

Litter Management Plan 2021-2023

DÚN LAOGHAIRE-RATHDOWN LITTER MANAGEMENT PLAN 2021-2023

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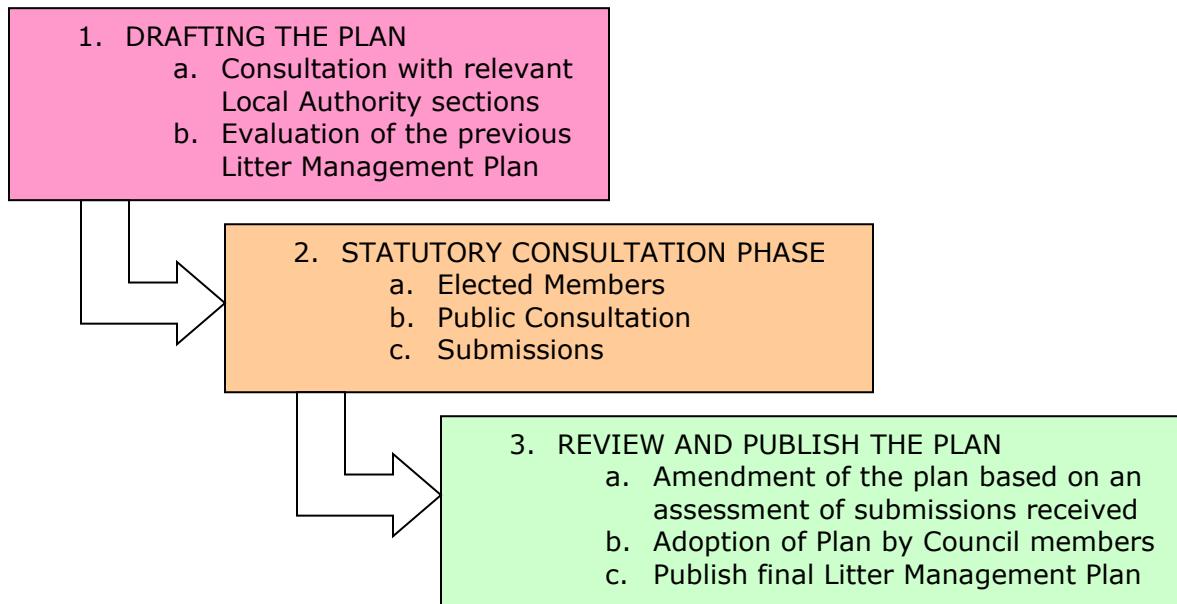
1. BACKGROUND TO THE MANAGEMENT PLAN

1.1 INTRODUCTION

The Dún Laoghaire-Rathdown County Council area is populated by approximately 218,000 people and covers a land area of approximately 12,731 hectares. The Council currently employs 53 cleaning staff and has a fleet of 30 vehicles to keep the roads, paths, gullies and beaches throughout the county in a clean state. However, the residents and businesses of the county also have an important role to play in keeping the county litter-free.

The Litter Management Plan 2021-2023 replaces the existing Litter Management Plan 2018-2020. This plan outlines targets and objectives for tackling the problem of litter pollution and also sets out to achieve quantifiable improvements in the prevention of litter, with the following objectives:

1. Prevent and control litter pollution in the Dún Laoghaire-Rathdown County Council area
2. Eliminate litter black-spots
3. Develop education & awareness programmes in association with schools/colleges/communities
4. Support any initiatives, new legislation and actions that will arise from the recently published Waste Plan for a Circular Economy.
5. Ensure rigorous enforcement mechanisms of the Act and Bye-Laws are effective



1.2 METHODOLOGY TO DRAFTING THE LITTER MANAGEMENT PLAN 2021-2023

An important aspect of drafting a Litter Management Plan is statutory consultation, including discussion at Area Committee meetings, SPC meetings and public submissions. The statutory consultation informs the local authority of the concerns of businesses, residential/community groups and individuals.

1.3 LITTER AND THE LAW

The Litter Pollution Act was introduced on the 1st July 1997. Under section 10 of the Act each local authority is required to adopt a Litter Management Plan (LMP) within its functional area. The principal

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objective of this LMP is to provide information on litter-prevention and control activities and the setting of appropriate objectives and targets for the three-year period covered by the LMP.

1.3.1 DEFINITION OF LITTER

Litter is defined in the Litter Pollution Act, 1997 as 'a substance or object, whether or not intended as waste that, when deposited in a place other than a litter receptacle or other place lawfully designated for the deposit, is or is likely to become unsightly, deleterious, nauseous or unsanitary, whether by itself or with any other such substance or object, and regardless of its size or volume or the extent of the deposit'. Dún Laoghaire-Rathdown County Council recognises that litter is a major environmental problem and acknowledges that the key operational and enforcement responses to the litter problem must come from the Council. The Council, by its own activities, recognises the importance of limiting the creation of litter. Litter is a visible form of pollution and creates an overall negative impression. Through enforcement of the Litter Pollution Act, education and promotion of anti-litter initiatives, it is hoped to minimise the problem of litter.

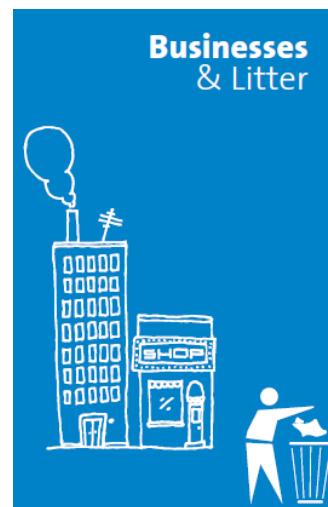
1.3.2 RESPONSIBILITIES OF LOCAL AUTHORITIES

The Litter Pollution Act, 1997 requires all local authorities to take practicable measures for the prevention of the creation of litter in its functional area. Local authorities have a responsibility for the collection and disposal of litter, promotion of awareness of the polluting effects of litter and encouraging participation by persons in preventing and overcoming the effects of litter. The recently published Circular Economy Act 2021 and the Waste Plan for a circular economy by the Government will inform and give direction to waste and litter planning and management in Ireland over the coming years. The plan looks to ban single use items and to establish a deposit/refund scheme for plastics, glass and aluminium drinks containers. Ireland has commenced its transposition of the Directive and has banned some single use plastic from being placed on the Irish market from 3 July 2021. DLR over the period of this Litter Management Plan will support these National initiatives, legislation and proposals that will emerge from the Waste Plan for a Circular Economy.

1.3.3 RESPONSIBILITIES OF BUSINESSES AND THE PUBLIC

The Litter Pollution Act, 1997 places legal responsibilities on businesses and members of the public to control litter. It is an offence under the Litter Pollution Act to carry out the following:

- Deposit any substance or object so as to create litter in a public place or in any place that is visible from a public place;
- Deposit anything that is commercial, household, industrial or municipal waste in any place for collection by or on behalf of a local authority or by another person, or load, transport, unload or otherwise handle or process anything or carry on a business, trade or activity in such circumstances as to create litter or lead to litter in any public place or any place that is visible to any extent from a public place;
- Place household and other municipal waste into or near a litter receptacle;
- Move or interfere with a litter receptacle that has been provided by a local authority unless the movement or interference is authorised by the local authority;
- Place advertising leaflets on car windscreens;
- Illegal dumping;
- Fail to remove pets waste;
- Fail to clean up litter within 100 metres of all commercial outlets; and
- Put up posters/signs without permission.



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1.3.4 LITTER AND FINES

The local authorities and An Garda Síochána have the power to take enforcement action for litter offences. 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 €4,000 through the Courts. 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 to Court.



1.3.5 BYE-LAWS

The Council has in place the following Bye-Laws:

- **“Bye-Laws for the Prevention and Control of Litter”.**
 - These Bye-Laws, inter alia, impose an obligation on the occupiers of business premises to maintain the area in the vicinity of their premises free of litter and to provide litter and cigarette receptacles if requested by the Council. A fine of €75 is applicable for breaches of the Bye-Laws.
- **“Dún Laoghaire-Rathdown County Council (Segregation, Storage and Presentation of Household and Commercial Waste) Bye-laws, 2019”.**
 - These Bye-Laws impose obligations and seek to manage the manner of the segregation, storage and presentation of waste and waste containers.

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2. LITTER GENERATORS

In order to tackle litter pollution in the Dún Laoghaire-Rathdown local authority area, the Council uses a number of methods to evaluate the existing litter problems in the county. Particular reference is made to:

- Surveys in the county area and National Litter Pollution Monitoring Surveys
- Complaints registered and Council agenda items; and
- Submissions/complaints from representative groups.

Key litter-generators were identified. The following are the main generators of litter in Dún Laoghaire-Rathdown County Council's area:

2.1 PASSING PEDESTRIANS

Passing pedestrians continue to comprise the largest single causative factor of litter pollution in the Dún Laoghaire-Rathdown County Council area. Passing pedestrians contribute to levels of litter pollution in public places and certain sections are targeted for littering activities such as footpaths, gullies and parks. The composition of this type of litter tends to be packaging-related and relates to people eating, drinking and smoking on the street or litter dropped by passing vehicles. Cigarette butts and chewing gum represent the highest number of litter items reported.

2.2 PASSING MOTORISTS

Passing motorists represent a large causative factor of litter pollution. Litter dropped by passing vehicles poses a significant problem in the Dún Laoghaire-Rathdown County Council area. Litter on approach roads is a major problem and severely detracts from the appearance of an area. Local authorities are responsible for keeping public places, including public roads, clear of litter, as far as is practicably possible.



2.3 RETAIL OUTLETS

Retail outlets are large contributors to litter pollution. Under section 9 of the Litter Pollution Act, 1997, as amended, and under the Council's Bye-Laws for the Prevention and Control of Litter, 2009, the Council is required to ensure that retailers provide receptacles for litter and cigarette butts arising from their premises. Packaging-related litter is particularly linked to retail outlets. Dún Laoghaire-Rathdown County Council acts in co-ordination with retailers in order to identify ways to tackle the extent of this litter problem including Abandoned Trolleys.

2.4 PUBLIC HOUSES/BOOKMAKERS

Under the Litter Pollution Act, 1997, as amended, and under the Council's Bye-Laws for the Prevention and Control of Litter, 2009, occupiers of a public place (not being a public road or a building or other structure) shall keep the place free of litter. Cigarette-related litter is a large component of litter pollution outside public houses and bookmakers. Section 16 of the Act gives local authorities powers to require the taking of special measures regarding litter by certain operations.

2.5 MAJOR EVENTS / OPEN AIR EVENTS

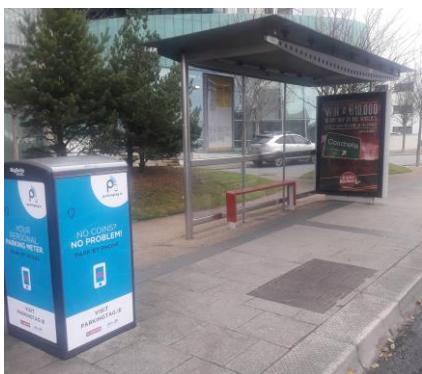
Major events/open-air events generate considerable quantities of litter. Under section 18 of the Litter Pollution Act, 1997, the Council requires the promoters and organisers of major events/open-air events to implement litter control measures at the venue and in the surrounding area. Promoters and organisers are required to implement these controls before, during and after an event. Dún Laoghaire-Rathdown County Council identifies major events such as the Marlay Park concerts etc.

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Promoters of major events are required to contact the local authority in advance of the event to secure the appropriate licences/permissions and for all opportunities to be utilised to prevent and control the spread of litter. The Council requires the promoter/organiser to produce a Waste Management Plan in agreement with Waste Management Services indicating the arrangements by the promoters on how they will collect and dispose of their waste. Dún Laoghaire-Rathdown County Council can provide cleansing for events, if requested, at the expense of organisers.

A number of other public events take place in the Council's functional area including markets, regattas etc. County Council Markets are organised by the Municipal Services Directorate.

2.6 BUS-STOPS/TRAIN STATIONS



Bus-stops and train stations are less significant causes of litter pollution, but littering at these areas requires measures to be implemented. Dún Laoghaire-Rathdown County Council identifies the most frequently used bus stops and provides litter-bins at these locations and outside train stations. The Council's Bye-Laws for the Prevention and Control of Litter, 2009, also apply to bus termini, bus shelters, and rail and Luas stations.

2.7 TAKE-AWAY/FAST FOOD OUTLETS

Take-away/fast food outlets are a major source of litter pollution and have increased significantly over the past few years. Under section 16 of the Litter Pollution Act, 1997, Dún Laoghaire-Rathdown County Council requires the operators of take-away/food outlets or other outlets selling produce to provide suitable litter-bins in the vicinity of their outlets. Litter arising from the operation of their outlets must be cleaned up within a 100-metre radius of their outlet. Litter Wardens regularly inspect fast food outlets to ensure these requirements are being met and their premises are litter-free. Enforcement of the European Union (Packaging) Regulations 2014 is also used to combat this problem.

2.8 ATM

Automated Teller Machines (ATM) are a concern in the Dún Laoghaire-Rathdown County Council area. ATM advice slips are a nuisance and can build up around ATM machines and become unsightly. Negotiated agreements were reached by the Department of the Environment in December 2006 with the Irish Banking Federation (IBF). A protocol was set to tackle the problem of litter caused by ATM advice slips, where there is a general commitment on behalf of bank branches to offer the option of no advice slips and to monitor cleanliness around their premises and to keep these areas litter-free.

2.9 SCHOOLS

Dún Laoghaire-Rathdown County Council recognises the importance of educational measures aimed specifically at young people through the school educational system. The Litter Wardens, Environmental Awareness Officers and other Council staff visit primary schools and secondary schools throughout the year with the aim of heightening awareness amongst schoolchildren of the harmful effects of litter. Schoolchildren are given advice on waste prevention, recycling and environmental awareness. We organise educational workshops in schools that focus on the negative impacts of litter in a positive and proactive way and aim to encourage a community orientated response to tackle litter. The Council can provide litter-pickers, bags and gloves to schools to assist with clean-ups as well as supporting and promoting the WEEE Ireland free battery-recycling programme. In addition, the Council provides financial assistance to schools through the various grant schemes for anti-litter and environmental projects.

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2.10 BOTTLE-BANKS

The Council currently provides bottle-banks at 36 locations throughout the county. These banks accept recyclable waste and are located in prime sites including supermarkets and car parks. These bottle-banks are serviced by contractors and kept in a clean condition by Council staff.

A number of bottle-banks have suffered from significant dumping and litter problems resulting in additional cleaning costs and discomfort for users and neighbourhoods. However the introduction of CCTV has resulted in a large number of fines being issued and has reduced the occurrence of illegal dumping.



2.11 UNKEMPT PRIVATE PROPERTY & DERELICT SITES

It is the responsibility of Dún Laoghaire-Rathdown County Council to deal with unkempt private property areas and derelict sites. The Council may issue warning notices or fines to property-owners. The Council provides a register of all derelict sites and dangerous structures. Litter that can be seen from a public place on derelict sites/private property will be dealt with in accordance with the Litter Pollution Acts. Storage of waste on such properties is dealt with under the Waste Management Acts. The Derelict Sites Section of the Council may be contacted at 2054762.

2.12 OFFICIAL HALTING SITES/ ILLEGAL ENCAMPMENTS

The Council has a number of designated official halting sites throughout the county. The Council provides litter bins at official halting sites. Housing crews from the Council patrol official halting sites and illegal encampments to ensure compliance and to maintain the upkeep of these areas.

2.13 CAR PARKS

There are a number of car parks, particularly in town centre areas, that are cleaned on a regular basis. The other car parks throughout the county are inspected regularly and cleaned when required.

2.14 LANeways

It is recognised that laneways are a particular problem with regard to littering, dumping and graffiti. The Council will continue to monitor these areas on a regular basis and provide additional cleaning where required.

3. DÚN LAOGHAIRE-RATHDOWN COUNTY COUNCIL NATIONAL LITTER POLLUTION MONITORING RESULTS 2019

3.1 NATIONAL LITTER POLLUTION MONITORING

The National Litter Pollution Monitoring System is an innovative method developed by the Department of the Environment, Climate and Communications and Tobin Consulting Engineers to enable local authorities to manage litter pollution in a systematic and structured manner. The information gathered provides essential data to facilitate decision-making in relation to litter management at local, regional and national level. Using a specially-designed GIS application, each local authority's functional area is mapped and then surveyed annually using Litter Pollution Surveys and Litter Quantification Surveys. A total of 236 surveys are undertaken throughout the county. The areas surveyed are town centres, suburban areas, beaches, national and non-national routes and rural roads. The data produced by the system allows local authorities to gauge the extent and severity of litter pollution in their functional areas and the types, most likely sources and causes of litter. The results in Table A below detail the level of litter pollution in Dún Laoghaire-Rathdown County Council's area in 2019 compared to 2018.

Table A:

Litter Pollution Index	2018	2019	2020
LPI 1 Unpolluted, i.e. litter-free	30.0%	27.1%	27.5%
LPI 2 Slightly polluted, i.e. not too visually intrusive	56.2%	47.1%	45.5%
LPI 3 Moderately polluted	13.3%	23.8%	24.2%
LPI 4 Significantly polluted	0.5%	1.9%	2.4%
LPI 5 Grossly polluted	0.0%	0.0%	0.5%

The survey results also identify the composition of litter pollution prevailing in Dún Laoghaire-Rathdown County Council's area. The Litter Quantification Surveys identify nine broad categories of litter as identified in Table B below. This table illustrates that the main component of litter in Dún Laoghaire-Rathdown County Council's area is cigarette-related.

Table B:

National Litter Composition	2018	2019	2020
Cigarette Related Litter	52.5%	57.7%	45.0%
Packaging Litter	26.2%	22.9%	24.6%
Paper Litter	8.0%	7.2%	11.5%
Food Related Litter	3.7%	1.4%	6.3%
Sweet Related Litter	8.3%	9.4%	6.8%
Miscellaneous Litter	0.3%	1.4%	1.6%
Plastic Items (non-packaging)	0.0%	0.0%	0.5%
Deleterious Litter	1.0%	0.0%	3.5%
Large Litter Items	0.0%	0.0%	0.2%

Irish Business against Litter (IBAL) in conjunction with an Taisce carry out annual litter surveys of Towns. In the recent 2021 IBAL Marine towns survey they recorded Dún Laoghaire as clean to Europeans norms.

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4. OBJECTIVES OF THE PLAN 2021 -2023

The Dún Laoghaire-Rathdown County Council Litter Management Plan sets out five main objectives for 2021 - 2023. These objectives are as follows:

- Prevent and control litter pollution in the Dún Laoghaire-Rathdown County Council area
- Eliminate litter black-spots
- Develop education and awareness programmes in association with schools/colleges/communities
- Support any initiatives, new legislation and actions that will arise from the recently published Waste Plan for a Circular Economy.
- Ensure rigorous enforcement mechanisms of the Act and Bye-Laws are effective

4.1 PREVENT & CONTROL LITTER POLLUTION IN THE DÚN LAOGHAIRE-RATHDOWN COUNTY COUNCIL AREA

4.1.1 OVERVIEW

The main objective of the Council is to raise the profile of initiatives aimed at litter-prevention and control. The Council is committed to ensuring improvement and prevention of litter pollution. Dún Laoghaire-Rathdown County Council recognises the existence and extent of litter in the county and that litter does not simply occur - it is caused by the actions of the general public and certain businesses. The Council also recognises that, regardless of the efforts concerned in raising public awareness of the litter problem, there will always be a requirement to implement litter-prevention and control measures. The prevention and control of litter is a priority for Dún Laoghaire-Rathdown County Council and the Council will continue to assist the community in its efforts to keep areas litter-free.

4.1.2 CRM (CUSTOMER RELATIONS MANAGER)

All correspondence/complaints received by the Council are entered on the CRM system. This ensures that they are recorded and dealt with within a reasonable timeframe. CRM provides information and statistics for the Council and helps to identify blackspots.

4.1.3 ACTIONS

Carry out Litter Pollution and Litter Quantification Surveys in conjunction with the National Litter Pollution Monitoring System.

The National Litter Pollution Monitoring System was set up by the Department in 1999 to monitor the levels of litter pollution on a nationwide basis. Dún Laoghaire-Rathdown County Council implemented this system for the first time in 2002. The Council will continue to complete Litter Pollution Surveys and Litter Quantification Surveys throughout the county. The surveys will be carried out on an ongoing basis at a frequency of approximately 200 Litter Pollution Surveys and 36 Litter Quantification Surveys per annum. Cigarette related litter and packaging litter are the main components of litter pollution within the Dún Laoghaire-Rathdown region.

Raise public awareness and monitor the level of chewing gum litter through the Gum Litter Taskforce Campaign.

Dún Laoghaire-Rathdown County Council participates in the National Gum Litter Taskforce (GLT). The Gum Litter Taskforce (GLT) is part of a joint initiative with the industry and the Department of Environment, Climate and Communications that aims to achieve a long-term sustainable solution to the irresponsible disposal of chewing gum litter. The National Gum Litter Campaign uses national and local media advertising to remind the general public to bin their gum responsibly. Dún Laoghaire-

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Rathdown County Council will continue to work with the Department of Environment, Climate and Communications in relation to this annual campaign.

Establish best practice in street sweeping arrangements.

Street-sweeping is an operational function of Dún Laoghaire-Rathdown County council. Considerable resources are being used to reduce the amount of street litter present throughout the county.

In 2011, the Council introduced a new working rota for street-cleaning and litter-bin emptying in the major town areas, which provides a service on a seven-day week basis. This rota is operated by the Cleansing staff who are on duty from 07:00am to 6:30pm each day. This arrangement ensures these areas are kept clean on a continuous basis, especially at weekends. During covid19 additional deployment of resources and additional rosters were put in place to meet the challenges of outdoor living during covid19.

Cigarette-related litter - bins with ashtray facilities to be installed.

All new Solar Powered Compactor bins ordered by the Council are fitted with built-in cigarette/chewing gum trays as standard.

The Council will include the issue of cigarette related litter in its annual awareness campaign.

Dog Fouling.

The Council will support residents' associations in erecting anti-dog-fouling signs in their areas. The Green Dog Walkers scheme is a non-confrontational and positive community-based scheme that encourages responsible dog ownership. The programme is available to individuals and community groups who may wish to promote the scheme. The Council will continue to review any emerging National or International initiatives that will help address this challenge of dog fouling.

"Dog Waste bins" are provided in areas where there is a persistent problem of dog fouling and where the provision of the new solar powered compactor litter bins is not possible. Where there are no bins, it is expected that dog walkers will use their own household waste system to deposit dog waste. It is not considered that the introduction of a different type of bin for dog waste would improve the service. The Council will explore trialling of dog fouling measures such as dog fouling bins, school children's signage, stencils and other awareness initiatives with the residents groups, Estate Management Forums and tidy towns groups across the County.



Plastic Bottles

The Council has installed some water fonts in public parks and during the period of this plan the Council will explore the possibility of further potable water fonts in public parks and other suitable locations to reduce the numbers of plastic water bottles deposited in parks and in public recreational areas, especially along popular jogging or exercise routes, and to promote an awareness of the need to eliminate plastic bottle litter.

Coffee Cups

The Council will align with any emerging national policy/initiatives arising from the Government Waste Action Plan for a circular economy to reduce the litter problem caused by non-disposable coffee cups. The Council supports the conscious cup initiative and the recent contactless coffee initiative.

Advertising Signage.

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Under section 19 of the Litter Pollution Act, 1997, where any structure or other land, door, gate, window, tree, pole or post is in or is visible from a public place, it is forbidden to erect posters/signs without the written permission from the owner of the structure.

Due to the number of organisations erecting signage throughout the county, Dún Laoghaire-Rathdown County Council has implemented guidelines to control the erection of advertising signs whereby event organisers must make a written application to the Council at least two weeks in advance of a major event. Signs must not be erected seven days prior to the event and must be removed within two days of the end of the event. Where groups operate within the guidelines, no action is taken under the Litter Pollution Act.

The Council will also monitor hoardings to ensure they are maintained in accordance with the conditions of the hoarding licence. The Council's Traffic Section has introduced a licence scheme for sandwich boards to control the placing of these advertising structures on public footpaths.

Election Posters.

In the event of elections, the Council has implemented guidelines for the erection of election posters. Candidates are forwarded guidelines indicating where they are permitted to erect posters and certain criteria on the erection of posters including height restrictions etc. Legislation with regard to the time scale for their removal after the polling date is also clarified. It is noted plastic ties remain a problem and the previous Council's Strategic Policy Committee did make suggestions for the various political parties to consider at national level.

4.2. ELIMINATE LITTER BLACK-SPOTS

4.2.1 OVERVIEW

Black-spots are a highly visible source of litter pollution. They create an overall negative image and impact on the environment. Illegal dumping has always been a problem within the county and Dún Laoghaire-Rathdown County Council prioritises the measures it takes by tackling the worst-affected litter black-spot areas first. These areas include known areas that continue to pose problems. The Council combats against the occurrence of black-spot areas by introducing CCTV and Litter Warden patrols. The success of this initiative means that the Council can prevent and control the occurrence of illegal dumping and littering.

4.2.2 ACTIONS

To continue to investigate and pursue all reported incidents of illegal dumping.



Dún Laoghaire-Rathdown County Council will continue to combat the problem of fly-tipping and illegal dumping of litter. Reporting of illegal dumping is encouraged and the public can report litter offences to Council staff and Litter Wardens.

Any information provided is followed up by the Council and is investigated as appropriate. Fines are issued where possible. The Council may require householders and business operators to indicate how and where they dispose of their waste. The Council will continue its ongoing work with PURE (Protecting Uplands & Rural Environments) which is an environmental project established to combat the increase in illegal dumping/fly-tipping that occurs in the Wicklow/ Dublin uplands.

To target known "black-spots" on a regular basis.

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Dún Laoghaire-Rathdown County Council will continue to identify and tackle litter black-spots. The Council currently utilises the National Litter Pollution Monitoring System to assist in monitoring key areas that are prone to dumping. The Council prioritises the measures it takes by tackling the worst-affected litter black-spots first.

To continue to provide CCTV cameras where feasible for detection and enforcement.

Over the last few years the Council has combated against illegal dumping by introducing CCTV in litter black-spots. This system allows the Council to step up its efforts in detection and enforcement.

Develop and implement schedules to systematically inspect commercial and residential areas throughout the county.

Inspections are carried out at commercial and residential areas throughout the county and, where appropriate, non-statutory warnings are issued to the owners of residential and business properties. Prior to Halloween, tyre and pallet businesses are targeted to ensure they are keeping proper control of tyres and pallets.

4.3. DEVELOP EDUCATION & AWARENESS PROGRAMMES IN ASSOCIATION WITH SCHOOLS/ COMMUNITIES

4.3.1 OVERVIEW

Dún Laoghaire-Rathdown County Council agrees that everyone has a key role to play in eradicating the problem of litter pollution. Solving the problem requires the involvement and co-operation of a wide range of people. The Council recognises the need to heighten public awareness of environmental matters and the need to work with residents, businesses and community groups to encourage participation in existing anti-litter initiatives. The Council currently employs an Environmental Awareness Officer, a Green Business Officer, and six Litter Wardens who promote awareness and participation among businesses, community groups and schools in the county.

Each year, under the Litter Management Plan, the Council implements anti-litter campaigns to promote both national activities at local level and Council-led initiatives. The Council promotes its anti-litter campaigns by means of liaising with over 200 residents' associations, Tidy Towns groups, estate management groups, schools and local press and by displaying anti-litter posters in the community and anti-litter information on the Council's website, www.dlrcoco.ie. The Council also includes regular information on anti-litter campaigns in the Dún Laoghaire-Rathdown Times, the Council's free newspaper, and hosts annual environmental awareness events.

4.3.2 ACTIONS – SCHOOLS

Promotion of the Green Schools Programme.

The Litter Wardens and the Environmental Awareness Officer visit schools throughout the year to raise awareness on the harmful effects of littering and graffiti to ensure that the educational benefits and awareness achieved at primary and secondary level are retained and developed in the long-term. Support is given to schools and teachers through educational material such as posters, information booklets and education packs and newsletters on litter awareness as well as clean-up supplies for community clean-ups.

Environmental Education Workshops.

Under the Anti-Litter and Graffiti Awareness Grant, the Council funds workshops for schools in the county. These workshops emphasise the important anti-litter message.

Tidy Schools

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Each year the Council organises the Tidy Schools in the Community Competition for primary schools in the county. The aim of the competition is to encourage schools to become aware of and be responsible for their local environment and to contribute in a positive way to the appearance of their locality by keeping their school grounds and surrounding area well presented and litter-free. These awards acknowledge schools' hard work and raise awareness and pride in the local environment.

Recycled Christmas Decoration Competition

The Council organises an annual Christmas recycled decoration competition. This encourages children to reuse items to make decorations for Christmas. It educates children about the importance of reducing litter and waste through reusing and recycling.

4.3.3 ACTIONS – COMMUNITY

Residents' Association and Tidy Towns.

The Environmental Awareness Officer issues regular newsletters to subscribed resident groups and schools about environmental issues such as litter, waste prevention, bonfires and illegal waste collectors.

Graffiti.

The Council supports community groups in tackling graffiti in their localities. This support takes the form of financial assistance for paint to cover over graffiti and for the purchase of shrubs and climbers that can be planted to fend off graffiti offenders in the long-term. The Council also has an annual budget for graffiti removal, which is carried out by a contractor in locations specified by the Council. Where graffiti is on private property the Council will request the property owner to remove the graffiti.



Tidy Districts Competition.

The Council organises the annual Tidy Districts Competition. The aim of the competition is to encourage participants to become aware of and be responsible for their local environment and to contribute in a positive way to the appearance of their locality by keeping it well presented and litter-free. The Council also aims to acknowledge communities that are striving to improve their local area year-on-year and to promote the development of more sustainable communities.

These awards help to heighten awareness and pride in the local environment and hopefully result in a noticeable improvement in tidiness and a reduction of litter throughout the county. The inclusion of several categories within the competition ensures that each entry can have a realistic expectation of some measure of success, which keeps morale high among participating groups throughout the county.

Tidy Towns Competition.

The National Tidy Towns Competition is organised each year by The Department of Rural and Community Development. The underlying principle is to encourage the local community and Residents' groups to take direct responsibility for the improvement of their local area. The Council works actively with Tidy Towns Committees and other local groups to publicise and increase awareness of the competition and also to encourage increased participation in the competition. There are currently 7 Tidy Towns groups in the county. The level of participation and commitment from local groups has been exceptional and very encouraging for the County as a whole. The work carried out by local volunteers who give their spare time freely for the good of their localities is invaluable in supporting the local communities and the Council to maintain their areas to a high standard of cleanliness.

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Clean-Up Campaigns.

The Council supports local clean-up campaigns on a continual basis. While the general experience is that the public is keen to help, it is necessary to encourage public support and participation and this requires considerable advanced preparation. Good communication with and co-operation from residents' associations and other groups are essential for a successful clean-up campaign. The Council assists local clean-up campaigns by providing gloves, litter-pickers, and bags to residents' associations, Tidy Towns groups, schools and any other group or individual who carry out a clean-up in their area. 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. The Council supports initiatives like "Love this place, leave no trace".

National Spring-Clean.



April is National Spring-Clean month and it is Ireland's biggest anti-litter campaign. The main objectives of the National Spring-Clean are to:

- heighten awareness of litter and waste issues;
- encourage clean-ups throughout the month of April, and
- promote sustained, practical involvement in the environment all year round.

Everyone who registers gets a free clean-up kit containing all the information needed to organise a successful clean-up. This includes health and safety instructions, tips on gaining media coverage, writing press releases, how to make your event more interesting and also posters, competitions and games.

Dún Laoghaire-Rathdown County Council supports this important event every year. Local groups involved in clean-ups are provided with bags, gloves and litter-pickers from the Council. Arrangements are made for the removal of all waste collected. National Spring-Clean represents a partnership approach to tackling Ireland's litter problem. Schools, local authorities, youth groups, residents' associations and businesses can all help to combat litter and spread the anti-litter message throughout Ireland through the support of this campaign.

Green Business

The Green Business Programme is promoted and rolled out in collaboration with the Local Enterprise Office, DLR Chamber, Sandyford BID and Government Agencies including the Environmental Protection Agency (EPA) and the Sustainable Energy Authority of Ireland. Engagement with local SMEs has facilitated some to become Environmentally Certified, others to have their achievements showcased in the DLR Chamber's County Business Awards and the Sandyford Awards which are sponsored by the Council and others to generate Resource Efficiency Case Studies for the EPA led National Waste Prevention Programme.

4.4 ENSURE RIGOROUS ENFORCEMENT MECHANISMS OF THE ACT AND BYE-LAWS ARE EFFECTIVE

4.4.1 OVERVIEW

The Litter Pollution Act, 1997, introduced stringent litter laws to combat the problems of litter pollution. The Act gave new powers to local authorities to tackle the problem of litter and since its introduction significant improvements have occurred through enforcement action. The Act has led to greater powers for Litter Wardens and Gardaí in the issuing of fines for various offences. It is agreed that awareness and enforcement are key factors in eradicating the problem of litter in Dún Laoghaire-Rathdown County Council's area. In order to achieve this, the Council requires the involvement and co-operation of businesses, residents and local community groups. Enforcement plays an important

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role in the overall implementation of the provisions of the Litter Pollution Act, 1997. Dún Laoghaire-Rathdown County Council has an Enforcement unit in place which investigates incidents of illegal dumping and handles enforcement proceedings being taken against identified offenders. The Litter Management Plan takes into account the policies in the County Development Plan and in the Waste Management Plan.

4.4.2 ACTIONS

Enforcement Unit.

The Environmental Enforcement Unit, which supports and complements the role of the Litter Section, has been in operation since September 2004 when it was set up within the Environment Department of the Council. The Unit, which now forms part of the Infrastructure and Climate Change Department of the Council, monitors and enforces compliance with Waste Management regulations as well as investigating and resolving air and noise pollution complaints. The Unit's work programme is conducted under the principles of R.M.C.E.I. (Recommended Minimum Criteria for Environmental Inspections) and areas of activity include P.R.I. (producer responsibility initiatives) compliance verification covering tyres and waste tyres, waste packaging, end-of-life vehicles, batteries and waste electrical and electronic equipment.

The Unit works with An Garda Síochána, the Revenue Commissioners and the Department of Social Protection to conduct multi-agency roadside checkpoints and mobile patrols in order to combat illegal waste operators.

Fines/Prosecutions.

There is an undisputed need to change public attitudes towards littering. Litter is deemed as anti-social and unacceptable behaviour. Leaving or depositing litter in a public place is an offence and offenders may be subject to an on-the-spot fine of €150 or a maximum fine of €4,000 in Court. Litter Wardens will continue to enforce litter legislation by the issuing of on-the-spot fines and increasing the number of prosecutions in Court. In 2020, Dún Laoghaire-Rathdown County Council issued 647 fines for littering, 120 fines issued under the Litter Bye Laws and 43 fines issued under the Waste Bye Laws. A total of 150 actions were taken in court for non-payment of litter and Bye Law fines. A person convicted of a litter offence may also be required to pay the local authority's costs and expenses in investigating the offence and bringing the prosecution to Court. Dún Laoghaire-Rathdown County Council will endeavour to utilise fines and prosecutions to their full extent and to provide an enhanced street cleaning service to prevent areas being spoilt by litter. In the Dún Laoghaire-Rathdown area the majority of litter fines are issued for offences under Section 3 (1) of the Act— Litter in Public Places. The remaining litter fines are issued for the following litter offences:

- Section 6 - Failure to keep area litter-free; and
- Section 19 - Illegal signs erected on poles/structures.

Bye-Laws.

The Council has Bye-Laws in relation to Litter

- Bye-Laws for the Prevention and Control of Litter
- Bye-Laws for the Segregation, Storage and Presentation of Household and Commercial Waste

The enforcement of these Bye-Laws will further reduce littering arising from the refuse collection services and business premises.

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Enforcement by Litter Wardens.

Litter Wardens play a vital role in enforcement of litter legislation. Their duties include dealing with littering/dumping and the issuing of on-the-spot fines under the Litter Pollution Act, 1997-2009 and the Waste Management Acts, 1996 - 2015. Litter Wardens carry out active street patrols and remove abandoned cars. The Litter Wardens currently liaise with members of the public and community groups in relation to litter and litter offences. The Litter Wardens actively encourage anti-litter activity and deal with litter complaints.

Dún Laoghaire-Rathdown County Council currently employs six Litter Wardens, who actively enforce litter legislation within the local authority. The Council will continue to provide regular training and refresher courses to its Litter Wardens including courtroom skills related to prosecutions, litter legislation and training programmes to ensure Litter Wardens maintain a high profile presence within the Council's functional area. All personnel engaged in litter-reduction services will be trained in litter control practices.



Enforcement by An Garda Síochána.

Dún Laoghaire-Rathdown County Council will continue to work closely with An Garda Síochána to pursue enforcement measures in relation to litter and abandoned cars.



Surveillance/CCTV.

The Council currently operates surveillance/ CCTV systems in certain locations. These systems monitor dumping and the illegal depositing of litter. These monitoring systems prove invaluable in detection and enforcement

Freephone Number.

Members of the public can report litter offences/ complaints to Council staff and Litter Wardens by contacting the Council at 01-2054700 or the Freephone Litter Line on 1800 403 503. Litter offences/complaints can also be reported via email to info@dlrcoco.ie or by writing to the Council. The Council also provides an after-hours emergency response service, which can be contacted by the following number: 01 677 88 44.

5. RECYCLING AND RECOVERY

The Eastern-Midlands Region Waste Management Plan 2015 to 2021 is in place to meet the requirements of the Waste Framework Directive. A new Waste Management plan will be in place in 2022 and the Council will align to any new emerging policies in this plan. Waste recycling in Dún Laoghaire-Rathdown is promoted through the provision of recycling centres and a network of bring-centres.

5.1 RECYCLING CENTRES

The Council's Ballyogan Recycling Park was opened to the public in November 2004 and is the primary recycling centre for the county. Only household materials are accepted at Ballyogan Recycling Park which operates a vehicle based charging system for some items. An extensive range of materials are accepted at the facility in addition to recyclable packaging including non-recyclable and bulky household waste, green waste, household electrical items, batteries, paints, strippers, thinners, cleaning agents, detergents, bleaches, weed-killer, insecticides, fertilisers, polishes, adhesives, old medicines, gas cylinders, fire extinguishers, gypsum, flat glass, motor oil and cooking oil.

There are two smaller recycling centres in the county also. Shanganagh Recycling Centre is located near Shanganagh Cemetery, Shankill and Eden Park Recycling Centre is in Glasthule. Plastics, glass, paper, packaging, polystyrene, books, household batteries, bulbs, cans and textiles are accepted free of charge at both these facilities.

DLR has commenced trialling public recycling bins in 2021.

The Council has also provided free Mattress Amnesty and Household Hazardous waste collections for the public.

The Council will explore opportunities during the lifetime of this plan to provide reuse facilities in the County.

5.2 BRING CENTRES

The Council currently provides 36 Bring Centres for glass, cans and textiles recycling. Part-funding for these sites is provided by the Department of Environment, Climate and Communications. Householders are encouraged to bring their recyclables to these centres which are free of charge.

Unfortunately, the increased activity at Bring Centres has brought with it an increase in the incidence of dumping and littering in some cases. Litter Wardens monitor Bring Centre sites to ensure a rapid response to illegal dumping.

Dún Laoghaire-Rathdown County Council:

- Informs the public of the location of Bring Centres and makes them aware of the types of materials that can be deposited in them;
- Ensures that their service contractors take due care when emptying the Bring Centres and that they clean the banks on a regular basis;
- Links with communities to ensure that Bring Centres are emptied as required.

A list of Bring Centres is included on the Council's website.

6. PROVISION OF SERVICES

6.1 STREET-CLEANSING

Street-cleansing is an ever-increasing cost on Dún Laoghaire-Rathdown County Council. The budget for street-cleaning for 2021 is €5 million. The Council employs 59 outdoor staff members and uses circa 30 machines for street cleansing.



The cleansing programme for each area includes the following:

- Street-sweeping,
- Emptying and upkeep of litterbins,
- Removal of waste matter from the roads and footpaths.
- Weed management on roads, streets and footpaths.
- Gully cleaning and flood response.
- Beach cleaning and maintenance.

- Community clean-up collections.

Machinery used for street-cleansing currently includes the following:

- 6 large sweepers;
- 5 mini-sweepers;
- 1 Green Machine;
- 4 side loaders;
- 6 pick-ups;
- 3 High Pressure Jet Vac Trucks;
- A fleet of 4 vehicles for beach-cleaning and refuse-collection.

DLR's Cleansing Section operates a cleaning rota for beach and street-cleaning and litter-bin emptying across the county on a seven-day week basis. There are cleansing staff on duty from 7.00am to 6.30pm each day. This arrangement ensures areas are kept clean on a continuous basis, especially at weekends.

Mini-sweepers: The mini-sweepers provide mechanical sweeping of narrow areas such as laneways, pavements and cycle lanes. These vehicles have proved invaluable in less accessible areas and on surfaces that are more difficult to sweep.

Green Machine: The Green Machine is a cleansing vehicle that is used to service town centres. General absence of litter in the town centre can be attributed to starting early before cars can obstruct the route of the Green Machine and thus ensuring a quality service.

Street-sweeping: Street sweeping is carried out county wide and is performed to a sweeping schedule that is published on the DLR website. The main villages and areas where large numbers of people congregate, arterial traffic routes, cycle lanes and residential areas ranked according to need are swept regularly. Littering adjacent to schools and in the vicinity of fast food outlets are specific problem areas that receive special attention by the Council. When particular problem areas are brought to the attention of the Council, these areas are swept as soon as possible.

During winter months, the road sweeping schedule is temporarily suspended, and heavy leaf fall areas are targeted. This period usually lasts from November to February. Additional staff are redeployed to the street sweeping operation to concentrate on these areas.

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Whilst weeds do not fall under the definition of Litter, the **Integrated Weed Control Programme** in use in recent years by Dún Laoghaire-Rathdown County Council (DLRCC) incorporates predominantly a move away from the use of glyphosate-based chemicals in line with best practice approach to weed control. The initial stage in this pesticide-free weed control process is the assessment of weed growth levels around the county on the basis of a priority Scale of either high, medium or low priority. The weed removal programme/schedule develops from this initial assessment, with action initially being taken to control weeds in those areas being rated with a high priority. These would include areas where weed growth is causing an obstruction, and is of a Health & Safety concern, or is extremely unsightly. Priority areas would also include towns and villages, main arterial routes and prominent pedestrian and cycle routes. As areas are worked through in order of priority, weed re-growth levels around the county are continually assessed. Depending on the priority of an area, certain roads and footpaths may be left without any treatment or control in a particular year, if of a low priority. This is in line with DLRCC's biodiversity plan.

6.2 PROVISION OF LITTER-BINS

The Council provides litter-bins in all the major towns and streets in the county, including various parks and beaches. Businesses contributing to municipal waste are encouraged to provide and service litter-bins within the curtilage/vicinity of their premises. The Council is aware of the potential for litter-bins to become litter generators if the following provisions are not put in place:

- frequent emptying of litter-bins;
- provision of required size/type of litter-bin;
- ensure location of litter-bin is appropriately considered; and
- ensure the litter-bins are readily identifiable to the public.
- Location and quantity of litter bins are reviewed annually.



Since the introduction of the larger capacity solar powered bins, the scale of dumping of household waste in street bins has become more evident. This is an offence under the Litter Pollution Act, 1997, and it puts additional demands on the provision of the litter bin service throughout the county, leading to increased costs. The Cleansing Section works closely with DLR Litter Section / Waste Enforcement to address the issue of illegal dumping in street bins as well as in the public domain. Where necessary, this can involve the removal of litter bins from some areas.

The location of street bins throughout the county is reviewed annually. The cost of providing a new bin is €5,200 Ex Vat with an additional annual cost of €280 Ex Vat per new bin for maintenance and telemetry so it is important to ensure that street bins are optimally situated around the county. At the annual street bin review, consideration is given to a number of factors. These include:

- Whether some bins are underused and could be more efficiently placed.
- Whether additional bins are required in areas considered to be litter black spots.
- Accessibility and mobility considerations such as footpath width.
- Safe system of work (Whether there is a safe place for council vehicle to park/load to safely empty the bin).
- Locations close to schools, shops and shopping areas are generally prioritised.
- Whether the risk of vandalism is high in certain areas.
- Whether there is a high risk of disposal of household waste in particular locations.
- Footfall in the public realm area.
- Complaints regarding bin location.

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In general, it is not the policy of the Cleansing Section to situate street bins within housing estates, as this tends to encourage the illegal disposal of domestic waste in the bins. The Cleansing Section regularly receives requests for new bins and these are considered at the annual street bin review.

DLR are currently operating a recycling trial in conjunction with our smart bin supplier whereby recycling bins have been installed at strategic locations across the county adjacent to general waste bins. A waste characterisation study is being completed on the recycling bins to ascertain the effectiveness of the trial and viability of a potentially wider rollout of recycling bins in the future.

The 'Parks and Landscaping Service' are responsible for the maintenance of open spaces in local amenity & residential areas, of which there are a significant number within the county (over 350). Bins are not typically provided in unmanned parks. Such open spaces are in general used by locals and it is expected that users bring their litter home. Clubs who are using Council pitches or facilities are reminded that as part of their lease agreements they are expected to ensure that any litter arising from their activities is removed by them

6.3 STREET-CLEANSING TEAMS/ EMERGENCY RESPONSE PROCEDURES

The Council also provides an after-hours emergency response service, which can be contacted by telephone at 01 677 88 44. This service is provided by Pageboy who, on receipt of a phone call, will contact the relevant County Council official. Dún Laoghaire Rathdown County Council provides emergency cleansing e.g. in the event of a car crash or flooding of public roadways.

6.4 COVID 19 SERVICE IMPLICATIONS

The implications of COVID 19 has had a significant impact on the street cleansing and street bin service. With the current focus on outdoor living and increased use of local towns, villages and amenities, DLR has experienced a considerable upswing in demand for cleansing services. The summer season in particular has placed a significantly heightened level of demand on the service. To counteract the increased demand, DLR has taken a number of measures including:

- Additional budget allocation to support a waste reduction programme.
- Consequently, DLR has purchased an additional 60 smart compacting bins and 12 non-compacting pizza bins
- A dedicated coastal town and village bin collection route has been temporarily introduced
- A mechanically aided bin truck has been purchased and deployed to reduce manual handling reliance on bin servicing
- An electric dust cart has been purchased for Dún Laoghaire town to facilitate bin emptying in the town centre
- Additional 1100L bins have been installed as a seasonal measure at litter hotspot locations along the coast and in coastal towns and villages, with a 3rd party contractor engaged to facilitate the emptying of such bins
- Cleansing team weekend overtime rosters have both increased in staff numbers and service times extended to late evening to combat demand for litter services. This has necessitated cross departmental support with additional staff from other sections supporting overtime coverage
- Seasonal barrel bins have been deployed adjacent to smart bins at litter hotspot locations
- Additional General Operative cleansing support has been deployed to town and village locations for the summer season

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- An advertising agency has been engaged to develop and roll out a robust anti littering campaign which is now active across the county.

7. COSTING & RESOURCES

Funding for implementation of the actions in the Litter Management Plan is dependent on the following:

- Sufficient provision in the Council's Annual Budget.
- on-the-Spot fines;
- fines/prosecutions;
- Anti-Litter Grants from the Department; and
- enforcement/ awareness Grants.

For 2020 the total budget for all litter control and awareness programmes was €0.99m. For the Cleansing section the budget for 2020 was €4.94m.

The delivery of this Litter Management Plan is subject to the appropriate budget being in place during the term of the Plan.

8. REVIEW OF THE LITTER MANAGEMENT PLAN

This Litter Management Plan has been prepared for implementation between 2021 and 2023. The Council will continually review the effectiveness of this plan and examine suggestions from the Elected members and the public on the actions in the plan, siting of street bins, street sweeping schedules and other relevant measures. Reviews of bin provision are carried out at the Area committee meetings each year.

9. IMPLEMENTATION OF MEASURES

Litter is generated by all sectors of society; its elimination will only be achieved by encouraging the public, businesses and community groups to take responsibility for their own actions.

The objectives set out in this Litter Management Plan are the cornerstone of litter pollution control in Dún Laoghaire-Rathdown County Council's area. Many of the objectives and ensuing actions proposed require the support of businesses and community/residential groups and individuals in combating litter through joint initiatives.

Dún Laoghaire Rathdown-County Council currently monitors the level of litter pollution in its functional area by completing the National Litter Pollution Monitoring System surveys. These monitoring systems allow the Council to monitor the effectiveness of the existing resources and initiatives that are currently in place and allows for future prioritisation of resources. The information from these surveys assists in identifying the level and the main causative factors of litter pollution; the Council then ensures that appropriate action is taken to address the main causative factors. The surveys also identify the main components of litter, which allows the Council to tailor its anti-litter message to tackle the key components of litter in the Dún Laoghaire-Rathdown County Council area.

The Council recognises that it is through the development of partnerships with representatives from various business, community/residential groups and organisations, combined with the support/participation of the Elected Members, Strategic Policy Committee (SPC) and local authority staff that Dún Laoghaire Rathdown-County Council will deliver a litter-free environment for all to enjoy.

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