



**COMHAIRLE CONTAE CHIARRAÍ  
KERRY COUNTY COUNCIL**

**LITTER MANAGEMENT PLAN 2021-2023**





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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 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 street cleaning, litter prevention and control.

Litter management in Kerry County Council is the responsibility of the Environmental Services Section including the provision of litter enforcement service, education and awareness officer, provision of recycling and waste facilities. The Council's Municipal District Roads Offices are responsible for street sweeping, cleaning, provision and emptying of litter bins, graffiti and chewing gum removal from the streets.

The importance of Kerry's *Green Image* cannot be over-estimated, 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.

### ***Litter Management Plan Review and Update Process***

This plan is being prepared in accordance with the Litter Pollution Acts, 1997-2009. There are 4 steps in this process.

#### **Initial Consultation**

In reviewing and updating this plan Kerry County Council has consulted firstly with key stakeholders, Municipal District staff, Waste Management and Enforcement staff.



### Draft Plan Prepared & Statutory Consultation

The previous plan has been reviewed and an evaluation of the key performance indicators carried out. This draft plan has been considered by Kerry County Councils Senior Management Team, the Environment, Climate Change and Emergency Planning SPC and the Elected Members prior to commencing the public consultation process. The final plan will be brought back through the SPC and the full Council for final adoption.

Submissions and observations will be invited from members of the public during the consultation process. The consultation process will be advertised in a local Newspaper and Radio, and on the Kerry County Council's Website. Copies will be available from all council offices and copies will be sent to registered Tidy Towns groups, Green Schools and elected members for their observations and submissions.

The results of the Statutory Consultation will be reviewed through a meeting of the SPC committee.

### Review and Publishing the Plan

The draft plan will be reviewed and amended on the basis of the submissions received followed by adoption of the Plan by Kerry County Council. Finally, the agreed plan will be published as The Litter Management Plan 2021-2023.



## Litter Challenges

Litter is a persistent problem in Ireland and is defined in the Litter Pollution Act 1997 as follows *“a substance or object, whether or not intended as 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.”*

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 act 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. There is a growing awareness of the importance of keeping Kerry litter free, but 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 and the principal ones are identified below:

### Principal Litter challenges Identified

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<b>Litter challenge</b>	<b>Action required</b>
<b>Disposal of Face Coverings &amp; Gloves</b>	Education and Awareness raising on how to properly dispose of single use face masks and gloves. Promote the use of reusable face coverings.
<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 develop 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

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**Litter from Convenience Food Outlets**

Engagement with the business community to develop an integrated plan to prevent large amounts of packaging litter, that is being discarded

**Cigarette Litter outside public houses and restaurants**

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 2019 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)

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

**Success in Tidy Towns competitions**

2017-2019 continued to be a very successful period for Kerry towns and villages in the annual Tidy Towns Competition. Listowel was the overall winner of the competition in 2018 with Killarney, Tralee and Listowel awarded gold medals in their categories each of the years. Knightsown, Portmagee and Sneem were also medal





winners during this period. 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. Killarney was placed 2<sup>nd</sup> with Tralee placed 6<sup>th</sup> overall in recently published results for 2019.

### **County Clean Up Day**

County Clean Up Day has grown from strength to strength over the last three years with up to 6,500 bags of waste collected in 2019 by an estimated 5,500 volunteers. There continues to be a tremendous display of cooperation from businesses, community groups and Kerry County Council staff to make the events such a success. In the last two years the GAA and IFA have come on board to support to this event. Due to the impact of Covid-19 the 2020 County Clean Up Day was cancelled however it is hoped that it will resume in 2021.

### **Dog Foul Awareness Campaign**

Active Dog Foul Awareness Campaigns have been carried out during the period of the plan. In 2018 the campaign focussed on the effect of dog foul on wheelchair users which heightened awareness of their problems. Joint patrols with dog and litter wardens have been very effective in stamping out problems in housing estates and dog fouling around the county. The facilities along the dog walking routes are being well used by dog owners with plans to provide additional supports along some routes to deal with the demand.



New and innovative means to address the dog fouling issues are being developed. Education will continue to be the main tool along with fostering a sense of social responsibility amongst dog owners to always carry bags, clean up after their pet and to be less distracted by conversation and technology when out walking their dog. During the lifetime of the plan the council will work to increase the 10 dog walking routes developed and 60 bag dispensing and waste bins strategically placed throughout the county.

The Dog Foul Awareness Campaign will also continue, with regular patrols by dog and litter wardens being carried out.

### **Anti-litter Enforcement service in the county**

There are three full-time litter wardens covering the county. These are supported in the principal towns by the local Traffic Wardens and in the Municipal Districts by five Enforcement Officers. All the Wardens and Enforcement Officers 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 regular litter patrols and litter surveys in our towns.

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. In 2020 alone there were 1,043 litter complaints investigated and 8 prosecutions secured.

### **GLAN Dingle and Tralee**

In January 2018 a new initiative "Glan" that aims to lead the way in the reduction of single use plastics in our everyday lives and inspire environmental actions was piloted in Dingle and subsequently taken on board by businesses in Tralee. Businesses are asked to join the initiative and pledge their support to commit to certain actions to reduce single use plastic. As part of the initiative Kerry County Council no longer uses plastic utensils and cups in canteens and at water fountains in council buildings. All staff were presented with a reusable Keep cup for beverages. Water refill stations have been purchased for the principal towns and installation commenced during 2020.



### **Anti-dumping initiative**

During the period of the plan The Dept. of Communications, Climate Action and Environment made funding available to LA's to tackle illegal dumping in the country. These funds were used to run bulky waste events in Ballybunion (2017) Kilshannig, Maherees (2018), Banna and Caherciveen (2019) and a Mattress amnesty (2019) with over 800 mattresses safely disposed.

The "Man in the Van campaign" was run in 2018 to raise public awareness that waste should be collected by licensed/permitted operators. A Backyard Burning Campaign run in 2019 to highlight this persistent problem. Funding was also used to place CCTV cameras in litter black spots around the county. Covert cameras were located in 8 known black spots in 2017 and 2019.



## 2. Review of Litter Prevention and control measures during the period of the current Litter Plan 2017-2019

The previous litter management plan published in 2017 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 2017-2019 is presented below:

### Objective: Educate and raise Public Awareness

Actions	Target	Indicator	Outcomes
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.	Litter Pollution Report published annually
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	141 schools were active in 2019



<p>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.</p>	<p>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</p>	<p>Reduction in volume of litter collected from previous plan</p>	<p>KCC website, twitter, facebook accounts etc used to promote anti-litter awareness message 77.54 tonnes of litter collected from Bottle Bank locations &amp; litter black spots during lifetime of plan</p>
<p>d) Promote Sustainable Living</p>	<p>Continue to support the development of Transition Town movement in Kenmare, Tralee &amp; Dingle</p>	<p>E.A.O to prepare annual report on activities for relevant MD meeting</p>	<p>Litter Pollution Report published annually</p>
	<p>Work on projects with EPA funded Local Authority Prevention Network (LAPN) relating to reduction in waste/litter/food waste i.e festivals and events</p>	<p>Report projects as they occur at M.D. meetings.</p>	<p>Delivery of waste seminar to Kilcummin workshop. 2 indoor water bottle refill water stations. Reusable beer cups at festivals</p>
<p>e) Promote the use of Authorised Collectors</p>	<p>Only collectors with valid Waste Collection permit operating in the county.</p>	<p>List of authorised collectors on KCC website - to be updated regularly</p>	<p>'Man in the van campaign' carried out during 2018 in local cinemas, facebook, print media and Radio Kerry</p>
<p>f) Maintain, the implementation of effective local prevention, awareness and education</p>	<p>Improve waste management practises through behavioural change</p>	<p>At least 2 No of local events, workshop and campaigns held</p>	<p>Campaigns on fog fouling, chewing gum, backyard burning held during lifetime of</p>



campaigns targeting households, communities' schools and businesses. <i>SRWMP Policy action B.2.3</i>			plan
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**Objective: Litter Prevention and control**

Actions	Target	Indicator	Outcomes
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	Grant 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	45 groups now involved
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.	16 groups now involved
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.	Gum Litter monitored annually.
e) Install Dog Fouling dispensing bins	Dog foul dispensing units installed along walking routes, at all Blue Flag	No. of dog foul dispensing units in place.	10 dog walking routes developed, and 60 bag dispensing and waste bins



	beaches and where appropriate in consultation with community groups etc		strategically placed throughout the county.
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.	444 tonnes collected during lifetime of plan (figure relates to Caherciveen, Kenmare, Dingle & Killorglin area's only)
g) Maintain liaison with the Business Community	Plan to be put in place in conjunction with business community to reduce litter near business premises cigarette litter, including the use by businesses of appropriate ash holders and clean up procedures.	Plan in place and Implementation started	GLAN Tralee and Dingle-set up in 2018 - network of businesses work on this objective
h) Address Public Litter Complaints  1) Promote the EPA's "See It? Say It?" app  2) Provide a confidential Free Phone hotline for reporting of illegal litter incidences in the county	Increase in the number of complaints reported using the app.  All complaints received to be investigated within working 3 days.	No. of complaints received.  90% of litter complaints investigated within 3 working days	19 complaints received  Fix your street -196 complaints received 82% investigated within 3 working days Freephone no: 1800 326 228





i) That longer-term litter management be considered in all future Infrastructure and plans for design of street scapes etc	Infrastructural and planning sections to confirm litter management will be considered in all infrastructural plans and designs	All projects to include litter management if relevant.	The County Development Plan 2015 -2021, Chapter 13 Development Standards & Guidelines, makes provision for applying conditions in respect of waste disposal & recycling



Actions	Target	Indicators	Outcomes
j) 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	Database in place and information used to target anti-litter initiatives	System to be in place by the end of 2017	Carried forward to new plan
k) 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>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>	<p>All litter wardens have Smart phones which allow them to operate more efficiently</p> <p>This system was not rolled out mainly because of GDPR issues.</p>



<p>l) Liaise with residents regarding estate management in order to control litter and untidiness in estates around the county. county</p>	<p>Reduction of litter in housing estates around the county</p>	<p>Report to be prepared regarding the measures to control litter in estates</p>	<p>Litter Pollution Report published annually. KCC Housing Dept &amp; EAO liaise with and assist resident associations with clean ups.</p>
<p>m) Explore the feasibility of providing a Bulky Household waste collection service on an annual or bi-annual basis</p>	<p>Possibility of providing annual or biannual collection of large waste items.</p>	<p>If decision taken to provide the service - volume of waste collected</p>	<p>Mattress amnesty held during 2019 with over 800 mattresses safely disposed. A “bulky waste day” was held in 2017, 2018 &amp; 2019. Several WEEE collections are held each year</p>
<p>n) Liaise with Farm relief services and Irish Farm Film producers with regard to organisation of collection of farm plastics.</p>	<p>Reduction of Farm plastic dumped illegally</p>	<p>&gt;1 farm plastic collection to be carried out during the period</p>	<p>9 annual collections + 1 permanent collection point 1,774 tonnes of FP 429 bags of netting 624 bags of fertilizer/feed bags (1/2 tonne bags) collected during 2019</p>
<p>o) Use stencils along walkways to promote environmental messages.</p>	<p>Locations to be identified in each Municipal district for location of anti-litter stencils.</p>	<p>Anti-litter stencils to be placed along 1 walking route in each M.D.</p>	<p>Carried forward to new plan</p>
<p>p) Collaborate regionally on prevention initiatives and programmes targeting priority areas to raise awareness of prevention and deliver campaigns with more impact</p>	<p>Deliver at least one campaign per year.</p>	<p>Campaign to be carried out by Q 4 each year</p>	<p>“My Reuse Month” held in October each year promoted through website and mywaste.ie</p>



and better value for money <i>SRWMP Policy Action B.2.1</i>			Green Government Initiative for reduce plastic in KCC
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**Objective: Enforcement**

<b>Actions</b>	<b>Target</b>	<b>Indicator</b>	<b>Outcomes</b>
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	All Litter Wardens still 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	82%
	<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	1,196 patrols took place during lifetime of plan.
	<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	293 Litter Warden patrols & 8 joint patrols (Litter & Dog Warden) undertaken.
	<ul style="list-style-type: none"> <li>Issue on the spot fines for illegal dumping, littering and unauthorised advertising and prosecute where</li> </ul>	No. of on-the-spot fines issued	372



	necessary.		
	<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	25
	<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.	290
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	Cameras still located at KCC bottle banks however not currently operational due to GDPR issues. Legislative changes required.
	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	Mobile cameras were located at litter black spots during 2019
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	42.16 tonnes collected
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.	Temporary signage policy in place since 2017



e) Ensure waste contractors travelling through the county have adequate covers on their load to prevent roadside littering	Reduction of roadside litter	> 2 spot checks to be carried out during the year by our enforcement team ensure contractors have adequate covers are in place.	In conjunction with other agencies (An Garda Síochána, HAS, etc) enforcement staff carry out regular spot checks with 9 carried out in 2019
f) Carry out inspections under Section 2 of the Waste Presentation Byelaws	Target areas, housing estates where littering & illegal dumping is a recurring problem	Carry out surveys to establish how household are disposing of their waste	8 locations to be identified and surveyed annually



## Objective: Develop Partnerships

Actions	Target	Indicator	Outcomes
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	Approx. 300 groups involving over 5,000 volunteers collected 220 tonnes of litter during 2017 - 2019
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	The no. of volunteers has increased in 2019 to 5,500 with 2,500 bags 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	44 towns & villages from Kerry participated in 2019 with 4 participants awarded Gold medals and 3 participants awarded Bronze
d) The Community department to Promote Local Agenda 21	EAO to continue to provide funding to assist communities at local level with anti-litter	No. of grants allocated to litter projects under agenda 21	Number of projects grant funded including "the story of the Rubbish



	control projects		Monster”, water refill stations, footpath sweeper, “Get drastic about plastic” etc
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	Ongoing discussions with Coillte and National Parks and Wildlife during the period of the plan. While there is no formal plan in place there is good communication between the agencies as issues arise
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.	Support has been given to GLAN Tralee re preventing littering on the streets Chewing gum litter awareness campaign held in conjunction with IBEC
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.	Improved community involvement in addressing littering and illegal dumping black spots throughout the county.	Reduction in illegal dumping in litter black spots and in the no of complaints received.	16 large clean-ups carried out in conjunction with MD Offices





h) The Public Participation Network to promote objective of this litter plan through their network.		Promotion carried out by network	The PPN network was used to publicise the Litter Plan
i) Through the community section promote the Purple Flag initiative to reduce litter on streets.	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.	Reduction in glass in public areas	Wardens, Enforcement Officers & staff from the Municipal Districts monitor businesses and work closely with publicans.

### Objective: Promote Recycling and recovery

Actions	Target	Indicator	Outcomes
a) Raise Public Awareness of civic amenity Recycling/Bring Facilities and all private and community waste initiatives	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.	Increase the number of transactions at transfer stations	280,695 transactions carried out at 5 Transfer Station's during lifetime of plan.
b) In conjunction with the SWRO engage with and facilitate enterprises in the	To engage with the sector and develop possibilities	No. of enterprises facilitated	Promote Reuse Month which is an annual national waste prevention



development of repair and preparing for reuse activities. *SRWMP C1.1*

initiative which usually takes place throughout October



**Key Performance Indicators 2017/2018/2019**

<b>Litter Management Plan Key Performance Indicators 2017 V 2018 V 2019</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
<b>Number of litter complaints received.</b>	820	937	942
<b>Number of Litter Fines Issued each year</b>	116	142	112
<b>Number of Litter fines paid each year</b>	39	63	45
<b>Number of Prosecutions</b>	<b>9</b>	<b>15</b>	<b>8</b>
<b>Performance in annual litter surveys: Cigarette related Litter</b>	<u>2017</u> 60.17%	<u>2018</u> 61.84%	<u>2019</u> 59.6%
<b>Food Related Litter</b>	24.03%	17.85%	
<b>Package Related</b>	5.82%	6.47%	23.1%
			5.1%
<b>Performance in annual Tidy Towns competition</b>	4 Gold 1 Silver 2 Bronze	National winner + best small town 4 Gold 3 Bronze	4 Gold 3 Bronze



<p><b>Performance in Annual IBAL monitoring.</b></p> <p><b>Killarney:</b></p>   <p><b>Tralee</b></p>	<p>Clean to European norms</p>   <p>Moderately Littered</p>	<p>Cleaner than European norms</p>   <p>Clean to European norms</p>	<p>Cleaner than European norms (2nd place)</p>   <p>Cleaner than European norms (6<sup>th</sup> place)</p>
<p><b>Volume (Tonnage)of Fly-tipping waste collected at Kerry County Council Sites and County Clean-up Day</b></p>	<p>221.58</p>	<p>195.50</p>	<p>172.69</p>



### 3. Objectives for the Litter Management Plan 2021 – 2023

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

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:



### Section 3 Objectives for Litter Management Plan 2021 – 2023

#### Objective (1) Educate & Raise Public Awareness

<b>Actions</b>	<b>Measurements</b>
Environmental Awareness Officer (EAO) to continue to work with KCC Press & Communications Officer, local & national media and other stakeholders in raising awareness of litter and promoting sustainable waste management.	EAO in place. Annual report on awareness raising activities. Information on litter management services provided by KCC shared on social media on an ongoing basis.
Promote the Litter Management Plan and make it available on the Council's website, libraries etc.	Copies available in libraries, all KCC offices and website.
Kerry County Council will continue to engage with primary and secondary schools through the Green Schools programme.	Number of active Green Schools.
Promote the use of authorised waste collectors.	Only collectors with valid waste collection permit operating within the county.



## Objective (2) Litter Prevention & Control

Actions	Measurements
Work with the commercial sector (retail & hospitality) on various anti-litter and green initiatives.	Reduction in volume of litter collected from previous plan.
Grant assist anti-litter initiatives using the Anti-Litter Grant Funding.	Department grant funding received and allocated.
To continue to operate a cleaning schedule for all Bring Bank facilities in Kerry	Schedule in place
Continue to assist communities who participate in initiatives such as adopt a bottle bank, adopt a road and other litter prevention initiatives.	Increase in number of groups involved.
Analyse the reports generated from the National Litter Pollution Monitoring System (NLPMS) to direct the policy and actions in relation to litter pollution and anti-litter initiatives over the course of this Plan.	Survey results used to identify the composition and extent of litter pollution in order to target resources.
Increase the number of Dog Fouling Dispensing Bins.	Number of bins increased.
Increase the number of Water Bottle Refill Stations in order to reduce the amount of single use plastic bottles.	Number of stations increased.
Liaise with relevant stakeholders to ensure litter control measures are in place at major and minor events.	Control measures in place.



### Objective (3) Develop Partnerships

<b>Actions</b>	<b>Measurements</b>
Promote National Spring Clean Campaign	Number of volunteers & tonnage of litter collected annually.
Support Tidy Towns Committees & Community Groups in keeping their areas litter free.	Amount of resources distributed, litter pickers, gloves, bags etc.
Support Kerry Clean-Up Day.	Tonnage of litter collected.
Work with businesses and trades to ensure that areas outside their premises are kept litter free.	Results from the National Litter Pollution Monitoring System (NLPMS) surveys.
Promote Local Agenda 21 to provide funding to assist communities at local level with anti-litter control projects.	Number of grants allocated to litter projects under Agenda 21.

### Objective (4) Promote Recycling & Recovery

<b>Actions</b>	<b>Measurements</b>
Promote the use of the five Civic Amenity Centres and Bottle Bank Facilities and what can be recycled/disposed at them.	Activity levels at CA Centres and Bottle Banks.
In conjunction with the SWRO, promote Reuse Month which is an annual national waste prevention initiative which usually takes place throughout October, and aims to raise awareness about the benefits of reusing everyday items and materials that would otherwise go to waste.	Campaign carried out by Q4 each year.





### Objective (5) Enforcement

<b>Actions</b>	<b>Measurements</b>
Ensure that the three full time Litter Wardens, seven Traffic Wardens & four Enforcement Officers maintain a visible presence in our towns and villages to deter littering.	>400 patrols to be carried out on an annual basis.
Promote awareness through the KCC Press & Communications Officer, website and local media of the implications, in terms of penalties and fines, of littering, not cleaning up after your dog, illegal dumping etc.	Decrease in littering and number of fines issued.
Ensure that all litter related complaints received via the Council's litter hotline, email, post etc are investigated and dealt with promptly.	90% of complaints investigated within 3 working days.
In conjunction with other agencies (An Garda Síochána, HSA etc) the Environment enforcement team to carry out spot checks to ensure that contractors have adequate covers on their load to prevent roadside littering.	At least 2 spot checks to be carried out each year.
Initiate legal proceedings when required.	Number of legal proceedings initiated.



## 2021-2023 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. Number of Prosecutions
5. Performance in annual litter surveys.
6. Performance in annual tidy towns competition.
7. Performance in annual IBAL monitoring.
8. Volume of Flytipping waste collected



#### 4. Review and Monitoring

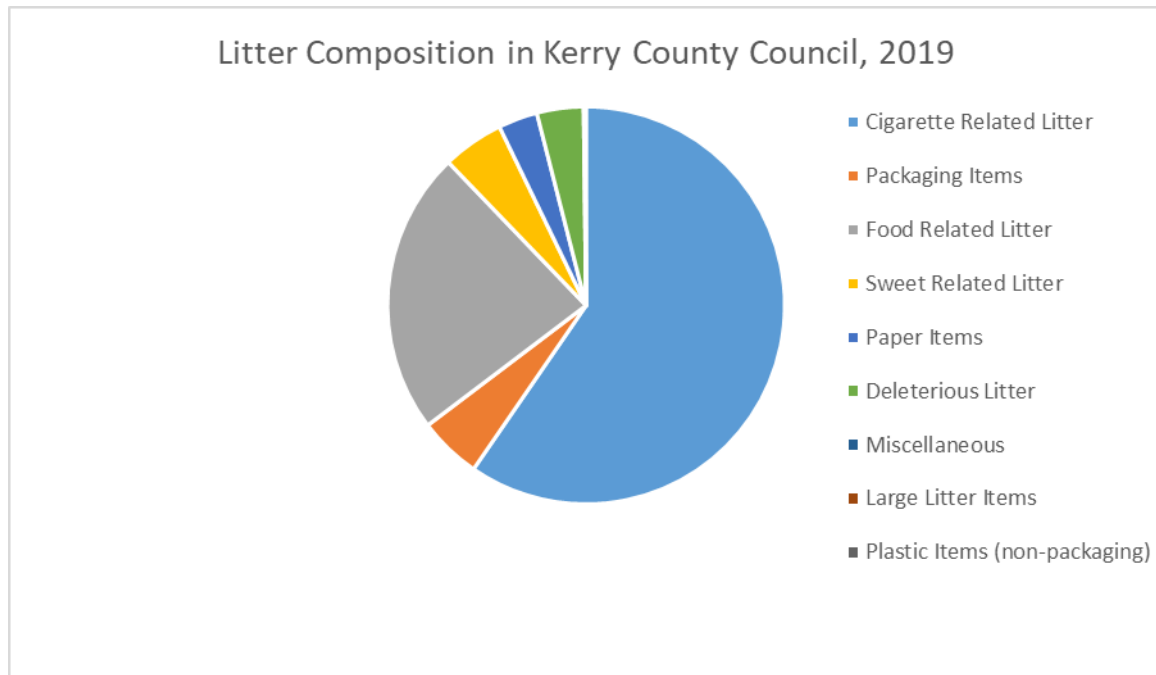
The targets set out in this plan will be reviewed by the Environment Section monthly with progress report presented to the Strategic Policy Committee annually.



## 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.

## Appendix 2

### ***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 businessperson. 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.