

MEATH COUNTY COUNCIL

LITTER MANAGEMENT PLAN 2006 - 2009



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1. Introduction

County Meath, located in the East Midlands of Ireland, occupies an area of 234,490 hectares (579,425 acres). Its population (Census 2002) was 134,005, with 41,675 households. There are 104 primary schools and 19 second levels schools in the county which cater for approx 25,000 school children. The physical landscape of the county ranges from a short coastline of 12km in the east to tracts of peatland and raised bogs in the south west, rolling drumlin hills in the north and the rich pastures of the Boyne and Blackwater Valleys.

County Meath is steeped in history. It is rich in archaeological sites, including the many passage tombs and the Hill of Tara. The towns of Navan, Kells and Trim, the latter being designated Heritage Towns, are home to castles, abbeys and high crosses of great national and, in some cases, international importance. The role of tourism, therefore, as a source of employment and revenue for the County is not insignificant and Meath Tourism, along with the other tourism service providers in the County, are continuously promoting and developing the County as a tourism destination.

For all the Counties beauty and natural resources, litter remains a serious threat. Its presence devalues our living environment, generates a negative impression of our County and places a huge financial burden on Local Authority finances.

The Litter Pollution Act 1997 was introduced to address this issue, giving Local Authorities extensive powers to deal with litter and litter offenders. A requirement of the Litter Pollution Act is the development and implementation of a Litter Management Plan. The first Litter Management Plan for Meath was adopted for the County in April 1999.

The plan is laid out in the following sections:

Introduction

Legislation

Anti-Litter Education and the Encouragement of Anti Litter Action

Litter Control and Enforcement

Objectives of the Litter Management Plan

Recommendations of the Litter Management Plan

Appendix

2. Legislation

The main legislation dealing with waste control includes:

Environmental Protection Agency Acts 1992 and 2003

Waste Management Acts 1996 to 2005

Litter Pollution Acts 1997 to 2003

Air Pollution Act 1987

Local Government (Water Pollution) Acts 1977 and 1990

Local Government (Water Pollution) (Amendment) Act 1990

Protection of the Environment Act 2003

The following is intended as a practical guide to these litter laws.

The Definition of Litter

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

Fines

Leaving or throwing litter in a public place is an offence which can be subject to an on-the-spot fine of €125 or a maximum fine of €3,000 in court. A person convicted of a litter offence may also be required to pay the local authority's costs and expenses in investigating the offence and bringing the prosecution.

Public Places

The owner or the 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. This applies to any public place which may include the precincts of a shopping centre, a school campus, a public park, a train or bus station.

Private Property

The owner or occupier of property which can be seen from a public place is obliged to keep it free of litter. Basically, any outdoor area on your property that is visible from a public place must be kept free of litter.



Illegal Dumping of WEEE (Waste Electrical and Electronic Equipment)

Litter Black Spots

Where litter has accumulated on property for whatever reason and the litter is visible from a public place, the local authority can issue a notice to the owner or occupier requiring the prompt removal of the litter. Such a notice can also set down precautionary measures to be put in place to prevent a reoccurrence.

Illegal Dumping

The litter laws have increased the powers of local authorities to combat the problem of illegal dumping. Where a local authority finds material that is illegally dumped and establishes the identity of the owner of the material, that person will have a case to answer without necessarily having to be caught in the act.

Powers are available under the Waste Management Act and the Local Government Act (Byelaws) to local authorities to require a householder or business operator to indicate how and where they are disposing of their waste. This is particularly relevant if the householder or business operator is not availing of a refuse collection service or bringing their waste to an authorised disposal facility.

If a property owner or occupier fails or refuses to do everything that has been requested, the local authority has the power to do whatever is necessary itself and require the owner or occupier to pay all of the costs involved.

Major Events

The promoters or organisers of major events are required to ensure that they have litter control measures in place at the venue and in the surrounding vicinity before, during and after the event. This applies to football matches and other social and sporting events at which large crowds attend. It is possible that the local authority can undertake this task but the promoter/organiser must bear the costs involved.

Mobile Food Outlets

Operators of mobile food outlets selling fast food or beverages, or other outlets such as those selling farm produce, are obliged to provide suitable litter bins in the vicinity of their outlets. Also, they must clean up any litter arising from the operation of their outlets within a radius of 100 metres from their outlet.

Dog Fouling

Dog owners must now remove their pets' waste from public places and dispose of it in a proper manner. This obligation applies to the following places:

- public roads and footpaths
- areas around shopping centres
- school/sports grounds
- beaches
- the immediate area surrounding another person's house.

Posters and Signs

The law forbids the putting up of posters/signs on poles or on other structures in public unless written permission has first been obtained from the owner of the pole or other structure.

Advertising Flyers

The placing of advertising leaflets on car windscreens is prohibited. Anyone wishing to distribute advertising leaflets in the street should first check with the local authority to see if there are any local litter restrictions in place, which local authorities are entitled to introduce.



Illegal Dumping of Household Waste

Presenting Refuse for Collection

Taking a few small precautions in the way refuse is presented for collection will help enormously in preventing the creation of litter. If a wheelie bin or ordinary refuse bin is not being used, strong plastic bags should be used. These should be properly secured. Refuse should be left for collection on the morning of the collection and not on the day or night before. The longer it is left out for collection, the more likely it is to attract the unwanted attention of dogs, cats and birds.

It is an offence to dispose of household refuse in street litter bins.

Who Enforces the Litter Laws?

Local authorities are responsible for implementing the litter laws in their own areas. This means they are responsible for the prevention and control of litter and they have the power to take enforcement action against individuals who break or ignore these laws.

Gardaí also have the power to issue on-the-spot fines for litter offences.

Litter Management Plans

Each local authority is obliged to prepare a Litter Management Plan for its own area. This plan sets out their objectives to prevent and control litter as well as measures to encourage public awareness. The plan must also set out measures and arrangements by which they intend to achieve their objectives.

Current Position

Local authorities are responsible for the prevention and control of litter in their own areas and they have the power to take enforcement action against individuals who break or ignore these laws. The role of the local authority in relation to litter control and prevention can therefore be divided into three main areas:

Anti-litter education & awareness and the encouragement of anti-litter action

Litter control and Prevention

Enforcement of the Litter Pollution Act, 1997 -2003.



Ashbourne Tidy Towns during the Anti-Litter League

3. Anti-Litter Education & Awareness and the Encouragement of Anti-Litter Action

Public support is vital for the eradication of litter from our society.

Local authorities, to this end, should therefore:

- work to discourage complacency towards litter, targeting each individual in all aspects of their lives.
- provide information on the legal obligations of each member of society in terms of the Litter Pollution Act, 1997 -2003
- provide support and encouragement to those who implement anti-litter awareness and action initiatives
- secure public support in the area of anti-litter awareness and action
- Prevent litter occurring from their own activities through staff training and education
- Promote recycling awareness and provide facilities for the recovery of packaging items.
- Ensure commercial enterprises meet all obligations under the Litter Pollution Act 1997-2003 as amended, the Waste Management Act 1996/2003 and the Waste Management Packaging Regulations 2003.

Meath County Council has, in the past number of years, implemented a wide range of anti-litter education and awareness campaigns targeted at schools, community groups, residents' associations, businesses and individuals.

Anti-Litter Initiatives, co-funded by the Department of the Environment, Heritage and Local Government:

Meath County Council receives annual funding of approximately €25,000 towards a wide range of anti-litter activities throughout the county. Production and dissemination of anti-litter materials is an on-going tool in awareness raising. Promotional materials include the following:

- The production and distribution of Litter Awareness Leaflets, which were distributed to all households in the County, in addition to distribution through insertion in local press.
- The distribution of reusable shopping bags. These have been in demand since the plastic bag levy and are widely distributed and used. The bags bear the 'Reduce – Reuse – Recycle' logo.
- The distribution of badges with an anti-litter theme for children. These are available through outlets such as Sonairte, Navan and Trim Civic Amenity Facilities, on request at County Hall, Navan and, through schools.
- The production and distribution of posters indicating the fines which can be imposed under the Litter Pollution Act, 1997 -2003.

Meath Co Council is committed raising litter awareness through our Environmental awareness officers and Environmental Patrol Officers

Green Schools

The Green Schools is a worldwide environmental awareness programme which encourages improved environmental performance in schools. Participating schools must implement a comprehensive campaign including litter management, recycling, waste reduction techniques, environmental education and incorporation into the curriculum. The programme is co-ordinated in Ireland by An Taisce – the National Trust for Ireland. Meath County Council is committed to promoting and supporting the Green Schools programme throughout the County. Working closely with An Taisce, the Council is committed to the expansion of this programme to every school in County Meath. At the review of this plan, there were 13 schools with Green Flag's in County Meath with a further 65 schools registered with An Taisce.

The Council acts as a facilitator for schools who wish to get involved in this programme. An annual seminar is held in the County each year to encourage new schools to partake in this scheme. The Environmental Awareness Officer then works closely with each participating school guiding and assisting the Green Team as required. Meath County Council provides all of the equipment schools need to partake in this programme including litter pickers, bags, gloves, tabards, recycling bins, battery recycling units, compost units, wormeries and promotional materials.

The aim of the Council is to achieve Green Flags in every Meath School by 2015.



Kilbeg National School receiving the Green Flag

Schools Anti-Litter League

The Anti-Litter League for Schools ran for three years, 2003, 2004 and 2005. High participation rates were achieved in all competitions. The competition was targeted at primary schools. The high level of awareness amongst the primary school going children became so apparent over this period that the Schools Anti-Litter League has been revised, with the anti-litter element of the programme now forming an important module in the more comprehensive and challenging Pride of Place (POP) for Schools Competition and the Green Schools Programme.

Pride of Place (POP Groups) for Schools

The POP Groups Competition for Schools was launched in the Navan Education Centre in March 2004. Forty schools were in attendance to hear the details of the competition which was aimed at encouraging schools to bring colour and appreciation of nature to their schools through the use of planting, artwork, gardening ideas. Schools were then invited to take part in workshops in Warrenstown College, delivered by Éanna Ní Lamhna and local artist Aileen Hamilton, at which a wide range of ideas and disciplines were investigated. Teachers and Pupils then returned to their schools and progressed their projects. The results were impressive with many schools developing rural, urban, wildflower and vegetable gardens. Many schools developed murals and mosaics and all participants implemented comprehensive anti-litter action plans. Thirty one schools went on to the judging phase in June 2004, with over 50 entries in 2005 and in 2006.

The competition has been a huge success both in terms of the appearance of the schools and in relation to the environmental information gained by students, teachers and parents.

The competition is now an annual event and continues to go from strength to strength. This competition and the Green Schools Programme knit well together and many schools use this as a first stepping stone on their way to Green Flag Status.



The School Garden at Whitecross National School

Business Community

Meath County Council, together with the other Counties in the North East Region developed an Environmental Management Booklet for the Business Community, under the Race Against Waste Initiative. The comprehensive booklet informs the sector of its obligations under the Litter and Waste Legislation, and provides a comprehensive directory of waste collection permit holders licensed in the region.

All rate payers in the County received a copy during 2005 and additional copies will be available from Meath County Council.

LA21 Environmental Partnership Fund

This is a grant scheme for which encourages partnership projects between local community groups/environmental NGO's and Local Authorities. The fund encourages local groups to submit projects for funding by the DoEHLG and Meath County Council focusing on environmental awareness and action. Many of the projects submitted have a strong anti-litter and waste management influence.

Some of the anti-litter projects funded by Meath County Council include:

- 'Butts Out' Campaign – Athboy Tidy Towns
- 'Recycling the Magical Way' – Marvin the Magician (for schools)
- 'Bin City' – Down to Earth Theatre Company (for schools)
- 'Cigarette Waste Away' – Castletown Tidy Towns
- 'Waste Watchers' – ECO UNESCO (for young people)
- 'Going Up in Smoke' – VOICE (leaflet on backyard burning)
- 'Waste Not Want Not' – Kells Chamber of Commerce



Launch of 'Butts out' campaign in Athboy

The Anti-Litter League

One hundred and thirty groups took part in the Meath County Council Anti-Litter League 2004 and again in 2005. Equipped with all of the necessary tools, participating groups were required to tackle litter in their local areas over a three month period from January up to the end of March. Judges visited each location weekly and marks were lost where litter occurred. All of the groups improved week on week throughout the competition and the entire county benefited from the hard work of the active groups. In addition to overall winners many towns and villages have achieved Litter Free Status for their areas.

Meath Co Council is committed to the continuation of this initiative



Pride of Place Initiatives

Meath County Council introduced the Pride of Place Initiatives in 2003. They are a series of competitions designed to stimulate community action and growth through local enhancement work. The public responded with gusto and forty community groups entered a wide range of exciting projects for consideration. The initiatives were hugely successful in their first year and the Council received a great deal of positive feedback from the participants, the local media and from members of the public whose day to day living was enhanced by the workings of the participating groups. Meath County Council, members and staff, are committed to these initiatives going forward and we view it as an important means of establishing a credible partnership of community development with local community groups.



The Garden at Old Garlow Cross – Developed under Pride of Place

The wide range of initiatives includes:

The Royal Bloom Competition – to encourage beautifying of villages and towns through planting schemes

The Village Paint Scheme – Enhancement through the use of paint and colour;

The Harvest Walk Award – Enhancement of Rural areas through plant and rural feature management

The Waterways Award – Enhancement of waterside features

The Derelict Site Improvement Project – An opportunity to tackle problem areas and to turn them into a positive feature

The Walkers Ways – Harnessing the goodwill of the many walkers to tackle litter in the countryside.

In order to achieve success in any of the above popular initiatives – Anti-litter action and cleanliness must be clearly in evidence.

Meath Co Council is committed to the continuation of this scheme.

Better Beach Programme

The Council has revised its beach cleaning programme to encourage litter awareness and action.

Results to date are impressive and the campaign will be further developed over the coming years.

The role of the coastal warden has been further developed to include the co-ordination of regular clean ups, provision of cleansing equipment to local groups and individuals.

New bins have been installed with anti vermin and anti vandal properties.

New Charge has been introduced for parking at beach which goes back into the further development of the local amenities

Green Coast Competition – Mornington was awarded this Coastcare Award in 2005. The local group achieved this status for their commitment to best practice at the beach including Anti-litter Action, dune management, and promotion of beach for leisure activities.

Community/Council Clean Up Days – One per month throughout the bathing season.

Coastal Photo Competition – Annual competition with local sponsorship.

Meath County Council supports the Ant Taisce Coastal Art competition providing adjudicators to assess the entries.

Meath Co Council is committed to the provision of comprehensive beach management initiatives



'Rising from the Sea' by Ciaran Crone – Winning Entry in Photo Competition

Clean Up Meath Week

Each year the Council co-ordinates a Clean Up week to co-incide with National Spring Clean. In 2006, €35,000 was allocated for this scheme. Groups are asked to submit details of their plans for a 'Clean Up' in their area and all necessary equipment is provided – pickers, bags, gloves, hi-visibility tabards etc. Each electoral area then provided staff with vans and trucks to collect the material which the groups had amassed during the Clean Up activities. From time to time skips are allocated if they are deemed to be more suitable to the needs of a particular group.

Going forward from 2006, with the advent of 'Pay by Weight', this scheme will be further developed to allow for the provision of sponsored Wheelie Bins for Anti-Litter Groups who participate on an on-going basis throughout the year.

Meath Co Council is committed to the maintenance and further development of this scheme as a tool to harness the goodwill and action of the public and to address specific local clean up initiatives across the County.



Meath County Council staff during Clean Up Month

Amenity Grants Scheme

This scheme is aimed at community groups and residents associations, and is intended to assist with the implementation of environmental improvements through the provision of small grants. These improvements can include the provision of litter bins, street furniture, trees and shrubs and the improvement of derelict sites, walkways, canal banks and green areas. The current annual budget for this scheme is €33,000.

Meath Co Council is committed to the development of a comprehensive and integrated portfolio of schemes to assist communities to improve their local environment.

Support for Tidy Towns

Meath Local Authorities are committed to the support of tidy towns groups. Various schemes including the Community Grant scheme, Pride of Place Initiatives, the Anti-Litter League and Amenity Grant schemes are available to assist local voluntary effort.

In addition the Council has set up a 'Tidy Towns Team', with staff from planning, Community and Enterprise, Environment, Electoral Area Staff. This group guides individual Tidy Towns Groups through the process of developing an achievable long term plan for their community. This plan is an essential tool for any Tidy Towns groups wishing to participate in the National Tidy Towns Competition.

The Council then assists the group in furthering the objectives of the plan through grant aid, physical labour input from local environmental maintenance operatives, guidance in identifying and applying for other sources of funding.

Those groups are also assisted through flexible working arrangements with local environmental maintenance operatives.

Meath Co Council is committed to the promotion of excellence through support for the efforts of Tidy Town groups.



Housing Estate Grants

Each year, the Council provides a number of grants aimed at improving the appearance of Council housing estates. Again, the manner in which these improvements are achieved can take a number of forms, including litter control measures. The annual budget for this scheme is €25,000.

Meath Co Council is committed to supporting tenant initiatives in its local authority housing estates

Promotional Materials

The Council continues to use newsletters, leaflets, posters, school visits, tours and exhibitions to grow environmental awareness in the area of litter and waste.

4. Litter Control and Enforcement

Environmental Patrol Units

The Council employs 2 environmental patrol officers to enforce the Litter Pollution Act 1997/2003. These full time wardens work flexible hours to ensure a weekend presence and cover all major events. A Lo-call Litterline is available whereby the public can report incidents to the wardens in confidence, which will then be investigated.

The Environmental Patrol Wardens have additional functions in relation to Anti-Litter Awareness. A copy of the Work Programme of the Environmental Patrol Officers is attached in Appendices. Meath Co Council will continue to deploy its Environmental Patrol Officers to maximum effect

Litter Fines and Prosecutions

Meath County Council investigated 1476 reports of littering in 2004, which resulted in the issue of 404 on the spot fines. 10 convictions were secured through the courts while there are a number of outstanding cases still before the courts. The Council is actively pursuing the issue of providing fixed and mobile CCTV in identified black spots throughout the county. The level of monitoring has increased to seven days per week in an attempt to apprehend offenders. The Council has obtained funding from the Department of the Environment, Heritage and Local Government for staff costs and vehicle provision.

The Environment Section has a dedicated team of staff who deal with the various aspects associated with the enforcement of the Litter Pollution Acts 1997/2003, the Waste Management Act 1996/2003 and the Waste Management Packaging Regulations 2003.

Year	No. of Fines
2000	159
2001	237
2002	186
2003	192

2004	404
2005	369

The Council will use its powers under the Litter Acts to deter those involved in litter pollution. Flexible work practices will be used to maximise resources. The Council is reliant on assistance from the public in order to identify and prosecute offenders under this legislation.

Meath County Council Induction Training

Meath County Council staff must all go through an induction programme where the importance of the Councils environmental performance is high-lighted. This training is reflected in how the employees go about their daily work with a view to the Councils Anti-Litter policy in all areas. Additional training on the re-instatement of grass verges, hedgerow and plant management is available annually to outdoor staff to assist them in their work practices.

Meath Co Council is committed to ongoing staff training

Derelict Sites

The Council has compiled a list of derelict sites in the County and the area offices have are responsible for the identification of potential sites and the subsequent issuing of statutory Notices to owners. The use of powers under the Derelict Sites legislation is an important tool in the fight against dereliction and litter. Meath Co Council sought and obtained approval to designate a number of rural townlands as “urban area’s “within the meaning of the Derelict Sites act. This enables the Council to seek a levy on the owner of a derelict site where action has not been taken to improve the premises. A new database is being developed to assist the area’s implement and record actions under the Derelict Sites Act. Meath Co Council will use its powers under the Derelict Sites to reduce litter pollution where appropriate

Permitting as an Anti-Litter Tool

All Waste Management and Collection permits include stringent conditions on operators to provide litter and vermin prevention plans in addition to detailed cleansing plans in the event of an incident. All waste must be covered for transportation and must be delivered to a site which has its own prevention plan in place.

The Council requires full compliance by operators transporting waste, with the Waste Collection Permit regulations

Litter Pollution Monitoring System

This system is now in its third year. The system was developed to quantify and qualify the occurrence of Litter across the entire country. With guidance from the Litter Monitoring Body (currently managed by TES Consulting Engineers on behalf of DoEHLG), each Local Authority is charged with undertaking a specific number of surveys over the May – September period annually in order to establish the extent and composition of litter occurring in their area. .

In 2003 the Council graded and mapped all potential litter generators in the County. One hundred and forty three Quantification and Pollution Surveys were then undertaken to establish baseline results against which all future results are contrasted.

Pollution surveys are undertaken to establish the extent of litter occurring across the county with particular reference to ‘Litter Hot Spots’, and are graded 1 – 5 (unpolluted, slightly polluted, moderately polluted, significantly polluted and grossly polluted). Quantification surveys are used to establish the composition and likely sources of this litter.

Information from these surveys will be used by Meath County Council to target their cleansing and awareness budgets most effectively, and to gauge the effectiveness or otherwise of their anti-litter activities. Over time this system will provide comprehensive data on litter management in specific high risk areas.

Survey results from 2003, 2004 and 2005 are attached in appendix.

In 2006, 194 Pollution surveys and 40 Quantification surveys are underway.

Meath Co Council is committed to the use of Litter Monitoring surveys as a key component, informing anti-litter initiatives.

Bye-Laws for the Presentation of Waste

A large amount of litter pollution can be attributed to spillage from waste bins. This may be due to vermin, overfull bins, improperly tied bins. Draft bye-laws in respect of the presentation of waste have been developed and will be before the Environment Strategic Policy Committee (S.P.C.) for further examination when the pay by use charging mechanisms have been rolled out across the county by the private sector. Proposed bye-laws must be put on public display as part of the public consultation process. Following assessment of submissions they will be brought before the full council for final consideration.

Meath Co Council will bring forward bye-laws for the presentation of waste.

Advertising

Guidelines are in place in relation to the issue of Auctioneers signs. Auctioneers who fail to comply with the guidelines are subject to the imposition of an on the spot fine and/or prosecution under the Litter Pollution Act 1997/2003.

Appendix.

The Council will continue to use the Litter Pollution Act to target unauthorised signage.

Street Cleaning

Total street cleaning expenditure during 2006 is likely to be in the region of €1,000,000. It is expected that the anti-litter awareness spend for 2006 will exceed €300,000. These costs are largely funded by Meath Co Council and we acknowledge the continued support of the Department of the Environment Heritage and Local Government, for specific schemes.

Cleansing Costs 2000-2006

Year	Cost
2000	462,419
2001	504,433
2002	713,306
2003	826,026
2004	958,923
2005	839,634

The Council is committed to the prevention of litter and the provision of street sweeping services

Retail Outlets

The need for a partnership approach is especially evident on our streets. The Council will continue to encourage retail outlets to maintain the public area's in the immediate vicinity of their premises. Evidence of this approach is apparent outside licensed premises, at transport hubs and places of congregation through the provision of cigarette receptacles. We also acknowledge the sponsorship of bins by commercial premises.

Meath Co Council will provide, maintain and replace on street litter receptacles and develop initiatives with local business in this area.

Major Events

The Council monitors major events and pro-actively works with promoters, sporting groups and communities to minimise the generation of litter through these activities.

Licensing of Major events such as the Slane concert includes specific provision for dealings with litter on and off site. It is the Councils policy to recover its costs where specific responses are required following major events.

The Environmental Patrol Officers are available for duty outside core working hours to deal with such events.

Meath Co Council will continue to work with promoters to minimise the litter potential of major events

Name and Shame Policy

Meath County Council will publish quarterly advertisements in local press, detailing names of offenders and prosecutions achieved under the Litter Pollution legislation.

Enforcement at Recycling Facilities - CCTV/Anti-Litter Signage

Meath County Council is committed to installing and using CCTV at Bring Banks sites as an enforcement tool. A number of systems have been pilot tested at Laytown and Kells. All new Bring Banks sites will be fitted with infrastructure (pole, camera-casing, housing for equipment, trigger device) providing easy access for the installation of CCTV systems. Existing sites will be retrofitted with infrastructure over a 3 year period. New multi-lingual signage has been developed and acquired by the Council for installation at all Bring Banks sites, detailing how to use Bring Bank facilities and the penalties which apply for misuse.

Bring Bank Warden Service

Meath County Council is committed to the expansion of Recycling Facilities across the County. Over a three year period the Council aims to install 30 new Bring Bank sites increasing the number to 60. The overall objective is to provide a facility for each 1,000 households. In order to ensure that these facilities are maintained to the highest standard, the Council will deploy a dedicated Bring Bank Warden Service, where a warden, equipped with a van, will visit the Bring Bank Network. The duties of the warden will include

- Responding to calls from bring bank users where bring bank sites are in need of attention]
- Acting as a Litter Warden seeking evidence and conviction where illegal dumping occurs
- Working with service provider to ensure effective and efficient servicing schedules are met
- Identifying new Bring Banks locations

This will be introduced for a twelve month period in 2007 as a trial with a view to a permanent role for this service going forward, subject to funding.

5. Objectives of Meath County Council

It is the objective of Meath County Council to continue promoting anti-litter awareness in schools, homes and businesses; to continue to provide an efficient litter removal system; and to increase enforcement of the Litter Pollution Acts, 1997/2003. These objectives can be achieved by:

Continuing to create public awareness of the problem of litter pollution and its consequences. Leading by example by using best practice litter management techniques within all Council operations.

Development of the resources within the Environment Section of the Council to target dumping and littering at recycling facilities and to assist in local community Clean Up events.

Utilisation of the Litter Pollution Monitoring System (LPMS) to its full potential targeting cleansing and awareness budgets at areas most in need of assistance. Review of entire cleansing system to be completed within two years. The L.P.M.S. will also be used to provide information as to where new bins should be positioned, anti-litter signage, and enforcement action by wardens. Provision of receptacles for cigarette litter in response to L.P.M.S.

Continuing to highlight the obligations of individuals, business, etc, under the Litter Pollution Acts, 1997/2003 using advertising, Environmental Management for Businesses handbook, Chamber of Commerce Seminars.

Continuing the educational programme in schools.

Continuing the anti-litter initiatives in the community, engaging all sections, established groups, rural groups and specifically targeting new residential settlements and new residents to the County.

Providing and maintaining litter receptacles and Anti-litter signage.

Enforcement of the Litter Pollution Acts, 1997/2003 through designated staff

Use of the Call Management System to record and monitor complaints.

Development of minimum response times for litter complaints in line with staff resources.

Controlling advertising.

Upgrade/Replacement and maintenance of existing litter bins in addition to encouraging business to sponsor new bins in specific locations.

Abatement of graffiti through the development of Urban Art Competitions in specific areas, targeting youth.
Name and Shame article to appear bi-annually to high-light successful prosecution in court of litter offenders.
Promotion of recycling facilities (detailed in appendix) and the further development of new facilities
On-going public awareness campaign including regular interviews on local radio and TV, press advertisements, newsletters, national media.

It is clear that the co-operation of all sectors of the community is necessary in order to tackle the problem of litter pollution in an effective manner. Meath County Council alone cannot eradicate the problem. However, by implementing the measures outlined above, the benefits of the full co-operation between the Council and the community and business sectors can be maximised for the greater good of the local environment.

6. Main Recommendations

The Council will lead by example by ensuring that all Council property and operations, including contracts, adhere to the highest standards of Litter Management practices.
The Council has piloted the use of CCTV at litter blackspots and will roll out this deterrent to illegal dumping and littering as funding permits. The provision of Webcams at Bring Bank sites is currently being assessed with a view to providing this facility at targeted areas across the County.
The further development of Community/Council Partnership Clean Up Days to tackle litter black spots across the entire county, throughout the duration of this plan.
The Council will continue to avail of funding for Enforcement Staff and Anti-Litter Awareness Initiatives.
Co-ordination of awareness, enforcement and street sweeping operations between Meath Local Authorities.
Meath Co Council will act as lead authority in Litter awareness raising through the office of the Environmental awareness officer.
The Council will continue to promote anti-litter action in schools through a wide range of initiatives including Pride of Place, Green Schools, the Litter League, Poster Competitions, information packs, school visits.
The further development of additional recycling facilities – bring banks and civic amenity sites.
The Council will share information and ideas on anti-litter awareness with Navan Trim and Kells Town Councils', together with other Local Authorities across the country to ensure best practice is established in Local Authority initiatives and activities.
The utilisation of the information supplied by the Litter Pollution Monitoring System as a roadmap to achieve efficient, effective results from the cleansing and awareness budgets.
Deployment of Environmental Enforcement Staff and resources in systematic approach to achieve the Councils objectives.

7. Conclusion.

Litter remains a national problem and one that requires a consistent and intensive approach in order to tackle in an effective manner. Whilst the Council has achieved some success in recent years, there is still great scope for co-operation from the other sectors, particularly the business community. Harnessing the support of local anti-litter groups is equally important and the Council has made real progress and will continue to expand in this area. Schools are also an essential target for anti-litter awareness. This further review of the Litter Management Plan, first adopted on 7th September 1998 and reviewed in March 2001, allows for the achievements that have been made and identifies ways in which the overall situation can be improved. However, it must be remembered that full co-operation from every sector must first be secured for real progress to be achieved and maintained.

Meath County Council believes that the individual is the real target in anti-litter awareness and this awareness must exist in each aspect of life – at work, school, recreationally and at home and will make every effort to deliver this message accordingly.

NAVAN TOWN COUNCIL

Mission Statement –

‘ to work in partnership with the Businesses and Community to ensure that our Town and Area are kept in a Litter Free and Clean Environment so as to be a source of attraction and pride for visitors, businesses and members of the community’



Market Square, Navan

Navan Town Council has identified the key players and principal Council activities which will assist them in reaching their overall objectives – Awareness, education, enforcement of the Litter Legislation and efficient and effective delivery of the Councils Street Cleansing Programme.

KELLS TOWN COUNCIL

Mission Statement –

‘to take a leading role working with other interests in presenting Kells as a litter free town in keeping with its status as Meath’s designated heritage town’



St Columbas Churchyard, Kells

TRIM TOWN COUNCIL

Mission Statement –

‘To ensure that the people of Trim and it’s environs continue to enjoy a litter free environment through a partnership approach for the benefit of all who live, work in and visit Trim’



View of St. Marys Abbey, Trim

The principal Council activities that have delivered Trims I.B.A.L. ‘Litter Free Status’ are the strategic street cleansing programme, the partnership approach with the Chamber of Commerce and Businesses, Education and Schools Promotion, Pride of Place Initiatives, liaising with voluntary groups, vigilance, monitoring and enforcement of Litter Legislation.



Busy Saturday at Navan Recycling Centre

Recycling Facilities in Meath

Navan Recycling Centre, Unit 1, Mullaghboy Ind Est, Athboy Rd, Navan, Co. Meath
www.navanrecyclingcentre.ie

Trim Recycling Centre, Manorlands, Summerhill Rd, Trim, C. Meath
www.trimrecyclingcentre.ie

The Kells Recycling Centre is under development and is expected to open to the public in late 2006.

Opening hours: Monday to Saturday 9am – 4,45pm.
Closed Sundays and Public Holidays.

Materials accepted:

Green, brown, clear glass
Newspapers and Magazines
Mixed Paper
Card-board
Tetra-Pak
Food and Drink Cans
Textiles
Lead acid and household batteries
Waste Oils
Green Waste
Plastic Bottles and Bags
Scrap Metal
Fluorescent tubes and light bulbs
White Goods (Cookers, fridges, Computers)
Brown Goods (TV, Microwave)
Mixed Electrical Equipment (hair-dryer, kettles)
CD's. Books, Records for Charity
Mobile Phones

Gas Cylinders

Hazardous Waste Collections bi-annually.

Kells Recycling Centre will have a permanent collection area for paint, throughout the year.

Compost Units, Stacking Boxes and Segregation Units available for purchase.

Bring Banks in County Meath

Kells - Fairgreen Car Park	G/C/T
Trim - Swimming Pool Car Park	G/C/T
Trim - Emmet Street Car Park	G/C/T
Navan – at Leisurelink	G/C
Navan – at Balreask Arms	G/C/T
Ashbourne – at Raystown Business Park	G/C/T
Ashbourne – at Supervalu Car Park	G/C
Athboy - Council Car Park (beside Church)	G/C/T
Ballivor – at Mace	G/C/T
Bellewstown, at Bellewstown Inn	G/C
Cormeen, at Jolly Cross Pub	G/C
Drumconrath, at Community Centre	G/C/T
Dunshaughlin – County Council Offices	G/C/T
Duleek – at Council Yard	G/C/T
Dunderry, at Community Centre	G/C
Enfield – at GAA	G/C/T
Fordstown, at Brays	G/C
Gormanston, at Filling Station	G/C/T
Garadice, at Hattons Pub	G/C
Johnstown, at O’Dwyers	G/C
Kentstown, at Maguires Car Park	G/C/T
Laytown - Sonairte	G/C/T
Lobinstown, at Newtown County Club	G/C
Moynalty, at Nobber Rd	G/C/T
Oldcastle – at Fire Station	G/C/T
Skryne - Swan's Pub	G/C
Slane, at Graveyard Car Park	G/C/T
Summerhill - Londis Car Park	G/C/T
Summerhill, at Shaws	G/T
Tiervurcher, at Community Centre	G/C

(G – Glass, C – Cans, T – Textiles)

Contact Information

Meath County Council
Environment Section
County Hall
Railway St
Navan
Co. Meath

Tel. 046 9097000
Litter Complaints 046 9097201
Fax. 046 9007001

Lo-call Litterline 1890 228 466

Email: info@meathcoco.ie

www.meath.ie

Useful Contacts

Department of the Environment, Heritage And Local Government
Tel. 01 8882000

An Taisce - National Spring Clean
Tel. 01 4541786

ENFO, The Environmental Information Centre
Tel. 01 8883910

www.litter.ie

Environmental Patrol Officer Work Plan

Weekly Inspections:

Bottle Banks

Towns & Villages- (rural centres to be inspected at least once per month)

Litter Black Spots

Complaints of littering to be inspected within 3 working days of receipt of complaint.

Specific Sectoral Inspections

The Litter Pollution Monitoring System has identified a number of significant litter patterns throughout the Country. In County Meath Cigarette litter, Chewing Gum litter, Food and Take Away related litter is the most prominent source of pollution.

With this in mind the E.P.O. will target the following areas throughout the year, but in particular at peak generation times, May to September.

Public Houses-(mostly cigarette litter)

Restaurants-(mostly cigarette litter)

Take Aways

Mobile Food Outlets-(linked to events)

Outdoor events- (eg Slane Concert, large football matches)

Beaches (Beach Warden)

Seasonal Targets

February – April,- Auctioneers Signs (specific emphasis during Spring Months when most homes go on the market)

March- May,-Litter League inspection

September- Secondary Schools are targeted during the start of the School year in conjunction with visits to the schools by the Councils Environmental Awareness Officer.

October- High visibility presence in areas where bonfires are to be held

December/January- High inspection /visibility at Bring Centres

Road Networks

The Environmental Patrol Officers patrol each road network within the county at least once per month.

Guidelines for erection of auctioneer signs in Co Meath.

1. All auctioneer advertising on Council, ESB and Eircom poles within the County shall be prohibited.
2. Advertising signs shall only be permitted within the boundary of the property for sale, except as allowed for hereunder.
3. Within town and village boundaries (within speed limit), advertising shall only be permitted on the property for sale.
4. Advertising outside towns and village boundaries (outside speed limit) will be by way of directional signs plus advertising on the property as normal (subject to number and sign size restrictions hereunder).
5. For properties outside town and village boundaries, no more than 3 directional signs per property shall be permitted.
6. Directional signs shall be standardised, and are to be no larger than 16 inches x 8 inches (0.4m x 0.2m) for finger signs and 26 inches x 18 inches (0.7m x 0.45m) for flag signs. They will be free-standing and no more than 3 feet (0.9m) from ground level. The location of directional signs shall have regard to traffic safety requirements.
7. Roadside verge advertising shall be prohibited except for directional signs and where signs within the property boundary would be obscured by high trees or hedges.
8. All roadside verge advertising, including directional signs, shall be prohibited on National Primary Roads, except in the case of properties fronting the road, and in the case where signs within the boundary of the property would be obscured by high hedges or trees. Advertising on National Secondary Roads will be reviewed in 6 months.
9. Advertising signs to be removed within 7 days of the sale of the property (exchange of contracts).
10. The maximum advertising sign size to be displayed on the property shall be as follows:
 - (i) in the case of advertising relating to the sale or letting of a dwelling, the sign shall not exceed 0.6 sq.m. in area.
 - (ii) in the case of advertising relating to the sale or letting of any other structure or land, the sign shall not exceed 1.2 sq.m. in area.
11. In the case of an advertising sign erected on private property not in the ownership of the vendor (or Agent) documentary evidence of the landowner's permission to erect the sign shall be submitted to the Council prior to erection of the sign.

Litter Pollution Monitoring System

Quantification Surveys

The Quantification Surveys carried out in the baseline year of 2003 confirms the composition of litter in Meath as follows:

Cigarette Related Litter	39.14%
Food Related Litter	35.74%
Packaging Litter	0.06%
Paper Litter	0.024%
Miscellaneous Litter Items	0.24%
Deleterious Litter	0.24%
Plastic Litter	0.24%

A detailed breakdown of the components of these categories is attached.

Pollution Surveys

Litter Pollution Monitoring results for Meath

Year	Unpolluted	Slightly Polluted	Moderately Polluted	Significantly Polluted	Grossly Polluted
2003	2%	19%	42%	33%	5%
2004	20%	48%	25%	7%	0%
2005	6%	57%	30%	7%	0%

CLEANSING ROTAS 2006

SLANE ELECTORAL AREA

Area	Method	Frequency	Bins
Laytown and Bettystown	Operative with sweeper	½ day per week	As required
Duleek	Operative with sweeper	½ day per week	As required
Slane	Operative with sweeper	½ day per week	As required

DUNSHAUGHLIN ELECTORAL AREA

Area	Method	Frequency	Bins
Ashbourne	Operative with sweeper	Full time	Each day
Ratoath	Operative with sweeper	Full time	As required
Dunshaughlin	Operative with sweeper	As required	Mon, Wed, Fri
Dunboyne	Operative with sweeper	As required	Tues, Fri
Clonee	1 x Operative	As required	Weekly
Batterstown	1 x Operative	As required	Weekly
Dunsany	1 x Operative	As required	Weekly

KELLS ELECTORAL AREA

Area	Method	Frequency	Bins
Kells Town	Operative with sweeper	3 days per week, Sunday also from June - Aug	Mon, Wed, Fri (Sun, June – Aug)
Carnaross	1 x operative	Once per week	Weekly
Nobber	1 x operative	Twice per week	Twice per week
Drumconrath	1 x operative	Once per week	Weekly
Moynalty	1 x operative	Once per week	Weekly
Kilskyre	1 x operative	Once per week	Weekly
Athboy	1 x operative	3 days per week	Mon, Tues, Thurs
Oldcastle	1 x operative	3 days per week	Mon, Wed, Fri
Drumone	1 x operative	Once per week	Weekly
Crossakiel	1 x operative	Once per week	Weekly

TRIM ELECTORAL AREA

Area	Method	Frequency	Bins
Trim	2 x Operative with sweeper	Monday – Saturday	Emptied Daily – Monday - Sunday
Ballivor	1 x Operative	Twice Weekly	Twice Weekly
Longwood	1 x Operative	Twice Weekly	Twice Weekly
Clonard	1 x Operative	Twice Weekly	Twice Weekly
Enfield	1 x Operative	Twice Weekly	Twice Weekly
Summerhill	1 x Operative	Twice Weekly	Twice Weekly
Kildalkey	1 x Operative	Twice Weekly	Twice Weekly
Rathmolyon	1 x Operative	Twice Weekly	Twice Weekly

NAVAN ELECTORAL AREA

Area	Method	Frequency	Bins
Zone 1 – Town Centre	2 Men per day with sweeper	Monday – Friday	Daily – Monday to Sunday
Approach Roads	2 Men per day	Monday – Friday	Daily – Monday to Saturday
Dunderry	1 x Operative	Once/ Twice per week as required	Twice Weekly
Kilberry	1 x Operative	Once/ Twice per week as required	Twice Weekly
Castletown	1 x Operative	Once/ Twice per week as required	Twice Weekly
Johnstown	1 x Operative	Once/ Twice per week	Twice Weekly

Kentstown	1 x Operative	as required Once/ Twice per week	Twice Weekly
Robinstown	1 x Operative	as required Once/ Twice per week	Twice Weekly
Tara	1 x Operative	as required Once/ Twice per week	Twice Weekly

* Navan Town Council is currently investigating the possibility of purchasing a smaller street sweeping machine which can be used on footpaths.