



Comhshaol, Oidhreacht agus Rialtas Áitiúil  
**Environment, Heritage and Local Government**

**NATIONAL LITTER SEMINAR 2008**

**Final Summary Report  
November 2008**

**Prepared for:**

The Department of the Environment, Heritage  
and Local Government  
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## **Acknowledgements**

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**1. The Steering Group** for the Litter Seminar, comprising:

- Ms. Maura Minogue, Cork City Council;
- Mr. Paul Daly, Waterford County Council;
- Ms. Bernie Lillis, Dublin City Council;
- Mr. Noel Long, Cork City Council;
- Ms. Colette O Rourke, Laois County Council;
- Ms. Cliona Connolly, Wexford County Council;
- Ms. Fiona Quinn, DoEHLG; and
- Mr. Jonathan Cullen, DoEHLG.

**2. The Speakers**, comprising:

- Mr. Stephen McCarthy, Environmental Protection Agency (EPA);
- Mr. William Murphy, Coillte;
- Mr. Ian Davis, Protecting Uplands & Rural Environments (PURE);
- Mr. Richard Felton, Keep Britain Tidy;
- Mr. Mícheál O’Coileáin, Kerry County Council;
- Mr. Richard Guiney, Dublin City Business Improvement District (Dublin City BID); and
- Ms. Bríd Flynn, Cork City Council.

**3. The Workshop Chairpersons**, comprising:

- Ms. Elaine Hickey, Waterford County Council;
- Mr. Paul Daly, Waterford County Council;
- Ms. Carol Travers, Carlow County Council;
- Ms. Maura Minogue, Cork City Council;
- Mr. Noel Long, Cork City Council;
- Ms. Colette O'Rourke, Laois County Council;
- Mr. Paul O'Grady, Limerick City Council;
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**4. The Department of the Environment Heritage and Local Government**, for hosting this Seminar and Fáilte Ireland for sponsoring the Teas and Coffees.

**5. The local authority staff** that attended the Litter Seminar.

## **1. Introduction**

The National Litter Seminar 2008 was held in the Tullamore Court Hotel on the 22<sup>nd</sup> of October 2008. The Seminar was attended by 109 delegates and 33 of the 37 County and City Council's were represented. (See Appendix A, for list of delegates and refer to [www.litter.ie](http://www.litter.ie) for links to local authorities contact details).

This Seminar brings together all those working with litter management throughout the Country. It provides an opportunity for litter wardens, environmental enforcement officers, community wardens etc. who are on the ground each day ensuring that the Litter Pollution Act, 1997 is enforced; to convey their experience of litter management and also to express the key concerns relating to litter management in their functional areas.

This Seminar was the fourth one day event, which is an extension to two previous Annual Litter Seminars (2004 and 2003), which were both half-day events. The Seminar was composed of a series of Presentations and Workshops as outlined in detail in this report.

The workshops are a key component of the Litter Seminar each year; they provide a platform for discussion on the various concerns relating to litter abatement at both a national and local level.

## **2. Seminar Objectives and Format**

The Annual Litter Seminar comprised of the following 10 presentations:

- System Survey Results;
- Litter Initiatives and Receptacles;
- Overview of the DoEHLG Initiatives;
- Illegal Dumping Hotline – EPA Initiatives;
- Leave No Trace Message - Coillte;
- PURE Case Studies;
- Using Marketing and the Media to Tackle Litter;
- Kerry County Council – Case Studies and Awareness Initiatives;
- Ireland’s First Business Improvement District; and
- Litter & The Law.

These presentations were given by a variety of bodies including the DoEHLG, EPA, Coillte, PURE (Protecting Uplands & Rural Environments), Keep Britain Tidy, Dublin City BID (Business Improvement District) and local authority representatives, which included Kerry County Council and Cork City Council.

A major feature of the Litter Seminar are the workshops, which allow local authorities to express their experiences and concerns regarding best practice in litter management planning. The workshops covered 8 no. topics including the issuing and securing payment of fines, CCTV, the control of election and referendum posters, event management, advertising campaigns, tackling cigarette litter & dog fouling and community & business initiatives.

The format of the Seminar was a combination of a series of morning and evening presentations and also a choice of two workshops to attend in the early and late morning period. The workshop component of the Seminar was employed as a means of exchanging information and best practice between local authorities. This is considered an important element of the Litter Seminar, as it provides a forum for local authorities to express their views and to gain feedback from other local authorities regarding action required to tackle litter pollution more effectively.

### 3. Presentations

**Emma Delaney, TOBIN Consulting Engineers** presented the National Litter Pollution Monitoring System Results for 2007 and compared them to the 2006 results. Emma included information on the key components of litter nationally including chewing gum litter, sweet related litter and plastic shopping bags. She examined the three key questions that the National Litter Pollution Monitoring System sets out to answer:

1. How littered is the country at a local and national level?
2. What are the main constituent elements of litter pollution? and
3. What are the main causes of litter pollution?

She also highlighted the causative factors of litter pollution for 2007 and compared these to the 2006 results.

**Claire Walsh, TOBIN Consulting Engineers** presented information on Community and Business Initiatives in Ireland and internationally. She discussed initiatives such as the National Tidy Towns Competition, National Spring Clean, Irish Business Against Litter and an initiative run in Australia known as Keep South Australia Beautiful. She also presented information on litter receptacles put in place to combat the problem of litter pollution including cigarette and chewing gum receptacles. Links to information on litter receptacles can be found in Appendix B.

**Fiona Quinn, Department of the Environment, Heritage & Local Government** provided information on the impact of the National Litter Pollution Monitoring System on Litter Policy. She provided information on the importance of feedback from the National Litter Seminars and how this feedback contributed to the increase of 'on-the-spot-fines' in 2007 and the identification of election posters as a source of litter pollution. She also included information on policy developments such as the Chewing Gum and ATM Agreements.

**Stephen McCarthy, Environmental Protection Agency** presented information on the Illegal Dumping Hotline run by the EPA. He discussed the background and purpose of the hotline and how it is operated. He also presented information on the types of illegal dumping and complaints received.

**William Murphy, Coillte** presented information on the Leave No Trace Message. This included information on the background of the Leave No Trace Message and

problems encountered. He also presented information on the development of the programme and the responsibilities of the public.

**Ian Davis, Protecting Uplands & Rural Environments** provided a general overview of the PURE project, its establishment and initiatives used to combat illegal dumping. He included information on complaints procedures, the PURE education programme and media campaigns.

**Richard Felton, Keep Britain Tidy** presented information on how Keep Britain Tidy uses marketing and the media to tackle the problem of litter. He provided information on the background of Keep Britain Tidy and the work they carry out. He showed how they use marketing and media to change behaviour towards littering and presented information on case studies in Britain such as the Smoking Litter Campaign which took place in April 2008 and the Big Tidy up which was held in September 2008.

**Mícheál O'Coileáin, Kerry County Council** presented information on case studies and awareness initiatives employed in Kerry County Council. He included information on the key causative factors of litter pollution in Kerry County Council. He provided information on the abatement of dog fouling and illegal dumping at bottle banks. He also included information on local media campaigns including cinema advertising used within Kerry County Council.

**Richard Guiney, Dublin City Business Improvement District** presented information on Irelands First Business Improvement District. He included information on the background of Dublin City BID, cleaning regimes and the street ambassadors programme run by the Business Improvement District.

**Bríd Flynn, Cork City Council** presented information on Litter & the Law and how it is applied in Cork City Council. She presented information on the Litter Pollution Act, 1997, the duties and functions of local authorities and how to secure a successful litter prosecution.

Refer to [www.litter.ie/news](http://www.litter.ie/news) for links to Presentations at the National Litter Seminar 2008.

#### **4. Workshop Overview**

This Summary Report reviews the main points raised by the **eight workshop groups** as part of the National Litter Seminar 2008.

##### **Workshop 1:       Securing Payment of Fines**

This workshop dealt with the following issues in relation to securing payment of fines:

- Rate of success with payment;
- Best practice in securing payments of fines;
- Use of on-the-spot fines – are they used correctly;
- Best practice/problems in courtroom procedures;
- Do the public know the fine? ;
- What changes need to be made to current training programmes to secure better success rates;
- Does the legislation need to be changed? ;
- How other local authorities pass on the clean up charge to the alleged offender; and
- What happens in the event of non-payment of court fines?

##### **Workshop 2:       Issuing of Fines**

This workshop dealt with issuing fines under the following headings:

- Best practice in issuing of fines;
- Protocol for issuing of fines;
- Evidence bags;
- How to communicate to the public that littering is an offence;
- How do we communicate this message to non-english speaking people;
- How to improve enforcement in dealing with the following:
  1. Litter outside retail outlets, fast food outlets, public houses;
  2. Official halting sites/Illegal encampments;
  3. Illegal dumping; and
  4. Graffiti.
- Appeals procedure.

### **Workshop 3: CCTV**

This workshop dealt with the following issues in relation to CCTV:

- The role of CCTV in detection and enforcement;
- Different monitoring companies and experiences with them;
- Suitability of sites (broadband connection, lighting etc);
- Costing;
- Best practice in the use of CCTV ("zero tolerance" and/or tease out minor offences (warning letters), appropriate signage & regular maintenance/emptying at bring banks);
- Court Hearings – preparation/requirements; and
- CCTV success stories.

### **Workshop 4: Control of Election & Referendum Posters**

This workshop dealt with the Control of Election & Referendum Posters under the following headings:

- Code of practice used in local authorities;
- Attempting to secure voluntary political agreement to signage protocols;
- Best practice in local authorities;
- Dealing with special interest groups during referendum campaigns;
- Health and Safety issues for Council staff;
- Penalties imposed; and
- Introduction of bye-laws.

### **Workshop 5: Event Management**

This workshop discussed the following topics:

- Agreements with GAA, promoters etc;
- Best practice in local authorities;
- Provision for major events i.e. clean ups etc;
- Who's responsibility is the clean up; and
- Does your local authority have a litter management plan and if so does this contain any information in relation to event management.

### **Workshop 6: Advertising Campaigns**

This workshop examined the following issues:

- Best practice in local authorities in using advertising campaigns;
- Best use of resources;
- Online games;
- Uses of radio, posters, pens etc; and
- Free advertising.

### **Workshop 7: Tackling Cigarette Related Litter and Dog Fouling**

This workshop discussed the following topics:

- Litter Awareness Campaigns i.e. media, posters etc;
- Issuing fines – ‘What is the best Evidence?’
- Litter receptacles;
- Prosecutions;
- Best practice and success of campaigns in local authorities;
- Health and Safety issues; and
- Partnership Approach – working with owners of premises regarding their responsibilities under the Litter Pollution Act, 1997.

### **Workshop 8: Community & Business Initiatives**

This workshop provided a discussion on the following questions:

- What type of awareness initiatives work well in the community and business environments;
- How can we encourage more business involvement? e.g. incentives etc;
- What would local authorities like to get from businesses – support, funds, profile etc;
- Awareness initiatives in schools;
- What type of awareness initiatives work well outside of the school environment e.g. youth clubs etc;
- Do initiatives go beyond the school gate? How can we aid this?
- Local authorities own programmes;
- An Taisce’s Green Schools programme;

- National Spring Clean Campaign;
- How to make the general public aware of their responsibility to deter littering?  
e.g. information leaflets, advertising, promotions, competitions etc; and
- Ways of gaining & maintaining community participation e.g. rewards, incentives, funding, competitions etc.

## 5. Workshop Outcomes

### Workshop 1 (X2):                    **Securing Payment of Fines**

**Chairperson:**                    **Elaine Hickey/Paul Daly, Waterford County Council**  
  
**Carol Travers, Carlow County Council & Mairéad Hogan, Litter Monitoring Body**

#### **General**

This workshop group discussed securing payment of fines.

#### **Comments/Recommendations**

##### Sourcing Information on Offenders

- South Tipperary County Council use PRSI numbers to locate people who have committed litter offences. They contact the Revenue office who will provide them with current addresses. The local authority can re-check with them in a couple of months, should the offender have moved to a different address. Enquiries can be made by contacting the revenue data controller or [www.revenue.ie](http://www.revenue.ie). The cost for enquiry is €6.35.
- There are problems encountered with sourcing information from the Social Welfare Office, (i.e. an address for a client) they say they can't release the information as it is covered under the Data Protection Act, 1998.
- It is difficult to secure fines from people who do not have a permanent address. Gardaí stations contain details of the transient population such as migrants and refugees. By contacting the gardaí the contact address for sponsors, employers and new dwellings can be obtained.
- Pharmacies can be contacted if medical receipts are found in litter. It is up to the discretion of the pharmacy if they provide information on the person or not, but they are legally allowed to do so.
- One can only pursue details on mobile phone receipts if the mobile phone has been registered with the phone company or is a bill pay phone. Many people do not register their mobile phones.
- The refuse collection service provided by local authorities can be used to gain data on landlords. Tenants at a particular address can then be identified.

### Motorists

- To be successful in securing fees for littering offences from vehicles an on the spot fine has to be issued to the driver. Drivers can argue that they did not commit the offence on the day or that they were not driving the vehicle. However car owners are responsible unless unauthorised use of the vehicle occurs.
- It is very important for litter wardens to undertake a course in enforcement. The Institute of Public Administration (IPA) provides expert witness training and court room procedures. Further Education and Training Awards Council (Fetac) provide a course through FAS and it is a very worthwhile course.
- In the case of abandoned vehicles, a letter should be firstly sent to the offender to provide an opportunity to remove the vehicle. A fine can only be issued if the tax and insurance is out on vehicle and if the vehicle is generally in a bad state.
- The registered owner of a car is responsible for the fine.

### Judiciary/Legislation

- Evidence is the most important thing in the issuing of fines.
- A problem with fines in Court is that judges are awarding the fine but not getting money for costs e.g. clean up etc. A prosecution is more successful in the long term getting the fine.
- Six months is a very tight date to get fines paid. The commencement date begins when a fine is issued or evidence is found. There is a need to extend this beyond 6 months in order to allow prosecutions to be pursued.
- Many local authorities felt that there was a lack of respect from judges in relation to litter offences and that they do not take the local authorities seriously. There is a need for more co-operation with the gardaí and with judges.
- It was mentioned by a number of local authorities that judges are harsher on local authorities than on the general public, as it is considered that local authorities have the time and money to come back to court. As a consequence cases get delayed or costs are not awarded.
- Good communication between Environment and Justice is essential.

### Procedure for payment of fines

- Standard procedures are required across all local authorities throughout Ireland.
- A template for contacting individual data offices would be helpful.
- If a local authority is able to get a litter conviction, this can be publicised and could lead to an increase in the payment of fines.
- South Tipperary County Council pass the non-payment of fines onto the County Solicitor. The Solicitor will issue a summons, which states the payment of the fine within 10 days. Litter offenders pay more attention to a summons than a general local authority letter requesting payment of the fine.
- The use of different envelopes and handwriting (i.e. a birthday card envelope) has been successful in getting litter offenders to open litter fine letters.
- Waterford County Council sends a list of successful prosecutions with a litter fine.
- Waterford County Council often use private investigators to issue summons.
- It was suggested having a penalty system for late payment of litter fines, which would be similar to the system for parking fines.
- It is difficult to get co-operation with local businesses when dumping occurs outside of their premises. Many local authorities wrote to public houses and requested that they provide cigarette receptacles outside their premises.
- Part payments of fines are an issue. If part of the fine is paid, then local authorities cannot follow up with a prosecution for the remainder of the fine. It is better to get no part of the fine than a small part of the fine.

### Gardaí

- Litter wardens can ask a litter offender to accompany them to the gardaí station to confirm identity, however the health and safety of litter wardens should not be put in jeopardy.
- Co-operation with the gardaí is very important. In Kerry County Council, gardaí do not issue litter fines. There is a need for a joint policing committee to include litter wardens and gardaí.

### Section Notices

- The following Sections can be used for littering – Section 3, 4, 16 and 27.
- Section 16 (1) can be used to tackle the problem of cigarette butts outside public houses.

- Section 4 - can be used to tackle litter from skips and specific fining for skip owners and skip companies.

Wish List for Securing of Fines:

- Ensure local authorities receive information requested under the "Data Protection Act, 1998" in order to ensure fines are secured in Court.
- Have permission to photograph a person in the act of littering and use this as evidence in Court.
- Need co-operation from the gardaí.
- Need co-operation from the Judiciary (judges), it was noted by all workshop delegates that all prosecutions are dependent on the judge on the day. It is necessary to educate judges on the time and effort involved in bringing litter cases to Court.
- The average cost of bringing a fine to Court is approximately €500, this includes for time in gathering evidence and time and expenses in Court, and it does not include Solicitors fees. An average fine is €150; therefore it is important that when a litter case gets to Court it receives a fair hearing.
- Prioritise local authority cases first to avoid spending all day in Court. There was a suggestion that there should be a special sitting for litter and traffic cases.
- There should be a varied litter charging system (similar to traffic), i.e. different types of littering offences pay variant fines.
- There should be a standard procedure across all local authorities, to ensure "consistency" in securing fines. Some Courts award costs to local authorities in some instances and don't in others. (The same rules should apply to all).
- There should be a time penalty for late payment of fines.
- Second offenders should be penalised more stringently.

**Workshop 2 (X2): Issuing of Fines**

**Chairperson:** **Maura Minogue/Noel Long, Cork City Council**  
**Carol Travers, Carlow County Council**

**General**

The aim of this workshop was to discuss best practice in issuing of fines.

**Comments/Recommendations**

Presentation of waste

- Cork City Council issue information on their collection systems in different languages. This ensures that tenants are aware of their responsibilities.
- Local authorities find it is effective to speak to the parents of school children regarding littering offences. A lot of students now carry ID badges and this is useful when reporting littering offences.
- People make mistakes when they are recycling. Putting warning stickers on bags left out is useful to let people know where they all are going wrong and it may solve some problems. Litter wardens often carry stickers and patrol problem areas.
- Marking dumped bags with stickers is useful in warning people of their obligations. When these fines go to court the stickers can be used as evidence.
- Cork City Council have implemented bye-laws to ensure that all waste is presented in a wheelie bin.
- Skip bags are considered a grey area. There is an uncertainty regarding who is responsible. This requires legislation amendments. Contact the company who is in charge of removing bags.

Who to issue the fine to:

- If issuing a business with a fine it is important to send the fine to the head office.
- If you do not have a specific person to issue the fine to, address the letter to the company secretary.
- Different Councils implement different procedures. Therefore there is no national approach.

- Fingal County Council register post their fines.
- It is policy in Cork City Council that you do not go to court unless you are going to get a conviction. Personalising fines are often effective.

### Judiciary

- Taking photographs is useful. Most judges do not question photographs.
- Judges often reduce a fine. Legally an offender has to pay €150, but judges can reduce this fine. This makes litter wardens feel they have done work for nothing.
- Too much time is spent in Court. A special court should be considered for litter fines and traffic fines.
- Legislation should be changed to incur penalties for late payments.
- A user-friendly system should be introduced to ensure fines are paid.

### Procedures

- Cork City Council litter wardens carry evidence bags. Protocol is put in place in relation to evidence bags in order to ensure that certain criteria are accounted for.
- When issuing a fine, the correct procedures should be put in place i.e. assume that the fine will go to Court.
- It is important to cut out any questions from the judge in court - contemporaneous notes are important. It is best practice to produce detailed notes at the time of an offence.
- A local authority can issue two fines if two names are found within the illegally dumped waste.
- From the time of issuing a fine, Cork City Council send a reminder letter to the offender within 21 days.
- Local authorities issue a Section 18 notice with a fine. This makes offenders legally obliged to respond to the fine.

### Appeals

- In the event of an appeal, the offender should fill out the appeal form themselves.
- The appeal process includes the litter warden and administration staff i.e. the litter warden who issued fine and the administration staff who sent out the fine.
- The litter warden that issued the fine should be present at any appeal processes. People are advised to write in and appeal.

**Workshop 3: CCTV**

**Chairperson: Colette O'Rourke, Laois County Council**

**General**

The aim of this workshop was to discuss the use and effectiveness of CCTV in tackling the problem of littering and illegal dumping.

**Comments/Recommendations**

Best Practice

- Signage should be erected to ensure people are aware of CCTV cameras. Some local authorities issue warning letters, while others have zero tolerance.
- Bring banks should be emptied often and should never be full.
- South Dublin County Council primarily use CCTV for the monitoring of bottle banks and bring centres within their local authority area. Currently 80% of fines issued by South Dublin County Council are issued due to CCTV at these centres. Tec Security, Tallaght are employed to monitor sites 24/7, they apply a zero tolerance approach and so far this year 1,500 fines have been issued. For remote sites, data is recorded on site and collected by a member of staff. The private company reviews the tape and issues a report to the litter warden. Reports are issued on a weekly basis so fines can be issued quickly and the 6 month summons period is not exceeded.
- This report details any offenders (car registration etc), the litter warden cross references the car registration details and issues a fine. If this fine is not paid the case goes to court and the private security company sends an employee as an expert witness to verify authenticity of the video evidence etc.
- Some private companies receive approximately 50% of the value of the initial fine and charge €250 per day for an employee to act as an expert witness in court (regardless of the number of cases, 1 or 10 it is still €250). Fines are substantially increased in court (€500 - €700). It is in the private security companies' interest to increase the number of fines as they are paid on a commission basis. A significant decrease in littering and dumping at bring centres has been experienced where this system has been introduced.
- Laois County Council did not bring all littering cases to court as they felt they did not have enough evidence for some cases i.e. vehicles blocking areas.

- Monaghan County Council use an automated CCTV system that switches on when vehicles approach.
- Offaly County Council bought CCTV equipment for €4500. They issue people with letters thanking them for recycling but not to leave their litter behind.

#### Problems Encountered

- Local authorities have 6 months to fine offenders. There is a time delay from the incident occurring to the issuing of the report from the private company to the local authority. Postage issues to the offender (correct address etc) also influence this time period. The offender has 21 days from receipt of the fine to pay. The end of the 21 days must not fall after the 6 month period as this can be dismissed in court.
- Listowel Town Council have experienced problems in relation to people dumping litter at night. CCTV is unable to pick up registration numbers at night.
- The battery life in some systems can be poor. It was suggested a marine battery could be used to increase battery life.

#### CCTV Companies

- Net watch provides talking cameras.
- Laois County Council use Visi-Connex. They require a power source and broadband. It is €385 per week (€35 rental of equipment and €350 costs per week). They supply all equipment and source the power and broadband themselves.
- Meath County Council use a company called Rapid Response.
- South Dublin County Council use Tec Security in Tallaght.

#### Legal Situation

- A manager's order is required by a judge to ensure permission has been given to the private company to record at the designated locations.
- Under Data Protection Act, 1998 the local gardaí must be informed of the recording devices locations.
- Under the Data Protection Act, data must be kept secure, registered post etc
- Data should not be held after the trial. It should be disposed of to ensure data protection.

- Usual documentation should be taken into court including 2 x still photos, DVD footage and the expert witness from the monitoring company. Proof that the data has been securely held and not interfered with is also required (registered post data etc).
- The DVD footage must be available to be played in court. The local authority must ensure proper facilities are available in court to display the footage to the judge and the gallery. This equipment must be set up prior to the court date, as there is only limited time in the court per case.

CCTV - Local Businesses:

- Tesco and Dunnes were found to be helpful when asked to provide footage of offenders in the vicinity of their stores.
- Wicklow County Council worked with Tesco to achieve 3 convictions.
- Banks will not issue any data with regard to clients or CCTV footage – Data Protection Act, 1998.
- Vodafone – Charge €60 to provide data to local authorities.

## **Workshop 4: Control of Election & Referendum Posters**

**Chairpersons: Paul O'Grady, Limerick City Council**

### **General**

This workshop examined the Control of Election & Referendum Posters

### **Comments/Recommendations**

#### Location of posters

- Posters should only be placed in pre-designated areas. Any posters placed outside these areas, should be deemed litter.
- Signs often interfere with green areas. Green Areas are visual areas and should not contain signage. There was a suggestion to ban posters in these areas.
- Killarney Town Council agreed to not put posters in scenic areas; voluntary decision however there was pressure from locals.
- There are many health and safety issues associated with posters. Posters can be a distraction to passing motorists.
- It is easy to put up a poster, but difficult to take it down. To take down signs on a motorway/dual carriageway a lorry is required and cones are required to be laid out for 2 kilometres.

#### Legislation

- In order to issue election poster fines, it is the duty of local authorities to implement bye-laws under Section 21 of the Litter Pollution Act, 1997.
- There are explicit powers under Section 9 of the Litter Pollution Act, 1997 to issue fines.
- There is no legislation about the length of time posters can be put up prior to an election. However they have to be taken down 7 days after.
- Local authorities can adopt bye-laws in relation to littering. Some Judges are not happy with bye-laws as it is local interpretation, however the Litter Pollution Act, 1997 is binding.
- Politicians should approach local authorities about poster layouts and where they should place them.

### Protocol

- A national policy should be implemented. This would avoid confusion between local authorities and put a coherent and consistent system in place. Voluntary agreements don't work, there has to be legislation put in place.
- It is suggested to write to election candidates to remind them of their responsibilities in the erection, maintenance and aftercare of posters.
- There should be a limit on the number of posters per candidate or party. This however is difficult to monitor.
- Some posters are untraceable e.g. Lisbon Treaty.
- It is difficult to acquire addresses for circuses. They change their names often and therefore there is no way of contacting them.
- Cable ties should be banned. Adhesive should be used instead.
- If cable ties are used, they should be colour coded per party.
- City Manager's should not be allowed to by pass the litter wardens decision.
- It was suggested to try to use every fifth pole for posters, but then others mount posters on every pole.
- No commercial signs are allowed in Athlone Town Council or Waterford City Council.

### Re-use of posters

- Are posters sustainable? Is there a need for posters?
- Instead of posters, picture messages on phones could be used.
- Management in local authorities don't want to upset future T.D's.
- Posters are a major cost and are mostly un-recyclable.
- Posters should be re-used. However, covering old posters is more expensive than producing new ones. Posters are not recyclable and end up in landfill; therefore they are not environmentally friendly.

### Signage

- Kildare County Council ask circuses etc to provide a bond if signs are to be erected. They take money from the bond if all posters are not removed or if more posters are erected than allowed.
- A permit system can be used for the erection of signs. When asking for permission from local authorities they must provide a map showing the number of signs and their location.

## **Workshop 5:       Event Management**

**Chairperson       Damien Grehan, Litter Monitoring Body**

### **General**

This workshop group discussed issues in relation to event management.

### **Comments/Recommendations**

- The responsibility for the clean up after an event rests with the promoter/organiser.
- Direct consultation should be carried out with festival organisation advisers.
- There has to be secure agreements set out with promoters prior to events.
- Health and Safety/Fire Offices are required at events.
- Litter Management Plans should include provisions for event management.
- Kilkenny County Council have agreements with organisers that the erection of posters is to be agreed by the Council. This ensures that litter wardens are aware of where signage has been erected.
- Permission is required from the National Parks and Wildlife Services for the use of woodlands for public events. Correct procedures must be followed.
- There is difficulty in relation to the control of circuses, as they have no fixed abode. A number of local authorities allow circuses to erect a maximum of 20 posters.
- Funfairs must submit licensed insurances and health and safety details to local authorities.
- At events there are designated trading areas.
- Electric Picnic used recyclable cups. They implemented a waste management policy.
- Athlone Town Council request that the litter management plan provides details of litter management for circus/funfairs.
- Local authorities co-operate with promoters/organisers as events increase revenue.
- In Galway City Council outdoor events <5,000 people do not require licences. For events >5,000 people a licence is require and this greatly increases the pressure on infrastructure i.e. the provision of litter bins etc.
- Mobile fast food outlets are the biggest producers of waste at events.

- Concerts organisers should clean up outside concert grounds or negotiate a fee with the local authority to clean up.
- In order to ensure best practice in the control of event management, requirements should be set in the licence.
- Events need to be organised and well run to ensure residents do not object to events.
- Litter wardens tend not to be assigned specifically to events.

**Workshop 6: Advertising Campaigns**

**Chairpersons: Mary Murtagh, Louth County Council**

**General**

This workshop group examined types of advertising campaigns and their effectiveness in providing awareness of littering.

**Comments/Recommendations**

- Using several sources of media is seen as an effective advertising method – the message needs to surround people. Just placing a litter advert in a magazine can be hit or miss. It is a belief that advertising in relation to litter abatement should be free or at a reduced cost.
- Word of mouth awareness is often successful in advertising the anti-litter message.
- In Louth County Council, litter wardens carry out nighttime blitzes in unmarked vehicles. This has proven to be very successful in “word of mouth” advertising. This blitz does not only target members of the public but also business premises who don’t clean up before closing. Louth County Council advertise in local newsletters that they undertake nighttime monitoring but they do not say where or when. Fines issued are also advertised in local newsletters causing more word of mouth awareness.
- It is considered that although people see advertisements they do not realise how they are contributing to the litter problem.
- There is a belief that businesses that place litter bins outside their properties must also be responsible for cleaning and maintenance.
- A source of free advertising is court proceedings. Having a reporter come to court when enforcing fines gets the meaning to more members of the public. Reporters tend to be willing to write about it although some require details/photographs to be provided. Providing journalists with environmental stories is a good way of getting publicity, although there is a concern that journalists prefer negative angles.
- Making people feel like part of the solution when advertising seems to work i.e. if you are asking people for help rather than saying you ‘cant’ or ‘don’t’, they are

willing to provide information in relation to things such as illegal dumping and appear more willing to accept the anti-litter message.

- The wording on an advert is important. It needs to be kept simple to be effective. Advertise just one message. Images are also effective.
- Several local authorities use cinema advertising, although its effectiveness is hard to monitor. It can also depend on timing in relation to the target audience and the number of people visiting the cinema.
- In reaching secondary school children, several local authorities have used "celebrities" to get the message across. This has been a success especially in the use of local sports personalities.
- Producing the anti-litter message by use of film is a good media for getting through to secondary students as it gets them interested.
- As advertising is expensive it is believed that Council facilities such as libraries such be used more for spreading the anti-litter message.
- Using GAA partnerships can be useful as it has a local and a national touch.
- Local authorities have used online games/adverts occasionally in disseminating the anti-litter message.
- More use should be made of Council websites in relation to advertising the anti-litter message.
- It was suggested that the IBAL results are good at getting the problem of litter pollution into the media because negative stories sell.
- There are online anti-litter games on the EPA and ENFO websites. On other sites such as PURE and the Gum Litter Taskforce you can download teacher packs, quizzes etc.
- The Gum Litter Taskforce send blue tooth texts to the public to create awareness.
- Most retailers are very willing to display posters.
- There is a consensus that the recent Dublin advert "litter is disgusting and so are the people that throw it" was very effective. It would have been great if it were launched to a national audience.
- Some local authorities targets for next year is to reduce advertising costs by 50% therefore free advertising and better use of existing resources needs to be sought.
- It is hard to monitor the effectiveness of advertising as a reduction in litter may also be down to improved cleansing.

- A National Steering Group to discuss how to best use resources for tackling litter pollution is a possible solution.
- It is believed that the anti-litter message has too many "don't" and that the positive message needs to be reinvented for the public to take notice.
- It is believed that "don't dump" signs are not as effective as "CCTV in operation" signs for preventing illegal dumping.
- Bottle banks can be used for advertising space. Wicklow County Council is piloting this idea at the moment to help create awareness. This costs approximately €10 per A3 page, and is expected to last 3-4 years.
- Advertising on wheelie bins is possibly an effective method, as it would draw people's attention on collection days.
- In Kilkenny County Council litter warden vehicles use magnetic signage, which can be taken off at night for monitoring. This is a measure brought in after vans were being vandalised. Magnetic signage is relatively cheap.
- This differs with other local authorities, whose vans are permanently and very clearly marked.
- Cigarette litter in the UK has doubled since the smoking ban was put in place last year. An advertising campaign was put in place in partnership with Keep Britain Tidy and Local Councils. Adverts targeted key places i.e. public houses and bookmakers. Adverts were placed on 50,000 beer mats, toilets, bus stops etc. Keep Britain Tidy also put the largest cigarette ever in the middle of Trafalgar Square, London. This attracted national and international media coverage. The exact success of this advertising campaign is not fully known although there appears to be a reduction in cigarette litter. Keep Britain Tidy work directly with 13-14 Councils across the UK in terms of providing resources i.e. posters. They also offer advice to Councils across the UK.

**Workshop 7: Tackling Cigarette Litter and Dog Fouling**

**Chairperson: Cliona Connolly, Wexford County Council**

**General**

This workshop group examined the problems of tackling cigarette litter and dog fouling with emphasis on awareness campaigns.

**Comments/Recommendations**

- Cigarette butts are a bigger issue since the smoking ban was introduced, because people smoke outside public houses. Some public houses do not have ashtrays outside. Business should be made clean cigarette butts at closing time in front of their premises.
- All workshop attendants agreed that businesses, not individuals should be fined for cigarette litter in front of pubs/restaurants.
- Wexford County Council run campaigns in towns on event weekends e.g. Opera Festival. Campaigns involve distributing samples of plastic pouches for cigarettes and chewing gum, pooper scoopers and leaflets for dog fouling. Street performances (character bins with cigarettes) also take place.
- Fingal County Council use the name & shame policy for dog walkers who do not use pooper scoopers.
- Dún Laoghaire Rathdown County Council ban dogs on beaches at certain times.
- People do not perceive chewing gum litter & cigarette litter as litter.
- People do not realise that dog fouling is litter.
- Pooper scooper boxes have been vandalised in some areas.
- Children are more aware of the litter problem than adults.
- Carlow County Council have introduced a pub litter league. Public houses are visited and judged every week for 3-4 months. The cleanest pub will win a cash prize.
- Public relations officers would be useful within a local authority to disseminate the anti-litter message.
- National campaigns and standardised procedures for tackling litter should be introduced for the whole country.
- Anti-litter signage should be changed frequently to make it more interesting and eye-catching.

- Mobile signs showing the anti-litter message are useful.
- Spray paint on chewing gums to highlight the quantity of chewing gum in the streets and to make people aware of it.

Issuing fines

- Difficulties are experienced in issuing fines for dog fouling:
- Litter Wardens work until six o'clock and a lot of dogs are walked after this time.
- More dog wardens are required.

**Workshop 8: Community & Business Initiatives**

**Chairperson:** Emyln Cullen, An Taisce  
Séan Finlay, Litter Monitoring Body

**General**

This workshop group discussed Community and Business Initiatives.

**Comments/Recommendations**

Business Initiatives

- Business participation in awareness initiatives can be difficult to mobilise e.g. National Spring Clean.
- Adopt a roundabout/adopt a street creates a sense of community involvement and encourages a sense of pride in an area.
- Under the Litter Pollution Act, 1997, businesses are required to clean up within a 100m radius of their premises.
- In local authorities, the Roads Department is responsible for the provision of litter bins.
- South Tipperary County Council monitor volumes of commercial waste. They explain the responsibility that businesses have. If they do not comply with these responsibilities they issue fines. Sweepers take photographs and businesses are informed of the problem they create.
- Participation of businesses in the National Tidy Towns Competition should be encouraged.

Community Initiatives

- South Tipperary County Council encourage the clean up of rural areas including bogs. School pupils work in conjunction with Bórd Na Mona and clean up these areas.
- Drogheda Borough Council run an initiative called 'Beauty on the Boyne' in which prizes are awarded for the best kept estates, commercial premises etc. The public, shops and residents participate.
- Schools are often problem areas. It is important to translate the anti-litter message beyond the school gate especially with secondary schools.
- Appoint "school wardens" for the abatement of litter and run litter leagues between schools.

- Offaly County Council run clean up weeks and these are very effective with residents committees.
- Apartment management companies should be encouraged to adopt an area for clean up.
- Introduce Council estate management groups including training on graffiti removal.

**Refer to Appendix B for a list of relevant websites including a link to legislation quoted in this report.**

**APPENDIX A**

**Table 1 List of Delegates**

<b>Local Authority</b>	<b>Name</b>	<b>Position</b>
Athlone Town Council	Laura Tone	Staff Officer
Athlone Town Council	Lorraine Derwin	Community Warden
Birr Town Council	Tom O'Reilly	Traffic / Litter Warden
Carlow County Council	Brendan Morrissey	Administrative Officer
Carlow Town Council	Carol Travers	Staff Officer
Carrickmacross Town Council	Peter Reilly	Traffic / Litter Warden
Cavan County Council	Conor Leyden	Community Warden
Clare County Council	Martina Lynch	Assistant Staff Officer
Clare County Council	Caroline O'Mahony	Clerical Officer
Cork City Council	Robert Bogue	Assistant Staff Officer
Cork City Council	Noel Long	Litter Warden
Cork City Council	Maura Minogue	Senior Executive Engineer
Cork City Council	Tony O'Sullivan	Executive Engineer
Cork City Council	Bríd Flynn	Executive Solicitor
Donegal County Council	Rose Roarty	Assistant Staff Officer
Donegal County Council	Owen McCallion	Litter Warden
Donegal County Council	Pearse McGrory	Litter Warden
Drogheda Borough Council	Mark Waters	LMO
Drogheda Borough Council	Pat Savage	Community Warden
Drogheda Borough Council	Eddie Coyle	Community Warden
Dublin City Council	Paurig Gallagher	Environment Liaison Officer
Dún Laoghaire/Rathdown County Council	Kate Hynes	Environmental Awareness Officer
Dún Laoghaire/Rathdown County Council	Declan Harpur	Litter Warden
Dún Laoghaire/Rathdown County Council	Martin Kernan	Litter Warden
Dún Laoghaire/Rathdown County Council	Betty Wogan	Senior Staff Officer
Dún Laoghaire/Rathdown County Council	Peter Keating	Enforcement Officer

<b>Local Authority</b>	<b>Name</b>	<b>Position</b>
Dún Laoghaire/Rathdown County Council	Seamus Aherne	Administrative Officer
Dungarvan Town Council	Liam Moore	Traffic / Litter Supervisor
Fermoy Town Council	Margaret O'Mahony	Litter/Traffic Warden
Fingal County Council	Alan Devine	Inspector
Fingal County Council	James Duggan	
Fingal County Council	Derek McKittrick	Litter Warden
Galway City Council	Joe Conroy	Litter Warden
Galway City Council	Sinead Johnston	Executive Engineer
Galway County Council	Mark Molloy	Assistant Environmental Awareness Officer
Kerry County Council	David O'Brien	Senior Staff Officer
Kerry County Council	Mícheál O'Coileáin	Environmental Awareness Officer
Kerry County Council	Ellen Daly	Litter Warden
Kerry County Council	John O'Donoghue	Litter Warden
Kilkenny Borough Council	Emir Slattery	Executive Engineer
Kilkenny Borough Council	David Corrigan	Litter Warden
Kilkenny County Council	Eddie O'Reilly	Executive Technician
Kinsale Town Council	Tim O'Donovan	
Laois County Council	Colette O'Rourke	Senior Staff Officer
Laois County Council	Emily Doyle	Litter Warden
Laois County Council	John Rogers	Litter Warden
Laois County Council	Dorothy Fitzpatrick	ASO, Litter Management
Letterkenny Town Council	John McCandless	Litter Warden
Limerick City Council	Paul O'Grady	Executive Engineer
Listowel Town Council	Graham Borley	Traffic / Litter Warden
Longford Town Council	Padraic McGee	Litter Warden
Longford Town Council	Pauline Larkin	Assistant Staff Officer
Louth County Council	Martin Reilly	Litter Warden
Louth County Council	Eugene Birch	Litter Warden
Louth County Council	Mary Murtagh	Senior Executive Officer

<b>Local Authority</b>	<b>Name</b>	<b>Position</b>
Mayo County Council	Karen Ruane	Clerical Officer
Mayo County Council	Trish Donnelly	
Meath County Council	Diane Santry	A/Staff Officer
Meath County Council	Kieran Fox	Environmental Patrol Officer
Monaghan County Council	Roger McQuaid	Environmental Patrol Warden
Naas UDC	John MacNamara	
Naas UDC	Michael Carroll	Supervisory Community Warden
Navan Town Council	Fiona Fallon	Executive Engineer
Navan Town Council	Shane Donnelly	Administrator
Nenagh Town Council	Arthur Kelly	Litter Warden
Nenagh Town Council	Miriam Ryan	Clerical Officer
New Ross Town Council	Stephen Forbes	Assistant Staff Officer
North Cork County Council	William Collins	Staff Officer
North Tipperary County Council	Áine McCarthy	Environmental Awareness Officer
North Tipperary County Council	Tom Sheehan	Litter Warden
North Tipperary County Council	Francis Casey	Litter Warden
Offaly County Council	Michael Malone	
Offaly County Council	Padraig Minnock	
Offaly County Council	Caroline Clancy	Environmental Liaison Officer
Offaly County Council	Pat Kirwan	
Offaly County Council	Terry Lynskey	
Roscommon County Council	Marion Parker	Assistant Staff Officer
South Dublin County Council	William Walsh	Assistant Staff Officer
South Dublin County Council	John Hand	Senior Executive Engineer
South Dublin County Council	Helen McCarthy	Litter Warden
South Tipperary County Council	Marie Grant	Public Awareness Officer
South Tipperary County Council	Matt Peters	Waste Enforcement Officer
South Tipperary County Council	Anthony Wynne	Waste Enforcement Officer
South Tipperary County Council	Laurence Lee	Technician

<b>Local Authority</b>	<b>Name</b>	<b>Position</b>
Waterford City Council	Paul Flynn	Litter Warden
Waterford County Council	Elaine Hickey	Enforcement Team Leader
Waterford County Council	Paul Daly	Senior Engineer
Waterford County Council	Vivienne Dool	Environmental Inspector/Litter Warden
Waterford County Council	Tony Smith	Environmental Inspector/Litter Warden
Waterford County Council	Kevin Moynihan	Environment Education and Awareness Officer
Westmeath County Council	Michael O'Reilly	Staff Officer
Westmeath County Council	Olive Manning Conroy	Community Warden
Westmeath County Council	Niamh Shields	Clerical Officer
Wexford County Council	Catriona O' Sullivan	Assistant Staff Officer
Wexford County Council	Oliver Hosey	
Wexford County Council	Cliona Connolly	Environmental Awareness Officer
Wexford County Council	Hugh Maguire	Admin. Officer
Wicklow County Council	Andrew Lawless	Senior Executive Engineer
IBEC	Carla Timoney	Gum Executive
An Taisce	Emyln Cullen	National Spring Clean Manager
Keep Britain Tidy	Richard Felton	Media Manager
PURE	Ian Davies	Project Manager
Dublin City BID	Richard Guiney	Chief Executive Officer
EPA	Stephen McCarthy	Inspector
Coillte	William Murphy	Head of Recreation
DoEHLG	Fiona Quinn	Assistant Principal Officer – Environment & Heritage Awareness
DoEHLG	Jonathan Cullen	Higher Executive Officer – Environment Policy
DoEHLG	Laurence Kelly	Executive Officer – Environment & Heritage Awareness
DoEHLG	Eibhlin O'Connor	Principal Officer – Environment & Heritage Awareness

For Contact details for the above delegates, refer to [www.litter.ie/contact](http://www.litter.ie/contact)

**APPENDIX B**

**RELEVANT WEBSITES**

[www.litter.ie](http://www.litter.ie)

[www.environ.ie](http://www.environ.ie)

[www.pureproject.ie](http://www.pureproject.ie)

[www.coillte.ie](http://www.coillte.ie)

[www.epa.ie](http://www.epa.ie)

[www.dublinbids.com](http://www.dublinbids.com)

[www.encams.org](http://www.encams.org)

[www.ashcan.co.uk](http://www.ashcan.co.uk)

[www.stubbi.net](http://www.stubbi.net)

[www.cleanercities.co.uk](http://www.cleanercities.co.uk)

[www.ipa.ie](http://www.ipa.ie)

[www.fetac.ie](http://www.fetac.ie)

**Waste Management Act:**

[www.irishstatutebook.ie/1996/en/act/pub/0010/index.html](http://www.irishstatutebook.ie/1996/en/act/pub/0010/index.html)

**Litter Pollution Act**

[www.irishstatutebook.ie/1997/en/act/pub/0012/index.html](http://www.irishstatutebook.ie/1997/en/act/pub/0012/index.html)

**Roads Act**

<http://193.178.1.79/1993/en/act/pub/0014/index.html>