



Kildare County Council

DRAFT

Litter Management Plan

2020 – 2023



Please note: at the time of going to print, the Coronavirus remains an issue nationally and locally. Kildare County Council is operating in compliance with national guidelines on controlling the spread of the virus. Therefore, some of the services discussed in this draft Litter Management Plan may be scaled back or suspended until it is appropriate to return to normal levels of service.

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1. Introduction

The Litter Management Plan encompasses the period 2020 – 2023.

It is a statutory plan prepared as prescribed in Section 10 of the Litter Pollution Act 1997 (as amended).

This Litter Management Plan details the measures being taken by Kildare County Council in relation to litter prevention and control in the period ahead and also sets out areas where we are looking to others to join us in taking action.

The Litter Pollution Act 1997 was introduced to address the issue of littering countrywide. The main objectives of the Act are to define littering as an offence, to assign responsibility for litter control to producers, retailers and business owners, to facilitate the enforcement of litter offences, to define local authority responsibilities with respect to litter management planning, supervision and to define collection systems for litter. The Act gives local authorities extensive powers to deal with litter, and requires that each local authority shall prepare and adopt a litter management plan in respect of its functional area.

It is important to state at the outset that litter remains a national problem that requires a consistent, concentrated approach to address effectively. The co-operation of all community sectors is required here - Kildare County Council alone cannot eradicate the problem. Therefore, education and enforcement are important. Achievements have taken place, and through implementing the measures outlined in this plan, and with full co-operation from every sector, further progress can be made to improve the overall situation.

Litter management has been a demanding task for the council in recent years and has been the subject of concern and debate for the people of Kildare and others who travel through the county on a daily basis, for work, leisure and tourism.

While the vast majority of the citizens of our county are actively committed to the prevention and eradication of litter from our community the problem still persists.

Definition of litter

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

The definition of litter is quite wide and extends beyond casual pieces of paper or cigarette ends to anything large or small that is, or is likely to become, unsightly.

Litter is a visible form of environmental degradation that scars our towns and countryside. The amount of litter that defaces our footpaths, streets, parks and waterways is one of the major environmental issues facing the country. The blight of litter countrywide detracts from our national image of a clean and natural environment and can leave a lasting impression for those who visit our county.

Its presence devalues our living environment, makes it less attractive for leisure, tourism and investment, generates a negative impression of our county and places a significant fiscal burden on council finances and resources.

It is also a missed opportunity as much of the litter discarded is easily recyclable, such as bottles and cans. Most of the litter gathered ends up in landfill as it is impossible to segregate it properly after it has been gathered.

Litter does not exist in isolation. Any litter dropped into a river or canal in Kildare, can become part of the global marine pollution issue. So litter is one of the environmental issues that is very much one of “think global, act local”.

Scope of the plan

The legislation prescribes the specific minimum components of a Litter Management Plan, requiring information on litter prevention and control activities and the setting of appropriate objectives and targets for the period covered by the Plan.

This Plan for Kildare County Council has been prepared in accordance with the requirements and replaces the Litter Management Plan adopted by council in 2016.

As part of the consultative process, notice of the council's intention to replace its plan was published in local newspapers and radio. A copy of the proposed Plan was made available at council offices, libraries and on the council website with submissions invited from the public via the council's online public consultation portal and in writing.

This plan sets out Kildare County Council's objectives to prevent and control litter as well as measures to encourage public awareness of the litter problem, with particular emphasis on educational and information strategies aimed at prevention.

The plan includes information on, and was prepared having regard to-

- existing litter prevention and control measures being carried out by the council
- the policies and objectives of the council in relation to the prevention and control of litter
- litter prevention and control activities being carried out by agencies other than the council
- recycling and recovery facilities provided for public use
- the council's enforcement of the Litter Pollution Act 1997.

Litter- facts and figures

Surveys have been carried out by local authorities over the last number of years and are collated on behalf of local authorities at www.litter.ie. These surveys are a snapshot of litter over a number of surveys. They aren't therefore an absolute measure of litter, but they are statistically valid for planning responses to litter. An example of the information available is contained in the following graph:

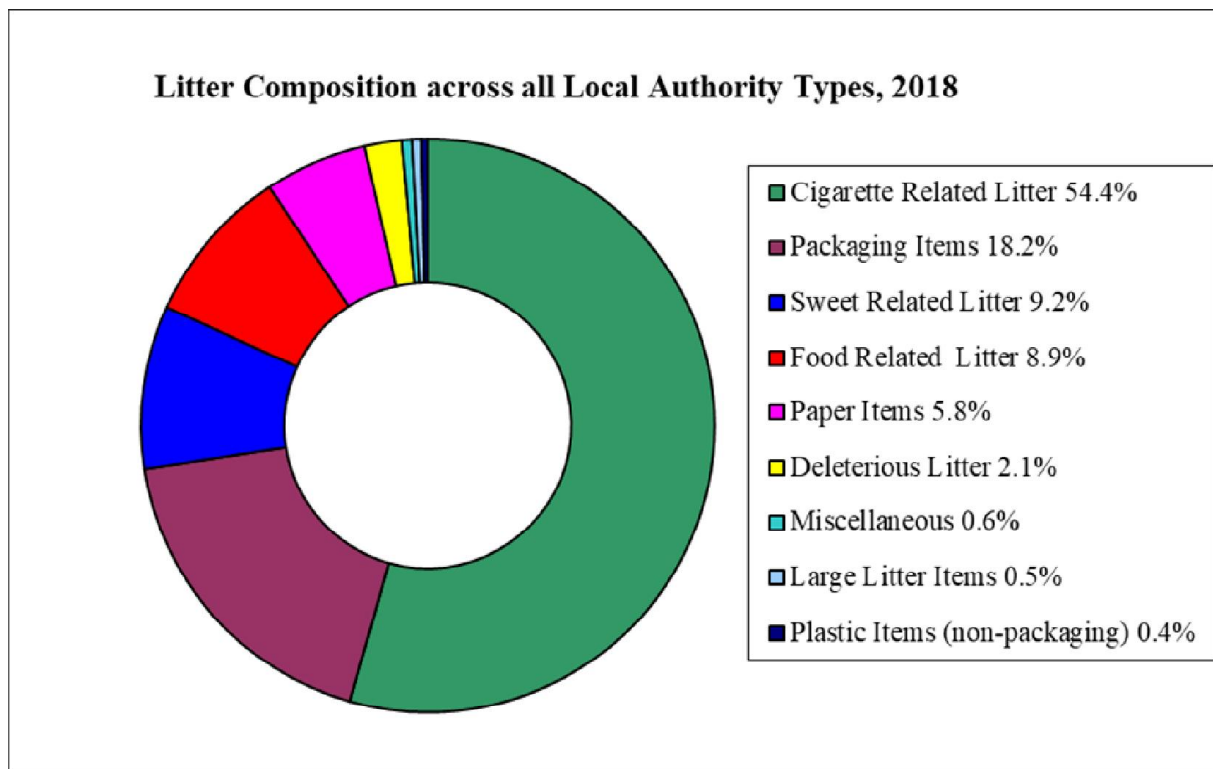


Figure 1. Composition of litter by waste type in Ireland, 2018.

2. Communication, awareness and information

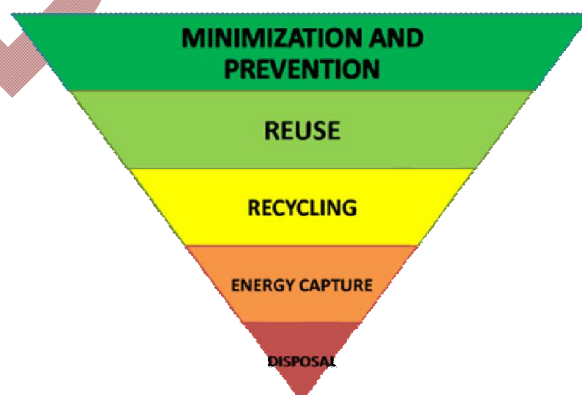
Overview

While there is a growing awareness of the importance to keep county Kildare litter free, there is still a need to change attitudes and behaviour to recognise that littering is antisocial and devalues our environment. At one level, such a change can be achieved by the heightening of awareness of littering, its causes and its consequences. At another level, stringent enforcement through on-the-spot fines and prosecutions is required. The council is committed to using a combination of measures to ensure that the anti-litter message is reinforced at every opportunity.

The Litter Pollution Act requires the council to include details of its educational and information measures aimed specifically at young persons in this plan. Kildare County Council has developed a comprehensive schools environmental education programme which combines a friendly and informative approach with practical supports designed to ensure that an anti-litter ethos is fostered at all times.

The national Green Schools Programme also targets litter amongst other environmental issues and is a valuable addition to making the school-going population more litter-aware.

The council considers that education does not solely rest with the school population. There is also a need to encourage and educate the general public and the commercial sector to reuse and recycle where possible, thus minimising indiscriminate dumping in the countryside and reducing levels of waste entering landfill sites. Litter is part of what is termed the “waste management hierarchy” where the most and least favourable options are detailed to assist in waste planning.



Waste Hierarchy. Green is the MOST favoured option and red is the LEAST favoured option.

Strategies

Awareness in the community

Media and advertising

The council makes use of the local media to publicise events such as National Spring Clean or new recycling facilities, and to invite applications for schemes such as the Green Kilometre.

Website and social media.

Extensive information is available on the council's website where aspects of the council's anti-litter measures are included. Social media is also a useful tool to raise awareness. Increasingly, we find that members of the public use social media to alert the council to cases of illegal dumping and littering so it proving to be increasingly important.

Grants

The council co-funds a grants scheme with the Department of Communications, Climate Action and Environment-called the Anti-Litter and Graffiti Grants scheme. In addition, the council gives grants to residents associations, tidy towns committees and other community groups. Much of this funding is used to assist in litter prevention and control.

Schools education programme

The council believes that by bringing the anti-litter message to our students through the measures indicated below, substantial progress can be made in ensuring that the next generation will consider a litter-free environment to be both a basic entitlement and a responsibility. This is achieved through supporting the national Green Schools programme

This national programme, co-ordinated by An Taisce and supported locally by the council, is the starting point for most schools to take action on litter and other environmental issues. It promotes whole school activity to develop environmental awareness in both the school itself and the wider community. There is particular emphasis on litter in the early stages of the programme.

Over 120 schools in county Kildare have registered for the programme, and over 100 schools have received the prestigious Green Flag. The council acts as a facilitator for schools that wish to become involved in this programme and actively encourages all schools to join this project.

The programme is funded by all participating local authorities, including Kildare County Council, through an annual payment directly to An Taisce. In addition, the Council provides materials and other supports for appropriate projects for participating Green-Schools. The theme for the first flag is "Litter, Recycling and Waste Management" so a clear emphasis is given to raising litter awareness and reducing littering both in and out of the school. Although subsequent themes move

into other areas, such as energy and water conservation, climate change and biodiversity, the school continues to work on the litter theme.

School visits

Staff members from the Environment Section visit primary and secondary schools throughout the county to talk to students on a wide range of environmental issues. Discussions on litter-related matters are especially popular.

Facility tours

As part of the council's commitment to education in environmental matters, school tours of the waste management facility at Silliot Hill take place on request during the school year. Schools from all parts of the county have visited Silliot Hill to see firsthand what happens to waste after it is collected from homes, schools and businesses. It is important to raise awareness of the challenges in managing waste and a site such as Silliot Hill is important in achieving this. As the facility was previously used for landfilling waste, students get an understanding of the transition towards a recovery and recycling system of waste management.

Personnel

Community Wardens

The community wardens are the visible face of the council's various litter prevention strategies and represent a considerable opportunity to increase public awareness of the litter problem and the council's response to it. The wardens' information activities include-

- Attendance at meetings of community groups, residents associations and tidy towns committees to advise on their activities and discuss any litter-related problems.
- Ongoing informal contact with involved parties which enables the wardens to take immediate action in relation to new litter blackspots, fresh incidents of illegal dumping, abandoned cars etc.
- Visits to retail, industrial and commercial premises in the county to advise owners of their responsibilities under the Litter Pollution Act.
- Meeting members of the public to discuss local litter matters.
- Visits to schools to publicise their presence and to discuss the local litter problem and explain the consequences of littering.

Environmental Awareness Officer

The council's environmental awareness officer's role includes working with schools, community groups, and other interested parties in raising awareness about litter and waste management. An

integral part of the officer's role is to ensure effective publicity for, and development of maximum public participation in, the council's activities regarding litter pollution.

These activities include-

- Development and implementation of the schools education programme.
- Coordinating National Spring Clean projects in the county.
- Liaison with community groups including dog fouling stencils and audio warning devices.
- Management of Green Kilometre scheme.
- Working with local print, radio and social media to run litter campaigns and highlight relevant issues.

The EAO works to ensure that a programme of education and information is provided on waste management and litter, and in particular, waste prevention and minimisation. The EAO works closely with schools through supporting projects such as 'Green Schools', anti-litter initiatives and national initiatives such as the Gum Litter Taskforce.

Tenant liaison officers

The role of Tenant Liaison Officers employed by the council has advanced the function of community and estate management in council estates through advising and informing tenants of their responsibilities in the area of domestic waste arrangements, litter control and estate enhancement. Levels of dumping and littering have reduced in areas where these roles have been fostered and developed.

Support materials

In order to assist groups with litter clean-up campaigns, the council provides items such as litter pickers and bags free of charge. In addition, educational material from a wide range of sources on litter and other waste issues is readily available.

Booklets

In addition, the council has produced and distributed two booklets that deal comprehensively with waste: "Don't Waste It" which explains the relevant litter legislation and also advises on how to avoid illegal waste collectors, why backyard burning is illegal and other matters. The other booklet is "Waste Prevention and Recycling- Tricks and Tips", a "how to" guide to managing waste at home and work.



Figure 3. “Don’t Waste It” booklet.

Dog fouling signage, stencils and audio warning devices

The council also provides signs for community groups to install at relevant locations. The signs indicate that dog fouling is an offence and states the relevant fine. In addition, the council also uses a stencil to place temporary reminders to dog owners on footpaths. Both the signs and the stencils are popular with community groups as it makes dog owners aware of their responsibilities.

At particular locations where people frequently walk their dogs, the council uses an audio warning device on a temporary basis to address particular local problems. These devices use a prerecorded message to remind dogwalkers to clean up after their dog.



Figure 4. Dog fouling stencil.

3. Litter Prevention and Control

Overview

The council recognises that regardless of the efforts of all concerned in raising public awareness of the litter problem, there will always be a requirement to undertake litter prevention and control measures. The council will continue to provide these services as resources allow in order to ensure Kildare is as free of litter as possible.

Responsibilities

General public

Members of the public are required to take measures to prevent the creation of litter.

The general public are responsible for:

- keeping private property that is visible from a public place litter free.
- cleaning up after your dog in a public place and disposing of your dog's litter in a proper manner – remember *Any Bag, Any Public Bin*.
- ensuring that waste of any kind is presented for collection in an appropriate waste receptacle, and is given only to an authorised waste collector.
- refraining from putting household waste in a public bin.
- ensuring that litter of any kind is not dropped on the ground
- remove graffiti from their property

Business community

The owner or person responsible for a place to which the public has access is required to keep the area adjoining their premises litter free, regardless of how the litter got there. This places an obligation on business people to:

- keep footpaths, pavements and gutters within a 100m radius of their premises litter free.
- not to erect posters or signage without prior authorisation.
- not to place commercial waste in a public bin.

The organisers or promoters of major events are required to ensure that they have litter control measures in place at and in the vicinity of the venue before, during and after events. This applies to sporting events, social events, festivals and shows at which large crowds are expected to attend.

A free resource pack on

Reducing and managing waste at events is available at www.greenyourfestival.ie

Kildare County Council

Kildare County Council is responsible for ensuring that:

- Public roads
 - Council owned green/open spaces
 - Council managed play spaces
 - Rivers and streams flowing within council property
- are all kept litter free, in so far as it is practically possible.

The prevention of the creation of litter is achieved through the following measures:

- Enforcement and regulation.
- Routine and non-routine inspections.
- Public realm operations programmes, including the collection and disposal of litter and the provision and maintenance of litter receptacles.
- Delivery of communication, education & awareness programmes.

Litter Control Strategies

Street sweeping



Figure 5. Street sweeping in Maynooth.

The council undertakes a comprehensive street cleaning service in the larger towns in the county through its municipal districts. The service is a combination of mechanised cleaning with manual sweeping as necessary.

The schedule of street cleaning as outlined in the appendices sets out the extent to which services and funding is allocated over the five districts. As things stand, the service is subject to the overall supervision of the respective Municipal District Engineer.

The needs and resources for each municipal district are continually monitored to improve service delivery. In this regard, the extent to which the urban areas within the county have been increasing

in line with population growth is noted. There continues to be incidences of householders disposing of waste in street litter bins.

In terms of analysing current levels of services the following broad points are also informative:

- Street sweeping is a labour intensive activity. Most of the costs (circa 86%) are sourced internally i.e. staff resources, suction sweeper etc.
- Notwithstanding pressures on budgets, there is a reasonable level of flexibility wherein additional resources are deployed from time to time in the case of local festivals and events etc., for example additional emptying of bins before and after bank holidays.
- While there is scope for overall improvement, it should be realised that resources are limited and there is a constraint on the extent to which councils can satisfy local demand.

Each of the council's municipal districts prepares a schedule of street cleaning for each of the larger towns and villages in the county. The current schedule is shown in Appendix III.

The following is a break-down of the assignment of the street sweeping budget by municipal district:

Municipal district	2020 Budget (€)
Athy	434,953
Celbridge-Leixlip	426,712
Clane-Maynooth	358,889
Kildare-Newbridge	456,892
Naas	499,779
Total	2,177,225

Additional anti-litter expenditure based on 2020 budget:

Community warden costs	335,000
Clean up costs	342,000
Recycling banks	72,000
Tidy Towns support	292,000
Anti litter initiatives	118,000
Sponsored community bins	85,000
Total	1,244,000

Street litter bins

The council services litter bins in the larger towns and villages throughout the county.

The council must consider the potential for litter pollution as a result of inappropriate siting of litter bins. The existing challenges to the provision of street litter bins are:

- Frequency of emptying.
- Providing the proper size/type of bin.
- Ensuring the location is correct.

Existing litter bins throughout the county will be examined and their effectiveness evaluated in terms of:

- Suitability of site.
- Size.
- Prominence.
- Frequency of emptying.
- Timing of emptying.

Appropriate funding to maintain and improve the service is requested at the annual budget meeting, with particular attention being paid to potential litter blackspots, e.g. schools, bus-stops, etc.

The council has provided street bins in a number of the smaller villages and these are managed in partnership with local Tidy Towns and social employment schemes. Some of these bins are “dual” bins to allow for recycling. This is part of a broader waste strategy to reduce landfill and encourage recycling.



Figure 6. Dual bin at Prosperous.

Dog litter bins and bag dispensers

The council receives requests to install dog waste bins and bag dispensers, particularly along popular walking routes. The main issue with these bins is that the council is not in a position to increase the total number of bins in the county given budgetary and resource constraints, so if a dog waste bin is to be installed, a general litter bin will have to be removed elsewhere to ensure all bins are emptied sufficiently frequently. It should be noticed that the capacity of dog waste bins is considerably less than standard litter bins, so they are not suitable for 'regular' litter. Again, this has implications in terms of the requirement to empty the bins. Similarly, there is an ongoing cost implication to providing bag dispensers and bags. As a response to this, the council promotes a message reminding dog owners to exercise responsible behavior when bringing their dog for a walk. An awareness campaign is ongoing with the message that “Any Bag- Any Bin” is what the owner needs to remember- bring a suitable bag with you, before setting out on your walk, and bring the bag home, or to a street litter bin.



Figure 7. Anti-dog fouling signage.

3. National litter pollution monitoring system

The National Litter Pollution Monitoring System (NLPMS) continues to be implemented in Kildare. The survey aims to identify potential litter generators and litter black spots so as to better focus council services and anti-litter activities. Surveys to ascertain the quantity of litter, the cause of litter and the location of litter are carried out during the term of this plan in the Kildare County Council functional area. These surveys allow the County Council to:

- Identify litter black spots and track changes arising from altered litter management practices.
- Allow for prioritisation of resources.
- Provide statistics relating to:
 - The extent and severity of litter pollution in the county.
 - The composition of litter.
 - Changes in the cleanliness level in the county from year to year.

- Location of litter black spots.
- The impact of any new anti-litter measures.

Presentation of refuse for collection

Prevention of litter is the best approach to litter management as resources do not need to be expended in removing it. The council introduced waste byelaws in 2019 in line with national policy to address the issue of waste presentation. The Waste (Segregation, Storage and Presentation of) Byelaws introduce obligations on householders and businesses in terms of waste and empower the council to enforce waste legislation- with particular reference to the use of authorised waste contractors or facilities and to look for evidence of compliance with this. So in practical terms, the council can call to a home or other premises and seek proof of how waste is being managed..

Environmental crew

A mobile environmental crew continues to undertake a range of waste removal functions for the council. Their role includes cleaning of litter blackspots and monitoring of recycling facilities for littering. The crew liaise with the litter warden service in order to provide a prompt and efficient response to such incidents. This has led to an increase in the number of cleanups and routine tasks performed.

This crew also carries out the street sweeping function in the Naas MD, a situation unlike the other four municipal districts where this function is carried out by the District Engineer. A review of this policy will take place in 2020



Figure 8. Environment crew cleaning recycling bank site..

CCTV and other technology

A number of mobile CCTV units are used to target recycling banks and other areas with high rates of illegal dumping. The use of CCTV has proven to be successful in specific circumstances. CCTV has extended the range of sites that can be covered to monitor instances of illegal dumping, from recycling banks at large supermarket car parks, to lay-bys suffering from repeated, large scale dumping- particularly at evenings and weekends. The council intends to maximise the use of cost-effective CCTV and, pending budgetary agreement, extending the use of this technology where feasible.

The use of CCTV and other technologies will be conducted in a manner compliant with all legal and statutory requirements, including GDPR requirements. It will be used for reviewing recorded images in the course of management of our enforcement and licensing functions and for conducting surveillance at areas prone to on-going illegal dumping and fly tipping.

The use of recorded images to conduct investigations of possible illegal activity will be limited to the Council and its agents including the provision of information as required to its agent(s) for the purpose of investigation of an alleged illegal dumping/ defacement offence.

An additional piece of technology used at a number of sites in the last number of years, is an audio warning device. This is placed temporarily at recycling banks, or well-used dogwalking routes. A sensor detects movement and this triggers an automated and customised warning, asking members of the public to either clean up after their dogs or not leave boxes and bags at recycling banks. This initiative is very well received by the public and statistics show that it has positive effect on littering.

Gum litter

The Gum Litter Taskforce (GLT) was established following a negotiated agreement between the Department of Communications, Climate Action and Environment and the chewing gum industry. The council works with this task force to promote awareness on proper disposal of chewing gum through using the slogan “Bin Your Gum When You’re Done”. GLT selects one or two secondary schools in the county to run an awareness programme in. The campaign is launched in a different town every year to raise awareness locally and then a second mid-campaign boost is used to enforce the national campaign.

Graffiti

The council does not have a dedicated resource to tackle graffiti, however, council staff have had occasion to remove graffiti from areas such as road signs, bridges, etc and use special solutions/materials for this purpose. In addition, some community groups have taken the initiative to remove graffiti themselves and worked closely with Gardai to identify the offenders. This has led to some prosecutions in Kildare.

Graffiti removal is a specialised activity and requires sufficient funds / resources and procedures in place for its efficient removal.

Where graffiti occurs on private property, i.e. business premises, rail stations, utility boxes, private walls, etc, the property owners are responsible for its removal.

Takeaway litter

The sight of takeaway litter is unfortunately, familiar to many, and particular locations (such as motorway ramps or other particular stretches of roads) are where this type of litter is frequently discarded. The nature of the packaging frequently means that this litter can be visible from a distance. The council is focussing on the issue through a poster-based awareness campaign: “Takeaway Not Throwaway”.

Posters are being distributed to retailers that sell takeaway food, including disposable coffee cups and the retailers are asked to display them prominently. It is hoped that by reminding people at the point of sale, that it will reduce this preventable form of littering.



Figure 9. Takeaway not Throw away campaign.

Bonfires

The burning of a range of materials is prohibited and these would include the materials/ waste typically used for Halloween bonfires.

Every individual has a responsibility to dispose of waste correctly and legally. Providing household waste materials for burning in a Halloween bonfire is committing a criminal offence. As the vast

majority of the bonfires take place in parks, open spaces and other public areas, the council is tasked with the removal of bonfire material before, during and after Halloween. This activity carries a high-risk rating, and it is not physically possible to remove all bonfire material from every reported location at Halloween.

Where bonfire material in a public place is reported to the council, removal will be prioritised having regard to the following locations:

- Under power lines.
- Against/ immediately adjacent to housing/ other property.
- Locations identified by An Garda Síochána as likely to present a threat to public safety.

The Council, with the support of local residents associations and the Community Garda, appeals annually to local communities not to contribute to any bonfires at Halloween reminding householders of the risks arising from bonfires, the illegal nature of the activity, the effects on the local community and the negative effect on the general environment.

The council has in recent years succeeded in driving down the number of illegal bonfires in the county through a combination of public awareness, reward schemes, alternative community activities, enforcement and targeted clean ups. A number of community events have been held as an alternative to bonfires and these are proving to be popular.

4. Enforcement

Overview

The council is committed to enforcing the provisions of the Litter Pollution Act 1997, as amended, the Waste Management Act 1996, as amended, and associated waste regulations to tackle individuals and/or businesses that are responsible for littering and illegal dumping.

Strategies

Penalties for littering

Litter fines

Dropping or leaving litter in a public place or in a place that is visible from a public place is an offence, which is subject to a fixed penalty notice of €150 or to a fine not exceeding €4000 through the courts. A person convicted of a litter offence may also be required by the court to pay the costs incurred by the council in investigating the offence and in bringing the prosecution to court.

Direct prosecution

For serious littering incidents, on the spot fines are not issued, as the council believes that the fine of €150 is not a sufficient penalty in such cases. Instead, it is the policy of this council to commence legal proceedings under the Litter Pollution Act with a view to the maximum fines possible being imposed by the court.

Where the council finds material that is illegally dumped and can establish the identity of the owner of the material, a prosecution will issue.

The council may also require a householder/business operator to indicate how and where they are disposing of their waste, particularly if they are not availing of a refuse collection service or bringing their waste to an authorised waste disposal facility.

Unfortunately, from a deterrent perspective, the policy of "naming and shaming" people who have been successfully prosecuted in the courts for offences under the Litter Pollution Act has been ended due to national data protection policies.

Non payment of fines

The council will pursue non-payment of both on the spot and direct prosecution fines. The council incurs costs, both in terms of the litter wardens and administrative staff, as well as the services of solicitors to obtain successful prosecutions, so it is incumbent on the council to pursue monies owed in relation to litter offences.

Community warden service

Kildare County Council engages six community wardens. The council has successfully prosecuted persons for littering offences and for non-payment of fines issued. The wardens will request the assistance of local Gardaí to enable them to carry out their duties in situations where it is deemed necessary.

The wardens also act as traffic wardens in selected urban areas to monitor litter and traffic and issue fines where appropriate.

Litter legislation will continue to be vigorously enforced by the wardens within the county. These enforcement measures will include: -

- Issuing of an on-the-spot fine, if the warden has reasonable grounds for belief that a person has committed a litter offence.
- Ensuring that owner /occupiers of land are required to keep their land free of litter where the land is visible from a public place.
- Issuing of fines / prosecutions against people responsible for illegal dumping.
- Issuing of fines / prosecutions against people responsible for unauthorised advertising.
- Issuing of fines / prosecutions against people responsible for unauthorised abandonment of vehicles and the arrangement for the removal and disposal of such vehicles.

Advertising flyers and unauthorised signage

The law forbids the putting up of posters and signs on poles or other structures in public places unless permission is granted in advance. Signs erected without permission may be removed and action taken against the offender.

The placing of advertising leaflets on vehicle windscreens is also prohibited. Unauthorised signage will continue to be targeted by the community wardens.

Retail outlets

The owner or person responsible for a place to which the public has access is obliged to keep the place litter-free, regardless of how the litter got there. The council will continue to encourage retail outlets to maintain the public area in the immediate vicinity of their premises, particularly in relation to shopping centres, licensed premises, and transport hubs.

Major events

The Council monitors major events and pro-actively works with promoters, sporting groups and the community to ensure litter control measures are in place at the venue and surrounding areas before, during, and after the event. Licensing of major events such as music concerts includes provisions for dealing with litter on and off-site. The council promotes best practice in this regard

and an online resource is available to assist event organisers to plan their waste management requirements.

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5. Community involvement

Overview

The support of the wider community is vital if the litter problem is to be dealt with successfully, and the council gratefully acknowledges the ongoing dedicated efforts of the very many concerned individuals and groups working to tackle litter at a local level. To this end, the council operates a number of schemes designed to assist local communities with financial aid, materials and equipment or any other support possible. The council will continue to encourage all community-based initiatives and welcomes suggestions from anybody active in this area.

Strategies



Figure 10. Monasterevin Tidy Towns during National Spring Clean, 2019.

National Spring Clean

This national initiative takes place during the month of April each year in conjunction with An Taisce. Kildare County Council continues to support the National Spring Clean campaign, which highlights the problem of litter and encourages communities to take practical steps typically through the carrying out of clean ups to remove litter from their local areas.

Anyone interested in organising a clean up in their local area can register with An Taisce. Everyone who registers gets a free clean up kit containing all the information needed to organise a clean up. It also means that groups have insurance cover for their clean up event.

The Council actively supports the campaign through the provision of bags, and litter pickers for organised clean-up events. It is important to note that only clean-ups of public places, such as walks, road margins, streets, etc are supported.

Sponsored community bins

Since the council disposed of its waste collection service in 2011, the council continues to contribute towards the costs incurred by contractors who continue to provide a sponsored wheel bin collection service. A limited number of collections are provided to voluntary groups for community clean-ups and for groups that empty the litter bins in their village, such as this bin in Calverstown:



Figure 11. Calverstown Tidy Towns litter bin.

Clean-ups

The council provide bags and litter-pickers for clean up projects wherever possible. Groups apply for assistance in advance of the clean up. The council will collect and safely dispose of all materials collected. The scheme is intended for cleaning up common areas and not intended for cleaning out houses, garages etc. The council encourages all community groups to participate in this scheme as it is an effective method of both cleaning local litter blackspots as well as fostering community spirit.

Anti-Litter Anti-Graffiti awareness grant

In conjunction with the Department of Communications, Climate Action and Environment, the council actively participates in this scheme on an annual basis. The scheme provides funding for

projects that promote greater public awareness and education in relation to litter pollution. It allows the council to obtain litter pickers and bags for organised clean-ups as well as some enforcement measures for recycling banks and dog owners.

Anti Dumping Initiative

This national initiative supports larger projects that will help to reduce incidents of illegal dumping by providing funding for projects to tackle the problem using a collaborative approach involving local authorities, communities and other state agencies. The initiative focusses on four key areas:

- prevention
- abatement
- education
- enforcement.

Projects can include the cost of removing waste from particular areas, but more crucially, on works that help to prevent a reoccurrence of illegal dumping.



Figure 12. ADI project signage at a dumping blackspot.

Support for Tidy Towns

The council's environment section is committed to supporting the work of Tidy Towns groups. The competition is a community development scheme that encourages local environmental improvements in litter reduction, waste minimisation, enhancing wildlife and heritage features. Kildare currently has 39 active Tidy Towns groups.

The council is committed to assisting these groups to build on their progress. A network has been established with speakers from other Tidy Town groups that have been previous winners of the national competition. Talks have also been provided by specialists that could assist the groups in their work. These include wildlife and biodiversity enhancement, waste minimisation, protection of built heritage and also input from Tidy Towns' adjudicators in how to improve application forms and three year plans.

Tidy Towns groups are supported through the provision of:

- Litter removal equipment such as branded high-vis vests, litter pickers and bags.
- Litter signage, both "no dumping" and "no dog-fouling" signs are available.
- All groups are offered saplings as part of National Tree Week.
- Towns that have received gold, silver or bronze medals are supported in organising signage reflecting this.
- Grants are given to every participating town or village to support their work.
- Training in relevant areas.
-

Green Kilometre scheme



Many people living outside of our towns and villages want to play their part in keeping their areas as litter-free as possible. To this end, the council initiated this scheme in 2018, specifically for people living in rural areas. Essentially, people volunteer to “adopt” a stretch of local road and remove litter from it. They can also (with permission) restore or improve local heritage items such as old farm gates and enhance the local wildlife- this is assisted by the provision of some native tree saplings for every participating scheme. So the scheme is a litter reduction initiative, but also allows people to know they are actively improving their rural environment. The scheme is open to applications at any time of the year and the council is encouraging as many people as possible to pick a kilometre and participate.

Pride of Place competition

A national initiative which, as the name suggests, encourages communities to take an active role in improving their area. Open to housing estates and other communities the competition can really help to focus a group in prevention and removal of litter.

Irish Business Against Litter

IBAL is a body set up by a number of businesses to deal with litter and reduce the negative economic outcomes of Ireland being littered. The programme involves An Taisce (as a voluntary group with knowledge of international norms in terms of litter) routinely surveying litter levels in towns and cities across Ireland according to international standards. The areas are then ranked in a league table format.

6. Recycling and Recovery

Overview

Following a national review of Waste Management Plans in 2014, Kildare was incorporated into the Eastern and Midlands waste management region. The EMR Waste Management Plan 2015-2021 was adopted by the council in 2015. The plan is available at www.emwr.ie

Waste management plans focus on waste prevention and minimisation measures. In fact, a key target of the plan is to reduce household waste by 1% per annum over the lifetime of the plan. Therefore, it is council policy to encourage reduction, reuse and then recycling of waste. Residual waste will then be disposed of in an environmentally responsible manner.

Strategies

Education

The council encourages the reduction and reuse of waste where possible. This is done through both the schools and community education programme, as well as through the enforcement of both the packaging and plastic bag regulations to encourage businesses to comply with legislation.

Recycling centres

The council has developed and provides two recycling centres (also known as civic amenity sites) at Silliot Hill, Kilcullen and at Gallows Hill in Athy. A further such site is under consideration in Celbridge in the north of the county and will be developed subject to adequate funding being sourced.

Household waste and recyclables collections

Local authorities (through the National Waste Collection Permit Office) regulate the collection of waste by contractors through the waste collection permits regime. All operators are required to provide segregated collections for domestic and commercial customers. This involves the provision of three separate containers to segregate dry recyclables, compostable food and garden waste (in villages with 500 people or more), and residual landfill waste.

One of the council's key objectives is to reduce the amount of waste going to landfill by encouraging the principles of prevention, reduction, reuse and recycling. This system enables this and has been very successful in diverting large quantities of recyclable waste from landfill.

Bring bank sites

The tonnage of glass and cans collected at the recycling banks has increased steadily over the last number of years. In the last three years an average of 3,600 tonnes of glass and 50 tonnes of cans were recycled from these banks. This indicates that where facilities are provided, the public are willing to use them.

The extra tonnage leads to a requirement for increased monitoring and servicing of sites by council staff. Special arrangements have been put in place for extra servicing of the sites particularly during holiday weekends. New signage has also been added to a number of sites informing the public of their responsibilities when using these facilities. The council monitors planning application to assess if suitable sites can be integrated into developments, and is continually looking to develop other new recycling facilities around the county.

WEEE and battery recycling

The council encourages the recycling of waste electrical and electronic equipment (WEEE) as well as batteries. This entails encouraging schools, community groups and businesses to organise their own WEEE collections or to bring their electrical waste to civic amenity sites or the special collections organised on a regular basis by WEEE Ireland. Battery recycling points are widely available as any retailer who sells batteries must have a battery recycling collection point for the public. These collection systems have enabled a massive increase in the recycling rates of these waste types, removing a source of potential pollution from our countryside as well as from landfill. Kildare is recycling nearly 60% of the batteries purchased in the county- this rate needs to increase but it is a good start to developing a comprehensive recycling ethos.

Green waste

Members of the public are not always aware that the dumping of green waste (garden and hedge clippings) in public areas is illegal. This can be due to the misconception that it will naturally decompose and is therefore good for the environment. Uncontrolled deposition of green waste can actually be problematic, particularly if certain areas are repeatedly used, as the material builds up over time and can cause a nuisance in terms of smell and leachate (liquid draining from the waste). It is council policy to discourage uncontrolled dumping of green waste and to promote proper composting of this material.

A particular issue is green waste arising from grasscutting of the common areas in housing estates. Due to the large volumes of waste arising, the council is not in a position to remove this waste. Instead, residents associations are encouraged to compost green waste in designated areas within the estate. Community benefits by having a source of compost from the process. Support is available for groups to set up composting areas.

Bicycle reuse scheme

The council is working with Rotary International and the Irish Prison Services to identify suitable bikes that have either been dumped illegally or left for recycling at the Civic Amenity Centres. These bikes are repaired then sent to the Gambia in West Africa where they are donated to schoolchildren to enable them to get to and from school easier. This is a project that takes discarded waste and uses it to help people improve their quality of life and is a good example of how we can deal with waste better.



Figure 13. Bikes for Africa launch, Silliot Hill.

7. Contact Information

Environment Section

For admin and technical queries and complaints.

Address: Kildare County Council, Áras Chill Dara, Devoy Park, Naas, Co. Kildare.

Tel.: (045) 980588

e-mail: customerservice@kildarecoco.ie

web: www.kildare.ie/CountyCouncil

Municipal Districts

For street cleaning queries

Municipal District	Telephone	Address
Athy	059 8631329	Rathstewart, Athy
Celbridge/Leixlip	01 6286236	Leinster St., Maynooth
Clane/Maynooth	01 6286236	Leinster St., Maynooth
Kildare/Newbridge	045 437556	Newbridge
Naas	045 980200	Naas

Civic amenity sites

The civic amenity sites are licenced waste facilities that accept a wide range of domestic and commercial waste for recycling or disposal. They are managed by a contractor on behalf of the council.

Silliot Hill, Kilcullen

Tel.: 045 913080

Gallows Hill, Athy

Tel.: 059 864 0657

For more information, see the council website for opening hours and materials accepted or

www.mywaste.ie

Members of Kildare County Council's Environment and Water Services Strategic Policy Committee

Councillor Suzanne Doyle [Chair]

Member of Kildare County Council

Councillor Anne Breene

Member of Kildare County Council

Councillor Íde Cussen

Member of Kildare County Council

Councillor Brian Dooley

Member of Kildare County Council

Councillor Vanessa Liston

Member of Kildare County Council

Councillor Brendan Wyse

Member of Kildare County Council

Evan Arkwright
Emer Conway
Padraic O' Lunaigh
Nominee awaited

Business/Commercial sector
Environmental/Conservation sector
Community/Voluntary sector
Agriculture/Farming sector

Useful links

Kildare County Council www.kildare.ie/CountyCouncil
Department of Communications, Climate Action & Environment www.dccae.gov.ie
National litter survey data www.litter.ie
Tidy Towns (individual committees may have their own sites) www.tidytowns.ie
Recycling facilities and other waste information www.mywaste.ie
National Spring Clean www.nationalspringclean.org
Green your event www.greenyourfestival.ie
Advice on reducing food waste www.stopfoodwaste.ie
National Waste Collection Permit Office www.nwcpo.ie

APPENDIX I

Implementation Action Plan 2020-2023

1. Promote and encourage use of all relevant legislation, regulations and byelaws.
2. Continue to investigate all complaints using the council's Customer Environmental Complaints System to track complaints/reports from initial contact to resolution
3. Provide a co-ordinated targeted warden service in known litter/dumping locations.
4. Carry out targeted foot patrols in larger towns and villages.
5. Examine use of branded vehicles for KCC Community Warden service (possibly electric vehicles) to improve efficiencies and increase visibility.
6. Issue Fixed Penalty Notices for breaches of environmental legislation, regulation and byelaws, including littering, illegal dumping, dog fouling and unauthorised signage, where adequate evidence is available.
7. Initiate legal proceedings for non-payment of Fixed Penalty Notices, where appropriate.
8. Use overt and covert CCTV cameras to monitor areas prone to illegal dumping and to support enforcement action.
9. Planned and scheduled clean-ups of identified litter blackspots in the county.
10. Continue to operate town and village cleaning programme.
11. Review of street sweeping operation in the Naas Municipal District (bring in line with other MD's).
12. Continue to service and maintain bring banks throughout the county
13. Review litter bin provision in the public realm.
14. Participation and support for National Spring Clean events.
15. Administer Anti Litter Awareness Grant and Anti Dumping Initiative grant
16. Promote and support Tidy Towns Initiative through grant schemes.
17. Promote the prevention of litter through the Green Schools Programme and other schools initiatives.
18. Promote awareness of the illegality of unlicensed "main with a van" waste collectors

Appendix II Recycling bank sites

Town	Location	Glass	Cans	Textiles
Ardclough	GAA club	•	•	X
Athy	Edmund Rice Square car park	•	•	•
	Gallows Hill Recycling Centre	•	•	•
Ballymore Eustace	Handball Alley	•	•	•
Broadford	Council Depot	•	•	•
Castledermot	Maxol Garage	•	•	•
Celbridge	Tesco car park	•	•	•
	GAA Club	•	•	X
	Supervalu	•	•	•
Coill Dubh	Dag Welds	•	•	•
Clane	GAA Club	•	•	•
	Supervalu	•	•	•
Clogherinkoe	Clogherinkoe GAA	•	•	X
Johnstown	Beside Chinese restaurant	•	•	•
Kilcock	GAA Club	•	•	•
	Tescos	•	•	•
Kilcullen	Mart car park	•	•	X
	Silliot Hill Recycling Centre	•	•	•
Kill	Beside RC Church	•	•	X
Leixlip	Lidl, Maynooth Road	•	•	•
Maynooth	Tesco car park	•	•	•
	Council car park beside Glenroyal	•	•	•
	Aldi car park	•	•	•
Monasterevin	Beside Supervalu	•	•	X
Naas	Tesco (Blessington Road)	•	•	•
	Fairgreen	•	•	•

	Tesco (Monread Road)	•	•	•
Narraghmore	St. Laurences GAA Club	•	•	•
Newbridge	Lidl	•	•	•
	Greyhound Track	•	•	X
	Newbridge Town F.C.	•	•	•
	Tesco car park	•	•	•
Nurney	Daybreak Shop	•	•	X
Rathangan	New St., beside RC Church	•	•	X
Robertstown	Between school and hotel	•	•	X
Sallins	Waterways Centre	•	•	•
Staplestown	St. Kevin's GAA Club	•	•	X

Appendix III

Transportation Dept

Street sweeping schedule

Street sweeping schedule	
Athy MD	
Footpath sweeper	
Athy	Wednesday
Castledermot	Friday
Large sweeper (KCC)	
Athy	Wednesday and Friday
Castledermot and other villages	Friday
Large sweeper (hired)	
Athy	Wednesday
Castledermot	Friday
Litter Bins	
Athy	Monday to Saturday
Litter picking	
Athy	Monday to Saturday
Celbridge-Leixlip MD	
Footpath sweeper	
Celbridge and Leixlip	Monday to Saturday
Large sweeper	
Celbridge	2.5 days per week
Leixlip	2.5 day per week
Litter bins	
Celbridge and Leixlip	Monday to Saturday
Litter picking	
Celbridge and Leixlip	Monday to Saturday
Clane-Maynooth MD	
Footpath sweeper	
Maynooth	Monday to Friday
Large sweeper (KCC)	
Allenwood, Clane, Kilmeague, Prosperous and Robertstown	Monday and Thursday
Coill Dubh, Newtown and Tirmoghan	Tuesday
Broadford, Clogherinkoe, Derrinturn, Johnstown Bridge and Ticknevin	Wednesday
Maynooth and Straffan	Friday

Large sweeper (hired)	
Kilcock	Wednesday
Maynooth	Monday
Litter bins	
Clane, Kilcock, Maynooth and Prosperous	Monday to Saturday
Litter picking	
Clane, Kilcock and Maynooth	Monday to Saturday
Other villages	As required
Kildare-Newbridge MD	
Footpath sweeper	
Monasterevin	Thursday
Newbridge	Saturday
Walk behind sweeper	
Newbridge	Monday to Friday
Kildare	Monday, Tuesday, Thursday and Friday
Rathangan	Friday
Large sweeper (KCC)	
Rathangan	Monday
Newbridge	Tuesday and Thursday
Athgarvan, Cutbush, Milltown and Suncroft	Wednesday
Kildare town	Friday
Brannockstown, Caragh and Kilcullen (with Naas MD)	Monday
Large sweeper (hired)	
Monasterevin	Monday and Friday
Kildangan	Friday
Brannockstown, Caragh and Kilcullen	Thursday
Litter bins	
Kildare and Newbridge	Monday, Friday and Sunday
Kildangan, Monasterevin and Rathangan	Tuesday, Thursday and Sunday
Litter picking	
Kildare and Newbridge	Monday to Saturday
Other towns	As required
Naas MD	
Footpath sweeper	
Naas	Monday to Sunday
Large sweeper	
Kilcullen, Kill, Naas and Sallins	Monday, Wednesday and Friday
Ballymore Eustace, Brannockstown, Caragh and Johnstown	Tuesday and Thursday

Litter bins	
Naas	Monday to Sunday
Ballymore Eustace, Brannockstown, Caragh and Johnstown	Tuesday and Thursday
Kilcullen, Kill and Sallins	Monday and Wednesday
All towns	All bins serviced on Friday and Tuesday of bank holidays
Litter picking	
Naas	Monday to Sunday
Kilcullen, Kill and Sallins	Monday and Wednesday

