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Tuar an Daill,
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15th May 2015

To The Mayor and Each Member of Limerick City and County Council

Re; The Litter Pollution Act 1997-2009 - Report for 2014

I attach herewith report on the measures taken by the Council on the operation of the Litter Pollution Act 1997-2009 for your consideration, in accordance with Section 10 of the Litter Pollution Act 1997-2009.

A handwritten signature in black ink, appearing to read "Kieran Lehane", is written over a horizontal line.

Kieran Lehane

Director of Service

Environment & Water

Limerick City & County Council.



LITTER POLLUTION ACT 1997-2009
REPORT ON ACTIVITIES FOR 2014.

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1. Introduction.

The following report reaffirms the Council's commitment to the environment and the prevention / control of litter in Limerick. Litter continues to be a significant challenge facing the Council. However, the Council's role in litter management, awareness and enforcement must be complemented by co-operation from all members of the community in order to achieve significant reductions in litter volumes in Limerick.

During 2014, the Litter Management and Waste Enforcement Teams were actively involved in enforcing the provisions of the Litter Pollution Acts, the Waste Management Acts together with the Bye-Laws for the "Presentation, Storage & Segregation for the Purpose of and in the Course of the Collection of Household and Commercial Waste".

Section 10 of the Litter Pollution Acts 1997 to 2009 requires each local authority to prepare a report on the operation of this Act in its functional area, for consideration by the Council, indicating the measures taken in the previous calendar year in relation to the prevention and control of litter.

The following report has been prepared to outline the Litter Management Programme implemented by Limerick City & County Council in 2014.

2. Litter Prevention, Control & Enforcement.

During 2014, the Council's Litter Management team's operations included the control of litter and remediation of illegal dumping areas in Limerick.

The Council has two Environmental Control Officers, two Environmental Inspectors & 1 Litter Warden and they carry out the following functions:

- Litter patrols in the city centre, towns and villages throughout Limerick.
- Patrol public parks in Limerick.
- Promote anti dog fouling measures.
- Investigate incidents of illegal dumping and issue on the spot fines to alleged offenders.
- Visit landowners whose sites are littered.
- Carry out regular checks on sites prone to littering and arrange for the installation of CCTV technology at selected sites.
- Remove illegal signage, tackle fly posting and issue on the spot fines to offenders.
- Arrange for the removal of abandoned vehicles.

Clean-up works were undertaken at litter "Black Spots" and "No Dumping" signs were erected at sites and on routes prone to illegal dumping.

Enforcement.

- ***During 2014, a total of 2,829 complaints related to litter and waste were recorded on the Environment Section's databases.***
- ***341 litter on the spot fines were paid yielding an income of €36,600.***
- ***The Council had 30 successful prosecutions for non-payment of fines in 2014.***

The Council's **Free-Phone litter line – 1800-201-151-** is an invaluable tool in allowing the public to speak directly to a member of staff during office hours or to leave a message "after hours".

The public can also e-mail litter@limerick.ie to report incidents of littering, etc.

The Council established its Customer Services Team and introduced a new Complaints Management System – SUGAR CRM - in 2014. Calls and complaints are taken by the Customer Services Team and are logged by them for follow up by Environment Department.

3. Public Awareness, Education & Information Measures.

In 2014, the Environment Section continued to promote the “anti-litter” message throughout the County. Staff attended local shows and distributed merchandise including car litter bags, re-usable shopping bags, car disc holders etc., which contained the “anti-litter” message and details of the Council’s free-phone litter line. Pooper Scoopers were distributed to members of the public and made available at the Council’s Area Offices.

The “Anti-Litter” message features prominently in Environment Section publications.

Dog Fouling Campaign.

The Environment Section organised a very successful dog fouling awareness campaign in October and November. Staff visited housing estates, villages, towns, public parks, etc. patrolled city centre streets and advised dog owners of their responsibilities including the importance of carrying a bag and keeping their pets under. This campaign was very well received by members of the public leading to a greater number of dog owners being aware of their responsibilities and picking up after their dog.



Launch of Dog Fouling Awareness Campaign – October, 2014.

Tidy Towns Seminar.

The Environment Directorate held its annual Tidy Towns Seminar in Adare to give advice and encouragement to existing and new participants in relation to the Tidy Towns Competition, including the application process. Speakers at this event included Ann O'Leary, Tidy Towns adjudicator, Peter Bluett, Chairperson, Kilkenny Tidy Towns and Pauline Mc Donogh, Southern Region Waste Management Office. The Seminar was well attended by both city and county based groups.



Noel Earlie, McManus Benevolent Fund, Pauline McDonagh, Southern Regional Waste Mgt Office, Kieran Lehane, Director of Service, Limerick City and Co Co, Cllr Maria Byrne, Deputy Mayor, Peter Bluett, Chairperson Kilkenny Tidy Towns, Suzanne Rowley, West Limerick Resources, Amanda Slattery Ballyhoura Development Company, Sinead McDonnell, Environmental Awareness Officer at Tidy Towns Seminar in Adare



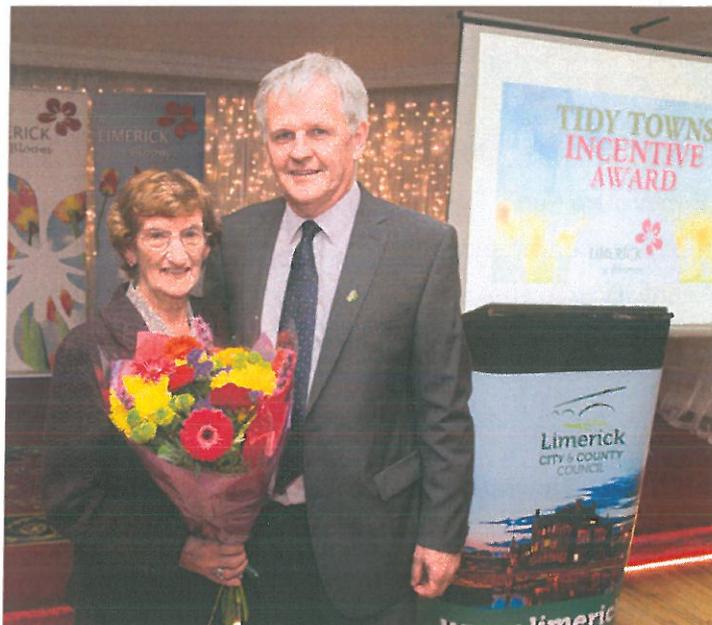
Sinead McDonnell, Environmental Awareness Officer, Noel Earlie, McManus Benevolent Fund, Jayne Power, Limerick City and County Council at Tidy Towns Seminar

Tidy Towns Competition.

There were a total of 61 entries from Limerick in the 2014 National Tidy Towns Competition.

- Adare was awarded a Gold Medal, the Limerick County Award and the Regional Best Bring Bank Award.

Ms.Dolly O' Neill, Adare Tidy Towns, was named one of the Tidy Towns Heroes 2014.



Dolly O'Neill and Christy O'Connor, Senior Executive Officer, Environment Dept. Limerick City and County Council at Limerick in Bloom Awards

- Galbally, Ardpatrick, Kilmallock and Newcastle West were each awarded Bronze Medals in the competition. Galbally also received a Highly Commended award and Ardpatrick received a Commended award.
- Elton Tidy Towns received a Special Endeavour Award, while Kilmallock Tidy Towns and Coláiste Iosaef were awarded the 'Can It' award.
- Limerick City Centre Tidy Towns scored an impressive 270 marks on its third year in the competition and its Chairperson, Helen O' Donnell, received a Tidy Towns Hero Award.

4. National Spring Clean.

The 2014 National Spring Clean Campaign (NSC) was very successful.

Over 3,000 volunteers participated in clean ups throughout Limerick. An estimated 700 tonnes of litter was collected and approximately 35% of the total amount of waste collected was recycled. For its part, Limerick City & County Council supported the campaign organised by An Taisce and provided bags, gloves, litter pickers to Residents Groups, Community Councils, Tidy Towns Groups, Schools, etc.



5. Limerick Going for Gold Competition 2014.

Limerick Going for Gold aims to make Limerick a cleaner, brighter place to work, live and visit. It is sponsored by the McManus Charitable Foundation and supported by Limerick's Live 95FM, The Limerick Leader, I Love Limerick, The Parkway Shopping Centre, The Limerick Post and Southern Advertising. The Grand Final was held in the Strand Hotel on 16th September, 2014.

Tidy Towns category - Caherdavin was awarded 1st prize, O'Malley Keyes (2nd) and Annacotty (3rd) respectively.

Community Challenge category - Kilteragh Residents Association was awarded 1st Prize, Glenbrook/Glendale/Glenlawn won 2nd prize and South Limerick City was awarded 3rd prize.

There were other categories and prizes for individual merit award, best front garden and an endeavour award.



JP McManus, Gerry Boland, McManus Charitable Foundation, Cllr Kevin Sheahan, Mayor of Limerick with Caherdavin Tidy Towns Group overall winner of Going for Gold 2014

6. Limerick in Bloom Competition & Awards 2014.

A total of 45 community groups from County Limerick were honoured for their participation in the annual Limerick in Bloom competition at an awards ceremony held on Thursday, 23rd October, 2014 at the Woodlands House Hotel, Adare.

The Council, in conjunction with sponsor JP McManus Foundation, once again hosted this year's competition. For the second year, Athea Tidy Towns were named Overall Winner of Limerick in Bloom.



Cllr Kevin Sheahan, Mayor of Limerick, Gerry Boland, McManus Charitable with Athea Tidy Towns Group overall winners of Limerick in Bloom 2014

There were other categories and prizes including Population 0-300, Population 301-700, Population 700 plus, Housing Estate, etc.

Prizes were also awarded to the best performing towns and villages under a number of categories from the National 2014 Tidy Towns Competition.

Limerick Senior Hurling Manager, TJ Ryan, was guest speaker at this event and gave his support to Team Limerick Clean-up (TLC), a major anti-litter initiative supported by the City & County Council and the McManus Benevolent Fund which took place on Friday 3rd April, 2015.



Christy O'Connor, Jayne Power, Sinead McDonnell, James Cormican, Environment Dept., Limerick City and County Council promoting Team Limerick Clean Up at Limerick In Bloom Awards

7. Green Schools Campaign.

Limerick City and County Council actively supports and facilitates the Green Schools programme which is designed to promote and acknowledge “whole school action” for the environment. The Green Schools Programme also empowers young people to act positively on behalf of the environment by means of peer / role modelling practices.

A total of 68 Limerick City & County schools received the prestigious “Green Flag Award” in 2014. Over 70 teachers participated in the Annual Green Schools Seminar held in October and environmental themed workshops were facilitated in schools throughout 2014.



Donal O'Grady, Captain Limerick Senior Hurling Team at Feenagh National School for raising of their 8th Green Flag

8. Conclusion.

During the past 12 months, the Litter Team continued to make progress against fly-tipping, illegal posters, abandoned vehicles, waste on public / private lands, etc. However, improvements were achieved by means of deploying considerable staff / financial resources to this function.

Furthermore, it is apparent that behavioural changes amongst members of the public are necessary if further inroads are to be made.

Limerick City & County Council acknowledges that a combination of awareness and enforcement measures together with co-operation from members of the public are required in order to minimise the amount of litter in Limerick.

