

**LITTER MANAGEMENT PLAN**

**2009 - 2011**

**BRAY TOWN COUNCIL**

## **Introduction**

In preparing a new Litter Management Plan for Bray, the Council's objective was to generate a realistic document, which would form the basis for litter management throughout the town of Bray for the period 2009 – 2011.

The Litter Pollution Act 1997 was introduced to address the issue of littering countrywide. The Act gives Local Authorities extensive powers to deal with litter, and requires that each Local Authority shall prepare a Litter Management Plan in respect of its functional area.

It is acknowledged that litter pollution affects not only the town of Bray but can also be demoralising to residents and community groups who work hard at attaining litter free status. By allowing litter pollution to continue it devalues our living environment, makes it less attractive for leisure, tourism and investment, generates a negative impression of our town and places a significant financial burden on the Town Council's finances.

It is important to state at the outset that litter remains a national problem that requires a consistent, concentrated approach to address effectively. The co-operation of all sectors both community and statutory is required here, it is vital that we work together in partnership to keep Bray clean. Achievements have taken place, and through implementing the measures outlined in this plan, further progress can be made to improve the overall situation.

The target set by Bray Town Council is to raise the level of cleanliness to the highest European standards during the lifetime of this plan. Bray celebrated the attainment in 2005, 2006 & 2007 of "Litter Free Status" and was amongst the top ten towns in Ireland in the Irish Business Against Litter competition. It is disappointing to note that in 2008 Bray was rated "seriously littered" and ranked 53<sup>rd</sup> out of a total of 55 towns that participate in the league. The main areas that contributed to this ranking were the approach roads (which are in an adjoining local authority's administrative area) and a small number of privately owned properties in the town. This illustrates the need for statutory, business and community sectors to work together towards achieving litter free status.

While it is evident that progress has been made in the areas of both Litter Prevention and Environmental Promotion additional efforts will be required over the coming years in order to consolidate the achievements made to date and to develop strategies for further improvements in this area.

## Definition of Litter

Under the Litter Pollution Acts 1997 – 2003 litter is defined as *“a 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 or 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.”*

This legal definition does not take into account the effect litter has on the town we live in or the wider environment.

### **The following is a synopsis of the impact that litter has on our environment:**

- Litter is a health hazard
- Litter is a threat to human safety. Broken glass, tins, etc can cause injuries, which may be minor or more serious for the general public, but especially to children in playgrounds or playing pitches.
- Litter is not compatible with a safe clean environment, leaving your waste for collection on incorrect day can lead to area becoming unsightly.
- Despite extensive cleaning efforts by Bray Town Council and the support of many sectors of the community litter is still found in car parks, on our streets, public green areas and the seafront.
- Litter costs money to dispose of, approx. €930,000 is spent annually by Bray Town Council on waste disposal including street cleaning, waivers, litter removal and clean ups. This money could be put to better use elsewhere in the town.

### **Under the Litter Pollution acts, 1997 – 2003 it is an offence to:**

- (1). Place advertisements on vehicle windscreens
- (2). To have litter in your garden or on the footpath in front of your house
- (3). To have litter in any part of your premises that can be viewed from a public place
- (4). To place posters or other notices on buildings, poles etc without the prior consent of the owner
- (5). Distribute leaflets/flyers in a public place

(6).Not to clean up after your dog when it fouls

(7).Throw cigarette butts out of car windows

These are just examples of a small number of offences under the Litter Act. The minimum fine is €150, persons who do not pay their fine will be prosecuted, and Bray Town Council will name persons who have been successfully prosecuted.

### **Appraisal of existing litter prevention and control measures**

Every street in Bray is swept regularly. The Main St and Quinsboro Rd are swept twice daily.

A suction sweeper sweeps the outlying streets of the town and estates, which complements the work of the manual sweepers.

Solar compacting litter bins have recently been installed on the Main St.

There is 1 full time Litter Warden in Bray, in addition to the 4 Traffic Wardens and the Estate Development Officer who are all empowered to issue litter fines.

86 litter fines have been issued during 2008.

The Council introduced a computerized Litter Fines system in 2006

Development of Green Estates in consultation with residents associations

Information in relation to the reduction, reuse and recycle ways of dealing with waste given to all new tenants of the Council

Town Rejuvenation Committee / Litter Task Force

Heavy-duty collection carried out annually

Participation in pilot scheme for Gum Litter Task Force

Pilot town in Graffiti Management Scheme

Green Schools Flag attained in majority of primary schools

Assistance to community groups who engage in clean up days.

## **Recycling**

The provision of a recycling centre in Bray has had a positive effect for the town and surrounding areas. The centre is well used and rooms are available for schools/residents associations who are interested in presentations/education regarding recycling and the environment. During the summer months a schoolbook shop operates from the centre, this is an excellent facility for persons who wish to recycle schoolbooks incl. copybooks and those who may wish to purchase books at very reasonable cost. A charity shop has recently opened in the centre and is a welcome addition.

While the waste collection service in the town is operated by private companies, all operate a doorstep recycling service in conjunction with the domestic refuse collection service.

There are additional recycling sites in the town primarily for the collection of glass and aluminium cans.

In 2007 Fassaroe were runners up in the Pride of Place competition. The Environmental Awareness Officer (WCC) held workshops during the year with children from the area and these proved very successful. Following discussions with the Estate Management Committee recycling facilities for the collection of glass and aluminium cans were provided at the end of 2008, these facilities may be expanded in 2009.

Christmas tree shredding is available at St Cronan's school and at Festena Lente.

## **Summary of Objectives 2009-2011 Litter Management Plan:**

- To prevent and control litter pollution in Bray
  
- To have people, structures, systems and resources in place to support partnership development in Bray
  
- To establish and maintain Best Practice in all aspects of Litter Management.

**Objective One:**

**To prevent and control litter pollution in Bray**

**Strategies:**

To actively enforce the Litter Pollution Acts

To actively enforce Derelict Site Legislation.

To provide ongoing training for Litter Wardens and other authorised personnel

To conduct local litter surveys in line with National Guidelines.

To promote “Name and Shame” campaign on Bray Town Council website

Use of CCTV in areas that are regularly littered.

To encourage the provision of Gum and Cigarette bins at appropriate places, in conjunction with the business community.

To target outlets from which street litter emanates, providing information and voluntary code of conduct and enforcement of law: e.g.

- Fast Food Outlets
- National Lottery Ticket Outlets
- ATM machine outlets
- Licensed Premises

Liaise with Planning Department and relevant organizations to identify major events in the town to ensure that litter control plans can be put into operation.

Revise and update agreement with Auctioneers regarding their advertising methods.

Review street cleaning programme from time to time to ensure that the service is appropriate to requirements.

Bye laws to be introduced during the lifetime of this plan to deal with the prevention and control of the creation of litter within the functional area of Bray Town Council.

Continued support for voluntary groups and residents associations.

**Objective Two:**

**To have people, structures, systems and resources in place to support partnership development in Bray**

**Strategies:**

To actively promote and engage with all community, voluntary, business groups and other bodies in a partnership approach in the implementation of the Litter Management Plan.

To actively promote and engage with all government and non-government agencies in a partnership approach in promotion and implementation of the Litter Management Plan.

Encourage local voluntary groups to carry out surveys and monitor local areas.

Train council staff so as to assist in local anti-litter initiatives.

Encourage and assist participation by secondary schools through Junior Council in local environment actions including education on the impact of graffiti

Attainment of Green School Flag for all primary schools in Bray

Encourage Residents Associations and Tidy Towns Groups with grants and assistance towards litter control.

Roll out Green Estates Programme throughout the town

Continue with Heavy Duty Goods Collection

Liaise with Estate Management Committees/Residents Associations to provide training and assistance to residents.

The success of the Coastcare Group is recognized and continued assistance to be given during the lifetime of this plan.

To encourage the continued use of recycling at bottle banks and recycling centre (for details of locations see Appendix 1).

**Objective Three:**

**To establish and maintain Best Practice in all aspects of Litter Management.**

**Strategies:**

To identify and establish Best Practice and inform staff and public of the benefits of Best Practice.

Achieve Best Practice in-house and lead by example.

Develop a review process for objectives in this plan to examine effectiveness.

Pursue consultation with other local authorities, DOELG, etc. on best practice.

Develop the role/profile of the Litter Task Force

Devise a reporting/communications strategy for all local organisations involved in litter prevention and control

While it is accepted that the public may already be aware of their responsibilities under the Litter Pollution Act 1997 – 2003 these matters will be reinforced during the lifetime of this plan through the auspices of the Litter Task Force.

Notices under Section 9 (1) of the Litter Pollution Act 1997 – 2003 have and will continue to issue to persons who are in breach of the relevant section of the Act. This section of the Act relates to *“Notices requiring the removal of litter.”*

Public to be made aware that street bins are not for the disposal of domestic rubbish and that offenders will be prosecuted.

## **Conclusion**

This three year Litter Management Plan should be regarded as a plan for the future management of litter prevention and control measures for Bray. It includes a number of strategies, some of which are undertaken at present. The success of this plan will be the measure of how litter pollution is controlled, alleviated and or prevented in Bray during its lifetime. It is hoped that by all the community of Bray both statutory and voluntary sectors working together Bray can strive to attain the status of Litter Free in coming years.

## **Appendix 1**

Bray Recycling Centre, Beechwood Close, Boghall Rd.

Fassaroe adjacent to Community Centre

Bottle Banks – Locations

Tesco Car Park

Castle Street Shopping Centre

Herbert Rd Car Park

Giltspur Heights

NB These facilities are for non-commercial usage; all persons leaving items at these locations should ensure that they take home any bags/boxes that they may have brought their items in.