



Comhairle Contae Loch Garman  
Wexford County Council  
Litter Management  
Plan 2017-2019

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## **Wexford County Council Litter Management Plan 2017-2019**



### **1. Introduction**

Everyone wants to live in a clean and pleasant environment. We all enjoy visiting locations that have a high standard of environmental cleanliness. The promotion of Wexford as a clean and green county in which to live, work and do business will be an integral part of the new Local Economic and Community Plan for the County. A clean unpolluted environment is a basic requirement for any modern society and it sets the impression of an area for visitors.

Problems caused by litter and dumping form the largest volume of environmental complaints received by Wexford County Council each year. Litter Pollution features prominently as an environmental problem in the EPA's last State of the Environment Report (2016 produced every 4 years). Letters to the editorial pages of national newspapers, postings to social media sites and complaints to Fáilte Ireland from visiting tourists all emphasise the importance of reducing the effects of litter on County Wexford's built and natural landscape. It costs Wexford County Council over €2.5m to deal with the effects of litter each year, litter can be harmful to wildlife and it may become a health hazard in some circumstances.

Under Section 10(1) of the Litter Pollution Act 1997 (as amended) (“the Act”) a local authority shall “make and implement a litter management plan in respect of its functional area”.

Since June 2014 Wexford County Council’s functional area includes the Municipal Districts of Enniscorthy, Gorey, New Ross and the Borough District of Wexford.

Wexford County Council now intends to make and implement a Litter Management Plan for the period 2017-2019. Under Section 11 of the Act It is intended that the Litter Management Plan shall;

- a) Specify such objectives as the local authority deems appropriate to prevent and control litter in its functional area.
- b) Specify measures to encourage public awareness with a view to eliminating litter pollution, including educational and information measures directed at young persons.
- c) Specify the measures or arrangements that are to be undertaken by the local authority in order to attain the objectives of the plan and
- d) Include information on, or to be formulated having regard to-
  - i. An appraisal of all existing litter prevention and control programmes being operated by the local authority.
  - ii. The policies and objectives of the local authority in relation to the prevention and control of litter.
  - iii. The measures which, in so far as the local authority can determine, will or may be taken during the relevant period by persons other than the local authority for the purposes of preventing and controlling litter.
  - iv. The facilities at which waste may be deposited by members of the public for recovery or disposal within the meaning of the Waste Management Act 1996 (as amended).
  - v. The steps to be taken by the local authority to enforce the provisions of this Act in its functional area and
  - vi. Any incidental and ancillary matters.

A litter management plan may specify objectives to be attained in litter prevention and cleanliness for designated areas within its functional area and different objectives may be specified for different areas or classes of areas. A local authority shall take such steps as it deems appropriate and necessary to attain the objectives.



## 2. What is litter?

Under the Litter Pollution Act 1997 (“the Act”) litter is defined under Section 2 as;

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



Litter is really waste in the wrong place. It can be a cigarette butt on the pavement, a black bag of refuse in a forestry clearing, a mattress on the side of the road or dog fouling in a playground.

## 3. What are my obligations under the Litter Pollution Act 1997 (as amended).

3.1 General Public – the following are examples of litter offences that could involve members of the public.

- Throwing litter on the ground (papers, beverage containers, cigarette butts).
- Putting household waste into a public litter bin.
- Littering from a vehicle or trailer.
- Leaving materials other than those specified recyclable materials at a bring site.

- Giving your waste for disposal to an unauthorised waste collector.
- Dumping bags of household waste on the roadside.

3.2 Occupiers of a public place (business / land owners (Section 6)) – any occupier of a public place (not being a public road or a building) shall keep the place free of litter. Any occupier of land that is not a public place but is visible from a public place is required to keep their premises litter free too.

Any occupier of land adjoining a residence that is let in 2 or more dwelling units – the landowner is obliged to keep the land free of litter. In essence any outdoor area on your property that is visible from a public place is required to be kept litter free and that responsibility lies with the occupier of the land except Section 6(4) which applies to the land owner in this case.

3.3 Mobile Outlets (Section 15) operators of mobile units involved in the sale of produce, food or drink, must provide and maintain litter receptacles at or in the vicinity of the outlet while it is in operation they must also arrange for the removal of any litter within 100 metres of the operation of the outlet.

3.4 Major Events (Section 18) – the promoter of such events must take measures to ensure that litter is prevented or limited at the venue and in the surrounding vicinity before, during and after the event. This applies to matches, other sporting events and festivals where large crowds gather.

A local authority may serve a notice on the event organiser requiring that appropriate measures be put in place. Failure to do so can result in the local authority taking action to manage litter at the event and to recover the cost from the event organiser.

3.5 Dog fouling – It is illegal to allow your dog to foul in public places or on private property without the permission of the property owner (Section 22 of the Act).

3.6 Presenting your waste for collection – due care should be taken when presenting your waste and recycling bins for collection in order to ensure they do not create a litter nuisance. For example, place your wheel bin with the back facing the wind during windy weather with a heavy object on the lid to keep it closed.

3.7 Penalties under the Litter Pollution Act 1997 (as amended) – A breach of the Litter Pollution Act 1997 (as amended) may incur a Fixed Penalty Notice of €150.

The alleged offender has up to 21 days to pay a Fixed Penalty Notice. Failure to do so may result in the matter being referred to the local District Court. Fines of up to €4,000 may be imposed by a judge in the local District Court. A local authority may also seek costs such as cleaning costs, legal costs and witness expenses in addition to any fine imposed.



#### 4. Litter Management Plans and Progress since the last Litter Management Plan

This Litter Management Plan is the fourth Litter Management Plan to be prepared by Wexford County Council since the introduction of the Litter Pollution Act 1997 (as amended). The focus of any Litter Management Plan is to minimise the effects of litter pollution on a particular local authority area. Wexford County Council like other local authorities, uses the National Litter Pollution Monitoring System (details provided in the next section) to measure the progress in improving the overall litter situation. Since 2010, the NLPMS has shown that Co. Wexford has improved from 0% of the county Litter Free in 2004 to 37% in 2014 and from 70% of the County slightly littered or better in 2004 to 90% in 2014.



##### *4.1 Initiatives and measures taken since the last Litter Management Plan include;*

- “Litter Wasteland” Regional Campaign on Beat FM aimed at young people in 2014.
- An increase in the number of schools participating in the Green Schools Campaign up from 56 in 2010 to 103 flying the Green Flag in 2016.
- The introduction of the “Leave No Trace” Campaign with workshops in schools.

- Cinema advertising aimed at the under 30s in Enniscorthy & Wexford cinemas.
- Ongoing local radio, press and social media advertising relating to litter.
- Increased numbers participating in National Spring Clean (2010 – 193 groups and 2016 – 390 groups).
- Increased number of participants in national Tidy Towns competition. Wexford Town won a silver medal and Rosslare and Enniscorthy won bronze medals in 2016.
- National Gum Litter Task Force Winner – Wexford Town 2013, 2014, 2015 & 2016.
- Ongoing and increasingly popular Keep Wexford Beautiful Campaigns.
- The completion of a network of 4 household recycling centres in 4 main towns.
- Introduction of a CCTV campaign targeted at vehicle related litter (national TV & radio coverage).
- Increased number of pooper scooper facilities.
- Introduction of the “Green Dog Walker” Programme.
- Recent increase in number of litter fines issued (up 90% in 2015).
- Launch of “See it Say it” Campaign with EPA on RTE news.
- NLPMS progress in the extent of the county littered (see next section).
- Enniscorthy and Wexford towns performed well in the Irish Business Against Litter League.

#### *4.2 Litter Pollution Monitoring System - Measuring the problem*

It is difficult to see progress in trying to improve a situation if the extent of the problem cannot be measured. Since 2001, local authorities have been using the National Litter Pollution Monitoring System to measure how bad the litter problem is and the makeup of litter found. The system uses GIS maps and a computerised database to generate locations (potential litter generators) where litter is likely to occur. In County Wexford over 300 locations are surveyed annually to measure the nature and extent of litter in the county. The results are shown overleaf. The former Town Councils carried out a similar exercise for each town.

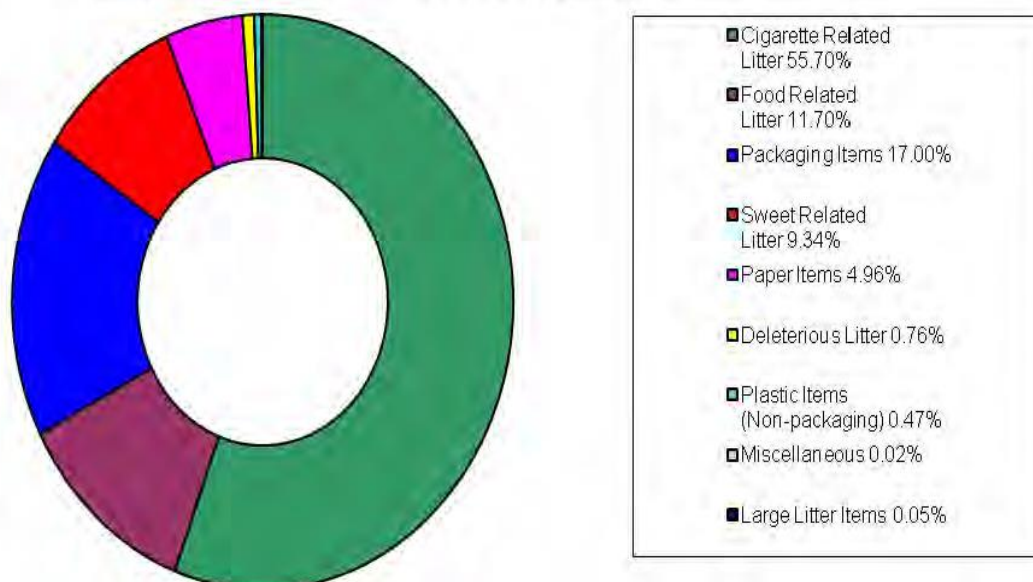


## Wexford Co. Council – National Litter Pollution Monitoring Surveys 2004-2015 Percentage of County Littered (Litter Pollution Surveys)

Year	Litter free	Slightly littered	Moderately littered	Seriously littered	Grossly littered
2015	10.60%	65.90%	18.43%	5.07%	0%
2014	37.40%	50.41%	12.30%	0%	0%
2013	51.92%	39.43%	7.69%	0.96%	0%
2012	26.79%	60.71%	12.50%	0%	0%
2011	7.5%	82.5%	10%	0%	0%
2010	13.2%	53.9%	28.9%	3.9%	0%
2009	0%	75.3%	21.0%	3.7%	0%
2008	9.4%	55.2%	26%	9.4%	0%
2007	5.4%	60.9%	17.4%	16%	0%
2006	0%	53%	23%	20%	3%
2004	0%	23%	56%	21%	0%

The standards for litter free, slightly littered, moderately littered and grossly littered categories etc. are referenced to a series of photos used by all local authorities. It can be seen that since 2004 the percentage of the County that is litter free, has progressively increased from 0% in 2004 to 37.40% in 2014 and the slightly littered category has improved from 23% in 2004 to 50.41% in 2014, with no areas seriously or grossly polluted in 2014. Towns and rural areas were combined for surveying purposes for the first time in 2015. While the figures are not directly comparable with previous years, the drop in the percentage of the county litter-free of 10.60% in 2015 is of concern together with 5.07% of the County showing up as seriously littered. Cigarette butts followed by packaging litter (beverage cans, bottles, cartons, cardboard, plastic film etc.) were found to be the most common item of litter in Co. Wexford in 2015, according to the litter quantification surveys.

**Litter Composition in Wexford County Council, 2015**



## **5. County Wexford Profile**

Wexford is a coastal county on the South East corner of Ireland surrounded by counties Carlow, Kilkenny, Wicklow and Waterford. It has a population of 149,722 (CSO 2016 census) with the main towns being Enniscorthy, Gorey, New Ross & Wexford. It has a major ferry port in Rosslare Europort. Wexford has a thriving agri-business sector with the retail and service sectors and tourism making a big contribution to the local economy. There are currently 23 multi-national firms in Co. Wexford. The county has a labour force of over 67,000.

With a mainly sandy coastline of 275 km and known as the “Sunny South East”, with six Blue Flags and eight Green Coast awards to boast of, Wexford has much to offer the visitor. Attractions include the famous Curracloe Strand, Wexford Opera House, Johnstown Castle, John F. Kennedy Park, the Irish National Heritage Park, Hook lighthouse, Loftus Hall, Wells House, Ferns Castle, Enniscorthy Castle, the Dunbrody Famine ship in New Ross, Kilmore Quay, the Saltee Islands and much more.

## **6. Public Consultation 31<sup>st</sup> January to 16<sup>th</sup> March, 2017**

Public consultation with regard to the Draft Litter Management Plan included a press release, adverts on local radio for a week, adverts in both local newspapers, the Council’s website and the distribution of the Draft Litter Management Plan to Tidy Towns and Community Groups involved in environmental work and State bodies and other interested parties. Details of the plan also featured on social media (Twitter). Consultations were held with the SPC Committee, the full Council, Environment Section Staff, Municipal District Staff prior to the public consultation period. Submissions were received from Kilanerin Tidy Towns, Co. Wexford Irish Farmer’s Association and M. Moorhead from the Bunclody Area. These have been taken into consideration in the preparation of the revised Draft LMP.

## **7. Wexford County Council’s Approach to Litter Management.**

While much progress has been made in recent years in dealing with aspects of the county’s litter problem, significant work is still required to reduce the impact of litter on the county’s profile. Based on complaints received by the Council in recent years, some of the ongoing problems with regard to littering in the County include;

- Increased amounts of household waste being dumped in rural areas and quiet areas of towns and villages.
- Ongoing problem of roadside litter on main routes (N11, N25, N30 & N80 National Roads) and on rural roads. This is caused mainly by vehicle related littering.



- Problems caused by dog fouling on town streets, in playgrounds, at beaches, sports fields and recreational areas.
- The proliferation of illegal commercial signage on the county's roadsides.
- Cigarette butt littering outside such premises as pubs, shops, cafes, bookies etc., this causes an unsightly mess on public streets.
- The casual discarding of packaging related litter following night-time revelry.
- Problems with the disposal of mattresses.
- The abuse of public litter bins by some members of the public through the placement of household waste in the bins.
- The illegal door-to-door collection of household waste by unauthorised "man in the van" collectors and the consequent illegal disposal of the waste.

In order to address these and other problems related to litter, Wexford County Council's draft Litter Management Plan 2017-2019 proposes objectives and actions under 4 broad headings including current and new initiatives as follows;

- Litter Prevention & Control.
- Environment Education & Awareness.
- Enforcement action.
- Partnership with local community /voluntary groups, businesses and schools.

## **7.1 Education & Awareness**



**Objective:** The focus of Environment Education & Awareness initiatives is to create an awareness of the problems caused by litter pollution and dumping and to encourage people, particularly young people to deal with their waste in a safe environmentally friendly (prevent, reduce, reuse, recycle) way using legitimate waste management services. Some of the many actions or initiatives (current and proposed) in this area include;

- 1) A full-time Environment/Education Awareness Officer is employed by the Council.
- 2) Comprehensive Green Schools Programme, 106 schools flying flags. 8 different environmental modules involved, including waste & litter.
- 3) National Spring Clean 2016 - 390 community/voluntary groups involved in clean ups, estimated 4,000 participants.
- 4) Keep Wexford Beautiful Competition for Towns/Villages/Estates and Community/Voluntary Groups. Now in its 40<sup>th</sup> year.
- 5) Annual Environmental Awards Ceremony Nov. 2016, 300+ in attendance for Keep Wexford Beautiful Winners celebration.
- 6) Promotion of the "Leave No Trace" environmental outdoor ethics campaign with 18 schools taking part during 2016.
- 7) Involvement in the "Greening" of Wexford Maritime Festival June 2015 & 2016.
- 8) Talks arranged for Tidy Towns groups on sustainable waste resources.
- 9) Around 40-50 schools participate in environmental themed workshops annually.
- 10) Annual schools environmental artwork competition & snap into action competition.
- 11) Participation with coastal communities in the "Clean Coast" Awards and promotion of the "2 Minute Beach Clean" at Morriscastle, White Gap and Duncannon Beaches.
- 12) Promotion of Green Dog Walker Campaign (560 dog owners signed up) and provision of dog pooper scoopers, signs & stencils and the "Any Bag – Any Bin" campaigns.
- 13) Promotional Food Waste Prevention Stands at Killag Show, Wexford Business EXPO and other exhibitions.
- 14) An annual schools Christmas Decoration Competition using recycled items.



- 15) Schools Tours of Holmestown Waste Management Facility.
- 16) TV3, RTE Radio, Newstalk, Beat FM & South East Radio coverage of a CCTV Litter Initiative.
- 17) Use of local press advertising, radio advertising, Wexford County Council website and social media to highlight various campaigns including a new “Love Where You Live” campaign.
- 18) Cinema advertising on the theme of littering and dumping.
- 19) Promotion of the “Gum Litter Task Force” campaign on chewing gum littering. Wexford Town won the national Tidy Towns prize for Gum Litter campaigns in 2013, 2014, 2015 and 2016.
- 20) Promotion of the “Stop Food Waste” Campaign in conjunction with the Southern Waste Region (Munster counties plus Carlow, Kilkenny and Wexford).
- 21) Promotion of the “Master Composting Project” in conjunction with the EPA and local community groups.
- 22) The Council aims to encourage people to re-use and refurbish old items such as furniture, bicycles, garden implements and many more such useful implements. The campaign is aimed at schools, community groups and individual members of the public. A new Repair Directory has been published by the Council for Co. Wexford. It is available on the Council’s website at <http://www.wexfordcoco.ie/wex/media/Media.27127.en.pdf>

## **7.2 Litter Prevention & Control**



**Objective:** to improve upon litter prevention and control measures to help prevent the creation of litter, including the provision of a network of facilities to encourage the recycling of household waste by the people of County Wexford.

### Actions:

1. To review existing arrangements for street sweeping and bin emptying in the main towns and villages. Wexford County Council carries out street sweeping and bin emptying services in the 4 main towns and larger villages. These include Enniscorthy, Gorey, New Ross, Rosslare Strand and Wexford. Town bins are emptied and streets are swept daily, the Gateway Scheme has resulted in reorganised arrangements in the main towns (this is also to be reviewed in 2017). Mechanical sweepers are used daily on main routes through towns and less frequently in villages. Some villages operate cleaning arrangements through Tidy Towns Groups or Community Employment Schemes perhaps with assistance of sponsored Community Wheel Bins from Wexford County Council. The placement of litter bins in any location depends on a number of factors including;
  - The level of footfall of pedestrians in the particular location.
  - The visibility of the litter bin to the public.
  - The size and volume of the litter bin.
  - The frequency and timing of emptying the litter bin.

Most litter bins service a useful litter preventative function for example on main busy town centre streets. It is important that such bins are emptied very regularly in order that they don't become a source of litter problems too. It is an offence under the Litter Pollution Act 1997 (as amended) for a person to place household waste in or near a municipal litter bin. This can often become a problem in some locations in urban areas. Similarly litter bins in remote areas that are not served as frequently can become problematic. The Council's Environmental Wardens monitor the situation in this regard and any person found breaching the act can be given a Fixed Penalty Notice of €150. Through community employment projects with community wheel bin assistance from the Council for waste disposal, some villages are maintained by local community organisations. The street sweeping and bin emptying budget for 2015 was €1,599,768. It is intended to carry out a review of all bin stocks and street sweeping schedules in the course of the new Litter Management Plan period.

2. Promotion of the "Adopt a Road Scheme". This project was introduced in 2015 on a pilot basis in Gorey Municipal District. The scheme has worked very well and consideration is being given to extending the scheme to other areas..
3. Wexford County Council has an extensive beach cleaning operation for Blue Flag and Identified Bathing beaches from late May through to mid September annually. The cleaning service includes a mechanical beach cleaner where the terrain permits its use and the employment of around 30 temporary beach cleaning staff at 7 beach resorts. This combined with the servicing of litter bins at various beaches helps keep the County's beaches very clean for summer visitors.

The Council works closely with community and voluntary groups under the "Clean Coast" Programme to help clean quieter rural beaches. The Council will maintain and improve beach cleaning operations in the course of the plan.

4. The Council's mobile clean-up crew is a dedicated team to rapidly respond to incidents of fly-tipping within County Wexford. The team is based at Holmestown Waste Management Facility and in 2015 the crew responded to 1,100 reports of illegal dumping in the county, collecting around 300 tonnes of illegally dumped waste. They also proactively monitor litter black-spots.
5. Sponsored Community Wheel Bins. Wexford County Council has previously assisted Tidy Towns and Local Development Groups through the provision of street litter bins in villages in tandem with sponsored Community Wheel Bins (waste & recycling bins) for the disposal and recycling of waste.

Wexford County Council sold its waste collection service in 2012 and a sponsored wheel bin service has been retained through private sector waste collection providers. Over 200 groups avail of this service, which is under review at present.

6. Wexford County Council has built four state of the art household recycling centres in Gorey, Enniscorthy, New Ross and Holmestown (near Wexford town) over the course of the last Joint Waste Management Plan for the South East Region.

These centres accept a wide range of recycling waste from plastic bottles to waste oil to large electrical household appliances for recycling for a nominal fee of €2 per visit (from 13-6-2017). Electrical goods can be recycled free of charge. The full list is attached in Appendix 2 of this Draft Plan. It is intended to extensively promote the availability of these facilities to the public through the Council's website, social media, local newspapers/radio, local shows and exhibitions and through queries to the Environment Section Office over the course of the Litter Management Plan.

7. Wexford Co. Council operates a network of 110 bring-sites catering mainly for the recycling of glass bottles/jars and drinks cans. Some sites also have clothes bins for the recycling of clothes. Wexford County Council, in partnership with local enterprise Recycling 2000, also provides over 25 locations for the recycling of newspapers. Bring site locations are actively monitored for suitability.
8. Since the introduction of the Household Food Waste Regulations in 2014 and its extension to various towns of decreasing population sizes, Wexford County Council has been actively promoting a "Stop Food Waste" campaign through local media, the Council's website, social media (twitter), at festivals and horticultural shows, door to door in the main towns in Co. Wexford and presentations to groups.

In conjunction with this campaign the Council has been advising householders of the requirements to arrange for a "brown bin" for their food waste.

9. Three main authorised waste collection companies provide bin (3 bin) collection services for household and commercial waste in the county at competitive prices and the majority of households have access to such a service (service indicators). New Waste Management Regulations permit the Council to seek information from waste management companies concerning customers who have bins.

This will be very useful in targeting households that may have no legitimate means of managing their household waste. The Council will review exceptional cases in conjunction with the Housing Department.

10. Wexford County Council is part of the Southern Region and has participated in the production of the Regional Waste Management Plan for the Southern Region 2015-2021. The Council has committed to reducing waste per household in the region by 1% per annum over the course of the Plan. The Plan places a strong emphasis on waste prevention and reduction with local community groups participating in prevention initiatives. Full details of the Plan are available on [www.southernwasteregion.ie](http://www.southernwasteregion.ie).

### **7.3 Enforcement Action.**



**Objective:** to use the Litter Pollution Act 1997 (as amended) and the Waste Management Act 1996 (as amended) to bring strong enforcement action against offenders involved in littering and dumping and to reduce the number of litter black-spots in the County.

Details of the number of litter fines issued and prosecutions taken by Environment Wardens and Enforcement staff are set out below;

Year	2016	2015	2014	2013	2012	2011	2010	2009	2008
No. of Fines	274	242	154	140	182	209	270	345	528

Forty-seven court cases were taken in 2015 with 17 convictions for those cases that were heard in court, the majority of the remainder are paid, are pending or had technical difficulties.



The Environment Section operates an anti-litter hot line (1800 386 733 or 1800 DUMPED) in addition to the main office phones. In 2015, 1,927 calls were received in relation to littering or dumping compared to 1,732 in 2014, a rise of 11%.

Calls reported are also down from a peak of 2,516 in 2008. The bulk of incidents involve several bags of household waste dumped in isolated rural locations or laneways in towns. Producer take-back schemes and good recycling facilities for electrical and white goods have significantly reduced the dumping of electrical wastes. There is less builders' rubble and waste from home improvements than at the peak of the boom. The Council's Wardens/Environment Enforcement Staff actively survey householders, serving notices concerning waste arrangements for specific householders.

The Council has had to focus resources on specific problems such as the targeting of litter black spots. Overt and covert CCTV cameras are in active use to try to capture footage of dumpers and litter offenders at large.

The restructuring of the Community Warden/Environment Warden Service with a new Environmental Warden for North Wexford in 2016, will assist with available resources to pursue environmental complaints. Through its Environmental Wardens, Waste Enforcement Team, the use of CCTV, the targeting of litter black-spots and with co-operation of community groups it is expected that there will be an increase in enforcement action taken by the Council's Environment Section under the above mentioned Acts.

In summary the main actions that will be taken over the period of the Litter Management Plan will include;

- 1) Strong emphasis on the issue of Fixed Penalty Notices and taking prosecutions under the Litter Pollution Act 1997 (as amended) and the Waste Management Act 1996 (as amended).
- 2) The appointment of an Environmental Patrol Warden for North Wexford (done).

- 3) Targeted Warden patrols in relation to pedestrian litter, dog fouling, cigarette butts, gum litter, litter in front of business and residential properties and at major events.



- 4) The continued use of CCTV cameras for the surveillance of litter and illegal dumping black-spots, vehicle related littering and other litter related problems.
- 5) Promotion of the Freephone Anti-Litter line 1800 386 733 (1800 DUMPED) for logging complaints regarding littering and illegal dumping.
- 6) Greater focus on the issuing of notices under Section 9 (Keeping Property Free of Litter), Section 15 (Mobile Outlets), Section 16 (Certain business premises), Section 17 & 18 (Major Events) under the Litter Pollution Act 1997 (as amended).
- 7) Working in close co-operation with the Council's Waste Enforcement Unit with regard to the service of Section 18 notices (how a person manages their waste), waste being kept at the rear of properties and the illegal collection of waste by "man in a van" operations.
- 8) Stronger focus on action against illegal commercial advertising on roadsides around the County (Section 19 of the LP Act).
- 9) The involvement of An Garda Síochána in the issue of litter fines.
- 10) Investigation of the use of the Probation Service for offenders in relation to littering, e.g. carrying out clean-ups or improvement works as an alternative to court fines.

- 11) Focus on an increasing problem of abandoned cars – liaising with owners and impounding vehicles from errant owners.
- 12) Identification of regular litter black-spots with a view to eliminating these through a combination of cleaning up, appropriate signage, CCTV surveillance and the prosecution of any offenders where sufficient evidence is found.
- 13) Inspections of public litter bins to check on the illegal disposal of household waste.

#### **7.4 Partnership with local community/voluntary groups, schools, businesses and others.**

**Objective:** to broaden the involvement of various stakeholders in the ongoing fight against litter pollution. This includes community/voluntary groups, Tidy Towns associations, schools, businesses and representative organisations (e.g. An Taisce) over the course of this Litter Management Plan.

This area concerns the programmes and initiatives where the Council works with local communities providing voluntary effort to improve the environment and appearance of their local areas. It includes liaison with Tidy Towns groups, Keep Wexford Beautiful Competition, Environment Awards, National Spring Clean etc.

##### 1). National Spring Clean



National Spring Clean is a countrywide initiative held in April each year incorporating a partnership between community/voluntary organisations, resident groups, schools, An Taisce and County Councils. The objective of the programme is threefold;



- (i) To heighten awareness of litter and waste issues.
- (ii) To encourage clean ups during the month of April.
- (iii) To promote sustained practical involvement in looking after the environment.

This initiative has been very successful in Co. Wexford with 193 community/voluntary groups participating in 2010, increasing to 390 groups in 2016.

Interested groups register with Wexford County Council and An Taisce during the month of April. The groups are provided with help packs with information on health and safety, recycling etc.

The groups are also provided with bags, gloves, litter pickers and National Spring Clean tabards for volunteers by Wexford County Council and arrangements are made to collect waste or allow access to the Council's Waste Management Facility.

Wexford County Council continues to promote this excellent initiative that helps clean up many local parks, roads, estates, beaches and scenic areas during April and early May each year. The Council provides facilities where the waste collected by the groups can be deposited or arrangements can be made to collect the waste from more rural locations.

## 2). Gum Litter Task Force





The Gum Litter Task Force Campaign involves a partnership between the Department of the Environment, Community and Local Government (now the Department of Housing, Planning, Community & Local Government (DHPCLG)), representatives for the Food and Drinks Industry and for chewing gum, County Councils and local community groups. The main objective of the campaign is to reduce gum litter and change people's behaviour towards littering.

The campaign entails national TV and press advertising, local poster campaigns, monitoring local areas for any improvements in gum litter deposits and the distribution of gum pouches and gum wraps in conjunction with schools and local community groups. Nationally monitored gum litter levels had fallen by 11% in 2015.

Through the National Tidy Towns competition, Wexford town was the winner of the gum Litter Task Force prize for large towns in 2013, 2014, 2015 and 2016. This campaign will be promoted during the current Litter Management Plan.

### 3). Keep Wexford Beautiful Campaign

The Keep Wexford Beautiful Campaign has been running for almost 40 years embracing a wide variety of initiatives to encourage community involvement in environmental improvements in local areas.

The current Keep Wexford Beautiful Campaign includes a competition for Tidy Towns groups, resident associations, estate management groups, development associations, schools, youth groups and other community organisations. The categories in the current competition include;

Best Environmentally Aware and Presented Residential Area.

Best Environmentally Aware and Presented Town/Village.

Best Community Environment Initiative.

Best Heritage Preservation and Conservation Project.

Best Community Coastal Management Initiative.

Best Environmental Improvement in Accessibility by a Community.

Best New Entry.

Awards for Outstanding Individual Contribution to the Environment.

The Campaign culminates with a high profile Environment Awards night in November of each year with extensive media coverage. Individual prizes range from €200-€500 with commemorative plaques and certificates in addition to tree vouchers to all entrants. The Campaign is growing in scale and profile each year. In 2015 there were over 91 entrants in the competition which attracts much local press coverage.

### 4).Community Wheel Bins

Wexford County Council will provide a community wheel bin and recycling bin to groups who are actively involved in cleaning up their area.

To encourage responsibility for long term litter management, community development groups and committees around the county are encouraged to part fund new litter bins in their area. Over 200 community/voluntary groups avail of this scheme.

#### 5).Tidy Towns Competition.

Wexford County Council has worked very closely with Tidy Towns groups around the County over many years. Thirty-two Tidy Towns Groups took part in the National Competition in 2016 with the village of Ballycanew coming out best in Co. Wexford on 310 marks. Results of the National Tidy Towns competition results were announced on Monday 26<sup>th</sup> September in Dublin. Wexford Tidy Towns secured a silver medal, Rosslare and Enniscorthy Tidy Towns groups both secured a bronze medal. Wexford Tidy Towns and Ballycanew Tidy Towns were again successful in the Gum Litter special award. Ballycanew Tidy Towns won the Youth Award for the South East and Ferns Tidy Towns won a Value Water Award.

The Council has also assisted groups with professional advice from former Tidy Towns judges and landscapers to help groups with their development plans and Tidy Towns applications.

The Tidy Towns is an important focus for many community groups and it helps greatly in encouraging local communities to improve the presentation of their towns and villages. Wexford County Council will continue with its support for Tidy Towns Groups in striving to land some of the big national prizes for a County Wexford Group.

#### 6). Provision of waste management facilities

Objective: To provide modern high standard facilities at which the public can reduce, reuse and recycle a wide range of household waste and dispose of residual household waste in a safe manner.

Actions: Wexford County Council provides 110 bottle and can recycling sites throughout the county often allied with clothes recycling bins and the 29 locations at which newspapers can be recycled. Taken together with the 4 modern household recycling centres in Enniscorthy, Gorey, New Ross and Holmestown (near Wexford), this provides the public with a very comprehensive network of facilities for recycling specific waste materials, mostly free of charge. Holmestown Waste Management Facility also provides facilities for accepting non-recyclable waste for a range of charges. For example over 2,500 tonnes of glass bottles were recycled in County Wexford last year. The 3 main household waste collection companies have 2-3 bin systems for the collection of recyclable/compostable and residual waste. The Council has extensively promoted food waste prevention during 2015 (rice cups & spaghetti templates) together with the Master Composter Programme and the sale of over 9,000 home compost bins to date.

Wexford County Council also provides an extensive network of litter bins in the 4 main towns, larger villages, at beaches and at other visitor attractions to enable the public to dispose of their litter properly.

Pooper scoopers are also provided in the main towns and at beaches and other popular visitor areas to enable dog owners to appropriately dispose of their dogs waste.

## **8. Conclusion**

The objective of litter management programmes and initiatives is to reduce the impact of litter pollution on the streetscapes and landscapes of County Wexford thereby improving the visual aspect of the County for local citizens and visitors to the county. Activities under the headings of Litter Prevention and Control, Environment Education & Awareness, Enforcement Action, Community Involvement and the Provision of Waste Management Facilities above highlight how Wexford County Council is approaching this challenge.

The National Litter Pollution Surveys (2014) showed that 88% (national average 77%) of surveyed sites were “litter free” or “slightly littered” with no areas “significantly” or “grossly” littered. In the Irish Business Against Litter League for 2015 they placed Wexford 11 out of 40 towns and Enniscorthy 2<sup>nd</sup> for the first Survey of 2016, Cleaner than European Norms. While this shows that the situation with regard to some aspects of the problem of litter pollution has improved, there are many areas that require ongoing action. While litter is symptomatic of human activity, it is expected that with the co-operation of Wexford County Council, local community organisations, businesses, schools, families and individuals – improvements in the war against litter pollution can be built upon to make County Wexford a better place in which to live, work, study and visit.

## **9. Monitoring the Implementation of the Litter Management Plan 2017-2019**

<b>No.</b>	<b>Objective/Action Measure</b>	<b>Target Date</b>
	<b>A. Education &amp; Awareness</b>	
<b>Objective:</b>	To create an awareness of problems caused by litter pollution and dumping and to encourage all Wexford citizens and visitors to manage their waste in a safe, environmentally friendly way (prevent, reduce, reuse, recycle and safe disposal of waste) using legitimate waste management providers.	
<b>Actions</b> A1.	Ongoing employment of an Environment Education & Awareness Officer and support staff by Wexford Co. Council.	Period of Plan 2017-2019.
A2.	Consolidate and expand the Green Schools Programme – strong focus on litter and waste.	Through period of Plan.
A3.	Organisation of the increasingly successful National Spring Clean for the month of April.	Annually 2017-2019.

A4.	Promotion of the popular “Keep Wexford Beautiful” competition for Towns/Villages/Estates. Late Summer.	Ongoing over the Period of the Plan.
A5.	Holding of an annual Environment Awards Night in November for schools and community/voluntary Groups.	Annually 2017-2019.
A6.	Continued involvement in and promotion of the “Leave No Trace” environmental ethics campaign.	Throughout the period of the Plan
A7.	Participation in various local festivals & shows.	Throughout the period of the Plan
A8.	Continued promotion of “Recycle Magic” Workshops in more local primary schools.	In the course of 2017-2019
A9.	Provision of assistance to Tidy Towns through workshops and talks such as waste prevention and biodiversity.	Throughout the period of the Plan.
A10.	Continuation of the “Keep Wexford Beautiful” “Snap Into Action” (Clean-Up) and Annual Artwork Competitions.	Annually 2017-2019
A11.	Expansion of the “Two Minute Beach Clean” initiative currently at Duncannon, White Gap and Morriscastle Beaches	Starting Q2 2017
A12.	Launch of a concerted campaign against dog fouling in public places involving the Green Dog Walker Programme, signage & stencils in appropriate locations, “Any Bag Any Bin” and the promotion of “Responsible Dog Ownership Leaflet” and possible CCTV/audio warnings.	Starting in Q2 2017
A13.	The Promotion of Food Waste Prevention stands at Killag Show, The Wexford Maritime Festival, Wexford Business EXPO and other local exhibitions	Through 2017 then review.
A14.	Annual Schools Christmas Decoration Competition using Recycled Materials.	Annually 2017-2019
A15.	Organised tours of Holmestown Waste Management Facility for school and community groups.	Through the Period of the Plan



A16/17.	Local press/radio/social media and website advertising of various any litter issues.	Through the period of the plan.
A18.	Local litter themed cinema advertising aimed at an 18-35 audience.	In the course of 2017.
A19.	Continuation of the successful Gum Litter Task Force Campaign – Wexford Tidy Towns Winners 2013, 2014, 2015, 2016	Through the Period of the Plan
A20.	“Stop Food Waste Campaign” in Conjunction with the Southern Waste Region	Through 2017
A21.	Ongoing promotion of the Master Composting project and continued sale of home compost bins in local communities.	Through the period of the Plan.
A22.	An up-cycle campaign to encourage people to reuse and refurbish old products – promotion of the Co. Wexford Re-Use Directory	Through 2017 then review.
	<b>B. Litter Prevention &amp; Control</b>	
<b>Objective:</b>	To improve litter prevention & Control measures to help prevent the creation of litter. This includes street sweeping, litter bin provision and the network of recycling facilities for the people of Co. Wexford.	
<b>Actions</b>		
B1.	Review of bin emptying and street sweeping arrangements in the four main towns and larger villages.	Starting in Q3 2017
B2.	Expansion of the “Adopt a Road Scheme”.	Commence Q3 2017
B3.	Continue and expand Beach Cleaning Operations (more Blue Flags) and promotion of the “Clean Coast Programme”.	Throughout the course of the Plan.
B4.	Maintain and improve the operations of the mobile Environmental Clean-Up Crew with the use of new technologies such as Geo-Pal.	Over the period 2017-2019.
B5.	A Review of the Tidy Towns/Community Group Sponsored Wheel Bin Scheme.	Q3 2017
B6.	Continued Promotion of the 4 excellent Household Recycling Centres in Co. Wexford.	Throughout the course of the Plan

B7.	Promotion of the extensive 110 locations bottle/can recycling sites in Co. Wexford. Locations Reviewed on an ongoing basis.	Throughout the course of the Plan
B8.	Promotion of the “Stop Food Waste” Campaign in conjunction with the Council’s partners in the Southern Waste Region.	Starting Q2 2017
B9.	Targeting Households with no proper means of managing their household waste – Section 18 Notices under Waste Management Act 1996.	Ongoing and in the course of 2017-2019.
B10.	Implementation of the waste prevention requirements of the Southern Region Waste Management Plan 2015-2021.	Throughout the course of the Plan
	<b>C. Enforcement Action</b>	
<b>Objective</b>	To use the litter Pollution Act 1997 (as amended) and the Waste Management Act 1996 (as amended) to bring strong enforcement action against offenders involved in littering and dumping to reduce the number of litter black-spots in Co. Wexford.	
<b>Actions</b>	A strong emphasis on the issue of Fixed Penalty Notices for littering and dumping offences plus costs where waste volumes are larger. Prosecutions to be taken where Fixed Penalty Notices are not paid.	Ongoing and over the course of the Plan 2017-2019.
C1.		
C2.	Use of 2 mobile dedicated Environmental Wardens to investigate and monitor litter pollution problems, one for North and one for South Wexford	Operational throughout 2017-19.
C3.	Targeted Warden Patrols on dog fouling/gum/cigarette butts/takeaway litter etc.	Starts Q2 2017.
C4.	Increased use of CCTV at litter black-spots and other locations where litter pollution is problematic.	Ongoing and through the course of the Plan.
C5.	Promotion of the confidential Ant-Litter Hotline 1800 DUMPED or 1800 386 733 to encourage the public to report information on litter & dumping. The use of other apps. “See it Say it” and Fix My Street to encourage reporting.	Over the Plan 2017-2019.

C6.	Increased use of Section 9 (litter outside houses etc.) Notices and other Notices under the Litter Pollution Act	Starting Q2 2017.
C7.	Together with the Council's Waste Enforcement Team, focusing on targeting households with no proper waste management arrangements (Section 18 WM Act), households storing waste at their residence etc.	Ongoing through the course of the Plan 2017-2019.
C8.	Targeting the illegal erection of commercial signage on public roads and infrastructure under Section 19 of the Litter Pollution Act.	Commence Q3 2017
C9.	Involvement of Community Gardaí in the issue of Litter Fines.	Hope to Start 2017.
C10.	Involvement of the Probation Service in a project to substitute community service on clean-ups for financial penalties in court.	Pilot Project in course of the Plan.
C11.	Develop policy with regard to the increasing problem of abandoned cars.	Start Q2 2017
	<b>D. Partnership with local community/voluntary groups/schools/businesses and others.</b>	
<b>Objective:</b>	To broaden the involvement of various stakeholders in the ongoing fight against litter pollution, this includes community/voluntary groups, Tidy Towns associations, schools, businesses and representative organisation (e.g. An Taisce) over the course of the Litter Management Plan 2017-2019.	
Actions D1.	Organisation of the increasingly successful National Spring Clean for the month of April.	Annually 2017-19.
D2.	Keep Wexford Beautiful Campaign.	Annually 2017-19.
D3.	Sponsored Community Wheel Bin Scheme.	Through period of Plan.

D4.	Tidy Towns Competition – provision of support and assistance to participating groups.	Annually 2017-19.
D5.	Provision of a free recycling infrastructure through household recycling centres, bottle/can/newspaper recycling bins and organising recycling initiatives with local community/voluntary groups.	Throughout the period of the Plan.
D6.	Partnership with the Chamber of Commerce in a GIY (Growing It Yourself) Project in Wexford, Enniscorthy and Grantstown.	Over the Period 2017-2019.
D7.	Support and assistance to the Chamber of Commerce in organising the Wexford Green Conference held in November.	Annually 2017-2019.

## 10. Performance Measurement

The following shall be used to measure performance of action set out under the Draft Wexford County Council Litter Management Plan 2017-2019.

- National Litter Pollution Monitoring System Results.
- Irish Business Against Litter Results.
- National Tidy Towns Results.
- Number of Litter Fines Issued.
- Number of Prosecutions taken.
- Number of Litter Management Notices Issued.
- Number of Litter Reports to Wexford County Council.
- Number of Groups participating in National Spring Clean.
- Percentage of households served by waste collection service.
- Percentage of schools participating in the Green Schools Programme.



## **Appendix 1**

### **Wexford County Council Main Contact Details - Environment Section.**

Anti-Litter Hot Line – 1800 DUMPED or 1800 386 733.

Main Environment Section – 053 9196313

Dog Warden – 087 6293043

Wexford County Council Emergency No. – 1890 666 777



# Local Household Recycling Centre

That is still great value for money – see all the items that can be brought to the sites inside...



## What to expect when you visit



The charge will be payable on entry by inserting **€2** (in any combination of coins excluding copper) into a coin slot to raise the barrier.



The **€2** entry charge applies to all visits to site whether on foot, bicycle, car or van and irrespective of the amount of waste.

## What you get for your €2 entry charge - Materials accepted in each of the 4 sites



Newspapers/magazines/  
phone books/greeting cards



Glass bottles & jars – green,  
brown & clear glass



Drink cans



Tetra Pak cartons (milk, juice,  
soup, smoothie cartons etc)



Cardboard



Plastic- E.G. drinks bottles,  
detergent bottles



Textiles – E.G. Curtains,  
clothes, blankets, sheets,  
shoes etc



Florescent lights – including  
spot bulbs - no pearl bulbs



All metals, including food cans



Batteries – household, car  
& electric fence batteries  
(maximum 3 electric fence  
batteries)



CD's & DVD's (for charity)



Mobile phones including  
batteries and chargers (for charity)



Printer cartridges



Books (for charity)



Waste cooking oil (max 23 litres)



Waste engine oil (max 23 litres)



Food waste



Christmas trees (Christmas time  
only)



**NO ENTRY CHARGE WILL APPLY to  
customers bringing only waste electrical  
/electronic (WEEE) goods**

**For further information see  
[www.wexfordcoco.ie](http://www.wexfordcoco.ie) or phone  
053 9196313 before your visit.**



We would encourage you to visit sites less frequently but with a larger amount of waste if possible, for best value for money.

**CUSTOMERS BRINGING ONLY WASTE ELECTRICAL / ELECTRONIC (WEEE) GOODS  
NO ENTRY CHARGE WILL APPLY.**



**Holmestown Only** €2 entry charge applies to Holmestown as well as charges below.



### General Waste

Refuse per bag	€7
Car (max. 5 Bags )	€25
Single axle trailer, car van, estate car (max. 12 bags or equivalent volume)	€65
Double axle trailer, large van, horse box (max. 20 bags or equivalent volume)	€100
Larger loads - €187 per tonne (weighed over weighbridge subject to a minimum €187 charge.)	



### Garden Waste

Bag of garden waste (bag size 100cm x 60 cm)	€4
Car load (max 5 bags)	€14
Single axle trailer, car, van, estate car (max. 12 Bags)	€30
Double axle trailer, large van, horse box (Max. 20 Bags)	€50
Larger loads - €70 per tonne (weighed over weighbridge, subject to minimum €70 charge.)	



### Paint

0-20L	€5
21-40L	€10
41-60L	€15

Maximum amount of paint accepted is 60l

No mixing of paints e.g. gloss, emulsions, varnish etc

Charge will be per volume of liquid and not the size of the container.

## When using the centre

### Sort your waste into recyclable and non-recyclable waste at home

- Cardboard must be clean & flattened if possible
- Glass should be clean, lids removed & colour sorted
- Cans should be clean & sorted by type - food/drinks
- Clothing should be clean
- Shoes should be in pairs
- All waste must be placed in the correct receptacle.

If you require help ask a member of staff.

Children must be supervised by an adult at all times.  
Pets must be kept in your car.





# Opening hours for all sites and site locations

For further information visit [www.wexfordcoco.ie](http://www.wexfordcoco.ie) or contact the Environment Section of Wexford County Council on 053 9196313

Monday

Closed

Tuesday – Friday

8.15 a.m. – 12 noon  
1.00p.m. – 4.00 p.m.

Saturday

8.15 a.m. – 12 noon  
1.00p.m. – 3.00 p.m.

Closed for lunch between 12 noon & 1p.m.

Closed Sunday, Monday & Bank Holidays.

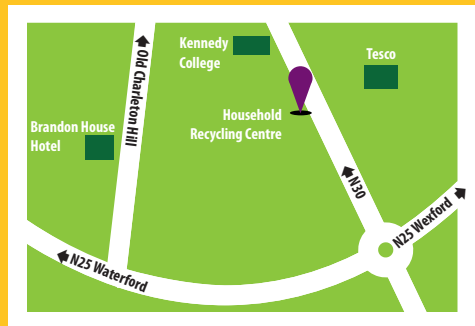
**Enniscorthy Household Recycling Centre**  
Old Dublin Rd, Kilcannon, Enniscorthy, Co. Wexford  
Tel: 053 9239790



**Holmestown Household Recycling Centre**  
Barntown, Wexford  
Tel: 053 9120922



**New Ross Recycling Centre**  
Hewitland, New Ross, Co. Wexford  
Tel: 051 440722



**Gorey Business Park**  
Ramstown, Gorey, Co. Wexford  
Tel: 053 9431001

