has collated a register of households availing of a waste collection service, from which a reverse register can be extracted, identifying households who do not have a waste collection service. There have been difficulties with the data received from waste collectors and developing an accurate reverse register. A sample set of data revealed that when investigated householders were complying with the bye-laws.

Under the EU (Household Food Waste and Biowaste) Regulations 2015, the Waste Management (Food Waste) Regulations 2009



and the FCC Waste Presentation Bye-Laws 2020, households and commercial premises are required to segregate their waste. Waste collectors are required to offer a 3 bin service to households and commercial premises - black, green and brown bin, to facilitate and encourage the segregation of waste and help increase recycling rates. FCC actively enforce the food waste regulations and the Waste Bye-Laws which have been identified as a national waste priority.

Illegal dumping of tyres

The Waste Management (Tyres and Waste Tyres) Regulations 2017 place an obligation on tyre retailers to be members of an approved body (Circol ELT) and charge visible Environmental Management Costs (vEMC) for the recycling of tyres when selling tyres. The garages must also take back old tyres for recycling when selling new ones.

The Waste Enforcement Section is responsible for enforcing the Regulations and works in cooperation with Circol ELT and the Waste Enforcement Regional Lead Authority to investigate businesses suspected of not complying with the Regulations. Businesses that are members of the scheme get their waste tyres collected free of charge, eliminating the likelihood of tyres being dumped. The illegal dumping of tyres is therefore most likely the result of free riders – i.e. operators who are not members of the compliance scheme. Inspections by the WES aims at identifying these businesses and bring them into compliance.



Deposit Return Scheme

The Waste Enforcement Section is responsible for enforcement of the Separate Collection (Deposit Return Scheme) Regulations 2024, and works in collaboration with Re-Turn and the Waste Enforcement Regional Lead Authority to investigate businesses suspected of not complying with the Regulations. Can and plastic bottle litter has reduced significantly across towns and cities since the introduction of the deposit return scheme in February, according to research from Irish Business Against Litter (IBAL) however, overall levels of Litter have not reduced.

Waste Electrical and Electronic Equipment

The Waste Enforcement Section is responsible for enforcement of the European Union (Waste Electrical and Electronic Equipment) Regulations 2014. In 2024, inspections specifically targeted retailers of Vapes, to ensure that they are aware of their obligations and comply with the Regulations by being registered as retailers, advertising take back of the used vapes and having containers available for such take back.

Single Use Plastics Directive

What are single use plastics?

Plastic has many valuable properties; it is light, hygienic, insulates well, is low cost and durable. Plastic is used in construction, to store liquids, while plastic packaging can prevent food waste by preserving food. Many types of plastic are designed to be used for a long time. Single use plastics, however, are plastic products that are used once and then discarded. They represent a particular challenge both to the environment and to the aesthetics of our towns and villages. Plastic takes centuries to break down and, if not managed properly, can pollute marine, freshwater and terrestrial environments.

Typical single use plastics include plastic cutlery, straws, beverage containers and food containers. Monitoring across the EU has revealed that the ten most commonly used single use plastic items, along with fishing gear, make up 70% of all marine litter on European beaches.





DID YOU KNOW?

Over **200million** coffee cups are disposed of annually in Ireland? The Fingal Reusable Cup Project will launch in 2025 and aims to address this issue of waste across Fingal

What is being done about single use plastic litter?

In recognition of this huge challenge, an EU Directive was published in 2019, with the aim of reducing the volume and impact of specific plastic products on the environment. The EU Directive 'on the reduction of the impact of certain plastic products on the environment' is commonly referred to as the 'Single Use Plastics Directive'.

The Directive addresses the ten most common single use plastics referred to above, as well as fishing gear and plastic used in agriculture, and commits EU Member States to introduce a range of measures to deal with these plastic products.

To take legal effect in Ireland, the Directive was transposed into national legislation through SI No. 516 of 2021, as amended by SI No. 136 of 2022.

The Irish Regulations place a range of controls on various types of plastic products and on those who manufacture or import these products.

Since July 2021, the following single use plastic items can no longer be placed on the market in Ireland:

- Cotton bud sticks
- Cutlery
- Plates
- Stirrers
- Straws
- Balloon rods
- Expanded polystyrene single use food and beverage containers
- All oxo-degradable plastic products

Extended Producer Responsibility (EPR)

From January 2023, in addition to their existing EPR obligations associated with packaging, producers of plastic packaging will be required to cover the costs of litter clean-up for the following single use plastic items:

- food containers
- beverage containers and cups
- packets and wrappers
- light weight carrier bags

An EPR scheme was introduced for tobacco products containing plastic. Producers cannot place these products on the market in Ireland unless they are a member of the EPR compliance scheme - the Tobacco Product Plastic Filter Group (TPPFG). The same requirement will apply, from December 31st 2024, to producers of balloons and wet wipes.

Enforcement

Responsibility for enforcement of the single use plastics regulations - and other EPR regulations referred to above - has been assigned to the EPA and local authorities.

Fingal Reusable Cup Project

The Environment and Climate Action Section launched the pilot Fingal Reusable Cup Project in Malahide and Rush on Saturday 17th May 2025.

Disposable Cups are a common cause of litter on our streets, beaches and in our parks and open spaces. Working together with local community groups and businesses, the aim of the project is to eliminate disposable cups across Fingal on a phased basis by encouraging the public to bring their own reusable cups for take-away beverages or to borrow a reusable Vytal cup. Participating businesses are requested to discontinue supply of disposable cups to the public.

For further information:

www.fingal.ie/fingal-reusable-cup-project



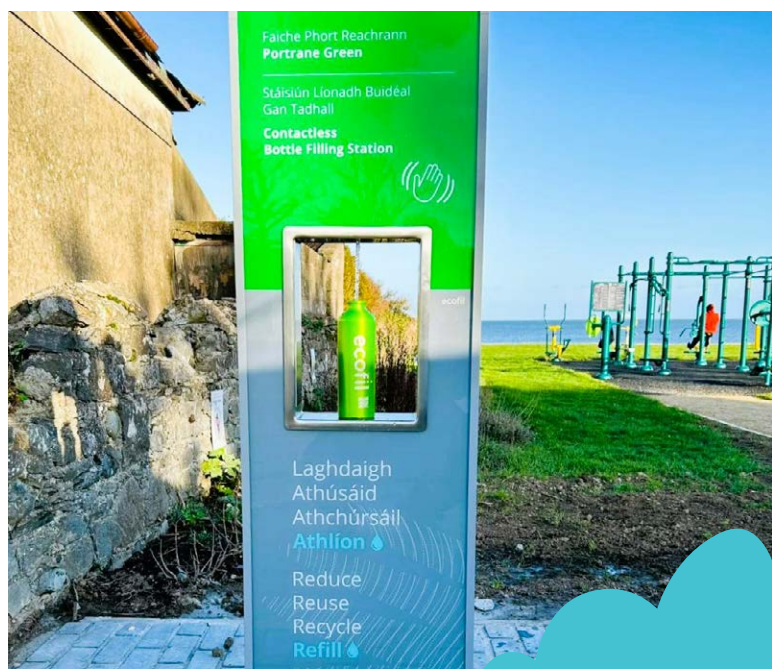
DID YOU KNOW?

Litter Wardens carry out over **6000 litter patrols** and investigate approx. **800 litter complaints** annually.

Water Refill Stations

There are now thirty-three public water refill stations installed across Fingal in our Parks and Open Spaces. Water refill stations help reduce plastic waste, as they eliminate the need for disposable bottles.

By choosing a refill station, you are contributing to the decrease of plastic pollution in our oceans and landfills and on our streets.



The locations of the Fingal water refill stations are contained in the Appendix.

LEGISLATION

- **Litter Pollution Act 1997 (as amended):**
Section 10 of the Litter Pollution Acts, 1997-2009, requires each local authority to review its Litter Management Plan every 3 years. This Plan, adopted on 7th July 2025 covers the period 2025 – 2028.
- Waste Management Act 1996
- National Waste Management Plan for a Circular Economy 2024-2030
- Eastern Midlands Regional Waste Management Plan 2015-2021
- Single Use Plastics Directive
- Fingal County Council Segregation, Storage and Presentation of Household and Commercial Waste Bye-Laws 2020
- Parks and Open Spaces Bye-laws 2017
- Beach and foreshore Bye-laws 2006
- Electoral (Amendment) (No.2) Act 2009

DID YOU KNOW?

It is an offence to leave bottles/bags of clothes/unwanted items on the ground at **Bring Banks** if they are full and you can be fined.



Fingal Dog Wardens are now authorised under the Litter Pollution Act 1997 to issue fines for dog fouling.

DID YOU KNOW?

EVALUATING THE MAIN LITTER CHALLENGES

The following methods were used to evaluate the current litter challenges in Fingal:

- Daily Litter Warden Patrol Reports
- Complaints recorded on our CRM (complaints and reports management) system.
- Complaints forwarded through the 'See it, Say it' app.
- Surveys carried out by our Litter Wardens, IBAL and National Litter Pollution Monitoring Surveys

Main litter contributors in Fingal

Fly tipping

It is our responsibility as a citizen in Fingal to ensure that waste and any unwanted items are disposed of responsibly and legally. Illegal dumping of large items including household appliances, is a major issue for Fingal County Council. It is very expensive to clear away fly tipping, and it can be dangerous to people and animals. When evidence is found by a Litter Warden, the person will be issued with a fixed penalty notice for €150 or in some cases the Council can take a direct prosecution to court if the dumping is more serious. The maximum fine that can be imposed by the court is €3000.



General Litter

The Litter wardens carry out daily patrols in Fingal. Each Litter Warden is assigned an area in Fingal with particular attention given to known black spots. We also encourage our citizens to report litter incidents. Witness statement forms are easy to download from Fingal County council website and citizens can report incidents by email to environment@fingal.ie or by using the see-it say-it app.

Fines can be issued for the following but not limited to;

1. Cigarette butts/items thrown from a vehicle.
2. Overflowing bins
3. Using Council public bins for dumping of household waste
4. Muck on road
5. Dumping of compost waste on open green space
6. Election signage
7. Unauthorised Signage
8. Dog fouling



DID YOU KNOW?

Election posters are only permitted from 30 days prior to the date of the poll and must be removed within 7 days of the polling day. If posters are in place outside of these dates, fines can be issued under the Litter Pollution Act.

Littering at bottle banks/textile banks

All bring banks in the Fingal area are inspected daily. Illegal dumping has become an issue, with clothing items and boxes being left at the bring banks. If the bring banks are full, citizens should bring their items home. If evidence is found by a litter warden, the person can be issued a Fixed penalty notice of €150.



Abandoned Vehicles

Abandonment of vehicles is a prosecutable offence under Section 71 of the Waste Management Act, 1996 as amended. All complaints of abandoned/burnt out vehicles in a public place should be reported to Environment@fingal.ie giving the exact location and car details and it will be investigated. A vehicle must not have moved for a significant period of time (up to 6 weeks) to be deemed abandoned. In 2023, there were a total of 380 alleged abandoned cars reported to the Council and following investigations 10 were identified as being abandoned under the Waste Management Act, 1996 as amended and were successfully removed. In 2023, there were 10 burnt out vehicles removed.



Further information on reporting an abandoned vehicle and details of what is considered to be an abandoned vehicle can be found at: <https://www.fingal.ie/council/service/abandoned-vehicles>

Dog Fouling

Dog fouling is an ongoing issue across Fingal and generates a significant number of complaints annually despite an increase in signage across the county and public awareness campaigns. Dog fouling can contribute to a major public health problem and can cause significant issues regarding bathing water across Fingal. Dog faeces contains billions of bacteria, some of which are harmful to humans.



Surface water management systems in urban environments and gullies in housing estates are designed to discharge rainwater to local streams/rivers which eventually end up exiting to the sea. At a beach, some bacteria from dog fouling not put in a bin can stay in the sand long after the tide has washed the faeces away. A single dog poo can contaminate an area of water the size of a tennis court. Beach water is tested regularly during the summer for the presence of faecal bacteria to ensure it is safe for swimming. It is classified from "excellent" to "poor" according to the number of bacteria found in these samples. When the number of bacteria is too high, the beach must be closed to swimming for the sake of public safety. If dog owners do not pick up after their dog, they are putting the safety of anyone who interacts with the water at risk, especially children, who can suffer serious illnesses from contact with dog faeces, like diarrhoea, and even blindness. This issue affects the entire community so picking up after your dog is necessary so everyone can continue to enjoy the beach.

Muck on road

Fingal County Council can issue a fine under the Litter Pollution Act 1997 -2009 for muck on the road. It is the responsibility of farmers and developers to ensure that public roads are kept clean and free of debris. The Litter wardens call to development sites to ensure that they have road sweepers on site to clean the roads.



Unauthorised Signage

Under Section 19 of the Litter pollution act 1997 -2009 it is illegal to put up posters or signs on poles or other structures in public places unless you have written permission in advance from the owner of the pole or structure. **Direct Prosecution/Fixed Penalty Notices will be issued to repeat offenders.**



Cigarette Butts & Disposable Vapes

Fingal County Council can issue a fine under the Litter Pollution act for discarding a cigarette butt from a vehicle. Citizens can report and complete a witness statement form quoting the vehicle registration if they witness this occurring.



Take-Aways/Fast Food

Dealing with packaging from takeaway food consumed in public places, especially in our seaside towns, is a significant challenge for the Council.



DID YOU KNOW?

It can take banana peels **2 years** to biodegrade. Food waste contributes significantly to climate change.

Erection of **advertising signage** without prior permission from the Council is illegal and you will be issued with a fine.

DID YOU KNOW?



RESPONSIBILITIES: WHAT CAN I DO?

As a resident, business owner or visitor in Fingal, you have responsibilities when it comes to litter prevention. There are penalties in place for parties who fail to meet their responsibilities when it comes to litter.

Residents/Visitors/Public:

- ✓ Keep private property, which is visible from a public place, free of litter.
- ✓ Pick up after yourself - do not drop cigarette butts/chewing gum/paper/food etc. on the ground and encourage others to do the same.
- ✓ Clean up after your dog when in a public place and dispose of the waste correctly.
- ✓ Make sure rubbish in your vehicle does not blow out and become litter and do not toss anything out of the window of your vehicle including apple cores and banana peels.
- ✓ Ensure that household waste following a 'spring clean' for example, are given to collectors with the necessary authorisations to collect such waste and do not use the 'man with a van'.
- ✓ If you witness a litter offence you can submit a witness statement form and a fine can be issued once evidence of the offence is available.
- ✓ Return takeaway packaging to the business it came from.
- ✗ Do not place household waste in a public litter bin.

The quickest way to report a litter incident is by emailing **environment@fingal.ie**. These emails are checked multiple times daily during working hours.

**DID YOU
KNOW?**



DID YOU KNOW?

Failure to keep the area outside your premises clean and litter free is an offence under Section 16 of the Litter Pollution Act 1997 – 2009 and can incur large fines if court convictions are secured.

Businesses:

- ✓ Keep the footpaths, pavements and gutters up to 100m of the premises litter free – this includes operators of mobile outlets.
- ✓ Ensure that transporting material does not cause litter and that the material is sufficiently secured.
- ✓ Engage with the Local Authority on managing litter/waste from your premises, in particular take-away packaging/litter.
- ✗ Do not place commercial waste in a public bin.
- ✗ Do not erect posters or signage without authorisation or place advertising leaflets on the windscreens of vehicles.
- ✗ Do not dispose/dump of material in an area other than an appropriate waste receptacle or at an authorised waste facility.



Local Authorities:

- ✓ Preparation and adoption of a Litter Management Plan.
- ✓ We will take all practical measures to allow for the prevention, control and correct disposal of litter.
- ✓ We will take steps to promote awareness of litter pollution and its effect on the environment.
- ✓ Encourage participation from the public and businesses of the county in preventing and overcoming litter pollution through workshops and awareness campaigns.
- ✓ Provide Access to appropriate facilities/receptables and waste bins for our citizens and arrange for regular emptying and cleaning.
- ✓ Litter Wardens will visit businesses in town centres on a scheduled basis to remind them of their responsibilities in keeping the areas outside their premises litter free.
- ✓ We will engage with Businesses who sell take away food to reduce waste and eliminate litter from their premises, including by means of issuing Section 16 notices where necessary.

Penalties

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



Ongoing Management of the Council's Litter Bin Policy

- Bus stops, main thoroughfares to shopping centres, schools, parks, and beaches will be considered as priority areas for the siting of litter bins.
- A survey is carried out prior to a new bin being located in an area. Fingal will ensure that there are adequate bins in place throughout the County and that there are resources in place to ensure they are serviced frequently.
- We will review litter bin placement and frequency particularly in areas which have experienced a growth in population in recent years to ensure these areas are adequately provided for.
- In the case where a bin is being abused through the dumping of household waste in it, which is an offence under the Litter Pollution Act, The Council will only remove this bin as an absolute last resort. Where the operational team propose to remove a bin or re-site a bin, this will be notified to the local Councillors.
- There has been a successful deployment of solar compatible bins across the county. These bins incorporate sensors that communicate back to the street cleaners when they are full. This has resulted in improved efficiencies in the areas where the bins are located.
- Fingal County Council provides additional bins the approach routes surrounding music venues such as Malahide Castle on the day of a concert or event. The villages and surrounding areas are cleaned, and litter picks are conducted after concert ends to ensure no residual litter remains.
- Additional litter bins will be provided in high amenity areas which see an increase in footfall and visitor numbers throughout the summer months.



OBJECTIVES OF THE LITTER MANAGEMENT PLAN 2025-2028

The overall aim of the Litter Management Plan 2025-2028 is to make Fingal a litter free county and to be the place of choice to live, work, visit and do business.

Our Objectives:



Litter Prevention and Control



Community Engagement,
Education and Awareness



Operations



Enforcement

Objective 1: Litter Prevention and Control



Objective

Fingal County Council will take all practical measures to allow for the prevention, control, and correct disposal of litter to include promotional/awareness campaigns, community engagement/participation in new initiatives, provision of appropriate facilities/receptacles and waste bins for the public to dispose of their waste and enforcement of the law where necessary.

Actions

- Litter Bins
- Solar Powered Litter Bins
- Litter Wardens
- Bottle/Textile Banks
- Recycling Centres
- CCTV
- Educational/Awareness Programmes
- Signage

Litter Bins

Ensure the provision of a sufficient number of litter bins across the County. All requests for new bins will be assessed under the criteria under the Councils Litter Bin policy.

Solar Powered Litter Bins

Prepare and monitor a roll-out programme for solar powered bins in areas where there is a high level of usage.



Litter Wardens

Ensure the provision of a sufficient number of litter wardens to patrol the County and to increase the operational hours to include 7day p/ week service in 2025.

We endeavour to ensure our Litter Wardens are visible to the public and regular walking patrols throughout our towns/villages, beaches/parks will be carried out.

We will provide ongoing training and guidance for Litter Wardens to provide them with the necessary skills to carry out their duties.

Regular reviews of Litter Warden patrol routes and duties will be carried out to ensure the efficiency and effectiveness of the service.

Litter Wardens to patrol businesses in town centres on a scheduled basis to remind them of their responsibilities under the Litter Pollution Act. If outside of premises unclean warning notices/ fines will be issued.

Bottle/Textile Banks

We will make recycling banks for glass, cans, and textiles available at suitable locations to meet the demands of the County.

Annual reviews of the bottle/textile's banks will be carried out to ensure they are fit for purpose and up to the required standard.

Requests for additional bottle/textiles banks will be considered and suitability/requirement determined taking into account location and proximity to dwellings/schools and the potential noise and nuisance issues.

We will collect usage data for recycling banks and make the tonnage publicly available.



Recycling Centres

Fingal County Council operates and manages two Recycling Centres – Estuary Recycling Centre in the North of the County and Coolmine Recycling Centre in the West of the County.

We will increase the opening hours of the Coolmine Recycling Centre in line with the hours of the Estuary Centre to better facilitate the Community to recycle.

The Recycling Centres will accept specific bulky waste and timber collections in the run up to Halloween to help reduce the volume of bonfire material in the community at that time of year. It is envisaged this will continue on an annual basis.

Bring banks are patrolled daily by the litter wardens. Bring Bank blackspots will be prioritised for CCTV.



CCTV

CCTV is being reintroduced across Fingal on a phased basis subject to the approval of the CCTV Oversight Board. Areas with the highest recorded levels of littering and illegal dumping will be prioritised initially.

We will also take action against any identifiable person who unlawfully deposits waste in our County.

Educational/Awareness Programmes

Raising awareness and educating the wider community on litter and waste will be a priority over the duration of this Litter Management Plan.

Signage

Fingal County Council will maintain all informative/prevention signage countywide. Requests for new signage and replacement of old signage will be considered on a case by case basis by the Operations/Environment Departments.



DID YOU KNOW?

You can find a full list of items accepted at our two recycling centre facilities by visiting www.fingal.ie/recycling-centres

Objective 2: Community Engagement, Education and Awareness



Objective

Fingal County Council is committed to raising awareness and educating Fingal's young people, communities, and businesses on the detrimental impacts of litter on the environment. Promoting litter prevention is essential for effective waste management in Fingal. By minimizing littering, we can reallocate resources to other valuable initiatives and programs, fostering a cleaner, healthier environment for all residents, workers, and visitors.

Our campaigns, educational programs, and strategic initiatives aim to mobilize these groups. We acknowledge and support the critical efforts of Residents' Associations, Community Groups, Green Schools Committees, and Tidy Towns in their commitment to keeping Fingal litter-free, and we pledge to continue providing them with the necessary backing.

Actions

- Behavioural Change
- Educational Programmes
- Illegal Dumping
- Gum and Litter
- Dog Fouling
- Encouraging the correct disposal of Cigarette Butts and Vapes
- Adopt-a- Patch
- Community Clean Ups
- Businesses and Litter Prevention
- Anti-Litter Anti-Graffiti Grant
- Estuary Recycling Centre Swords: Education Room
- E-Newsletter
- Talks and Workshops
- Social media
- Keen To Be Green Partnership
- Schools and Youth

DID YOU KNOW?

Fingal funded **67 Environmental Workshops** to schools and Communities in 2024.

Behavioural Change

Educate people about the negative impacts of littering and encourage them to adopt more responsible behaviour through educational programmes.

Educational Programmes

Ensure a variety of education programmes are delivered across society in Fingal under the following headings:

Environmental Protection

Littering harms wildlife, pollutes waterways and degrades natural landscapes. Education helps people to understand these environmental impacts, fostering a greater appreciation for and commitment to protecting the environment.

Public Health

Litter can attract pests and is a health hazard. Educating the public about these health risks can lead to better waste management practices, reducing health hazards in communities.

Community Aesthetics

Clean, litter-free areas improve the visual appeal of neighbourhoods, making them more pleasant places to live, work and visit. Education can instil pride in maintaining a clean community.

Economic Benefits

Litter cleanup is costly. Reducing litter through education can save public funds, which can then be redirected to other community projects and services.

Community Involvement

Education can empower community groups and residents to participate in litter prevention initiatives, fostering a sense of collective responsibility and cooperation.

Illegal Dumping

Illegal dumping and fly-tipping is a major issue facing Fingal County Council in terms of litter prevention. We also recognise that Enforcement plays a key role in tackling Illegal dumping, but equally see education and communications working in conjunction with enforcement. We will continue to promote the awareness campaign for householders to highlight the problem of unauthorised waste collectors. Householders have legal responsibilities relating to waste and litter management; all households must have a waste collection provider in place to collect their household waste. The awareness campaign includes cinema and radio advertisements and notices in Fingal County Council publications. Consider the use of billboards throughout the county to increase awareness of this campaign.

We will also put a strategy in place on the requirements to have a waste collection provider for landlords and residents of multi-occupancy residences throughout the County. The illegal dumping of tyres is an on-going problem throughout the County. We will promote the Repak ELT Tyres compliance scheme on our website and through social media.

Leaf Litter

Every year large quantities of leaf litter can have unexpected negative consequences such as clogging drains and gutters which can lead to flooding and damage. Road Sweepers are used to clear the footpaths and roads of leaf litter however Communities in Fingal are encouraged to apply for leaf mould cages under our 'Leaf Mould Cage' Initiative to collect, tidy up and compost leaf litter in our estates and communities.

DID YOU KNOW?

Since the leaf mould cage initiative began in 2021, we now have over **500 leaf cages** in communities all across Fingal.

Gum and Litter

Fingal County Council annually participates in the National Gum Litter Taskforce (GLT), a joint initiative between the gum industry and the Department of Environment, Climate and Communications. This initiative aims to encourage the public to dispose of their gum responsibly in a bin. The GLT campaign has been developed to incorporate a set of integrated initiatives including education and awareness raising measures to ensure the greater visibility of the €150 fine for littering and reminding people that incorrectly disposed of chewing gum is actually litter. The Council will continue to support this campaign and work with Tidy Towns groups to expand its reach.



Dog Fouling

Dog fouling is an ongoing issue for promoting a clean environment throughout Fingal. We recognise the value and importance of dogs to their owners, but it is imperative that dog fouling is seen as a socially unacceptable activity. We recognise needs of others in the community, particularly the elderly and children, to have public spaces which are safe and clean for rest, relaxation, recreation, and play. The Council wants to engage and work with dog interest groups and dog walkers across the County to prevent dog fouling.

The Council will continue to provide dog waste bags to Keen to Be Green Community Centres, dog friendly cafes and vets, in order to encourage responsible dog ownership. Online social media campaigns and poster campaigns in community

centres will be utilized to create awareness of the dangers of dog fouling. Fingal Dog Wardens are now authorised to issue fines under the Litter Pollution Act.



Encouraging the correct disposal of Cigarette Butts and Vapes

There has been a marked increase in this kind of litter since the last Litter Management Plan. The Council will create a bespoke webpage dedicated to showing the impacts of cigarette butts as a form of litter and how vapes can be recycled safely.

There is a large gap in awareness regarding cigarette butts and vapes as a form of litter. To address this, the Council has created a promotional awareness campaign on the impact of butts and vapes on the environment and how they can dispose of these items correctly.



Other awareness campaigns will focus on responsible disposal of e-cigarettes and vapes through Fingal's two recycling centres and European Recycling Platform (ERP) battery collection networks.

Community Clean Ups

We will continue to support local clean-up campaigns. The Environmental Awareness Officer supports local communities, groups, and businesses with materials such as posters, litter pickers, bags and offers input on the environmental implications of certain types of litter. Through the Operations Department, we can also arrange to have bags of litter collected after the clean-up has taken place. The Council will meet with residents/community groups to identify areas where action is needed and provide practical assistance to improve their area.

Shore to Sea

The pilot 'Shore to Sea' Project launched in 2024 and aims to raise awareness on the importance of clean gullies for marine life. It focuses on the serious harm of cigarette butts being thrown away and the damage that does to water quality.

Schools and Community Groups are encouraged to contact environment.education@fingal.ie if they are interested in signing up to the project.



DID YOU KNOW?

Fingal funded **39 Anti-litter, Anti-graffiti projects** in 2024.

Businesses and Litter Prevention

Supporting businesses in Fingal with litter prevention involves a multi-faceted approach to foster a cleaner environment and promote community well-being. Businesses can be encouraged to participate in local litter campaigns by providing them with resources such as litter pickers, promotional materials, and educational workshops on waste management. The Environmental Awareness officer will continue to collaborate with local businesses and support regular clean-up events in partnership with Fingal's Chambers. The Litter Warden will visit businesses to offer information and assistance in relation to their responsibilities under the Litter Pollution Act.



Anti-Litter Anti-Graffiti Grant

We will continue to part-fund the annual Anti-Litter Anti-Graffiti Grant. Lots of different projects are initiated by members of Community Groups all over Fingal. Activities can include litter clean ups, painting of estate walls, painting murals, introducing areas for biodiversity in places prone to litter and dumping and awareness campaigns for litter and cigarette butt disposal. The fund is part-sponsored by the Department of Environment, Climate Action, and Communications.

We will ensure to promote funded projects by community groups and utilize www.fingal.ie to share community initiatives and share good practice and ideas.



Estuary Recycling Centre Swords: Education Room

The Environmental Awareness Officer will continue to utilize the education room in the Estuary Recycling Centre, Swords and offer this space to community groups, schools to host workshops on litter prevention and give educational tours of the centre.

E-Newsletter

We will continue to promote the Environmental Awareness bi-monthly newsletter which is sent via email to over one hundred community groups, Tidy Towns committees, sport clubs and businesses to engage public interest in Fingal County Council environmental events and initiatives promoting litter and waste management. This will provide a chance to strengthen relationships with key community members, which supports collaboration on key litter issues such as discarded gum, cigarette butts and clean-ups.

A sign-up function will be added to www.fingal.ie

Media Campaigns

The Litter Management Section will initiate a Litter Management Campaign which will run over the course of this Plan and will include a variety of seasonal litter prevention messages to members of the public/businesses/visitors across all mechanisms including social media platforms, newsletters, radio adverts, bus stop adverts etc.

Keen To Be Green Partnership

We will continue to support the Keen to Be Green Programme and the Fingal Community Facilities Network. We will endeavour to create support and fund ten annual Green Festivals to promote and engage local residents in litter prevention.



Adopt-a- Patch

We will continue to promote the Adopt-a- Patch scheme, in which local groups and residents can adopt parts of beaches, bring banks and litter hotspots. Community groups and resident associations are encouraged to identify litter hotspots and with support from the Environmental Awareness Officer and Operations team, organize clean ups and planting to deter future littering.

Schools and Youth

Fingal has a higher than national average population of young people under eighteen. Therefore, we recognize the importance of environmental literacy and education regarding Litter and Waste in supporting young people to foster lifelong environmental stewardship. It is crucial for several reasons:

Environmental Protection

Teaching young people about litter helps them understand how waste harms ecosystems, wildlife, and natural habitats.

Healthy Habits

Early education on proper waste disposal fosters lifelong habits of environmental stewardship, continuing into adulthood.

Community Pride

Understanding litter's impact on the local community can inspire pride, leading to cleaner, safer, and more attractive areas.

Peer Influence

Educated youth can influence peers and family, spreading awareness and encouraging broader commitment to reducing litter.

Connection to Nature

Teaching about litter fosters a deeper connection to nature, encouraging love and respect for the natural world.

Global Awareness

Litter education instils understanding of global waste issues like ocean pollution and climate change, promoting responsibility.

Actions

Green Schools Programme

Fingal County Council 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 educational facilities in Fingal and to expand into schools which are not yet accredited. Our Environmental Awareness Officer will continue to liaise with schools and the wider local community to promote and spread our litter prevention message.

School Newsletter

Teachers and School management will be informed of litter prevention programmes, events, and materials via newsletter. The Environmental Awareness Officer will also support teachers with any queries they may have.

Talks and Workshops

The Environmental Awareness Officer will continue to facilitate and fund numerous school workshops across the county supporting local schools with litter prevention ideas and materials.



DID YOU KNOW?

Fingal supported 133 schools in the **Green Schools Programme** in 2024 with 29 new Green Flags awarded across all themes.

Fingal supported 39 schools in the **Composting for Schools Programme** in 2024.

Objective 3: Operations



Objective

Littering is the most visible form of environmental pollution that is encountered by the people of Fingal – it impacts those who live, work, and visit our County. Our main objective is for Fingal to be litter free so that it can be enjoyed by everyone.

Actions

Maintenance of standard street bins & solar compactor bins throughout the county.

Prepare a detailed daily street-cleaning schedule to include litter picking and emptying of bins. This will be reviewed periodically to ensure that it is still suitable and effective to maintain a high standard of cleanliness throughout the County. Increase cleaning and litter picking schedules at beaches/parks and other recreational areas during the summer season and the provision of additional bins as required.

Target cleaning activities at litter black spots and known dumping locations. Illegal dumping and fly-tipping is an ongoing issue throughout Fingal. Cleaning crews will continue to clean up areas where rubbish bags, bulky waste, furniture, construction and demolition wastes, tyres and hazardous waste material are dumped. The crews will liaise with the Litter Wardens with a view to identification and prosecution of offenders.

Maintain the current street cleansing fleet which is comprised of 6 small street sweepers, 5 larger street sweepers and 3 cycle lane sweepers. During the Autumn and Winter months, three additional units are hired which are capable of picking up leaf litter.

Fleet requirements will be reviewed annually to ensure that they are adequate for the level of operations required throughout the county.

Work with the local community to prevent litter and support community initiatives and community clean-ups. Litter bags to be given to community groups and collected following a clean-up.

Prepare, implement, and monitor a bin-replacement programmes throughout the County for damaged bins which are no longer fit for purpose.

Review and assess requests that come in for additional bins at locations across the County. Manage waste in open green spaces and other amenity areas to ensure these areas can be enjoyed safely by our residents.

Log litter complaints on the CRM (Customer Relationship Management) System on a daily basis to track and action litter complaints/ notifications and to prioritise same. The public are encouraged to include as much detail as possible when reporting a littering incident.

DID YOU KNOW?

There are currently over **200** Solar compactor bins & **895** standard street bins across Fingal.

Beaches, Rivers & Estuaries

Most beaches are litter picked daily and raked once per week during the bathing season which runs from June to September. Additional bins are provided during this period. The Green Coast protocol involves removing litter while ensuring seaweed and other natural debris is left on the beach to support beach and dune ecosystems and ecosystem services. The Council will consider extending this approach, fully or partially to other beaches, particularly those facing erosion challenges, subject to the availability of resources.

Litter picks and clean-ups will be targeted at rivers and estuarine areas more regularly. The frequency of litter picks will be increased in the summer months, and will continue all year around, as resources allow.

We will continue to actively support community clean-ups of rivers, beaches, and the marine environment.

We will ensure that there are sufficient litter bins positioned at appropriate locations along river and coastal walkways and marine recreational areas.

Graffiti

Fingal County Council will continue to implement the current graffiti removal policy which is to remove tagging and other graffiti from public areas where requested through the CRM system.

We are currently exploring running a scheme to allow graffiti artists and youth organisations to use utilities boxes in urban areas as controlled spaces for street art.

Fingal County Council will endeavour to support projects which provide graffiti artists with dedicated spaces to create modern urban art in such a way that enhances the environment throughout the County.

The Environmental Awareness Officer currently supplies recycled paints free of charge to Tidy Towns and other groups. Paint can be made available to others groups who have access to an appropriate space.

In relation to graffiti on utility cabinets, Fingal County Council logs these complaints when reported and liaise directly with the utility provider to request that they clean up their property. Recent improved reporting systems have been made between Fingal County Council and these utility providers.

Fingal County Council are in the process of tendering for a contractor to remove graffiti on all FCC owned traffic cabinets.

Any graffiti on bins that are reported are logged on our CRM system and appropriate maintenance is carried out when the schedule allows.

Community Involvement

The Operations Department works with local resident groups such as Tidy Towns Groups throughout the county and assist in their efforts to keep their areas clean with the provision of equipment such as litter pickers, bags, hi-vis jackets, gloves etc.



Objective 4: Enforcement



Objective

Enforcement is an integral part of litter management in Fingal and our Litter Wardens are authorised officers under the Litter Pollution Act 1997. Enforcement measures are necessary to target individuals and groups who openly and blatantly ignore the law.

Litter Wardens play a pivotal role in ensuring those that disregard the law in relation to littering and illegal dumping are brought to justice. They are at the front line of enforcement against litter and their skills, experience and diligence are vital in this regard. They also work with businesses, schools and at Council events throughout the County in an educational capacity, advising on legal obligations in relation to preventing litter.

Our Dog Wardens have now been authorised under the Litter Pollution Act to issue fines for dog fouling in Fingal.

Actions

Maintain a strong Litter Warden presence throughout Fingal – ensure that our Wardens are visible to the public.

Increase the provision of the Litter Warden service to a 7-day service and increase the number of Litter Wardens

Prosecute litter offenders and work with An Garda Síochána and other relevant agencies.

CCTV – undertake covert surveillance operations at litter blackspots throughout the County to identify offenders and assist with prosecutions.

Work with the business community in Fingal to make them aware of their responsibilities with regards to litter prevention and protecting the environment

Ensure that all fines are paid and where no payment is received, ensure that legal prosecutions are initiated in a timely manner.

Ensure action is taken against individuals/businesses for the erection of unauthorised signage.



SUMMARY

Fingal County Council will continue to engage with all stakeholders including residents, business owners and Visitors in Fingal over the course of this Litter Management Plan and work together to keep our beautiful county clean and free of litter and to provide education and raise awareness on the damage litter is causing our environment.

The Litter Management Section will initiate a Litter Management Campaign which will run over the course of this Plan and will include a variety of seasonal litter prevention messages to members of the public/businesses/visitors across all mechanisms including social media platforms, newsletters, radio adverts, bus stop adverts etc.



Useful links:

Fingal County Council	www.fingal.ie
Litter.ie	www.litter.ie
An Taisce/Green Schools Programme	www.antaisce.org
Tidy Towns	www.tidytowns.ie
Environmental Protection Agency	www.epa.ie
Irish Business Against Litter	www.ibal.ie
Department of the Environment, Climate and Communications	www.gov.ie/decc
National Waste Collection Permit Office	www.nwcpo.ie

Contacts:

The Environment Department are responsible for Litter Enforcement which includes the provision of litter wardens, litter pollution investigations, court prosecutions. [**Environment@fingal.ie**](mailto:Environment@fingal.ie)

The Environmental Awareness Officer is responsible for Environmental Awareness and Waste Prevention programmes. [**Environment.education@fingal.ie**](mailto:Environment.education@fingal.ie)

The Operations department look after street cleaning, management of bins and the recovery and recycling facilities.

Balbriggan/Lusk/Rush/Swords Operational Area	Balswooparea@fingal.ie
Howth/Malahide Operational Area	Howmaloparea@fingal.ie
Blanchardstown/Mulhuddart/Castleknock/Ongar Operational Area	Casmuloparea@fingal.ie



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Appendix 1: Implementation and Monitoring of the Litter Management Plan 2025-2028



Litter Prevention and Control

Implementation	Monitoring	Lead Departments	Timeframe
Ensuring that there are enough bins across the county	Continuously monitor the locations of high general littering reports and public demand	Operations	Ongoing 2025-2028
Increase the number of solar powered Bins in high usage areas	Monitor the Roll out programme	Operations	Ongoing 2025-2028
Ensure provision of sufficient number of litter Wardens and increase operational hours to include 7day p/week service	Ongoing training, regular reviews of daily patrol areas and we endeavour to increase in visibility of litter wardens to the public	Environment	Ongoing 2025-2028
Recycling banks for glass, cans, and textiles available	Annual reviews of the Bottle/textiles banks to ensure they are fit for purpose and review requests for additional areas to be covered	Environment	Per Annum
Ongoing monitoring of our two recycling centres and increase in hours	Increasing the opening hours of our Coolmine Recycling centre to be in line with our Estuary centre	Operations	Ongoing 2025-2028
Introducing the use of CCTV footage to monitor hot spots for littering	Identifying areas in the county that would benefit having CCTV to identify offenders and act as a deterrent	Environment	Ongoing 2025-2028
Continue to support anti-litter and anti-graffiti grants	Support local communities in combating littering and graffiti by empowering communities with resources to contribute to the overall well-being of Fingal	Environment	Ongoing 2025-2028
Raising awareness and education on Litter and waste	We plan to raise awareness and educate the wider community of the benefits of a cleaner Fingal. <u>This will be a priority over the duration of the Litter management plan.</u>	Environmental Awareness	Ongoing 2025-2028
Commencement of a pilot Fingal Reusable Cup Project	Monitor public engagement and continually promote this initiative	Environmental Awareness	Ongoing 2025-2028
Signage	Review requests for new or replacement signage throughout the county.	Environment & Operations	Ongoing 2025-2028



Community Engagement, Education and Awareness

Implementation	Monitoring	Lead Departments	Timeframe
Encourage a Behavioural Change in society	Educate people about the negative impacts of littering and encourage them to adopt more responsible behaviour through educational programmes	Environmental Awareness	Ongoing 2025-2028
Introduce a variety of education programmes across the Fingal society	Start educational programmes that include the subjects of Environmental protection, public health, Community Aesthetics, Economic Benefits and Community Involvement	Environmental Awareness	Ongoing 2025-2028
Raise awareness for householders to be aware of unauthorised waste collectors	Increase the awareness campaign against unauthorised waste collectors by doing advertising on radio, in the cinema and on billboards	Environmental Awareness	Ongoing 2025-2028
Encourage the community to properly dispose of gum and litter	Continue use the GLT campaign and work with tidy towns	Environmental Awareness	Ongoing 2025-2028
Increase the awareness of dog fouling fines	Ensure more visibility of the fines that come with dog fouling and work with dog interest groups and dog walkers across the county	Environment	Ongoing 2025-2028
Encouraging the correct disposal of Cigarette butts and vapes	The council will create a dedicated cinema ad campaign, we have also introduced where the normal recycling of batteries will now include disposable vapes	Environmental Awareness	Ongoing 2025-2028
Continue to promote Adopt-a-patch Scheme	Encourage local groups and resident to adopt parts of beaches, bring banks and litter hotspots with support from our environmental awareness officer and operations	Environmental Awareness/ Operations	Ongoing 2025-2028
Continue to support local clean-up campaigns	We will continue to supply local communities, groups, and businesses with the resources to enable them to launch clean-up activities	Environmental Awareness/ Operations	Ongoing 2025-2028
Supporting businesses in their efforts to become more environment aware	Encourage businesses to partake in educational workshops, participate in local litter campaigns	Environmental Awareness/ Operations	Ongoing 2025-2028
Utilize the education room in the Estuary recycling Centre	Offer this space to community groups and schools for workshops	Operations	Ongoing 2025-2028
Promote the Environmental Awareness bi-monthly newsletter	We will continue to send out the newsletter to its existing subscribers and continue to campaign to get more	Environmental Awareness	Ongoing 2025-2028
Facilitate and fund talks and workshops	Facilitate and fund community workshops supporting residents with litter prevention	Environmental Awareness	Ongoing 2025-2028
Use social media to garner a greater Environmental Awareness	Endeavor to post content highlighting the efforts of everyone involved in local clean up events	Environmental Awareness	Ongoing 2025-2028
Foster a lifelong environmental stewardship in our youth	We will continue our various programmes, talks and workshops in school	Environmental Awareness	Ongoing 2025-2028
Initiate Litter Management media campaigns	Campaigns will include seasonal litter prevention message to members of the public/businesses/visitors across various social media platforms	Environmental Awareness	Ongoing 2025-2028
Engage with businesses in managing litter/waste	The council will regularly engage and raise awareness with businesses who sell takeaway food and will issue fines/ Section 16 notices where necessary	Environment/ Environmental Awareness	Ongoing 2025-2028



Operations

Implementation	Monitoring	Lead Departments	Timeframe
Maintain our standard and solar bins	Ensure the regular emptying and maintenance of the Bins	Operations	Ongoing 2025-2028
Increase cleaning and litter picking at beaches and parks	Provide a daily route to maintain a high standard of cleanliness	Operations	Ongoing 2025-2028
Target Black Spots and known Dumping locations	Cleaning crews will continue to strive to keep the county clean	Operations	Ongoing 2025-2028
Maintain our street cleansing fleet	Review fleet requirements and add additional units if needed	Operations	Ongoing 2025-2028
Supply Communities with litter resources to combat litter buildup	Work with the local community to prevent litter and support community initiatives	Operations	Ongoing 2025-2028
Maintenance of Beaches, Rivers & Estuaries	Continue to daily serval these areas to keep them free of Litter	Operations	Ongoing 2025-2028
Graffiti Removal	Exploring the idea of running a scheme to allow graffiti artists to have controlled spaces for street art, like the Balheary skate park. Continue/monitor reporting line with utility providers for cleansing of utility cabinets. Commence new contract for cleansing of FCC infrastructure.	Environmental Awareness/ Operations	Ongoing 2025-2028
Continue to work with tidy Towns groups throughout the county	Assist their efforts to keep their area clean	Operations	Ongoing 2025-2028
Extending the Green Coast Protocol which involves removing litter while preserving natural debris like driftwood and seaweed	Council will consider extending this approach, fully or partially to other beaches particularly facing erosion challenges, subject to the availability of resources	Operations	Ongoing 2025-2028

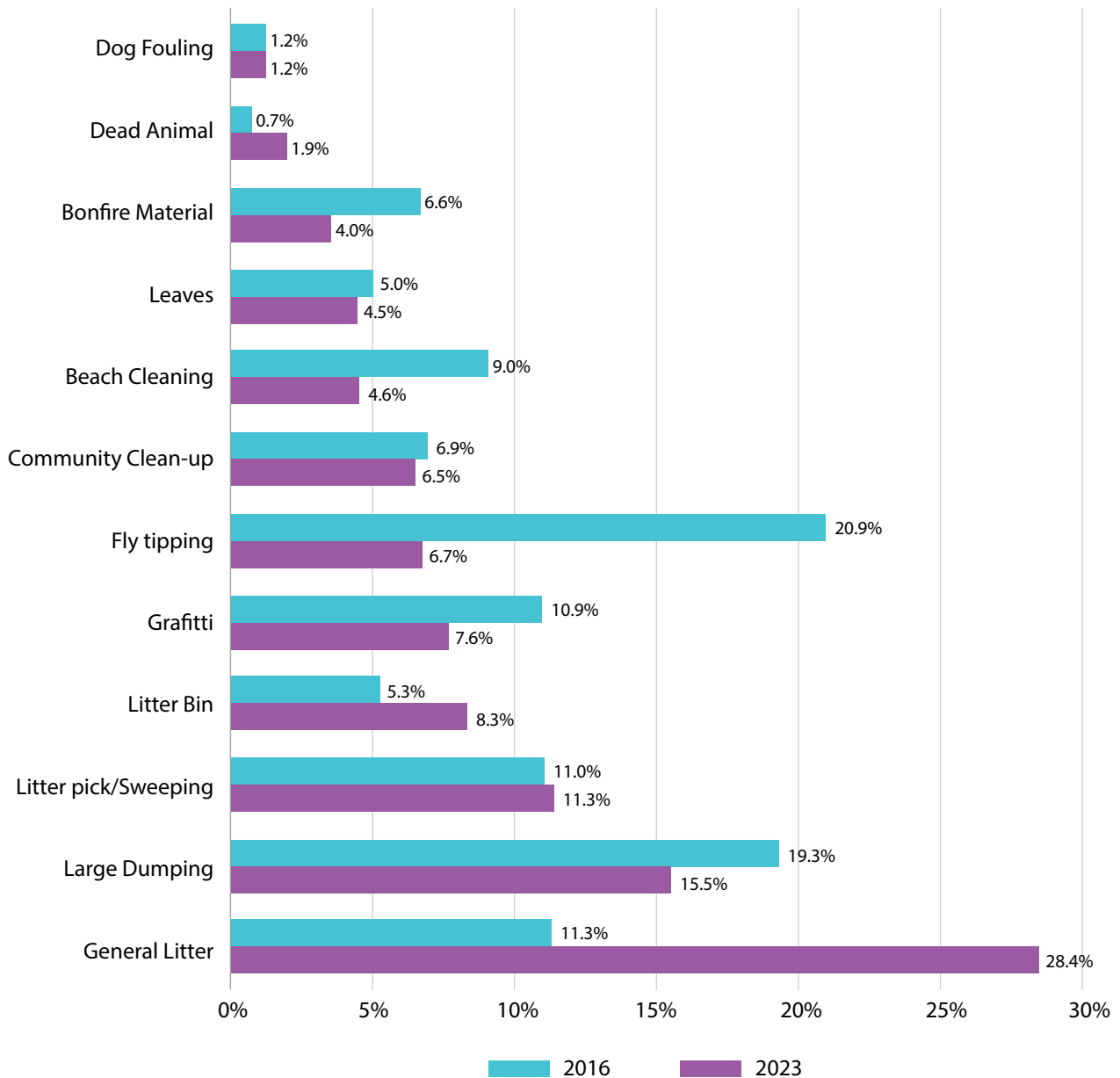


Enforcement

Implementation	Monitoring	Lead Departments	Timeframe
Maintain a strong Litter Warden Presence	Ensure our Wardens are visible to the public	Environment	Ongoing 2025-2028
Increase the provision of the Litter wardens	Increase the service to a 7-day service	Environment	Ongoing 2025-2028
Prosecute offenders	Issue litter fines and work with an Garda Siochana	Environment	Ongoing 2025-2028
CCTV	Undertake covert surveillance operations	Environment/ Operations	Ongoing 2025-2028
Work with the business community	Raise awareness among businesses of their responsibilities involving waste	Environmental Awareness	Ongoing 2025-2028
Ensure Fine payment	When fines are not paid, we will initiate legal proceedings in a timely manner	Environment	Ongoing 2025-2028
Unauthorised Signage	Ensure action is taken against individuals/businesses	Environment	Ongoing 2025-2028
Direct Prosecutions	Proceed to direct prosecution for any repeat offences	Environment	Ongoing 2025-2028

Appendix 2: Review/Highlights of Litter Management Plan 2019 – 2021

The Below chart shows the comparison between the CRM figures for the common Types of Litter in 2016 (in the previous Litter Management Plan) to the latest figures we have in 2023.

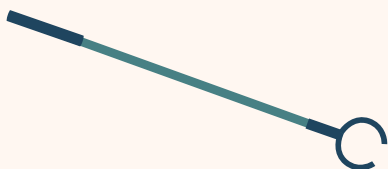
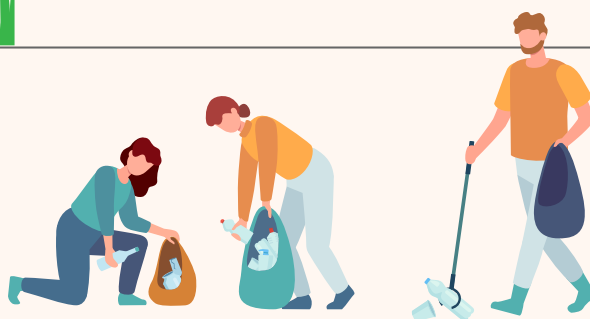


HIGHLIGHTS FROM THE PREVIOUS LITTER MANAGEMENT PLAN



100 Adopt-a-patch
registration

200
Community
Clean ups



9 Community
Centre hubs for
Clean up Kits



50 Groups
Received funding for litter
prevention projects through
the Anti-Litter Ant-Graffiti grant

5000 Dog fouling
bags distributed



**Environment and
Climate Action**
Fingal County
Council



**Comhairle Contae
Fhine Gall**
Fingal County
Council



HIGHLIGHTS FROM THE PREVIOUS LITTER MANAGEMENT PLAN

139

Primary and Post Primary schools registered with the Green Schools Programme across Fingal County



PICKER PALS

93%

Primary schools registered with the Picker Pals Litter Programme across Fingal County



150

Talks and workshops on litter prevention facilitate and funded by the Environmental Awareness Officer

6 Green Festivals

Organised in conjunction with the Community Department and Fingal Facilities Network



100

Recipients to bi-monthly newsletter highlighting litter prevention programmes campaigns and events

Environment and Climate Action
Fingal County Council



Comhairle Contae Fhine Gall
Fingal County Council



Litter Prevention and Awareness: Highlights from the 2019-2021 Plan

Schools and Youth Programmes 2019-2021

1. Green Schools

139 primary and post primary Green-Schools registered in Fingal County Council. Since 2019, 19 Schools have achieved their litter and waste flag in which Green School Committees tackle the prevention of litter in their schools and wider communities through peer to peer learning, presentations and organized clean ups. The Environmental Awareness Officer is tasked with assessing Green Schools for flag eligibility, and also provides support and guidance on litter management and prevention.

2. Picker Pals Programme

93% of primary schools across Fingal are participating in the Picker Pals programme which drives behavioural change through litter picking challenges, learning activities and curriculum based resources.

3. Composting for Schools

This programme supports school communities to manage their litter and waste. The programme uses the Sustainable Development Goals as a framework to support schools to manage and reduce their landscape and food waste and to save costs on waste management. Over twenty schools across Fingal have taken part in this programme and teachers are supported through site visits, workshops and a bespoke online educational resource.

4. Provision of talks and workshops

The Environmental Awareness Officer visited and funded numerous school workshops across the county supporting school management with litter prevention measures and providing resources and materials to students.

Community Groups 2019- 2021

Contributions were made by local community groups, residents associations, Tidy Towns groups and the wider public in their efforts to keep Fingal Clean. We extend our thanks to these groups for their continued hard work and local advocacy.

Fingal County Council held meetings and worked with all Tidy Town Committees annually. In addition, Operations Department staff members meet with members of Committees during the year to discuss ongoing and proposed projects. The Environmental Awareness Officer also frequently meets with groups to discuss campaigns, funding projects and materials needed for clean ups etc.

1. Community Clean Ups

The Council continually supports local clean-up campaigns. The Environmental Awareness Officer supports local communities, groups and businesses with materials such as posters, litter pickers, bags and offers input on the environmental implications of certain types of litter. The Council can also arrange to have bags of litter collected after the clean-up has taken place. The Council will meet with residents/community groups to identify areas where action is needed and provide practical assistance to improve their area.

Several Community Centres across Fingal now serve as hubs for Community Clean Up kits:

- Mulhuddart Community Centre, Church Rd, Buzzardstown, Dublin Mountview Youth and Community Centre, Lohunda Downs, Coolmine, Dublin 15
- Ongar Community Centre 15 Ongar Distributor Road, Ongar Village, Dublin 15, D15
- Donabate Portrane Community & Leisure Centre, 3 Portrane Rd, Ballalease North, Donabate, Co. Dublin
- Baldoyle Community Hall, Main St, Baldoyle, Dublin 13,
- Flemington Community Centre, Hamlet Ln, Balbriggan
- Our Balbriggan Main Office, Georges Square, Balbriggan
- Applewood Community Centre, Castlevue Lawn / Bunbury Gate Road, Swords, Co. Dublin
- Holywell Community Centre, Holywell Ave, Holywell, Swords, Co. Dublin
- Rivervalley Community Centre, River Valley Rd, River Valley, Swords, Co. Dublin

2. Newsletter

A bimonthly newsletter is sent via email to over 100 community groups, Tidy Towns committees, sport clubs and businesses to engage public interest in Fingal County Council environmental events and initiatives promoting litter and waste management. This has provided a chance to strengthen relationships with key community members, which supports collaboration on key litter issues such as discarded gum, cigarette butts and clean-ups.

3. Greener Community Competition

The Greener Community Competition aims to make the County a cleaner, greener place to live. In 2019 Greener Community Awards were awarded to numerous community groups, highlighting their achievements.

4. Keen to be Green

Fingal's 'Keen To Be Green' Project is a collaboration between Fingal County Council's Community Development Office and Environment Department and the Fingal Community Facilities Network. Launched in 2021, the Keen to be Green programme supports the Community Facilities network across the County to take action to become more sustainable. As part of the programme, six 'Green Festivals' have been hosted in community centres. These festivals featured interactive talks and materials to engage local communities in the prevention of litter.

5. Anti-Litter Anti-Graffiti Grant

The Anti-Litter Anti-Graffiti Grant is run every year by Fingal County Council. Lots of different projects are initiated by members of Community Groups all over Fingal. Activities can include: litter clean ups, painting of estate walls, painting murals, introducing areas for biodiversity in places prone to litter and dumping and awareness campaigns for litter and cigarette butt disposal. The fund is part-sponsored by the Department of Environment, Climate Action and Communications. Over fifty community groups- and schools across have received funding to tackle litter in their communities since 2019.

6. Adopt-a- Patch scheme

Through the Adopt-a- Patch scheme, over one hundred groups across Fingal adopted parts of beaches, bring banks and litter hotspots. Community groups and resident associations are encouraged to identify litter hotspots and with support from the Environmental Awareness Officer and Operations team, organize clean ups and planting to deter future littering.

7. Dog Fouling & Green Dog Walkers Initiative

Green Dog Walkers is a regional programme involving most of the Local Authorities in the Leinster area. It is a non-confrontational, friendly way to change attitudes about dog fouling. Green Dog Walkers is a community-based scheme which volunteers in the community can adopt in their own area and promote.

Dog Fouling bags were made available to local residents in collaboration with community centres. Over five thousand bags have been distributed.

8. Solar Compactor Bins

We have installed over 200 Solar Compactor Bins across Fingal over the period of the previous plan.

9. Water Refill Stations

We have installed 33 bottle refill stations across Fingal over the period of the previous plan.

Appendix 3: Water Refill Station locations

Bottle refill point location	Installation Date	Usage (Litres)	Plastic bottles saved
Porterstown park	2021	1,571	3,140
Porterstown Park Athletics track	2023	1,836	3674
Millennium Park	2020	50,636	101,272
Hartstown Park	2020	30,385	60,770
St. Catherines Park	2020	22,185	44,370
St. Catherines Park	2020	23,171	46,342
Malahide Demesne	2019	77,153	154,306
Newbridge Demesne	2020	24,660	49,320
Santry Demesne	2020	51,438	102,876
Howth	2018	86,931	173,862
Ward River Valley 1	2023	64,944	129,888
Ward River Valley 2	2023	55,421	110,841
Beechpark	2024	N/A	N/A
Garristown Playground	2024	N/A	N/A
Howth Playground	2024	N/A	N/A
		490,331	980,661
Waterville Park	Installed late 2024		
Ongar Park	Installed late 2024		
Tyrellstown			
Kettles Park	Installed late 2024		
Racecourse Park Baldoyle	Installed late 2024		
Mill Pond Park Balbriggan	Installed late 2024		
Lusk Recreational Hub	Installed late 2024		
Holywell Park	Installed late 2024		
Velvet Strand	Installed late 2024		
Paddys Hill Park Portmarnock	Installed late 2024		
Portrane Green	Installed late 2024		
Skerries Skate Park	Installed late 2024		
Skerries Community Centre	Installed late 2024		
Kenure Woods Rush	Installed late 2024		
Glebe Park Balrothery	Installed late 2024		
Bremore Recreational Hub	Installed late 2024		
Swords Manor Sports Pitches	Installed late 2024		
Millers Glen Park	Installed late 2024		

Appendix 4: Waste Disposal and Recovery Facilities in Fingal



Area	Location	Glass	Can	Textiles
Balbriggan	Church Car Park (Peter & Paul)	✓		✓
Balbriggan	Glebe North Football Club	✓	✓	
Balbriggan	Millfield Shopping Centre	✓		
Balbriggan	O'Dwyers GAA Club	✓	✓	
Balbriggan	Supervalu Car Park	✓	✓	
Baldoyle	Red Arches Road	✓	✓	✓
Balgriffin	Fingal Cemetery	✓		✓
Ballyboughal	Ballyboughal Pitch and Putt	✓	✓	
Barnageeragh	Barnageeragh Car Park	✓	✓	✓
Clonsilla	Beechpark			
Coolmine	St Peregrines GAA Club	✓	✓	✓
Blanchardstown	Shopping Centre	✓		
Blanchardstown	Supervalu Car Park	✓	✓	
Donabate	Beach Car Park	✓	✓	✓
Donabate	Portrane Community Centre	✓	✓	
Donabate	Supervalu Car Park	✓	✓	
Dunsink	Elmgreen Golf Club	✓		✓
Howth	Marina Car Park		✓	
Howth	Carrickbrack Road	✓		✓
Littlepace	Littlepace Shopping Centre	✓	✓	
Loughshinny	Loughshinny Community Centre	✓	✓	
Lusk	Skerries Road Ardgillan Junction	✓		✓
Lusk	Supervalu Car Park	✓	✓	
Malahide	Beach Car Park	✓	✓	✓
Malahide	Castle Car Park	✓	✓	✓
Malahide	Bridge Club	✓		
Naul	Church Laneway	✓	✓	
Oldtown	Oldtown Public House	✓	✓	
Portmarnock	Sports & Leisure Centre	✓	✓	✓
Portmarnock	Beach Car Park	✓	✓	✓



Area	Location	Glass	Can	Textiles
Portmarnock	Golf Links Road	✓	✓	✓
Porterstown	Mick Walsh Car Park	✓	✓	✓
Porterstown	Millenium Park	✓	✓	✓
Porterstown	Sports Ground Car Park	✓	✓	
Portrane	Portrane Square	✓	✓	✓
Roselawn	Tesco Car Park	✓	✓	
Rush	South beach Car Park	✓	✓	✓
Rush	St Catherines Estate	✓	✓	
Rush	Tesco Car Park	✓	✓	
Skerries	South Strand Opposite of Bob's Casino	✓	✓	
Skerries	Skerries Mills	✓	✓	
Skerries	Supervalu Car Park	✓	✓	
Sutton	St Fintan's Cemetery	✓	✓	✓
Sutton	Supervalu Car Park	✓	✓	
Swords	Swords Manor	✓	✓	✓
Swords	River valley Scouts Hall	✓	✓	✓
Swords	Watery Lane Depot	✓	✓	✓
Swords	Liam Rogers Community Centre	✓	✓	✓
Swords	St Colmcilles GAA Club	✓	✓	
Swords	Estuary Recycling Centre	✓	✓	✓

**Appendix 5: Findings Report on
Stakeholder Engagement Workshops**

FINDINGS REPORT ON STAKEHOLDER ENGAGEMENT WORKSHOPS

Consultation workshops undertaken to inform Fingal County Council's
Litter Management Plan 2025-2028

3 March 2025

FINDINGS REPORT ON STAKEHOLDER ENGAGEMENT WORKSHOPS TO INFORM FINGAL COUNTY COUNCIL'S LITTER MANAGEMENT PLAN 2025-2028

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1 INTRODUCTION

Fingal County Council undertook a series of consultation workshops to inform the development of its Litter Management Plan for 2025-2028. Following these workshops, the feedback gathered has been considered as part of the update of the Plan. Subsequently a public consultation period will commence on the revised Draft Litter Management Plan 2025-2028 in March 2025.

The aim of the consultation workshops was to gather feedback from the Elected Members of the Council and community groups.

All feedback gathered during the consultation workshops has been reviewed and considered and, along with other studies and County Council programmes and plans, will help to inform the Draft Litter Management Plan 2025-2028.

This consultation findings report outlines the process of the consultation workshops, and the feedback gathered at these events.

2 CONSULTATION ACTIVITIES

Fingal County Council held three consultation workshops in February 2025 to inform the development of its Draft Litter Management Plan 2025-2028. Through these workshops, the County Council engaged with the elected members and a range of community groups in the County.

Written feedback was also accepted via email from those who were unable to attend the workshops.

2.1 Elected Members Workshop

On 4 February 2025, the County Council hosted an evening workshop for the Elected Members of the Council. All of the 39 Elected Members were invited to the workshop, which was held in the Council Offices in Swords.

Catherine O'Donovan, Senior Executive Officer, opened the workshop and outlined the role of the Litter Management Plan as well as some of the tasks undertaken by the County Council to prevent and manage litter in the County.

External public consultation experts, RPS Project Communications, facilitated the workshop and took notes of the feedback provided. Senior staff from the County Council were also in attendance.

During the workshop, the Elected Members were divided into groups at tables, each with a facilitator and notetaker to capture feedback.

The workshop comprised focused discussions centred around the four proposed pillars of the Draft Litter Management Plan 2025-2028:

- Enforcement
- Operations
- Community Engagement, Education and Awareness
- Litter Prevention and Control.

Participants discussed each topic in their groups and written notes were gathered to capture all feedback.

2.2 Workshops for Community Stakeholder Groups

The County Council hosted two workshops for community representative groups. The events were held on the 17 and 19 February 2025.

Community groups based in the north of the County were invited to the first workshop on the 17 February 2025. The workshop was held at the Council Offices in Swords. The second workshop was for community groups representing the south and west of the County and was held online.

At both workshops, Catherine O'Donovan, Senior Executive Officer, welcomed attendees and detailed the work of the County Council to educate, prevent and manage litter.

External public consultation experts, RPS Project Communications, facilitated the workshops and took notes of the feedback provided. Senior staff from the County Council were also present.

As with the workshop for Elected Members, participants were guided through four focussed discussions on the proposed pillars of the Draft Litter Management Plan 2025-2028:

- Enforcement
- Operations
- Community Engagement, Education and Awareness
- Litter Prevention and Control.

At the in-person workshop in Swords, participants were divided into tables of five. Each table had a facilitator to guide the discussion and notetaker to ensure all feedback was captured. The online consultation workshop's format was the same as the in-person events with a facilitator and notetaker.

3 PROMOTION OF CONSULTATION WORKSHOPS

The Council reached out directly to community and other representative groups and Elected Members to invite them to the upcoming workshops. Reminder phone calls and emails were also issued closer to the dates of the events.

Participants at the consultation workshops were advised of the upcoming public consultation in March 2025.

The County Council will promote the public consultation period when it commences and will continue to promote it throughout the consultation itself. The promotional campaign will be run across print media, social media, online, and through Elected Members, the public participation network (PPN) and stakeholder groups.

4 PARTICIPATION IN THE CONSULTATION WORKSHOPS

Three evening workshops were held to elicit feedback on the County Council's next Litter Management Plan. These workshops were held for community representative groups and the Elected Members. A total of 30 people participated in the consultation workshops, as shown below:

Date	Event	Location	Attendees
4 February 2025	Elected Members of Fingal County Council	Council Offices, Swords	12
17 February 2025	Community Groups representing the north of Fingal County	Council Offices, Swords	10
19 February 2025	Community Groups representing the south and west of Fingal County	Online (Zoom)	8

Table 4-1: Fingal County Council's consultation workshops participation

Some participants are involved in more than one community group. The following community groups were represented at the consultation workshops:

- Abbey Park and District Residents Association (ADRA)
- Balbriggan Tidy Towns
- Ballyboughal Tidy Towns
- Blanchardstown Village Tidy Towns
- Briarswood / Huntstown Lawn and Woodlands Residents Association
- Castleknock Tidy Towns
- Clonsilla Tidy Towns
- Coolmine Residents Association
- Garristown Tidy Towns
- Georgian Hamlet Residents Association
- Laurel Lodge Environmental Group
- Lusk Tidy towns
- Malahide Tidy Towns
- Mount Eustace / Tyrrellstown (Dublin 15) Residents Association
- Portrane Tidy Towns
- Portmarnock Tidy Towns
- Portrane Village Renewable Group
- Swords Tidy Towns
- Woodland Park (Rush) Residents Association.

All three workshops were planned to be held in-person. The events on the 4 February and 17 February 2025 were hosted in-person at the Council Offices in Swords. However, due to the lower numbers of registered

FINDINGS REPORT ON STAKEHOLDER ENGAGEMENT WORKSHOPS TO INFORM FINGAL COUNTY COUNCIL'S LITTER MANAGEMENT PLAN 2025-2028

attendees, the decision was taken to move the consultation workshop on the 19 February 2025 online. When it was advised that the event was online, there was an increase in registrations.

Feedback was also received via email from an Elected Member, who was unable to attend in person.



Figure 1 Elected Member Workshop



Figure 2 Community Stakeholder Group Workshop

5 FEEDBACK RECEIVED

This section presents an overview of the feedback received during the three workshops held in February 2025.

The feedback has been reviewed and analysed, and is outlined below in four different categories: Enforcement, Operations, Community Engagement, Education and Awareness, and Litter Prevention and Control.

The feedback will be considered along with other studies and County Council programmes and plans to inform the development of the Draft Litter Management Plan 2025-2028.

5.1 Recurring Themes

Several recurring themes emerged at the three consultation workshops. They were as follows:

Litter Wardens	Dog Fouling	Enforcement	Education
<ul style="list-style-type: none">• Employ more litter wardens across Fingal County• Increase the visibility of the litter wardens.	<ul style="list-style-type: none">• Support for dog wardens to be able to issue dog fouling fines• Promotional campaigns to highlight negative health impacts of dog fouling• Increase fines for dog fouling.	<ul style="list-style-type: none">• Stricter enforcement• Increase fines• Promotional campaigns to highlight the amount of fines issued in an area.	<ul style="list-style-type: none">• Continue to support educational programmes and initiatives• Implement campaigns for workplaces• Increase engagement with businesses.

5.2 Feedback on Enforcement

A number of suggestions were made with respect to the enforcement, under the topics of litter wardens, littering and fly tipping, community wardens, dog fouling, reporting issues, bring banks, and businesses.

The majority of participants believed litter wardens play a key role in preventing litter, and suggested that the number and visibility of litter wardens needs to be increased. Many also shared ideas on how to do so, including proposals for uniforms, vehicles and patrols, with a focus on more street / walking patrols. Participants also advised where and when patrols should be carried out. It was also raised that repeat offenders should be investigated by litter wardens. Some participants asked the County Council to consider community wardens to support existing litter, traffic and dog wardens.

Proposals were put forward on when and how to monitor blackspots and approach roads in order to reduce fly tipping and littering. Participants also suggested increasing fines and imposing stricter punishments for same, with some saying those who are fined should be named.

Participants suggested that CCTV be installed to record car registrations at bring banks and littering blackspots.

Dog fouling was raised by the majority of participants. Suggestions included when and where to monitor possible dog fouling, increasing fines and patrols, and enforcing dog owners / walkers to carry bags for dog foul, with an emphasis on compostable bags. Participants also put forward campaigns ideas to reduce dog fouling.

Participants asked that reporting littering and dog fouling be made easier and shared ideas including a chat function on the Council website, an easy to remember email address, a 'Snap and Send' style app for the public to report littering, and accepting dash cam / doorbell camera footage. Some participants also felt that the County Council should follow up with reporters after the initial report.

Participants asked that the County Council continue to engage with businesses to encourage and ensure enforcement of litter management and prevention measures within the workplace. Proposals for businesses

FINDINGS REPORT ON STAKEHOLDER ENGAGEMENT WORKSHOPS TO INFORM FINGAL COUNTY COUNCIL'S LITTER MANAGEMENT PLAN 2025-2028

included establishing 'Secret Shopper' style visits to businesses to check waste management compliance, ensuring private areas install bins, and transport providers install bins at stations and stops.

There were mixed views as to whether education or enforcement is more important. Some participants felt that more education was required – at schools, in workplaces, for businesses and across society – and that prevention should be the focus of the County Council. However, others felt stronger enforcement is needed as there are many education programmes and initiatives operating but littering is still a significant issue.

5.3 Feedback on Operations

Participants outlined their proposals under the topic of operations for the benefit of Fingal County residents, visitors and staff.

A large amount of feedback was received on the frequency and method of the cleaning of streets, approach roads, ditches, and verges. A couple of participants also asked that the County Council increase its involvement in the cleaning of waterways.

Participants praised the role of recycling centres and put forward suggestions to build upon their success including longer opening hours, occasional late night openings, loyalty / club cards, and increasing the amount and variety of amnesty days. Some participants raised concerns that increases in fees at the recycling centres may result in more littering and fly tipping.

With the aim of reducing fly tipping, an idea was put forward for the County Council to organise regular 'travelling collection points' for bulky waste – where a large vehicle would come to housing estates and other residential areas to collect large waste items on a periodic basis.

Participants acknowledged the work of the operations team. Many felt the bins were emptied regularly, and a few participants asked that cigarette butts bins are emptied more often. Some participants felt that the operations teams needed smaller vehicles to access the bins easier, and also prevent possible damage of green areas by large vehicles / tyres. Participants also requested that the operations team remove the bags of litter on the same that they are collected by Tidy Towns (and similar groups) to prevent re-littering, as bags often become damaged by the public or animals (e.g. seagulls) in the intervening days.

Private bin collection and waste disposal companies were raised by participants as they are key player in preventing and managing litter throughout Fingal County. Participants asked that the Council request these companies to provide them with details of those who do / do not have a waste collection account and oblige landlords to have an account for rental properties. Participants also suggested that the County Council engage with these companies to support bin collectors reporting / fining misuse of waste segregation, minimising fee increases, and encouraging them to display images on each bin of what is accepted. Many participants reported surges in dumping of domestic and garden waste in line with fee increases by bin collectors. Some participants asked if affordability was a significant cause of fly tipping and illegal dumping, and a couple felt that waste collection should not be for profit.

There was praise for the deposit return scheme with many proposing the scheme be widened to include other items including disposable vapes, glass, nitrous oxide (laughing gas) cylinders, and pizza boxes. Some participants asked that the County Council install holders around bins for plastic bottles and cans for the public to easily gather and return them accordingly with the scheme.

Single use items were raised as a key source of litter by participants. There was support for the existing and upcoming policies by the County Council including water refill stations, conscious cup, and event licensing conditions. Participants asked the County Council to oblige groups to eliminate the use of single use items, for example water bottles at sports clubs.

Participants also suggested that taxes be implemented to reduce packaging, waste, and littering, while covering clean-up costs.

5.4 Feedback on Community Engagement, Education and Awareness

The significant work carried out by community volunteers including Tidy Towns across the County was praised and acknowledged. Participants put forward a large number of suggestions to further inform the public about waste and support the work of the County Council and volunteers. They asked the County Council to continue supporting the wide range of existing initiatives and community groups / volunteers. Participants also expressed their appreciation to the County Council for holding these consultation

FINDINGS REPORT ON STAKEHOLDER ENGAGEMENT WORKSHOPS TO INFORM FINGAL COUNTY COUNCIL'S LITTER MANAGEMENT PLAN 2025-2028

workshops, and directly engaging with the community groups in developing the next Litter Management Plan.

Many participants put forward campaign ideas including:

- campaigns with shock value to boost action
- campaigns specific to named locations
- amnesty days
- what is accepted at recycling centres, highlight freely accepted items
- Adopt-a-Patch
- fines and court appearances
- the number of fines issued in each town this year
- negative impacts of cigarette butts on the environment, public health, and water
- negative impacts of dog foul on the environment, public health, and water
- negative impacts of litter / littering on the environment / biodiversity, including sand dunes
- cost of cleaning fly tipping, graffiti, etc
- benefits and correct use of leaf bins
- work of Tidy Towns and other relevant community volunteer groups
- clothes swap shops
- the issue of abandoned cars.

There were also calls to join and initiate national campaigns.

Participants suggested methods for the County Council to promote and share information on litter management, including:

- use targeted social media posts for campaigns,
- use bus shelter ads for campaigns,
- use all social media channels to capture different audiences,
- continue to run cinema ads and use the videos across other channels too,
- continue and expand use of motion activated speakers,
- commission videos and short clips to show consequences of littering and dog fouling e.g. wheelchair user, child on scooter,
- continue to promote work of Tidy Towns and other community groups on the Council's social media channels,
- carry out street surveys / engagement,
- continue to work with other local authorities to tackle widespread issues, e.g. dog fouling, and
- engage with national media for more coverage of littering and the work of volunteer group.

The variety of schools programmes supported by the County Council were discussed and ideas for further initiatives put forward, including competitions. Participants also proposed that education programmes are developed for workplaces.

Participants felt that the schools, tenancy inductions, business engagement and workplace programmes would ensure that large cohorts of the public should be aware of how to properly manage litter and prevent littering.

Members of Tidy Towns and other community groups asked that they be consulted for their local knowledge, and experience of the County Council. They suggested working together in blitz campaigns to address issues, including information and cleaning campaigns.

In parallel to the praise of the volunteers across the County and the Appreciation Evening, many groups highlighted low levels of volunteerism. They asked that the County Council support them in increasing their numbers and suggested that a campaign could be run by the County Council to encourage all types of volunteering.

Participants highlighted the involvement of schools, community services and prison probation services in supporting litter management and prevention initiatives, and asked that involvement be enlarged. It was suggested that programmes be embedded in Transition Year (TY) and An Gaisce Awards, including litter picking, ditch clearing and anti-graffiti mural painting.

Some participants asked the County Council to develop a live digital map for the volunteers to easily update with the streets and areas they have cleaned.

5.5 Feedback on Litter Prevention and Control

Suggestions were made by workshop participants as to how the County Council can prevent and control litter through the Litter Management Plan 2025-2028.

Businesses and bins were highlighted as key to this pillar. Participants asked that the County Council continues to engage with businesses to determine solutions to reduce amount of packaging, make packaging easier to recycle / compost, further encourage businesses (especially food vendors) to clean / clear up after customers, and address WEEE waste.

During the consultation workshops, participants requested that bins be located at bus stops (including cigarette disposal units), outside housing estates, at park exits, and along popular dog walking routes. Participants also suggested that compost bins be installed to facilitate food waste and compostable packaging. There was praise for the solar compactor bins and bins that deterred domestic waste and animal scavengers. The majority of participants were in favour of more bins. However, some participants felt that some areas had too many bins.

Participants praised the variety and generosity of grants provided by the County Council and asked that they continue. Moreover, they suggested that some grants be awarded by audit to reduce the number of applications required. Participants suggested the possibility for the County Council to bulk order common items required by Tidy Towns and community groups (e.g. shovels, handy hoops, cigarette bins) once each year and then charge community groups at reduced rates. Sharing branding, materials and website templates between community groups was also suggested.

Some participants were keen to ensure that litter also includes graffiti, cigarette butts, cable ties, stickers, etc. Many participants stated that high levels of cable ties are left behind from election posters and proposed that they be made identifiable to political candidates to ensure they are removed with election posters, for example colour coded or numbered. Participants highlighted the benefits of murals in preventing graffiti.

6 NEXT STEPS

Fingal County Council would like to thank the community stakeholder groups and Elected Members who participated in the consultation workshops.

All the feedback has been reviewed and considered. It along with other studies and plans will inform the development of the Draft Litter Management Plan 2025-2028.

A public consultation on the Draft Litter Management Plan 2025-2028 will commence in March 2025. It is expected that the Litter Management Plan 2025-2028 will be adopted in summer 2025.

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