



## COMHAIRLE CONTAE CHIARRAÍ KERRY COUNTY COUNCIL



## LITTER MANAGEMENT PLAN 2017-2019





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## 1. Introduction

Kerry is noted for its beautiful landscapes, coastal scenery, magnificent lakes, strong cultural heritage and flora and fauna, which are of local and national importance. These attributes make Kerry the envy of every other county in Ireland and help attract over two million tourists into the county annually.

Kerry is a very rural county with a widely dispersed network of towns and villages with less than 25% of persons living in the three urban areas of Killarney, Listowel and Tralee. The seasonal increases in population due to tourism, represents significant challenges to Kerry County Council in the area of street cleaning, litter prevention and control.

The importance of Kerry's *Green Image* cannot be overestimated and the strategy outlined in this plan is designed to provide a systematic, comprehensive, and responsible approach to addressing the issue of litter in Kerry.

Objectives included in Kerry County Council's Local Economic and Community Plan and Tourism strategy regarding litter Management have also been reflected in this plan.

### ***Litter Management Plan – obligation to make a plan, its purpose and its application***

This plan is being prepared in accordance with the Litter Pollution Acts, 1997-2009.

In preparing this plan Kerry County Council will consult widely and invite submissions from the public, community and business groups, council members, Kerry County Council staff and other interested parties.

### ***What is litter? How is it defined?***

Litter is defined in the Litter Pollution Act 1997 to 2009\* - In summary, this definition means that any item or material which is disposed of improperly (i.e. not deposited in a litter bin or authorised waste facility) is considered to be litter. This can range, for



example, from a single coffee cup or cigarette butt discarded on the street or thrown from a car window, to the dumping of larger volumes of litter or waste.

\*Litter Pollution Acts 1997 to 2009: "a substance or object, whether or not intended as waste 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 such substance or object, and regardless of its size or volume or the extent of the deposit".

### ***As a member of the public – What are my Responsibilities regarding litter***

The Litter Pollution Act puts legal responsibilities on members of the public to control litter. The following are examples of offences under the Act:

- Failure to keep private property which is visible from a public place free of litter
- Dropping cigarette butts, chewing gum, paper, food, etc. on the ground
- Failure to clean up dog litter when walking one's dog in a public place
- Placing household waste in a public litter bin.

### ***As a business person. What are my responsibilities when it comes to litter?***

The Litter Pollution Act puts legal responsibilities on businesses to control litter. The following are examples of offences under the Act:

- Failure to keep the footpaths and pavements not exceeding 100m of the premises free of litter
- Failure to secure transported material on a trailer or truck
- Dumping material (fly-tipping) in an area other than a waste receptacle or authorised waste facility
- Putting up posters or signs without authorisation
- Placing advertising flyers on cars
- Placing commercial waste in a public litter bin
- There are additional responsibilities on persons operating mobile outlets and organisers of major events

### ***What are the penalties for littering?***

Leaving or throwing litter in a public place is an offence which can be subject to an 'on the spot' fine of €150 and a maximum fine of €3,000 through the Courts (conviction on indictment for litter offences carries a maximum fine of €130,000). A person convicted of a litter offence may be required by the Court to pay the Council's



costs and expenses in investigating the offence and in bringing the prosecution. Large-scale dumping will be prosecuted under the Waste Management Acts, with penalties on conviction or indictment of up to €15 million and/or a 10-year prison term.

### ***Litter Challenges***

Litter is a persistent problem in Ireland. Protection of the environment is a real concern and one of the biggest challenges facing Kerry County Council is how to motivate the public to take action against litter.

This challenge is best addressed by a partnership approach involving all key stakeholders in society raising awareness of litter and its effects, as well as reviewing and enhancing, where necessary, the local authorities' own role in litter prevention and control.

It is essential that all sectors (e.g. residential, commercial and community) work with Kerry County Council to ensure that the streets, footpaths and roadways in our towns, villages and county are kept clean and attractive. While there is a growing awareness of the importance of keeping Kerry litter free, there is still a need to change attitudes and behaviour to recognise that littering is antisocial.

At one level, such a change can be achieved by the heightening of awareness of littering, its causes and its consequences. At another level, stringent enforcement through on-the-spot fines and prosecutions will be required.

The plan seeks to achieve a continued reduction of the litter pollution levels throughout the County. Performance in this regard will be monitored through the yearly implementation of the National Litter Pollution Monitoring System (see appendix 1) and through monitoring of Kerry County Council Key performance Indicators (KPI's)

Monitoring the volume of illegally dumped waste and litter, which is collected by Kerry County Council staff and also by the many community groups that do Trojan work around the county to keep our county free of litter, will indicate the extent of Kerry's litter problem.



There are many litter challenges facing the county the principal ones are identified below:

### ***Principal Litter challenges Identified***

<b>Litter challenge</b>	<b>Action required</b>
<b>Illegal dumping in the countryside including bogs, mountain sides, rivers and forests</b>	Enforcement action coupled with the involvement of local communities is required in dealing with litter black spots.
<b>To maintain our beaches free from litter</b>	Education and Awareness raising, coupled with beach cleaning and enforcement action to ensure our beaches are kept litter free.
<b>Passing Motorists and Pedestrians tipping litter</b>	Engagement with the business community to come up with an integrated plan to prevent large amounts of packaging litter, chewing gum, cigarette butts etc. that are appearing on an ever increasing rate on our streets and roadsides
<b>Dog Fouling is problematic along some walking routes and in some housing estates</b>	Continue with education and awareness campaign and seek the assistance of local communities to identify the culprits
<b>Litter from Convenience Food Outlets</b>	Engagement with the business community to come up with an integrated plan to prevent large amounts of packaging litter, that is being discarded within a mile radius of these outlets
<b>Cigarette Litter outside public houses and restaurants</b>	Engagement with these businesses to reduce cigarette related litter in the county which remains the main cause of litter pollution in Kerry towns. Litter Pollution Surveys and Litter Quantification Surveys carried out in 2014 indicate that the main cause of litter pollution in Kerry is still cigarette related. There is a lack of understanding as to what constitutes litter. Many of the public do not consider cigarette ends and chewing gum as litter ( see appendix )
<b>Temporary signage</b>	Develop a policy to address the issue of temporary signage.



## **Litter Highlights during the period of the last plan**

### **Success in Tidy Towns competitions**

2013-2015 proved to be a very successful period for Kerry towns and villages in the annual Tidy Towns Competition. During this period Listowel and Kenmare received the overall award for the Best Small Town Category in the country with Killarney receiving the award for Best Large Town in 2013. For each of the three years these towns received Gold medal awards in their category. In addition Tralee received a gold medal in the Tidiest Large Urban town category. These awards are testament to the great work being carried out by local communities in partnership with the local authority.

### **Irish Business against Litter (I.B.A.L) awards**

Both Killarney and Tralee have also scored very well in the annual Irish Business Against litter (I.B.A.L) awards during this period.

### **County Clean Up Day**

County Clean Up Day has grown from strength to strength over the last three years with waste tonnage collected increasing from 16 tonnes in 2013 to more than 60 tonnes of waste collected in 2016 by an estimated 3,600 volunteers. There was a tremendous display of cooperation from businesses, community groups and Kerry County Council staff to make the events such a success.

### **Dog Foul Awareness Campaign**

Active Dog Foul Awareness Campaigns have been carried out during the period of the plan. The campaigns included a survey of dog owners behaviour. The results from the most recent survey indicate that over 75% of dog owners carry a dog foul bag and claim to clean up after their dogs in public areas.

### **Enhancement of the anti-litter service in the county**

The reorganisation of Kerry County Council's has resulted in an enhancement of the litter service in the county. There are three full-time litter wardens covering the county. This has resulted in a more efficient use of resources, standardisation of procedures and sharing and learning from the different experiences. The litter enforcement role of the Traffic Wardens has also been strengthened. All the

wardens including the traffic wardens meet on a regular basis with Environmental Services management to discuss issues and find solutions to ongoing and emerging litter problems. With the assistance of our traffic wardens there are now more regular litter patrols and litter surveys in our towns and there has been a small increase in the overall number of on the spot fines issued in the last year.

Kerry County Council's central complaints system is used to ensure all complaints received in the county are logged, investigated and the data collated is used to determine future litter strategies throughout the whole county.





## 2. Review of Litter Prevention and control measures during the period of the current Litter Plan 2013-2016

The previous litter management plan published in 2013 set out the objectives and subsequent actions to be put in place by Kerry County Council for the management of litter over this period. A summary report on actions over the period 2013-2016 is presented below:

### OBJECTIVES

- **Education and Awareness- To raise awareness of the negative effects of litter on the local environment and to motivate a change in littering behaviour so the littering is perceived as socially unacceptable.**

Actions	Outcomes
<ul style="list-style-type: none"><li>Promote Environmental Awareness</li></ul>	<ul style="list-style-type: none"><li>Annual Dog fouling campaigns. Annual Chew Gum Campaign</li></ul>
<ul style="list-style-type: none"><li>Support Green Schools Programme</li></ul>	<ul style="list-style-type: none"><li>130 Kerry Schools out of a possible 169 have Green Flags</li></ul>
<ul style="list-style-type: none"><li>Raise Awareness through Local and Social Media</li></ul>	<ul style="list-style-type: none"><li>Articles written by E.A.O in local weekly newspaper environmental column many relating to anti-litter measures and advice on how to deal with household waste.</li></ul>
<ul style="list-style-type: none"><li>Promote Sustainable Living</li></ul>	<ul style="list-style-type: none"><li>More information on packaging and other forms of litter and its correct disposal.</li></ul>
<ul style="list-style-type: none"><li>Maintain up to date website</li></ul>	<ul style="list-style-type: none"><li>Updated Environment website to include Irish translation.</li></ul>
<ul style="list-style-type: none"><li>Distribute Litter Awareness Publications</li></ul>	<ul style="list-style-type: none"><li>As required during the period</li></ul>
<ul style="list-style-type: none"><li>Erect appropriate signage</li></ul>	<ul style="list-style-type: none"><li>Erected as required</li></ul>
<ul style="list-style-type: none"><li>Promote the use of Authorised Collectors</li></ul>	<ul style="list-style-type: none"><li>Website includes details of links to authorised collectors.</li></ul>
<ul style="list-style-type: none"><li>Grant Assist Anti-Litter Initiatives</li></ul>	
<ul style="list-style-type: none"><li><ul style="list-style-type: none"><li>Promote “Adopt a Bank” Scheme</li></ul></li></ul>	Grants paid to 35 groups
<ul style="list-style-type: none"><li><ul style="list-style-type: none"><li>Promote “Adopt a Road” Scheme</li></ul></li></ul>	Grants paid to 10 groups
<ul style="list-style-type: none"><li><ul style="list-style-type: none"><li>Distribute Tidi-Bags (for cars)</li></ul></li></ul>	500 tidi bags distributed
<ul style="list-style-type: none"><li><ul style="list-style-type: none"><li>Implement Gum Litter Monitoring</li></ul></li></ul>	Annual campaign in association with IBEC



<ul style="list-style-type: none"> <li>○ Install Dog Fouling Bins</li> </ul>	<p>7 dog walking routes developed with dog foul bag dispensers and appropriate signage.</p> <p>Dog foul bins at other locations including the Counties Blue Flag beaches were replaced with bag dispensers only as disposal bins attracted illegal dumping.</p>
<ul style="list-style-type: none"> <li>● Continue to carry out Street Cleaning</li> <li>● Implement the Waste Presentation Bye-Laws.</li> <li>● Maintain liaison with the Business Community.</li> </ul>	<ul style="list-style-type: none"> <li>● Cleaned as per street cleaning programme</li> <li>● Waste Presentation Bye-Laws enforced principally in the larger towns.</li> <li>● Ongoing links with the Business Community to highlight litter such as cigarette butts.</li> <li>● Requesting Businesses to keep their premises clear of litter and to support local clean up initiatives.</li> </ul>
<ul style="list-style-type: none"> <li>● Address Public Litter Complaints</li> </ul>	<ul style="list-style-type: none"> <li>● Over 2000 complaints were received and investigated during the period of the plan.</li> </ul>

➤ **Enforcement - To carry out effective enforcement in order to prevent and control litter**

Actions	Outcomes
<ul style="list-style-type: none"> <li>● Provide a Litter Warden Service</li> <li>● Continue over and covert surveillance</li> </ul>	<ul style="list-style-type: none"> <li>● 3 full time Litter Wardens in the County with 11 part-time</li> <li>● In addition to permanent cameras at bottle banks and mobile cameras at litter black spots a CCTV pilot was carried out in 2015 at some of the worst areas in the county for illegal dumping.</li> </ul>
<ul style="list-style-type: none"> <li>● Carry out Clean-ups</li> </ul>	<p>Over 200 tonne of waste was collected from specific clean ups. The number of clean ups are decreasing every year.</p>



- **Community Involvement- To work in partnership with Community Groups, Tidy Town Committees, Residents, Local Business/Commercial interests, etc. to provide a litter free environment for all.**

<b>Actions</b>	<b>Outcomes</b>
<ul style="list-style-type: none"><li>Promote the National Spring Clean Campaign</li></ul>	<ul style="list-style-type: none"><li>457 clean ups were carried out by local groups in the last 3 years collecting over 79 tonne of waste which was collected and disposed of by KCC.</li></ul>
<ul style="list-style-type: none"><li>Support the Kerry Clean-Day</li></ul>	<ul style="list-style-type: none"><li>Kerry Clean-Up Day has resulted in 128 tonne of waste collected in the last 3 years by over 3,000 community volunteers. Waste Collector KWD have collected and disposed of this waste. Kerry County facilitated these clean up days</li></ul>
Support Tidy Towns Committees/Community Groups	<ul style="list-style-type: none"><li>We continue to work closely with the 30 groups who apply to the national tidy town competition and also the 15 or so other groups who are active but who do not apply.</li></ul>
Promote Local Agenda 21	Agenda 21 projects grant aided that relate to litter = 15

- **Recycling and Recovery - To promote usage of the recycling infrastructure provided and to extend this infrastructure so that all towns and villages are adequately served with easily accessible recycling facilities.**

<b>Actions</b>	<b>Outcome</b>
<ul style="list-style-type: none"><li>Operate Civic Amenity Sites/ Recycling Centres</li></ul>	<ul style="list-style-type: none"><li>5 Civic amenity sites</li></ul>
<ul style="list-style-type: none"><li>Raise Public Awareness of Recycling Facilities</li></ul>	<ul style="list-style-type: none"><li>Carried out improvements to Council website.</li></ul>



### 3. Objectives for the Litter Management Plan 2017 – 2019

The primary objectives of Kerry County Council regarding litter management are as follows:

- **Educate and Raise Public Awareness-** To roll out a programme of education and awareness activities, through our Environmental Awareness officer, to schools, community groups etc. to raise awareness of relevant legislation, challenges and opportunities in relation to the management of litter.
- **Litter Prevention and control-** To under take and develop litter prevention and control measures throughout the county to ensure a reduction in littering and to continue with integration with Municipal district offices.
- **Enforcement-** To carry out effective enforcement in order to prevent and control litter.
- **Develop Partnerships-** To continue to develop partnerships with the business and community sectors to assist with the management and control of litter.
- **Promote Recycling and Recovery-** To promote usage of recycling infrastructure provided and to extend this infrastructure so that all towns and villages are adequately served with easily accessible recycling facilities.
- To prioritise the litter issues affecting the county and to deploy resources in the most cost effective and efficient way



In order to achieve the above objectives a set of proposed actions have been identified, some of these actions are as set out in the Southern Region Waste Management Plan. A summary of actions proposed to be carried out during the life of this plan and the expected outcomes and indicators are set out below:

**Objective: Educate and raise Public Awareness**

Actions	Target	Indicator
a) Retain the role of the L.A. Environmental Awareness Officer (EAO) to work on activities including the implementation of the waste plan on a local and regional basis <i>SRWMP Policy Action B.2.1</i>	Continue the employment of E.A.O to work with Schools, Community & Environmental Groups in raising awareness of litter and promoting sustainable waste management.	E.A.O in place. Annual report on awareness raising activities.
b) Support the Green Schools Programme	Continue the increase in the number of schools taking part in this programme.	No. of active Green Schools > 130
c) Communicate the anti-litter awareness message to businesses and the general public through the Kerry County Council's website, social media and through use of appropriate anti-litter signage.	Promote anti-litter initiatives in Schools and colleges in the County e.g. anti-litter video to play in cinemas and schools and/or art competitions in schools with winning entries to be included in anti-litter promotions.  Good quality information to be available to the public on the Councils website and through social media Reduction of littering and illegal dumping around bottle banks/litter black spots etc	At least 2 no. initiatives completed.  Reduction in volume of litter collected from previous plan



Litter Management Plan 2017 – 2019

d) Promote Sustainable Living	Continue to support the development of Transition Town movement in Kenmare, Tralee & Dingle	E.A.O to prepare annual report on activities for relevant MD meeting
	Work on projects with EPA funded LAPN relating to reduction in waste/litter/food waste	Report projects as they occur at M.D. meetings.
e) Promote the use of Authorised Collectors	Only collectors with valid Waste Collection permit operating in the county.	List of authorised collectors on KCC website - to be updated regularly
f) Maintain, the implementation of effective local prevention, awareness and education campaigns targeting households, communities school and businesses. <i>SRWMP Policy action B.2.3</i>	Improve waste management practises through behavioural change	At least 2 No of local events, workshop and campaigns held





**Objective: Litter Prevention and control**

Actions	Target	Indicator
a) Grant Assist Anti-Litter Initiatives using the Anti- Litter grant received from Department	Apply for Department funding for Anti-Litter initiatives still in place	Grant funding received
b) Promote the “Adopt a Bank” Scheme subject to sufficient funding in place.	Increase in no. of groups involved in scheme.	> 35 groups receiving grants annually
c) Promote the “Adopt a road” scheme  Expand scheme to encourage GAA clubs and other community groups/organisations to get involved subject to sufficient funding in place.	Increase in no. of groups involved in scheme  Target groups in litter black spots	>10 groups receiving grants annually.
d) Implement Gum Litter Monitoring	Gum litter monitoring continuing to be carried out by litter wardens. Following review appropriate action to be taken in problem areas	Report survey results annually.
e) Install Dog Fouling dispensing bins	Dog foul dispensing units installed along walking routes, at all Blue Flag beaches and where appropriate in consultation with community groups etc	No. of dog foul dispensing units in place.
f) Continue to Carry out Street Cleaning	Comprehensive street cleaning plan in place throughout the county	Street cleaning tonnage collected. No. of street litter complaints received in environment referred to operations.



<p>g) Maintain liaison with the Business Community</p>	<p>Plan to be put in place in conjunction with business community to reduce litter near business premises in particular cigarette litter, including the use by businesses of appropriate ash holders and clean up procedures.</p>	<p>Plan in place and Implementation started</p>
<p>h) Address Public Litter Complaints</p> <p>1) Promote the EPA's "See It? Say It?" app</p> <p>2) Provide a confidential Free Phone hotline for reporting of illegal litter incidences in the county</p>	<p>Increase in the number of complaints reported using the app.</p> <p>All complaints received to be investigated within working 3 days.</p>	<p>No. of complaints received.</p> <p>90% of litter complaints investigated within 3 working days</p>
<p>i) Carry out survey of bins used around the county. Review the number location and servicing of these bins. Evaluate if fit for purpose/location, with cigarette disposal unit where necessary.</p>	<p>Survey of bins completed and upgrade plan in place</p>	<p>All bins to be upgraded during the lifetime of the plan</p>
<p>j) Liaise with relevant stakeholders to ensure that Litter Control and Waste Management measures are in place at major and, minor events. Liaise with all mobile food, outlets or operators selling fast food or, beverages. Compliance with litter prevention criteria in casual trading licences</p>	<p>Reduced street litter following major and minor events</p>	<p>No. of breaches of casual trading licences for litter non compliance.</p> <p>Annual report on the amount of fly tipping collected following each event to reduce each year.</p>



<p>k) That longer term litter management be considered in all future Infrastructure and plans for design of street scapes etc</p>	<p>Infrastructural and planning sections to confirm litter management will be considered in all infrastructural plans and designs</p>	<p>All projects to include litter management if relevant.</p>
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Actions	Target	Indicators
<p>l) Geographic Information System (GIS) be used to create a database of litter black spots in the county to assist in monitoring areas that are prone to dumping</p>	<p>Database in place and information used to target anti-litter initiatives</p>	<p>System to be in place by the end of 2017</p>
<p>m) Litter wardens to be given smart phones to enable them use apps in relation to more efficient and effective litter reporting and to allow them use technology to set up CCTV and monitor CCTV footage.</p>	<p>Suitable app. sourced to allow for jobs to be scheduled for litter wardens, data to be sent to and from the field to headquarters remotely, to protect lone workers.</p> <p>Increased used of CCTV footage which should result in more fines issues and subsequent reduction in illegal dumping</p>	<p>App in place by end of Dec 2017</p> <p>Phones to be used with CCTV technology by end of 2017. Fines to have issued as a result of this technology.</p>



n) Liaise with residents regarding estate management in order to control litter and untidiness in estates around the county.	Reduction of litter in housing estates around the county	Report to be prepared regarding the measures to control litter in estates
o) Explore the feasibility of providing a Bulky Household waste collection service on an annual or bi-annual basis	Possibility of providing annual or bi annual collection of large waste items.	If decision taken to provide the service - volume of waste collected
p) Liaise with Farm relief services and Irish Farm Film producers with regard to organisation of collection of farm plastics.	Reduction of Farm plastic dumped illegally	>1 farm plastic collection to be carried out during the period
q) Use stencils along walk ways to promote environmental messages.	Locations to be identified in each Municipal district for location of anti-litter stencils.	Anti litter stencils to be placed along 1 walking route in each M.D.
r) Collaborate regionally on prevention initiatives and programmes targeting priority areas to raise awareness of prevention and deliver campaigns with more impact and better value for money <i>SRWMP Policy Action B.2.1</i>	Deliver at least one campaign per year.	Campaign to be carried out by Q 4 each year



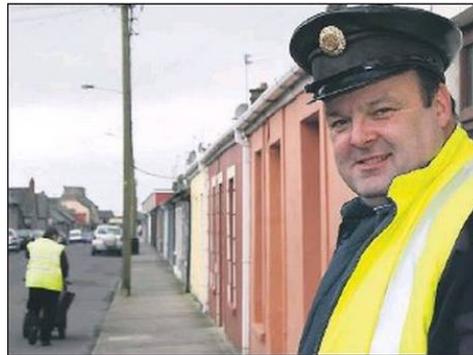


**Objective: Enforcement**

Actions	Target	Indicator
a) Provide an enhanced Litter Warden Service	3 full time litter wardens and 11 part time litter wardens continue to:	3 No. litter wardens and 11 part-time litter wardens in place
	<ul style="list-style-type: none"> <li>Investigate all complaints within 3 working days</li> </ul>	90% of complaints investigated within 3 working days
	<ul style="list-style-type: none"> <li>Carry out litter/dumping patrols of towns, villages and countryside.</li> </ul>	> 600 patrols to be carried out annually
	<ul style="list-style-type: none"> <li>Carry out dog foul patrols of estates and dog walking routes in conjunction with dog wardens and educate the public as to their responsibility as dog owners.</li> </ul>	> four joint litter patrols to be carried out annually in each MD area i.e. 16 patrols
	<ul style="list-style-type: none"> <li>Issue on the spot fines for illegal dumping, littering and unauthorised advertising and prosecute where necessary.</li> </ul>	No. of on the spot fines issued
	<ul style="list-style-type: none"> <li>Where fines have issued for more large scale dumping Sec 18 notices to issue to ensure offenders have satisfactory arrangements for disposal of their waste.</li> </ul>	No of section 18 notices issued
	<ul style="list-style-type: none"> <li>Conduct litter surveys in line with the National Litter Pollution monitoring system</li> </ul>	No of litter surveys carried out.
b) Continue Overt and Covert Surveillance with the help of new technologies	Fixed cameras to continue to be located at KCC bottle banks and regularly monitored for illegal activity.	>8 cameras in place
	Extra mobile cameras to be located in litter black spots by litter wardens as required with the help of new technologies. Footage to be used to prosecute illegal dumpers.	> 1 mobile camera to be located in each MD area



c) Carry out Clean-Ups	Clean ups of illegal dumping in public places will be carried out by the council where no evidence is found as to the identification of the offender.	Tonnage collected from large clean-ups
d) Develop a policy to address the issue of temporary signage.	Certainty by members of the public as to where and what signage can be erected.	Policy in place and implemented.
e) Ensure waste contractors travelling through the county have adequate covers on their load to prevent roadside littering	Reduction of road side litter	> 2 spot checks to be carried out during the year by our enforcement team ensure contractors have adequate covers are in place.





**Objective: Develop Partnerships**

Actions	Target	Indicator
a) Promote the National Spring Clean Campaign	Continue to attract community volunteers to take part in the annual Spring Clean Up. Bags/litter pickers to be provided and waste to be picked up environment and operation staff as required.	No. of volunteers and volume of waste collected
b) Support the Kerry Clean-Up Day	KWD facilitated by Kerry County Council with the help of local community groups and individuals will continue with the annual County Clean up day each year. More volunteers get involved each year.	No. of volunteers and volume of waste collected
c) Support Tidy Towns Committees/Community Groups to keep their areas litter free.	Assist Tidy Towns and communities keep their areas litter free through the provision of litter picking supplies, signage and bins where required. And work in partnership with them to stamp out littering and dog fouling in their communities.	No. of groups assisted
d) The Community department to Promote Local Agenda 21	EAO to continue to provide funding to assist communities at local level with anti-litter control projects	No. of grants allocated to litter projects under agenda 21
e) Establish links with Coillte and National Parks and Wildlife service who have property around the county. Important to maintain good links to allow us to work together to develop litter prevention Initiatives	Integrated plan to be put in place with the 3 agencies	Plan to be in place by Q2 2017
f) Engage with the business community to develop an integrated plan to prevent large amounts of packaging litter chewing gum, cigarette butts etc on our streets and roads	Reduction of litter on our streets.	> 2 initiatives to occur during the plan.



<p>g) Work through the Municipal District offices to encourage further contacts in the community to tackle heavily littered areas including bogs and forests around the county. Explore with Community Alert groups possible actions that could be taken in communities to reduce dumping in their area.</p>	<p>Improved community involvement in addressing littering and illegal dumping black spots throughout the county.</p>	<p>Reduction in illegal dumping in litter black spots and in the no of complaints received.</p>
<p>h) The Public Participation Network to promote objective of this litter plan through their network.</p>		<p>Promotion carried out by network</p>
<p>i) Through the community section promote the Purple Flag initiative to reduce litter on streets.</p>	<p>Vintners to be vigilant in preventing glass being taken onto streets and public areas particularly during the evening and night time trade. Local Authority and Gardaí to undertake spot checks to ensure no glass or bottles in public areas.</p>	<p>Reduction in glass in public areas</p>

**Objective: Promote Recycling and recovery**

<b>Actions</b>	<b>Target</b>	<b>Indicator</b>
<p>a) Raise Public Awareness of civic amenity Recycling/Bring Facilities and all private and community waste initiatives</p>	<p>In conjunction with Southern Waste Region produce and distribute leaflets encouraging the principle of Prevention, Reduction, Reuse and Recycling in order to reduce amount of waste going to landfill.</p>	<p>Increase the number of transactions at transfer stations</p>
<p>b) In conjunction with the SWRO engage with and facilitate enterprises in the development of repair and preparing for reuse activities. <i>SRWMP C1.1</i></p>	<p>To engage with the sector and develop possibilities</p>	<p>No. of enterprises facilitated</p>



*Kerry County Council, Civic Amenity Site, Lispole*

## **2017-2019 Litter Management Plan Key Performance Indicators**

1. Number of litter complaints received annually.
2. Number of litter fines issued each year.
3. Number of litter fines paid each year.
4. Performance in annual litter surveys.
5. Performance in annual tidy towns competition.
6. Performance in annual IBAL monitoring.
7. Volume of Flytipping waste collected



#### **4. Review and Monitoring**

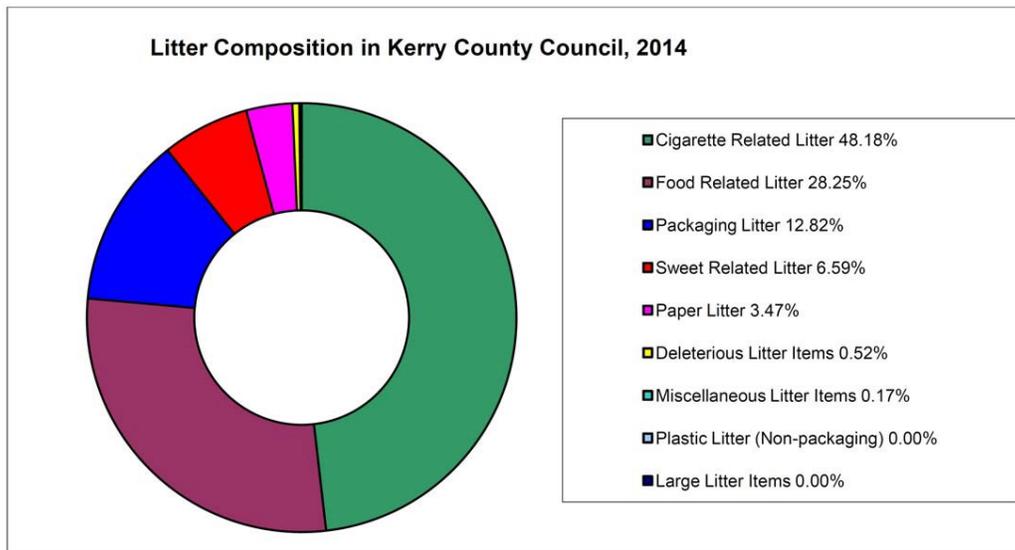
The targets set out in this plan will be reviewed by the Environment Section monthly with progress report presented to the Strategic Policy Committee annually.



## Appendix 1

### National Litter Pollution Monitoring system

## LITTER QUANTIFICATION SURVEY RESULTS



The composition of litter pollution is established by carrying out Litter Quantification Surveys. The results of Litter Quantification Surveys submitted to the Litter Monitoring Body by Kerry County Council are summarised in this report. Results from a total of 36 surveys have been used to compile this section of the report. The main categories of litter are illustrated in pie chart above.