

Litter Management Plan 2025 - 2027

Comhairle Chontae Longfoirt
Longford County Council

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1. Introduction

Longford County Council (LCC) is unwavering in its commitment to combat litter through the Litter Management Plan 2025 - 2027. This plan builds on previous initiatives, underscoring LCC's dedication to effective litter prevention. The focus of this plan is to reduce and manage litter to the greatest extent possible and to provide a cleaner and more attractive environment for the people of County Longford. While LCC acknowledges its pivotal role in litter management, including street cleaning and enforcement, it recognises that a collective effort is crucial in successfully eradicating litter.

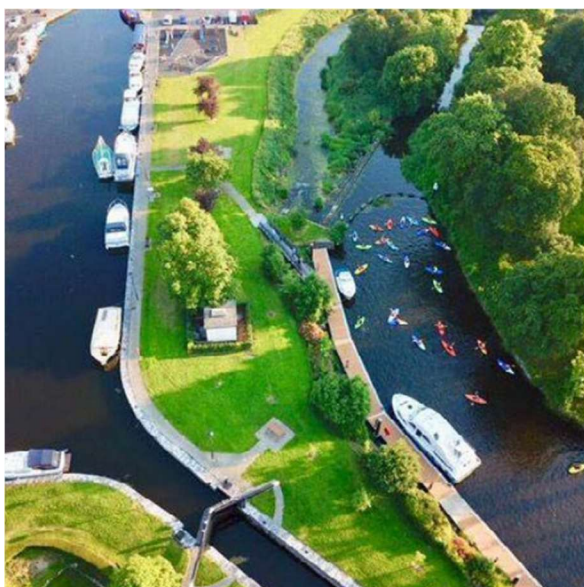


Fig. 1. Left: Kayaking on the Royal Canal. **Fig. 2 Right:** Cycling along the Royal Canal Greenway.

Individuals and businesses alike play pivotal roles in generating and disposing of litter conscientiously and this plan underscores that shared responsibility. To harness the power of community involvement, LCC actively seeks the cooperation of all sectors of society. Community members are not only the eyes and ears of our neighbourhoods, but also valuable partners in implementing and sustaining effective litter prevention strategies. By fostering a sense of shared responsibility, we empower residents to actively participate in local clean-up initiatives and educational programmes. Businesses, as integral partners of our community, are urged to contribute to the reduction of litter. Through responsible waste management practices and support for local initiatives, businesses can significantly impact the overall cleanliness of our environment. This plan encourages businesses to take ownership of their surroundings, contributing to a cleaner, more attractive community for

all. Outlined within this plan are the objectives and actions pertaining to awareness, prevention, control, and enforcement of littering for the duration of this plan.



Fig. 3. Corlea Bog Trackway

A commitment to an annual review, mandated by Section 10(3) of the Litter Pollution Act 1997 (as amended), ensures the plan's adaptability. A comprehensive report will be presented to the Council for consideration. The Litter Management Plan will be accessible at Council offices and the official website www.longfordcoco.ie. Together, we can create a cleaner and more sustainable environment for current and future generations.

2. Context

County Longford is nestled in Ireland's midlands, and within Failte Ireland's 'Hidden Heartlands' tourism region. The 2022 Census recorded the population of County Longford at 46,634. The county is partly bordered by the River Shannon, and the Royal Canal flows through the south of the county. There are several, beautiful freshwater lakes and rivers throughout the county. These amenities provide opportunities for those who are interested in pursuing water-based leisure activities to engage in boating, angling, and kayaking. County Longford is steeped in history and has a wealth of interesting places to visit and things to do. In recent years, an increased emphasis has been placed on developing the attraction of the county for leisure enthusiasts and tourists. Several walking and cycling trails have been

developed in the woodlands, boglands, and along the waterways that traverse the county. These amenities have been developed with the intention of making the county an enjoyable place for people to live, while also making it an attractive destination for people from outside the county to visit.

There is a very strong sense of community across County Longford and local volunteers are at the heart of everything that is good and attractive about Longford. Local groups comprising of volunteers contribute hugely to the effort that is made to make the county an appealing place to live and work in. LCC and the stakeholder groups with whom it works, collectively invest a huge amount of time and resources in presenting the county in the most attractive way possible.

It is based on this backdrop that the Litter Management Plan 2025-2027 has been developed.

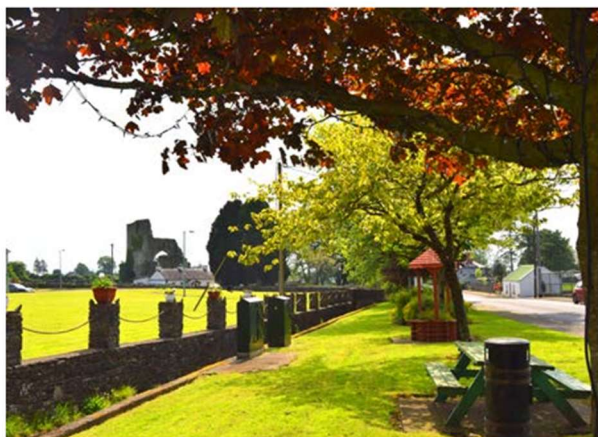


Fig. 4 Aradagh, **Fig. 5.** Ballinalee, **Fig. 6.** Abbeylara, **Fig. 7.** St Mel's Cathedral
Clockwise from Top Left:

3. What is Litter?

Under the Litter Pollution Act, 1997 as amended, the definition of litter is:

“any substance or object, whether or not intended as waste, that when deposited in a place other than a litter receptacle or other place designated for the deposit is, or likely to become unsightly, deleterious, nauseous or unsanitary, whether by itself or with any other such substance or object, and regardless of its size and volume or the extent of the deposit”

The definition is quite wide and includes graffiti, fly-tipping, domestic refuse placed in a litter bin, casual littering from papers/cigarette butts/chewing gum, unauthorised advertising, and dog fouling, as well as anything else which is or is likely to become unsightly.

4. Statutory Obligations

Under the Litter Pollution Act 1997, local authorities are required to:

- Ensure that each public road in its functional area is, so far as practicable, kept free of litter
- Take all practicable measures for the prevention of, the creation, and for the prevention and overcoming of the polluting effects, of litter in its functional area and for the control and disposal of litter
- Make and implement a Litter Management Plan

5. Public Consultation Process

The following consultation process will be completed, as part of the consultation process required under the Litter Management Act 1997 as Amended.

- Review of previous Litter Management Plans and Initiatives
- Presentation of Draft Litter Management Plan to the Physical Development Strategic Policy Committee
- Public Engagement and seek submissions on the draft plan
- Consult with other voluntary and representative bodies
- Prepare Report on the consultation process for submission to Elected Representatives
- Elected Representatives to review and adopt the plan with or without amendments

6. Scope of the Plan

The Litter Management Plan sets out a range of objectives that will be employed to prevent and control litter pollution. In preparing the plan it has been recognised that LCC cannot by itself achieve any real reduction in littering. Litter pollution can only be eradicated through a multi-disciplinary approach and the collaboration of both internal and external stakeholders. A mindset change which makes it socially unacceptable for people to litter is also required.

The Litter Management Plan sets out a multi-faceted approach that is to be adopted over the period of the plan to tackle the problem of litter pollution in the medium term. The plan incorporates initiatives that are linked directly to the LCC's services of waste minimisation, recycling, and the **enforcement of litter legislation**. It also contains initiatives relating to the promotion of an anti-littering culture and the taking of environmental protection measures relating to litter minimisation. LCC recognises that, in the long term, the most successful initiatives will involve education and community activation in tackling the problem of litter pollution.

The Litter Management Plan was prepared having regard to many factors and accounting for the following: -

- Existing litter prevention initiatives and control measures implemented by LCC.
- LCC policies and objectives relating to the prevention and control of litter.
- LCC's enforcement of the Litter Pollution Act 1997 as amended, the Protection of the Environment Act, 2003 and the Electoral (Amendment) (No. 2) Act 2009, the Circular Economy and Miscellaneous Provision Act 2022.
- The recycling and recovery facilities that are available for public use in the county.
- The resources that are currently available to LCC.

7. Objective of the Litter Management Plan

"The objective of LCC's Litter Management Plan 2025-2027 is to eradicate to the greatest extent possible littering in County Longford."

This objective will be achieved by the implementation of a broad variety of actions in collaboration and consultation with a large range of internal and external stakeholders. The objectives of the Litter Management Plan are set out under five key areas:

- 7.1** Education and Information
- 7.2** Litter Prevention and Control
- 7.3** Enforcement
- 7.4** Community Involvement and Activation
- 7.5** Recycling and Recovery Initiatives

7.1 Education and Information

It is important that the public is aware of how much litter impacts on local communities in our towns, villages, and open spaces. This includes education on the adverse impact on the

quality of life for those who live, work, and visit the county, and inward investment. LCC is committed to using a combination of measures to ensure that the anti-littering message is reinforced at every opportunity. Both the Environmental Awareness Officer and the Community Warden work actively with individuals, interest groups, schools, communities, and businesses to increase public awareness of the impacts of litter pollution and the steps that can be taken to reduce it.

The central theme of the education and information message is that littering is socially unacceptable. Individuals will be encouraged to take personal responsibility for their litter. People will be encouraged to take their litter home with them in the first instance or as a second option to place their litter in litter bins where provided. Businesses are also advised to keep the area outside their business tidy and free of litter. LCC will conduct an Anti-Littering Awareness Campaign and will use social media, local media, LCC's official website, and other forms of advertising to ensure that the anti-litter message has the greatest possible impact.

7.1.1 Environmental Awareness Officer

LCC's Environmental Awareness Officer has responsibility for raising public awareness regarding 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 LCC. 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. The Environmental Awareness Officer liaises with various Tidy Towns Committees, Schools, Youth Organisations, Businesses, and Community Groups to determine how LCC can best assist these groups in achieving their objectives. LCC recognises that by working with such groups and individuals it can better meet its responsibilities and the needs of the communities it serves. LCC recognises that there are significant benefits to be achieved by engaging with those who wish to ensure that litter pollution is eradicated.

7.1.2 Schools Education Programme

LCC dedicates a portion of its resources to the implementation of a Schools Education Programme. LCC is engaging with every school in the county in educating children around their responsibility 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 explained. The programme aims to incrementally change the

culture of littering. LCC will consider applications for financial assistance for any litter-based projects being carried out by schools.

Many schools in County Longford are involved in the An Taisce, Green Schools Programme. LCC provides support to those schools to help them achieve and maintain the Green Flag standard:

- Promote the involvement of schools in the An Taisce Green Schools programme through regular and direct contact with teachers.
- Conduct renewal visits with participating schools to assess Green School standards.
- Schools that attain the prestigious Green Flag are recognised and acknowledged by LCC.

LCC encourages school involvement in environmental awareness programmes, and other complementary environmental education activities such as:

- Relove Fashion initiative
- Picker Pals
- Workshops to assist schools with their ongoing activities such as the 3 Rs Educational Campaign.



Fig. 8. Left: Green School Flags being presented by Longford County Council Environmental Awareness Officer.

Fig. 9. Right: Raising of the Green School flag by Minister for Education Norma Foley.

7.1.3 Community Warden

LCC currently employs two Community Wardens with a view to having three full time Community Wardens in place by Q2 2025. The role of the Community Warden is to work with local schools, communities, businesses, TidyTowns and other agencies to improve the physical environment within the town through a combination of education, enforcement, and local action. The Community Warden patrols the streets, open spaces, and parks in the town, while providing reassurance and visibility for citizens, businesses, and community groups. They assist with cleanups in littered area and provide support and assistance to Communities in this regard. The Wardens liaise with An Garda Síochána, Tidy Towns Groups and the Probation Services on an ongoing basis.

7.1.4 Partnership Approach

LCC does what it can to reinforce the message that litter pollution is unacceptable and is an offensive. It has adopted a partnership and collaborative approach, and works with a diverse range of stakeholders including local businesses, local communities, An Garda Síochána, Tidy Towns Groups, the Probation Services, voluntary bodies, and sectoral groups to raise awareness and reduce littering to the greatest extent possible.

LCC gives practical assistance and provides gloves, bags, and litter pickers to groups that conduct community 'clean-ups'. They also assist in removing the bags of litter collected at Spring Clean events. Some funding is made available to Tidy Towns and Community Groups to help defray the costs associated with conducting such clean-ups. The Environmental Awareness Officer, Enforcement Officers, Biodiversity Officer, Community Wardens, and Dog Wardens have some availability to speak with groups, at local public events and meetings on environmental matters.

7.1.5 Pilot Projects

During 2025, the Environment & Climate Action teams will roll out and support a number of initiatives to promote responsible management and disposal of litter and waste. The initiatives include:

- The piloting of a three-bin household waste collection service in residential areas of Longford town
- The Green Hubs project aimed at promoting segregation of commercial waste and provide support to schools in managing their waste in Longford town.

7.2 Litter Prevention and Control

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

7.2.1 Street Cleaning

A street cleaning programme is operated in the larger towns and villages in the county. The cost of the street cleaning service throughout the county in any year is considerable. LCC reviews its Street Cleaning Programme regularly, and in October 2024 invested in a multi-hog for use by the Municipal District in Longford Town and Environs. The machine is ideal for cleaning footpaths, lanes, walkways, and other areas that the large street sweeping machine cannot navigate. LCC will continue to examine every possible means by which it can improve the delivery of this service within the constraints of the available resources.

7.2.2 Litter Bins

Traditionally LCC 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”. In an ideal scenario people would take responsibility for items that they are discarding and would take these items home with them.

For the term of this plan, a variety of options will be explored on how best to encourage responsible behaviour relating to litter disposal. Where requests for additional litter bins are received, LCC will consider the options available to it. Where 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.



Fig. 10. Newly-installed solar powered bins in Ballinamuck village

7.2.3 Clean Up Operations

LCC regularly commits resources to clean up litter black spots, subject to financial and other resource constraints. Litter Wardens assisted by Community Wardens routinely visit known litter black spots, and clean-ups are organised when they are deemed necessary. Priority is generally afforded to conducting clean-ups in areas where individuals and community groups are willing to assist LCC, or where it is evident that the local community is making a real and significant effort to ensure that their locality is litter free to the greatest extent possible. This approach offers a cost-effective way of completing individual clean-ups.

Municipal District staff and external cleaning contractors assist the Environment Team on an ongoing basis with clean ups. Without their assistance it would not be possible to remove larger items or items in hard-to-reach places, such as watercourses including, rivers and lakes.



Fig. 11 & 12 Communities of Newtowncashel (Left) and Aughnaclyffe (Right) getting involved in Longford's Annual Spring Clean

7.2.4 Bring Bank Sites

LCC has a network of Bring Bank Sites that are strategically located across the county for the benefit of those who wish to recycle. LCC and local communities are indebted to those who facilitate the provision of Bring Bank facilities on their property or in the vicinity of their business premises. LCC encourages those using the Bring Bank facilities and all others to act responsibly so that they can continue to benefit from the availability of locally based recycling facilities.

Littering regularly occurs at locations where Bring Bank facilities are located. Costs are incurred by LCC, in relation to the collection and disposal of such litter. Littering in the vicinity of Bring Bank facilities can threaten the continued provision of recycling facilities. Where offenders are identified, offenders are issued with Litter Fines and those who fail to pay are prosecuted. LCC will continue to monitor activity in the vicinity of its Bring Bank Sites and will do whatever is necessary to discourage offenders.



Fig. 13. A bring bank site in County Longford

7.2.5 Deposit Return Scheme

The Deposit Return Scheme (DRS) came into effect on 1 February 2024. Consumers now pay an extra charge of either 15c or 25c on every drink container that is covered by the scheme. The deposit is refunded in full when the consumer returns the empty undamaged container to any retailer that is not exempt from taking returns. LCC supports this initiative and encourages everyone to return empty drinks containers, to save money and protect the environment.

7.2.6 Graffiti

The prevalence of graffiti on walls, hoardings and buildings detracts from the visual amenity of towns and villages. Very often the sight of graffiti causes people to unfairly form negative impressions about particular areas and neighbourhoods.



Fig. 14. Graffiti Clean Up

LCC endeavours to ensure that graffiti is removed from all properties that it owns or occupies. LCC also encourages owners of private property to remove graffiti sprayed on their property. Unfortunately, private property owners are often the innocent victims, and can incur exceptionally high and unnecessary costs related to the removal of graffiti. Where those who are responsible for graffiti are identified, they are pursued by LCC and Litter Fines are issued to them. LCC will continue to deter people from spraying graffiti on buildings and hoardings in the county through the provision of annual Anti-Graffiti Awareness grants.

7.2.7 Chewing Gum

The prevalence of chewing gum on footpaths and walking areas is unacceptable and unnecessary. The cost of removing chewing gum is prohibitive. As with litter, there is no acceptable reason for people not disposing of their chewing gum in a responsible manner. The prohibitively high cost of removing chewing gum from footpaths means that LCC cannot give any commitment regarding the provision of resources to tackle the problem. LCC conducts Environmental Education and Awareness activities in schools and at public events.

7.2.8 The Gum Litter Taskforce (GLT)

The (GLT) is responsible for developing and implementing an awareness campaign to reduce littered gum in the most sustainable way by:

- changing irresponsible disposal behaviour, the root cause of the issue and
- encouraging the public to dispose of their gum responsibly.

LCC is involved in rolling out the programme and supporting related initiatives locally in County Longford.



Fig. 15, 16, & 17. Gum Litter Taskforce recent visit to Longford

7.2.9 Dog Fouling Awareness

Dog Fouling is a particularly offensive form of litter. The health risks that dog fouling present are very serious and the fact that young children are particularly vulnerable to these risks needs to be fully appreciated by all, particularly dog owners. LCC takes dog fouling seriously. It conducts an ongoing Dog Fouling Awareness Campaign. ‘Doggie Bag’ dispensers, and Dog Fouling signage has been erected at many popular dog walking locations across the county. The Community Warden and the Dog Warden are involved in making dog owners aware of their responsibilities and routinely patrol various locations in order to try and ensure that children and others are not exposed to the health risks that dog fouling presents. It is the policy of LCC to work with dog owners by promoting awareness and prevention.

LCC’s preference is to be involved in educating dog owners and others about the risks that dog fouling presents, while raising awareness about the ways in which dog waste can be acceptably disposed. Taking enforcement action such as issuing fines and prosecuting offenders is the least preferred option, but where offences are detected, fines are issued, and if unpaid, offenders are prosecuted.

To provide information on responsible dog ownership, LCC has developed a Responsible Dog Ownership leaflet, which is available at its main offices, libraries, and other public buildings. Copies of the leaflet will be distributed as part of the Dog Fouling Awareness Campaign.



Fig. 18. Left: A recent Longford dog fouling campaign.

Fig. 19. Right: Longford County Council’s Responsible Dog Ownership leaflet

7.2.10 Abandoned Vehicles

LCC investigates all reports of abandoned vehicles. Where a determination is made that the vehicle has been abandoned, a seven-day notice is attached to the vehicle, and where possible

to do so, a letter issued to the registered owner. If the vehicle is not removed within the specified timeframe, LCC may remove the vehicle. The vehicle owner will be responsible for removal and storage costs.

7.2.11 The use of CCTV, Voice Activated Equipment and Signage

LCC were the first local authority to develop a suite of policies and procedures in compliance with General Data Protection Regulations (GDPR) to enable the use of CCTV in the detection, prevention, and prosecution of instances of littering and dumping. To date the use of CCTV has assisted in identifying numerous instances of littering, resulting in fines and ongoing prosecutions. While that is strict criteria around the use of CCTV it now forms an integral part of LCC's fight against all forms of dumping.

Voice Activated equipment, signage, and other detection methods are also used to identify those who dump household and commercial waste, including litter.

7.2.12 Irish Business Against Litter (IBAL)

IBAL is an alliance of companies who work together to promote clean litter free business environments in our towns and cities. An Taisce, on behalf of IBAL, carry out litter surveys in Ireland's cities and larger towns against European Litter norms. At 23 out of 40, Longford was Clean to European Norms in the 2024 Report.

This was a very good result for Longford, one of the best in a long number of years, with over half of the survey sites getting the top litter grade. Examples of these included Camlin River Walk, Longford Court House, and Mall Amenity Park – the latter is a wonderful park environment with an extensive range of facilities, all in very good order. LCC aims to continue to improve it's standing each year for the duration of this plan, which will require a concentrated effort on enforcement measures, comprehensive cleansing initiatives, and addressing issues of dereliction.

7.3 Enforcement Action

Enforcement action, including the issuing of Litter Fines and the taking of Prosecutions, is the least preferred option for LCC. Small actions such as discarding a cigarette butt or a piece of chewing gum or leaving an empty box at a bring bank, might not seem serious, but it is actions such as these which lead to the development of a culture where more serious littering offences occur.

LCC will act in the best interests of those living in our county and will strive to ensure that every part of the county is free of the scourge of littering. LCC is committed to enforcing all aspects of the Litter Pollution Act 1997 (as amended), and it will exercise the powers that have been always conferred on it in a firm and fair manner.

Where littering offences are detected, LCC will decide which course of action it will pursue. Litter Fines will be issued where doing so is deemed appropriate. Where Litter Fines are unpaid, enforcement action up to and including prosecution, may be taken.

7.3.1 Litter Warden Service

Under the Litter Pollution Acts 1997-2009 it is an offence to deposit any substance or object so as to create litter in a public place, or in any place that is visible to any extent from a public place. Residents are obliged to keep the land in front of and adjacent to their premises free from litter - such as front and side gardens. Additionally, any land that can be viewed from a public place must be kept free from litter.

The Council's three Litter Wardens carry out daily patrols in the county towns, villages, scenic areas, and rural locations, to identify locations where dumping has occurred. Particular attention is paid to visiting retail outlets, restaurants, building sites and other locations which have the potential to generate substantial volumes of material that could potentially end up as waste and cause pollution. All instances of littering and dumping are recorded on the Pollution Complaints System (PRS), where they are managed and closed out when the incident has been actioned. Reports of dumping/littering are investigated by the Wardens and, where appropriate, "on-the-spot" fines issued. The Litter Wardens visit homes and businesses to highlight the obligations that people have in relation to the proper disposal of litter.

7.3.2 On-the-Spot Fines

On-the-Spot Litter Fines can be issued where a littering offence is detected. In many instances, particularly where offences are minor in nature, the offenders are cautioned and encouraged to act more responsibly in future. Litter Fines are issued when LCC is satisfied that an offence is of such a serious nature to warrant the issuing of the fine. It is the policy of LCC to commence legal proceedings against identified offenders where an offence is deemed to be of a more serious nature. If legal proceedings are commenced, and if a case proceeds to court, it is LCC's policy to seek the imposition of the maximum possible fine that is provided for under the Litter Pollution Act 1997 (as amended). The maximum fine that can be imposed in a district court under the provisions of the Litter Pollution Act 1997 (as amended) is currently set at €3,000.

LCC is conferred with a broad range of powers under the Waste Management Act 1996 (as amended), the Roads Act 1993, the Derelict Sites Act 1990 (as amended), The Local Government Reform Act 2014, the Planning and Development Act 2000 (as amended) and the Public Health Acts. Where serious offences have been committed, LCC can take enforcement procedures against those who are suspected of committing the offences.

When evidence linking any person or entity to a particular instance of littering is detected, LCC may take enforcement action. The following are some of the instances in which it can be anticipated that enforcement action may be taken.

- Depositing or creating litter in a public place or any place that is visible from a public place.
- Causing or permitting indiscriminate dumping.
- Placing municipal waste in or near Litter Bins.
- Interfering with Litter Bins.
- Erecting or permitting the erection of illegal advertising material and signs.
- Failing to properly remove and dispose of dog waste.
- Abandoning a vehicle or permitting a vehicle to be abandoned on either private or public property.

7.3.3 Events

LCC seeks to pursue offenders where litter is generated in connection with the operation of mobile outlets or the holding of events. In general, the organisers of events are aware of their responsibilities and arrangements made. Where possible, LCC works with the organisers of such events. Information is also provided in relation to the proper disposal of any litter and waste that is generated at events.

Where advertising material relating to an event causes the defacement of structures, LCC may take enforcement action which may include the issuing of Litter Fines. LCC proactively advises landowners regarding the responsibilities that they have in relation to signage that is erected on their property. Signage that is not erected in accordance with the relevant legislation is considered litter. Landowners are legally responsible for advertising material that is on their property. For this reason, landowners can be required to take measures to prevent littering from occurring or to appropriately deal with littering that has occurred.

Where successful prosecutions are taken by LCC under the provisions of the Litter Pollution Act 1997 (as amended), LCC is not permitted to operate a 'name and shame' policy.

However, media reports relating to cases in which prosecutions are taken against litter offenders may legally contain the names and details of the offence(s) committed. LCC will publish statistics regarding the number of Litter Fines that have been issued in the county on an annual basis.

7.3.4 Littering Offences Hotline Number

LCC operates a dedicated Littering Offences Hotline Telephone Service. Any person can report cases of littering and indiscriminate dumping by contacting the Hotline Service. The number to call is **1800 434 450**. Members of the public can also report incidents of littering and indiscriminate dumping that they become aware of by e-mailing: litter@longfordcoco.ie

Incidents that are reported will be responded to as quickly as possible having regard to the availability of resources and the need to prioritise the most serious instances of littering.

7.3.5 An Garda Síochána

Employees of LCC regularly liaise with members of An Garda Síochána and work in partnership where it is considered that doing so will assist in tackling littering. All members of An Garda Síochána are authorised to take enforcement action under the Litter Pollution Act 1997 (as amended). LCC will continue to seek the assistance and cooperation of An Garda Síochána in the hope that by doing so the litter problem can be tackled most effectively. Members of An Garda Síochána regularly patrol 'Litter Black Spots' in an effort to deter potential offenders.

7.4 Community Involvement

LCC recognises that community support is vital if the issue of littering is to be dealt with successfully. LCC acknowledges the ongoing efforts that are being made by concerned individuals, local community groups, Community Development, businesses, and Tidy Towns Committees working to tackle the litter problem at local level. LCC will assist local communities in their endeavours to combat the litter problem and will continue to support and encourage community-based initiatives.



Fig. 20. Left: Drumlish Tidy Towns getting involved in a community clean up.



Fig. 21. Right: The community of Granard cleaning up their locality.

In developing relationship with voluntary bodies, LCC will:

- 1) Continue to support initiatives such as National Spring Clean Week.
- 2) Support community projects, which benefit those living in the county and improve the attractiveness of local areas.
- 3) Provide bags, gloves and litter pickers for approved clean-up projects. LCC's Environment Department will arrange the collection and safe disposal of litter and waste materials that are collected by community volunteers. Residents Associations and other community groups are expected to be responsible with regard to the clean-up activities that are organised. Where LCC is collecting and disposing of material the organisers of clean-ups may be required to demonstrate that the waste that is to be disposed of was collected as part of an organised clean-up of a public area.

- 4) Continue to operate a scheme of Anti-Litter and Anti-Graffiti Awareness Grants, subject to funding. The Scheme will provide funding for projects that promote greater public awareness and education in relation to the impacts of litter pollution.
- 5) Arrange the collection of bulky household items which tend to be disposed of unlawfully along remote, roadside locations. LCC will also facilitate the disposal of other types of waste that could potentially be hazardous or particularly damaging to the environment.

To the greatest degree possible, opportunities for the disposal of the wastes described will be presented at a variety of locations across the county. Advertising campaigns will be conducted in advance of such collections being scheduled to promote the responsible disposal of all waste types.



Fig. 22 & 23. Large, bulky waste collections have proved to be very successful in County Longford.

7.5 Recycling and Recovery

7.5.1 Duties of Owners and Occupiers to Keep Spaces Visible to The Public Free of Litter

The owners and occupiers of properties that are visible from public areas have a responsibility to keep their property free of litter. The following are some examples of property which are required to be kept free of litter even if they are privately owned or privately controlled:

- (a) any footway adjoining privately owned property which forms part of a public road, and
- (b) any area of land adjoining a public road or lying between any such footway and a public road.

LCC provides advice and assistance to the owners of properties regarding their responsibilities, and the steps that can be taken to ensure that properties which are visible to the public can be maintained and kept free of litter.

7.5.2 Duties in Relation to Segregation, Storage and Presentation of Household & Commercial Waste

Householders and business proprietors are legally required to ensure that they responsibly dispose of waste. It is illegal to use the services of any person other than an Authorised Waste Collector to dispose of waste. LCC's Segregation, Storage and Presentation of Household and Commercial Waste Bye Laws 2018, places an obligation on householders, business proprietors and commercial entities, to either use the services of Authorised Waste Collection Providers or to arrange for their waste to be taken directly to an Authorised Waste Disposal Facility.

LCC is authorised to conduct Household Waste Surveys. Surveys are carried out as a means of determining how waste is being disposed of. Householders may be asked to provide evidence to demonstrate how they are disposing of their waste and are obliged to provide such evidence when they are requested to do so. Failure to comply with any request to provide such evidence is an offence. On-the-Spot fines can be issued to persons who refuse to provide sufficient evidence and offenders can also be prosecuted.

7.5.3 Maintenance and Management of Waste Containers

Householders and business proprietors are legally required to ensure that the containers used for the presentation of waste are in good condition and properly maintained. Containers that are used for storing waste must be of a standard that will ensure that waste placed in them will not be a source of nuisance or litter. Containers used for the presentation of waste may only be placed in public areas on the day before the designated waste collection day and the day of collection. Containers used for the presentation of waste should not be stored in any public place unless written approval to do so has been obtained from LCC. Containers used for the presentation of waste should not be over-loaded and waste should not be placed on the ground or on top of containers.

7.5.4 Kerbside Collection Times and Container Removal

Containers that are used for the purpose of presenting waste for collection shall not be placed on footpaths or public roads before 6.00pm on the day immediately preceding the designated waste collection day. Containers used for the presentation of waste must be removed from footpaths or public roads by no later than 8.00am on the day following the designated waste collection day.

For further information in relation to Household and Commercial Waste Management, please see the *“Waste Management (Segregation Storage, and Presentation of Household and Commercial Waste) Bye-Laws 2018.”*



Clockwise from top right: **Fig. 25.** Drumlish Mill; **Fig. 26.** Lanesborough; **Fig. 27.** The Mall, Longford; **Fig. 28.** N5 Road Bypass, Longford

7.6 Key Objectives and Actions

7.6.1 OBJECTIVE 1: Education, Information and Awareness

- **Action 1.1:** To make the Litter Management Plan available to the public via the Council's website and office network.
- **Action 1.2:** To work with the Council's Communications team, local and national media and other stakeholders to promote greater awareness of the causes of litter and the public's obligations under the Litter Pollution Acts.
- **Action 1.3:** To continue to promote litter awareness and prevention through initiatives such as the Green Schools Programme, Spring Clean Week, Relove Fashion, Picker Pals, and the 3 Rs Educational Programme.
- **Action 1.4:** To work with the Waste Enforcement Regional Lead Authority (WERLA) in implementing anti-dumping initiatives and the promotion of responsible management and disposal of litter and waste.
- **Action 1.5:** Recruit up to three Community Wardens to work with communities, businesses, Tidy Towns, and other agencies in improving the physical environment within our towns and villages, through a combination of education, enforcement, and local action.

7.6.2 OBJECTIVE 2: Litter Prevention and Control

- **Action 2.1:** Work with the Municipal Districts to ensure that Longford's towns and villages are maintained to the highest standard, within available resources.
- **Action 2.2:** Develop a best practice policy on the provision of litter bins.
- **Action 2.3:** Consider the use of innovative solutions and new technologies in cleaning operations where resources allow.
- **Action 2.4:** Promote the use of existing Civic Amenity Site, Bring Bank facilities, and raise awareness of recycling opportunities.
- **Action 2.5 :** Run annual or bi-annual Hazardous Waste Collections and periodic Large Goods Collections .
- **Action 2.6 :** Enforce the legislation relating to the Deposit Return Scheme.
- **Action 2.7:** Continue the use of CCTV in specific locations to support litter prevention and enforcement activities where it is justifiable and proportionate to do so.
- **Action 2.8:** To create awareness amongst Council staff of their responsibilities under the Litter Pollution Acts.

- **Action 2.9:** To continue to carry out surveys on the level and composition of litter pollution.
- **Action 2.10:** To regularly review the findings of the National Litter Pollution Management System reports to inform Council policy in relation to street cleaning, and to develop appropriate initiatives to address littering.

7.6.3 OBJECTIVE 3: Enforcement

- **Action 3.1:** Investigate seriously littered areas and take all actions to prevent re-occurrence, using a variety of powers and means available to the Council.
- **Action 3.2:** To enforce the law and apply the necessary penalties including litter fines and legal sanctions in accordance with the Litter and Waste Management Acts.
- **Action 3.3:** To update the temporary signage policy that seeks to regulate the erection of temporary signage in County Longford.
- **Action 3.4:** Liaise with relevant stakeholders to ensure that Litter Control and Waste Management measures are in place at major events and in the surrounding vicinity before, during, and after an event.
- **Action 3.5:** Share litter black spot locations with An Garda Síochána, to enable the patrolling of such areas in an effort to deter potential offenders.

7.6.4 OBJECTIVE 4: Community Involvement and Activation

- **Action 4.1:** Work with businesses and traders on various agreed anti-litter and green initiatives such as the 'Green Hubs' initiative.
- **Action 4.2:** Continue to assist and support communities to participate in initiatives and litter prevention activities, such as 'Spring Clean'.
- **Action 4.3:** Continue to support and advise Tidy Towns Committees on their participation in the national Tidy Towns competition.
- **Action 4.4:** Work with the Probation Service in relation to small scale supervised clean-ups.

7.6.5 OBJECTIVE 5: Recycling and Recovery

- **Action 5.1:** Increase awareness of the requirement to have your waste collected by an authorised waste collector. Ensure householders are aware that they should ask their waste collector for their waste collector permit number and appropriate identification.

- **Action 5.2:** Promote the principles of a Circular Economy with households, communities, and businesses.
- **Action 5.3:** Conduct Household Waste Surveys on a proactive basis to promote the proper disposal of household waste.
- **Action 5.4:** Promote the use of appropriate waste containers and the proper presentation of household waste for collection purposes.

8. 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 2025-2027 are regularly monitored and reviewed. An update which will detail the progress that has been achieved will be presented to LCC on an annual basis.

The relevant Strategic Policy Committee (SPC) will also be provided with updates regarding the implementation of the plan. The effectiveness of the actions set out in the plan will be reviewed on an ongoing basis. As with any similar plan, LCC reserves the right to amend the plan at any time if a clear need to do so is identified.

To ensure a whole waste management system is in place and operating effectively, LCC is committed to updating the Waste Management Byelaws and the Waste Enforcement Policy within lifetime of the plan.

9. General Information

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