

Comhairle Chontae Longfoirt

Longford County Council



DRAFT
2009 - 2012

Litter Management Plan

Background to the Plan

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

Litter Pollution is one of the most visible and objectionable kinds of environmental degradation. Litter can spoil the appearance of otherwise attractive areas. It imposes unnecessary clean up costs and other costs on both public and private bodies. It has a damaging effect on the tourist industry and detracts from the image of a county. In social terms, litter can be a symptom of social problems confronting an area. Litter pollution can more seriously also pose problems to human health. Possibly the greatest single threat that is posed by littering is the negative impression that it gives to people who are visiting an area as tourists, passers by or potential investors..

The Litter Pollution Act 1997 – 2003 is the enabling legislation that empowers Longford County Council to address the problem of littering. For many years the Council has been attempting to tackle the issues relating to littering on a number of fronts. It is widely accepted that there is a need to use a variety of approaches if the problem of littering is to be overcome. The following are the principle strands of the Councils approach to tackling littering.

- Education and Information
- Litter prevention and control
- Enforcement
- Community involvement
- Recycling and recovery initiatives

Section 10 of the Litter Pollution Act, 1997-2003 requires Longford County Council to: -

- Make and implement a Litter Management Plan in respect of its functional area.
- Review it's Litter Management Plan at least once every three years after the plan is first implemented
- Prepare an annual report for consideration by the Council, relating to the prevention and control of litter.

Section 11 of the Litter Pollution Act, 1997-2003 further states that a Litter Management Plan shall: -

- Specify objectives that are appropriate to prevent and control litter.
- Specify measures to encourage public awareness and education on litter.
- Specify the arrangements by which the Council will meet these objectives.

The Litter Management Plan 2009 - 2012 prepared by Longford County Council sets out the strategy that will be adopted in order to achieve a reduction in the level of littering that takes place in the county. The drafting of the plan will involve a public

consultation process in order to maximise the involvement of the people of the county in ensuring that the specific objectives contained in it are achieved. The Council's Environmental Strategic Policy Committee will be centrally involved in the drafting of the plan. When the plan is adopted by Longford County Council it will be widely publicised and distributed and the Council will seek to involve as many people as possible in its efforts to minimise littering in County Longford.

Scope of the Plan

This Litter Management Plan sets out Longford County Council's objectives to prevent and control litter. It is recognised that the problem of litter will not be eradicated unless a multi dimensional approach is taken. The Litter Management Plan 2009 - 2012 details a multi-faceted approach that will be used in an effort to overcome the problem of littering in County Longford, including initiatives in relation to Local Authority services, waste minimisation, recycling and the taking of litter enforcement action. It also outlines a number of initiatives relating to the promotion of an anti-littering culture and the taking of environmental protection measures relating to litter minimisation. The Council recognises that in the long term the most successful initiatives will involve raising awareness with regard to littering and the effects that littering can have on related matters such as tourism, quality of life and job creation. In order to tackle the littering problem it will also be necessary for the Council and local communities to work in close cooperation with each other both with regard to the carrying out of cleanups and the policing of areas where littering occurs. The plan has been prepared taking cognisance of the following: -

- Existing litter prevention and control measures taken by Longford County Council.
- The policies and objectives of the Council in relation to the prevention and control of litter.
- The Council's enforcement of the Litter Pollution Act, 1997 as amended by the Protection of the Environment Act, 2003
- Recycling and recovery facilities provided for public use.

Objective of the Litter Management Plan

“The principle objective of Longford County Council's Litter Management Plan 2009 – 2012 is to eradicate to the greatest extent possible littering in County Longford.”

This principle objective will be achieved through the taking of a combination of comprehensive actions relating to the following five key areas:

1. Education and information
2. Litter prevention and control
3. Enforcement
4. Community involvement
5. Recycling and recovery initiatives

It is the Council's intention to provide an effective and efficient Litter Warden Service. From time to time decisions will have to be made with regard to the

prioritisation of particular tasks. This is similar to the decision making processes that apply in relation to the provision of other Council services.

As part of the overall framework that it is envisaged will lead to the delivery of this strategy the following objectives are being set.

- Every effort will be made to maximise the payment of Litter Fines without the necessity to pursue individual offenders through the courts.
- In order to promote compliance with the law Litter Fines will only be waived in very exceptional circumstances.
- Notices will be served on persons who are responsible for littering or for areas where litter is accumulated with a view to involving these persons in tackling the litter problem.
- A Free Phone service will continue to be operated in order to encourage the reporting of litter offences and locations at which littering has occurred.
- Greater use of the media will be utilised in order to promote general awareness of the challenges that the Council is faced with and the participation of communities in tackling the litter problem.
- The use of surveillance at locations that are particularly problematic will be introduced.
- The practice of working in partnership with the Gardai, Coillte and Bord na Móna will be continued.

1. Education and Information

It is the belief of Longford County Council that in order to prevent litter arising it is imperative that members of the public be keenly aware of the problem that exists in relation to litter and the negative impact that littering has had with regard to tourist numbers in the county, inward investment and the quality of life of those who live in the county. The Council is committed to using a combination of measures to ensure that the anti-litter message is reinforced at every opportunity. In order to increase public awareness and a consciousness of each individual's responsibilities Longford County Council have employed an Environmental Awareness Officer.

Environmental Awareness Officer

The Council's Environmental Awareness Officer has responsibility for raising public awareness with regard to all matters of an environmental nature. A considerable amount of time is devoted to ensuring that there is effective publicity for the measures being taken by the Council. Significant efforts are made by the Environmental Awareness Officer to promote and maximise participation by members of the public both as individuals and as part of community groups in activities that are aimed at reducing littering. In particular, the Environmental Awareness Officer liaises with various Tidy Towns Committees and Community Groups in order to determine how the Council can best assist these groups to achieve their objectives. The Council recognises that by working with such groups and individuals that it can better meet its responsibilities and the needs of the communities it serves. In this regard the Environmental Awareness Officer has a role to play in advising individuals and groups of the restrictions that the Council is faced with both in terms of authority and resources.

Schools Education Programme

The Council dedicates a portion of its resources to the implementation of a Schools Education Programme. This education programme forms part of the Green Schools Initiative. The Council is engaging with each of the schools in the county in educating children with regard to their responsibilities to protect the environment. As part of this programme children attending schools in the county are provided with information relating to litter and waste prevention. Environmental concerns are highlighted and discussed and the benefits of reducing waste and litter are explained. This programme is being delivered with the aim of gradually changing the culture that is currently prevalent with regard to littering. The Council will consider applications for financial assistance for any litter based projects being carried out by schools.

Longford County Council provides assistance to the schools in the county that are participating in the Green Schools Programme as administered by An Taisce. There is particular emphasis on litter in the early stages of the 5 module Green Schools Programme. 45 schools in County Longford have registered and are participating in the Green Schools Programme. Schools that attain the prestigious Green Flag are recognised by the Council and the efforts of those involved in achieving Green Flag status are acknowledged publicly by the Council. The Council's Environmental Awareness Officer will assist schools in any way possible to achieve the Green Flag standard.

Partnership Approach

Longford County Council will adopt a partnership approach in its dealings with groups and individuals who wish to assist it in raising awareness with regard to littering. It will work to develop partnerships with voluntary bodies, business organisations and sectoral groups. Practical assistance such as the erection of signage and the issuing of promotional material relating to environmental campaigns and material illustrating the damage litter causes to the environment will be given where this is required. The Council will endeavour to facilitate groups that make requests to have speakers present at meetings in order to reinforce the message that littering is offensive and unacceptable.

Longford County Council will offer guidance, assistance and support to all bodies promoting litter prevention awareness programmes in County Longford.

Public Awareness

An environmental newsletter will be produced annually and circulated within the county. The main objective of producing this newsletter will be to raise awareness and to promote the participation of as many people as possible in initiatives that are aimed at tackling the litter problem.

2. Litter Prevention and Control

Longford County Council actively promotes an anti-litter strategy. The aim of this anti-litter strategy is to minimise litter offences throughout the county.

Street Cleaning

A Street Cleaning Programme is operated in the larger towns and villages in the county in accordance with the provisions of the Council's Annual Budget. The cost of the street cleaning service throughout the county in any year is considerable. The Council reviews its Street Cleaning Programme regularly. Resources are stretched to the limit and as a result it is not possible to provide the level of service that is demanded at all locations. The Council will continue to examine every possible means by which it can improve the delivery of this service within the constraints of the available resources.

Litter Bins

Traditionally the Council has purchased, installed and serviced Litter Bins on the main streets of the larger towns and villages throughout the county. While it is accepted that there is a need to supply Litter Bins at some locations it is recognised that to some extent this goes against the principle of the "Polluter Pays". For the term of this plan a variety of options will be explored with regard to how best to encourage responsible behaviour relating to litter disposal. Where requests for additional Litter Bins are received the Council will consider the options available to it. Where additional Litter Bins are provided they will be of a type and quality that best prevent the creation of litter and discourage their misuse or abuse. Existing Litter Bins will be upgraded where this is necessary.

A policy will be developed that will address matters such as the provision, location and servicing of Litter Bins. This policy will also address concerns relating to the design of Litter Bins.

Clean Up Operations

Very often the Council is required to deploy its employees in order to clean up litter "black spots". The erection of "No Dumping" signs is one of the more visible indicators of the Council's activity relating to the prevention and control of litter. The inspection of known "Litter Black Spots" is carried out by employees on an ongoing basis. Where it is necessary to conduct a clean up the Council can incur substantial costs. Very often it is not possible to quantify costs for such clean up operations in advance. For this reason and because of the fact that there are budgetary constraints that must be adhered to it is possible that the Council may not always be in a position to respond to demands that are placed on it. Priority will be afforded to conducting clean up operations in areas where individuals and community groups are willing to assist the Council on the grounds that this will be the most cost effective way of doing so. Where local community groups and volunteers carry out cleanups the Council will assist by taking away litter that is collected. The Council will also endeavour to remove larger items that cannot be easily moved such as abandoned cars and discarded large household items.

Public Bodies

In County Longford there are substantial tracts of land that are owned by both Coillte and Bord na Móna. Much of this land is either bogland or forestry land that is to a very large extent uninhabited. The Council will seek to work in partnership with the bodies that are responsible for these lands in order to ensure that the amenity value of the lands is maximised. The efforts that are made by these bodies to ensure that these lands are kept litter free and accessible to the public are acknowledged by the Council.

Bring Bank Sites

Littering regularly occurs at locations where Bring Bank facilities are located. The Council has monitoring procedures in place which to some extent enable it to effect clean up operations that may be required at these locations. Costs are incurred where it is necessary to collect and dispose of litter that accumulates at Bring Bank Sites. The fact that such littering occurs threatens the provision of the Bring Bank facilities. Those who have facilitated the provision of Bring Bank facilities are very often aggrieved at the fact that such littering occurs. Where litter offenders are identified who deposit litter at Bring Bank Sites they will be issued with Litter Fines. Repeat offenders will be prosecuted.

Very often cardboard boxes and plastic bags in which bottles and cans are brought to Bring Banks are left on the ground by those who use the Bring Banks. The Council will endeavour to raise awareness with regard to the fact that this is unacceptable. Bring Bank users will be encouraged to properly dispose of such items rather than unwittingly causing difficulties that could lead to the removal of the Bring Banks as a result of their actions.

Cigarette Litter

The inappropriate disposal of cigarette butts gives rise to very negative comments from a variety of sources. The introduction of the Smoking Ban has increased the regularity with which smokers discard their cigarette butts on streets. Attempts will be made to raise awareness with regard to the requirement that cigarette butts must be appropriately discarded. Business owners will be encouraged to provide suitable holders into which cigarette butts can be placed. The business owners will also be made aware of the requirement to service the holders they provide.

Graffiti and Chewing Gum

The prevalence of graffiti and chewing gum in many locations detracts from the visual amenity of areas. Very often this leads to people forming negative impressions about particular areas and neighbourhoods. The Council will endeavour to ensure that graffiti is removed from Council property throughout the county.

The prevalence of chewing gum on footpaths and walking areas is a relatively recent phenomenon. The cost of removing chewing gum is prohibitive. For this reason the Council cannot give any commitment with regard to the problem other than to say that the issue will be addressed in the educational awareness presentations that are made to schools. In that regard the Council is committed to working with the National Chewing Gum Task Force which has been formed. The Task Force will be conducting awareness campaigns and promoting practical steps that can be taken with the aim of reducing the prevalence of discarded chewing gum nationally. The Council will seek to promote the appropriate manner for disposing of chewing gum by whatever means it can. The problems that discarded chewing gum gives rise to will be highlighted in literature that is circulated to householders with the aim of raising environmental consciousness.

Automatic Teller Machine Receipts

In recent years the prevalence of Automated Teller Machines has greatly increased. The fact that receipts are generated in respect of transactions has given rise to increased levels of litter occurring in the vicinity of banking outlets. While outlets are obliged to provide receptacles into which unwanted receipts can be placed in some instances it is evident that littering is occurring as a result of customers discarding their receipts inappropriately. In addition to this there are long periods such as at

weekends and at Christmas during which receptacles tend to overflow. The Council will seek the cooperation of the institutions that are responsible for the Automated Teller Machines and the receptacles in preventing the littering of surrounding areas.

Passing Motorists and Pedestrians

Much of the littering that occurs along public roads and streets is generated by passing motorists or pedestrians. There appears to be a lack of consciousness with regard to the damage that is caused by littering of this kind. Consideration will be given to the placing of suitable signage at a variety of locations seeking the cooperation of all passers by in keeping County Longford tidy. In this regard local businesses may be invited to become involved in the provision of signage and the promotion of environmental awareness amongst those employed in local businesses.

Fast Food Outlets and Mobile Food Outlets

The Council will seek to work with the owners and operators of Fast Food Outlets of all types in an effort to reduce littering that is linked to the operation of such outlets. Operators will be made aware of their responsibilities and will be required to conduct clean ups after they have finished serving food and beverages. Regular inspections will be conducted at locations that are problematic.

Abandoned Vehicles and Vehicles For Sale

In recent years the prevalence of abandoned vehicles has increased greatly. The Council will endeavour to identify and contact the owners of vehicles that are abandoned. Where vehicles continue to be abandoned the Council will remove them and will dispose of them if they are not claimed within a reasonable length of time. The Council will take note of cars that are parked on Public Spaces and which display "For Sale" signs. Every possible effort will be made to ensure that the practice of offering vehicles for sale at roadsides is discontinued. Where it becomes necessary for safety reasons vehicles may be removed and disposed of by the Council. The owners of vehicles that are removed will be liable for costs that the Council incurs.

Dog Fouling

The Council will seek to ensure that the owners of dogs behave responsibly with regard to the disposal of dog faeces. An initiative will be introduced on a pilot basis in Longford town with a view to promoting the use of "Poop Scoops". A publicity campaign will be conducted in order to promote best practice in this regard on a county wide basis. The operation of the "Poop Scoops" initiative will be reviewed periodically and if it is successful the initiative may be extended to other urban areas in the county.

3. Enforcement

Longford County Council is committed to enforcing all aspects of the Litter Pollution Acts 1997 – 2003. The Council will exercise the powers that have been conferred on it in a firm and fair manner at all times.

- **Litter Warden Service**

In addition to attending incidents of littering the Litter Wardens will be engaged in the periodic inspection of towns and villages with a view to raising public awareness relating to the enforcement of the law as it stands regarding

littering. The Litter Wardens will also be involved in carrying out surveillance at locations where it is likely that littering will occur. The Litter Wardens will regularly inspect litter black-spots with a view to limiting the opportunities that offenders have to litter these areas. The Litter Wardens will visit homes and businesses to ensure that there is the highest possible understanding by all concerned with regard to their responsibilities relating to the disposal of litter. Particular attention will be paid to visiting retail outlets, restaurants, building sites and other similar establishments which have a tendency to generate substantial volumes of material that typically contribute to littering.

- **On-the-Spot Fines**

The On-the-Spot fines for litter offences were increased to €150.00 in September 2007. In general first time offenders who are responsible for minor littering offences are issued with an On-the-Spot Fine. If the fine is paid no further action is taken. Where an offender is identified as having been responsible for a case of very serious littering it is the policy of the Council to commence legal proceedings against the identified offender. In such circumstances the Council's policy is to seek the imposition of the maximum fine possible under the Litter Pollution Acts. The maximum fine that can be imposed in a court under the provisions of current legislation is €3,000.00. In addition to this the Council may avail of other remedies available to it under the Waste Management Acts 1996 – 2003, the Roads Act 1993, the Derelict Sites Act, 1990, the Local Government (Planning and Development) Act 2001 and the Public Health Acts where it is considered that serious littering offences have been committed. It can be anticipated that enforcement procedures will be taken against persons who commit offences of the following nature.

- (i) Depositing or creating litter in a public place or any place that is visible from a public place.
- (ii) Causing or permitting indiscriminate dumping.
- (iii) Placing municipal waste into or near Litter Bins.
- (iv) Interfering with Litter Bins.
- (v) Erecting or permitting the erection of illegal advertising material and signs.
- (vi) Failing to properly remove and dispose of dog faeces.
- (vii) Abandoning vehicles, owning abandoned vehicles or permitting vehicles to be abandoned on lands.

- **Littering at Major Events and Mobile Outlets**

In relation to the operation of mobile outlets or the holding of major events the Litter Wardens will endeavour to assist and advise operators and organisers so as to minimise the generation of litter. Where possible contact will be made in advance with those who may be responsible for the operation of mobile outlets or the holding of major events and that may lead to the generation of material that is likely to end up as litter. Advice will be provided with regard to the steps that should be taken to reduce littering and the carrying out of clean up operations. In this way the number of occasions on which littering occurs may be reduced and the necessity to issue On-the-Spot fines may also be reduced.

- **Advertising Materials and Unpermitted Signs**
 Where advertising materials cause defacement of structures the Litter Wardens will use a number of options that are available to them including the issuing of On-the-Spot fines in order to tackle problems that emerge. The Litter Wardens will seek to make contact with landowners who are responsible for unpermitted signs that are erected on their property. Where initial contacts are not responded to appropriately, notices will be served on the landowners specifying measures that they are required to undertake in order to deal with littering that has occurred. The Council has adopted a policy with regard to the erection of signage and the Litter Wardens will endeavour to ensure that the policy is complied with.
- **Name and Shame Policy**
 Where successful prosecutions, are taken by the Council under the provisions of the Litter Pollution Act 1997-2003 the Council will operate a “name and shame” policy. Media outlets will be given the names of offenders and the details of the offences committed by them. The Council will seek to publicise its enforcement activities to the greatest extent possible as it is considered that by doing so other would be offenders will be deterred from littering. The Council will also publish details of the number of On-the-Spot fines issued in respect of littering offences in the county on an annual basis.
- **Littering Offences Hotline Telephone Service**
 The Council has been operating a dedicated Littering Offences Hotline Telephone Service for a number of years. Any person can report cases of littering and indiscriminate dumping by contacting the Hotline Service. The number to call is **1850 434450**. Alternatively reports of littering and indiscriminate dumping can be made by e-mailing environmental.complaints@longfordcoco.ie
 The Council will publicise these reporting services in order to engage with those members of the community who are environmentally conscientious. Any reports that are received will be responded to as quickly as possible having regard to the availability of resources and the need to give priority to instances of serious littering.
- **An Garda Síochána**
 Longford County Council will continue to liaise with members of An Garda Síochána where it is deemed that the members of the Gardai can assist in tackling littering. All Gardai are authorised to act as Litter Wardens under the Litter Pollution Act, 1997 – 2003. By working in partnership with the Gardai and by ensuring that a joint approach to litter control is taken it is probable that littering, particularly in urban areas, can be greatly reduced. Similarly it is hoped that littering offences at black-spots can be tackled where Gardai visit identified black-spot locations at night and over weekends.
- **Private Surveillance and other Surveillance Techniques**
 The Council will endeavour to tackle littering in any way that it can. The use of surveillance equipment and personnel are options that may be used in order to identify offenders. The Council will consider the use of any means available to it in order to tackle the problem of littering. The use of all available technologies and techniques will be considered having regard to the

availability of funding and other resources. The details relating to surveillance operations that are operated will not be publicised. However any elected Member of the Council or member of An Garda Síochána will be given any information that they require relating to such operations.

- **After Dark Patrols**

The Council may also operate after dark patrols in towns and villages and at littering black spots as part of its campaign to tackle the problem of littering. It is generally agreed that a higher proportion of littering offences occur after dark. Where sufficient resources are available patrols will be conducted as part of the awareness raising strategy.

4. Community Involvement

Longford County Council recognises that community support is vital if the problem of littering is to be dealt with successfully. The Council acknowledges the ongoing efforts that are being made by concerned individuals, local community groups and Tidy Towns Committees working to tackle littering problems at a local level. The Council will assist local communities in their endeavours to combat the litter problem. The Council will seek to continue to develop linkages with Tidy Town Committees, local interest groups and individuals who are engaged in activities with the aim of reducing littering. The Council will continue to encourage all community based initiatives and will welcome suggestions from all persons active in this area.

In order to develop relationship with voluntary bodies the Council will:

1. Continue to support in a practical manner efforts such as National Spring Clean Week and community projects, which benefit the citizens of the county and improve the environment.
2. Provide bags, gloves and litter pickers for approved clean up projects. The Council's Environment Department will arrange the collection and safe disposal of all materials collected that are collected by volunteers. Regard will be had to the availability of resources and it must be demonstrated that the waste that is to be disposed of was collected as part of an organised clean up of a public area.
3. In conjunction with the Department of the Environment and Local Government, continue to operate a scheme of Anti-Litter Awareness Grants. The Scheme will provide funding for projects that promote greater public awareness and education in relation to litter pollution. Particular emphasis will be placed on projects that involve schools and young people in general.
4. Arrange for the collection and disposal of large items such as abandoned cars and discarded large household items having regard to the availability of resources.
5. Seek to promote the holding of annual competitions that will encourage residents of housing estates to maintain and improve the areas in which they live.

6. Seek to promote the holding of annual competitions that will encourage owners of business premises and others to maintain and improve the appearance of buildings and surrounding areas.
7. Seek to promote the establishment of community based initiatives that will have the aim of maximising the participation of those who live in communities tackling the litter problems that exist.
8. Continue to operate the Local Agenda 21 – Environmental Partnership Fund Scheme which has the aim of assisting with the raising of environmental awareness generally.

5. Recycling and Recovery

A revised Midlands Regional Waste Management Plan has been adopted. Longford County Council is an integral participant in the delivery of this plan. In accordance with National and European Union policy the plan focuses on waste prevention and minimisation measures. In order to meet the targets of the plan, the Council has significantly expanded its existing services and will continue to introduce new initiatives where possible.

Recycling

Longford County Council is committed to encouraging the re-use and recycling of all items that can be used for purposes other than the primary use for which they were produced. Many items that are discarded can be used for some other purpose. The Council will provide assistance and advice to individuals or groups that are seeking to minimise the consumption of finite resources by re-using materials that might otherwise be destroyed or land filled. The Council will provide advice with regard to the possibilities that may exist for the re-use of particular waste streams.

Home Composting

Longford County Council has successfully implemented a programme that is aimed at increasing the use of home composting as a viable and environmentally friendly means of dealing with some of the waste that is generated by normal day to day living. A number of practical composting demonstrations have been conducted. It is planned to continue to promote home composting in this manner. The benefits of home composting are that householders do not incur costs for disposing of a portion of their waste and they can use the compost instead of having to purchase composting material. In the period to December 31st 2007 the Council provided in excess of 2,200 Compost Units to householders living in the county. In addition to this Composting Units are sold at a number of retail outlets. This indicates that an increasing number of householders are involved in home composting and are seeing home composting as one of a range of options that they use in order to deal with the waste for which they are responsible.

The Waste Management (Packaging) Regulations 2007

Longford County Council has responsibility for the enforcement of the Waste Management (Packaging) Regulations 2007. Over the period of this Litter Management Plan the Council will seek to ensure that retailers comply with the

obligations that are imposed on businesses by the Packaging Regulations. Every effort will be made to develop a partnership approach between the business community and the Council in the interest of maximising the mutual benefits that a cleaner environment can deliver. Where compliance is not voluntarily forthcoming the Council will take all necessary enforcement action.

Civic Amenity Sites

In County Longford there are 2 Civic Amenity Sites operated by Mulleady's Waste Management Limited. The Civic Amenity Sites are located at Drumlish and in Longford town. The Council supports the operation of these facilities. The fact that the most recently opened Civic Amenity Site is located in Longford Town means that recycling and the disposing of waste is now very convenient for the vast majority of people in County Longford. A very wide range of items can be recycled at both the Drumlish and Longford Civic Amenity Sites. As time goes by the types of waste that are accepted at the Civic amenity Sites are increasing.

Enquiries with regard to whether or not any particular item or class of waste is accepted at the Civic Amenity Sites should be directed to Mulleady's Waste Management Limited. The contact number for Mulleady's Waste Management Limited is (043) 24128. Details with regard to opening hours and the types of waste that are accepted at each of the Civic Amenity Sites can be seen on the company's website www.mulleadysgroup.com

Bring Banks

The provision of Bring Banks in County Longford is organised by the Council. The Bring Banks that have been provided for the recycling of glass and tins are serviced by Mulleady's Waste Management Limited, Waste Management Division, Cloonaugh, Drumlish, Co. Longford on a contract basis. Longford County Council has provided a significant number of Bring Banks at various locations across the county. The Council is always seeking to identify new locations at which Bring Banks can reasonably be provided.

A considerable investment has been made in upgrading the facilities that are in place at the locations where the Council has provided Bring Banks. Further investments will be made where the need to upgrade sites is identified. The Council acknowledges the co-operation of various property owners with regard to the locating of Bring Banks. In some cases there have been difficulties relating to the improper use of the facilities that have been provided. The Council will seek to ensure that any such improper use is discontinued. Where it is deemed necessary offenders may be prosecuted if they fail to clean up sites at which they have improperly left waste.

The provision of additional Bring Banks will be considered where sites are offered to the Council. The Council will also seek to identify suitable locations in areas where the current Bring Banks may not be as accessible as they might be. In rural parts of the county it may not be possible to provide for the servicing of Bring Banks with the same regularity as in urban areas. The Council accepts that by making these services more accessible that the likelihood of glass and tins being recycled will be increased. However there are significant costs attached to providing and operating Bring Banks. All decisions will be taken having regard to the availability of resources and the demand for the services that exist.

Conditions will be attached to Planning Permissions that are granted in respect of large commercial and residential developments which are likely to give rise to the generation of litter. The conditions will vary depending on the nature of the development but will in general provide for the installation of Litter Bins and the provision of recycling facilities where this is deemed to be appropriate.

The details relating to the location of Bring Banks that have been provided to date and the materials that can be recycled at each of them can be accessed on the Council's Website or by contacting the Council's Environment Department.

Textile Recycling Banks

The provision of Textile Recycling Banks in County Longford is not organised by the Council. The Council has adopted a policy relating to the installation and operation of Textile Recycling Banks. All Textile Recycling Banks must be provided and operated in line with the provisions of the Council's policy. The Textile Recycling Banks that have been provided for the recycling of clothes and other textiles are serviced by the companies that are responsible for providing them. The Council will encourage service providers to increase the number of Textile Recycling Banks that are provided in the county.

For a variety of reasons the Council favours the provision of Textile Recycling Banks at locations that are distinct from the locations at which the Council's Bring Banks are provided. Where possible Textile Recycling Banks and Bring Banks will be located within reasonable proximity of each other. This should most appropriately facilitate users who wish to recycle tins, glass and textiles while at the same time maintaining the distinction between facilities that are operated by the Council and those that are privately operated.

The details relating to the location of Textile Recycling Banks that have been provided to date and the materials that can be recycled at each of them can be accessed on the Council's Website or by contacting the Council's Environment Department.

Monitoring and Evaluating the Delivery of the Litter Management Plan

It is of critical importance that the strategies and actions proposed in the Litter Management Plan 2009 - 2012 are regularly monitored and reviewed. A review of the strategies will be undertaken on an annual basis by the Director of Services and the senior employees in the Environment Department. An update detailing the progress that has been achieved will be presented to the Council annually. The Environmental and Water Services Strategic Policy Committee will also monitor the effectiveness of the plan's implementation on an ongoing basis. As with any similar plan the Council reserves the right to amend the plan at any time if a clear need to do so is identified.

Service Indicators

In recent years the use of Service Indicators has been introduced. Some of the data that is compiled will be of assistance when this plan is being reviewed and evaluated. The following are examples of the more relevant Service Indicators.

- Statistics that demonstrate the application of resources such as:

1. Number of litter Wardens employed in proportion to population.
 2. Number of On-the-Spot fines issued.
 3. Number of On-the-Spot fines paid.
 4. Number of follow up letters.
 5. Number of prosecutions.
- Evaluating the success of the Schools Education Programme
 1. Number of Schools participating in the Green Schools Programme.
 2. Number of Schools that have attained the prestigious Green Flag.
 3. Number of Schools not yet participating in the Green Schools Programme.
 - Evaluating the success of the participation in the Tidy Towns Competition:
 1. Number of towns/villages participating.
 2. Improvement in marks on previous years.
 3. Review and comparison of scores in IBAL competitions with towns that are of comparable size.

National Litter Pollution Monitoring System

The Department of the Environment and Local Government in conjunction with Local Authorities and Tobin Environmental Services Limited has established a National Litter Pollution Monitoring System. The National Litter Pollution Monitoring System is used to assist in the monitoring and assessment of the activities of each local authority with regard to litter prevention and litter control. The data that is gathered is also used in connection with the planning of national strategies relating to the management of litter. The statistics that are collected can in some instances contribute to the identification of the most appropriate and effective means of tackling the problem of littering at national level.

Longford County Council will liaise with voluntary bodies, business organisations and other stakeholder groups when it is carrying out formal reviews of the its Litter Management Plan.

Finance

The implementation of the Litter Management Plan 2009 – 2012 will be dependent on the availability of adequate resources. The Council will prioritise the elements of the plan that are to be implemented as resources become available. The Members of the Council and the members of the Environmental and Water Services Strategic Policy Committee will be advised of any concerns that emerge with regard to the availability of the resources required to implement the plan.

General Information

Public Waste Collection

The following is a list of some of the approved contractors licensed to operate a waste collection service in County Longford:

Mulleady's Ltd.

Cloonaugh,
Drumlish,
Co. Longford
(043) 24128

Green Energy Recycling

Oldcastle,
Kells,
Co. Meath
(049) 4332622

Allied Waste Management,

Clonmellon Industrial Estate
Clonmellon,
Navan,
Co. Meath
(043) 9433366

Beirne Bins Ltd.

Killmacumsey,
Elfin,
Co. Roscommon
(071) 9671962

Oxigen Environmental

Cavan Waste Disposal
69 Church Street
Cavan
(049) 4332622

Longford County Council Contact Information

Director of Services	–	Jack Kilgallen
Senior Executive Officer	–	Gerry Gillen
Senior Executive Engineer	–	Padraig Murtagh
Administrative Officer	–	Ann Mulligan
Environmental Awareness Officer	–	Gary Brady

**Address: Environment Department
Longford County Council,
Áras an Chontae,
Great Water Street,
Longford**

Telephone: (043) 43461

Fax: (043) 41233

E-mail: environment@longfordcoco.ie

LO-Call Confidential Telephone Hotline: 1850 434 450