

LITTER MANAGEMENT PLAN 2021 – 2024





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1. Introduction:

County Waterford is located in the South East of Ireland bordering the counties of Cork, Tipperary, Kilkenny and Wexford.

Waterford has an overall land area of some 1,880km2 which incorporates two mountain ranges, the Knockmealdown Mountains and the Comeragh Mountains, and an extensive coastline which includes numerous beaches (including 4 Blue Flag and 7 Green Coast Beaches) along Waterford's coastline. A large stretch of this coastline, known as the Copper Coast has been designated as a UNESCO Geopark, a place of great geological importance.

Waterford also has many rivers the most significant being the River Suir and its tributaries which flows along the northern boundary of the County to the estuary at Waterford harbour and the River Blackwater to the west of the County.

The population of Waterford comprises of approximately 116,176 (census 2016) people with Waterford City being the largest urban area and the major commercial and industrial centre in the South East of Ireland. The other significant population centres (>10,000 pop.) in Waterford are Dungarvan and Tramore towns.

The County is administered by Waterford City & County Council which resulted from the merger of the former Waterford City Council and Waterford County Council in accordance with the provisions of the Local Government Reform Act 2014. The former Town Councils of Dungarvan, Tramore and Lismore were also dissolved and their functions transferred to the new local authority. The county is divided into 6 electoral areas (Comeragh, Dungarvan, Lismore, Tramore - Waterford City West, Waterford City East, Waterford City South, as shown in Fig 2.). From these electoral areas 32 Councillors were elected to Waterford City & County Council in May 2019. The administration of the Council is divided into 5 directorates, each headed by a Director of Service under the overall management of the Council's Chief Executive.

This plan has been prepared at a time when the world faces huge challenges caused by the Covid-19 pandemic and locally our ability to response to incidents of litter has been reduced due to restrictions imposed to help curb the spread of the virus. It is hoped that with the rollout of vaccines we will be able to return to normal activities including the full implementation of this Litter Management Plan during 2021.



Fig 1: Map of Waterford

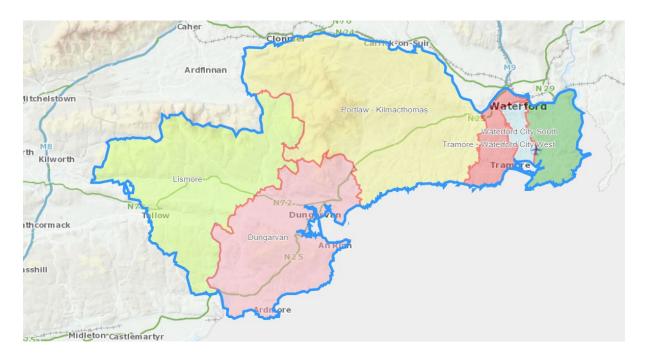


Fig 2: Map of Electoral Areas

2. What is litter?

Litter is defined in the Litter Pollution Act, 1997 as "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 other such substance or object, and regardless of its size or volume or the extent of the deposit".

3. Why is Waterford City & County Council required to have a Litter Management Plan?

Litter continues to be a significant environmental problem in Waterford City & County.

Each local Authority in compliance with the provisions of the Litter Pollution Act 1997 is statutorily responsible for the abatement of litter within its functional areas. Section 10 of the Litter Pollution Act 1997-2003 requires Local Authorities to make and implement a Litter Management Plan and review this plan every three years. The Litter Management Plan is required to set out objectives and targets for the abatement of litter. Following implementation, the Plan must be reviewed annually and a report on the Plan must be submitted to the Council for consideration. The Council is also required to publish the Planso that it is readily available to the general public.

Waterford City and County Council's first Litter Management Plan as a unified local authority covered the period 2017 – 2020, the former Waterford City Council and Waterford County Council previously implemented separate Litter Management Plans. Waterford City & County Council's Litter Plan 2021-2024 is drafted based on the experience gained in the implementation of those previous plans, affirms the Council's commitment to litter prevention in Waterford City and County.

We are conscious of the role which the plan serves in helping to maintain the high standards achieved by our county in national competitions like the National Tidy Towns and the IBAL league. The following table shows the rating of our city in the IBAL competition over the lifetime of the last plan.

IBAL League	Waterford City	Waterford (Ballybeg)
2017	Clean to European Norms	Clean to European Norms
2018	Cleaner than European Norms	Clean to Euorpean Norms
2019	Cleaner than European Norms	Moderately Littered
2020	Clean to European Norms	Moderately Littered

^{*}Only 2 locations within County Waterford were selected to compete.

In 2018, IBAL also did a survey of Beaches, Rivers and Harbours

IBAL Waterways	Waterford (River Suir)	Tramore Beach
2018	Moderately Littered	Moderately Littered

In developing the Plan Waterford City & County Council are conscious of all efforts to nurture and protect the county's image and to encourage the further development of the county as a tourist destination. Protection of the environment has a central role in this regard.

Waterford City & County Council as the primary body with responsibility for litter will continue to tackle the problem of reducing and managing litter.

Critical to the success of the plan will be the Council's commitment to use its resources effectively to deliver on a number of fronts including Education & Awareness, Enforcement, and Cleansing. However, the key element on which the success of this Litter Management Plan will be judged will be the ability of the Council to harness the goodwill of the public and to influence the adoption by the public of the principle that each individual is personally responsible for the litter they generate and that they make appropriate arrangements for its disposal.

4. Methodology for drafting the litter management plan 2021 - 2024

The statutory process for the making, reviewing and amendment of a litter management plan is a Reserved Function - S.13 Litter Pollution Act 1997:

"The making, review, amendment or replacement of a Litter Management Plan under section 10 or 12 shall be a reserved function" exercised by the Elected Councillors.

The following diagram illustrates the process by which a Litter Management Plan is adopted.

1. Drafting the Plan.

- a. Consultation with relevant Local Authority Sections.
- b. Gather information in relation to the presence of litter.
- c. Evaluation of the previous Litter Management Plans
- Consult with other sections of the Council regarding their experiences with litter.
- Assess data gathered from CRM & LQS / Litter Pollution surveys.
- Review of previous Litter Management Plans and evaluation of performance against previous targets.

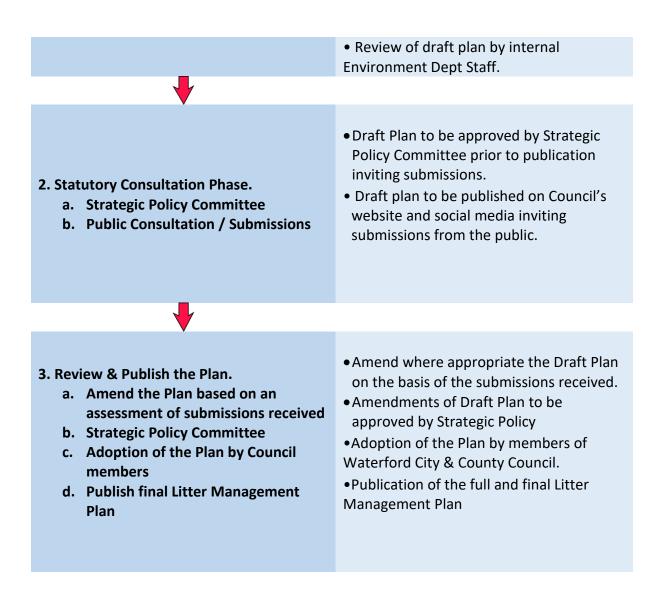


Fig 3: Process for preparation and adoption of Litter Management Plan.

5. Quantifying the Litter Problem.

The National Litter Pollution Monitoring System (NLPMS) is an innovative method developed by the Department of the Environment, Community and Local Government and Tobin Consulting Engineers to enable local authorities to manage litter pollution in a systematic, structured manner. Using a specially designed Geographical Information System (GIS) application each local authority functional area is mapped and then surveyed annually to plot areas for the carrying out of Litter Quantification Surveys. As part of on-going efforts to manage litter Waterford City & County Council carry out regular inspections of specific urban / recreational areas for the purpose of gathering information regarding quantities and types of litter present in these areas. These surveys involve the visual inspection and counting of litter items. The information compiled serves to complete the National Litter Pollution

Monitoring Surveys which are conducted between March and December each year. The statistics gathered provides valuable information which allows the Local Authority to build up a profile of the quantities of litter present in designated areas over an extended period of time.

In 2015 Waterford City & County Council developed an Application for hand-held Mobile Devices which facilitates the gathering of NLPMS data and provides real time information regarding the statistics gathered for each designated area and identifies the components of the overall quantities of litter observed. The results obtained can be used to monitor:

- the extent and severity of litter pollution the functional area of the Council;
- the types, most likely sources and causes of litter;
- the changes in litter levels from location to location and over time;
- the location of litter black-spots; and
- the effectiveness of initiatives undertaken by the Local Authority (Environmental Education & Awareness and Enforcement measures) together with the efforts of the general public to maintain a litter free environment.

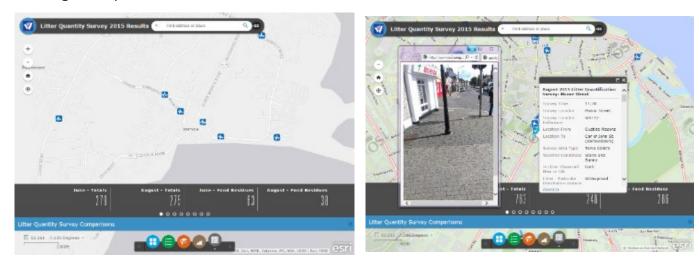


Fig 4: Screen shots from Watmaps

Litter composition data gathered over a number of different periods during the lifetime of the last Litter Management Plan, using hand-held mobile devices consistently shows that the largest contributor to litter on our streets is cigarette related litter as can be seen from the following graph.

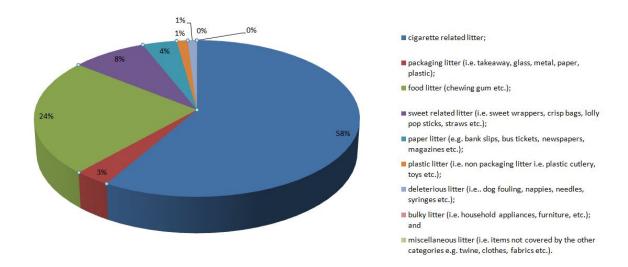


Fig 5: Chart showing comparison of the number of litter types found during Litter Quantification Surveys.

6. Litter Complaint Handling:

The introduction of Microsoft CRM the Customer Relations Management system provides accurate recording of information regarding the various types of interaction between the public and the Environment Dept. This has improved responsiveness and has provided a valuable reporting tool for environmental management.

The CRM system records complaints and details of all actions undertaken in the resolution of that complaint. Once a litter complaint has been logged it is assigned to an appropriate Environmental Inspector based on the location of the complaint. They investigate the activity/incident with the view to obtaining evidence which might secure a fine or prosecution, should there be any illegality involved. The Environmental Inspector then reports on the investigation and if unable to fully implement a resolution, requests assistance from others within the Council to carry out the necessary clean-up or removal, as appropriate. Members of the public are invited to contact the Environment Department, should they observe any illegal or suspicious waste activities; this collaborative approach greatly assists the local authority in minimizing the impact of littering and illegal waste activities in the city and county and in protecting our environment.

Fig 6: The following graphic shows the process which each litter complaint follows:

Litter Complaint Procedure

Complaint received by telephone, letter, e-mail or social media by Council's Customer Care Team.



Enter details on Microsoft CRM – The Council's Customer Relations Management Database.



Complaint referred to Environmental Technician for assessment.



Case assigned to relevant Environmental Inspector.

Investigation carried out/Waste Removed/CRM updated.



Evidence Recovered – On-the-Spot Fine issued and/or Notice or Legal Proceeding initiated.



Chief Executive's Order prepared to initiate legal proceedings for non –compliance with Notices issued.



Legal Proceedings Initiated.



PENALTIES/ COURT COSTS.

MAXIMUM FINE for summary conviction = €4,000

The following graph (Fig 7.)shows a breakdown of the 2,157 cases recorded on CRM which related to Litter / Flytipping (<20 Bags) received in 2020 with a comparison with 2019.

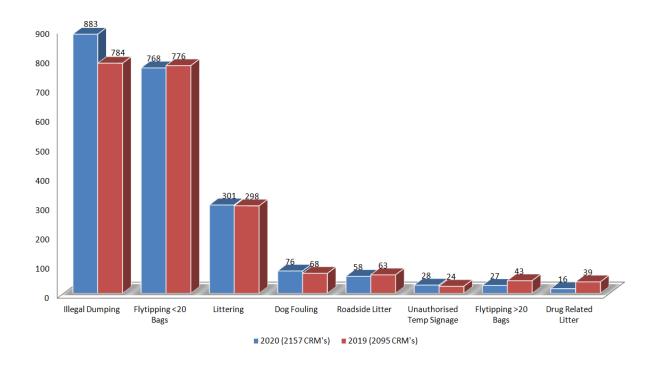


Fig 7: Litter related cases on CRM 2019 and 2020

7. Review of Previous Litter Management Plans

An essential part of the preparation of this new litter management plan is the review of those plans implemented previously and which will now be superseded. The purpose of the review is to identify the efforts that have been made to combat litter during the life of previous plans and to establish their effectiveness.

• During the lifetime of the previous litter management plans significant effort was expended by the Council in the area of environmental awareness & education particularly around all aspects of litter/waste reduction and management. To this end there was significant investment of resources in the fostering of relationships with schools, community groups, residents associations, tidy towns groups, the business sector and the general public who could work with the Council in achieving the targets of the Litter Management Plan. Efforts were made to ensure that the Council was seen as a focal point for environmental information and as a resource for the organisation and delivery of assistance to these groups.

- Resources invested in the development and application of new technology has enabled our Environmental Inspectors to investigate and gather more accurate data in respect of litter and to more effectively enforce litter pollution legislation.
- The development of an App for mobile devices which facilitates the gathering of information by staff regarding litter and waste proved to be a significant step forward in establishing the extent of the litter problem.
- The illegal dumping of household waste in our city and county continues to be a problem; the detection and prosecution of those responsible will require more targeted resources and a greater level of co-operation with local communities and the wider public. The adoption of waste presentation byelaws in December 2018, which require households to provide evidence on how they are managing their waste, will over time improve the level of participation in waste collection services, which will reduce the incidences of fly-tipping and illegal dumping. Unfortunately, the time-consuming nature of following up with individual households, means this will not be a quick win.

A significant source of illegal dumping appears to be unscrupulous illegal waste collectors, who dump the waste they collect illegally. An advertising campaign on social media, funded by the government under the Anti-Dumping Initiative was carried out in 2018.

Also targeted 'mystery shopper' operations were carried out in 2018 and 2019 against 'man in the van' illegal waste collectors, who advertise on social media, has resulted in a reduction of these types of ads locally, and enforcement proceedings taken against 2 unauthorised operators.

• The waste disposal facilities provided by the Council continue to be well supported and the further development and expansion of these facilities is to be supported.

8. Continuing issues of Concern

Roadside Litter

The problem of roadside litter continues to be a major headache for the Council. Significant clean-up costs together with costs associated with the health & safety requirements of working on busy roads have a major impact on the budget of the Council. Packaging litter, such as coffee cups and fast-food containers are the most visible element of the litter found on roadsides particularly within a 5 Kilometre radius of our towns and villages. Patrols by environmental inspectors and other staff members have been successful in obtaining evidence against a number ofpeople, with 27 fines issued in 2019 for discarding litter from a vehicle.

A regional education campaign was launched in the South East in 2015, asking road users to bring their litter home. This campaign incorporated radio and newspaper advertisements, social media, signage along roads and tax disc holders to highlight the issue and prompt the community to call out litter louts. This campaign caught the public's attention and we received numerous requests for posters for the community for this In July 2020 the Local Authorities in the South East region worked together once again on radio and social media ads, posters for local premises and roadside signage reminding drivers to bring their litter home. These will be further expanded in 2021, with all delis, takeaways and drive thrus being asked to display posters that ask drivers to bring their packaging home and also reminding them that they are responsible for their passengers also.



• Illegal Dumping (Inc. in Forests)

Illegal dumping can be defined as the illegal depositing of waste material (including hazardous wastes) onto public or private land. The waste type and amount can vary from a single black bag of domestic waste to truckloads of waste. The depositing of large amounts of waste is usually associated with isolated rural areas or forests. Invariably these locations are situated in some of the most beautiful, scenic areas of our county. Locations that are prone to illegal dumping are affected both on a visual and environmental level. One of the major problems in relation to illegal dumping/fly-tipping is householders and businesses handing over their waste to unauthorised door-to-door waste collectors. An unwelcome occurrence in the last few years has been the dumping of large quantities of tyres in wooded areas. The subsequent removal and recycling of these tyres is very costly. Waterford City & County Council will continue to investigate incidents of illegal dumping and will prosecute those responsible. Anti-Dumping Initiative funding was used to develop a series of graphics to raise awareness about illegal dumping. These will be used on social media, newspapers, etc to tackle the issue. In addition to this, Waterford City & County Council has recently become a member of Leave No Trace to work with them and use their messaging to ask those using scenic areas to take their litter home with them.







• Dog Fouling

Dog fouling is an issue which regularly is on the top of people's mind as the worst form of litter and has been one of the top issues of complaint from members of the public in recent times. Dog owners are responsible for cleaning up after their pets in public areas, but unfortunately many ignore their responsibilities. As dog fouling has negative environmental aspects and could possibly have health implications it is imperative that we strive to reduce the quantity of it on our streets and parks.

The litter pollution acts 1997-2003 require dog owners to clean-up after their pets foul in public places such as public roads, footpaths, parks and beaches. Waterford City & County Council has also introduced Control of Dog Bye-Laws 2015 which increases the required level of responsible dog ownership. The Council has also committed to providing litter bins at popular dog walking locations to assist dog owners in meeting their obligations.

The Council will continue to encourage responsible dog ownership and will provide adequate dog waste disposal sites particularly at appropriate amenity facilities. Education

and awareness also continues on this issue. Workshops and talks are given to groups and schools to teach about the correct way to dispose of dog litter as a responsible dog owner, Stencil markings regarding dog fouling and signage are also used to remind dog walkers to pick up after their dog on areas that are experiencing a problem with dog fouling. Social media campaigns are run also. A dog fouling campaign has been continued on social media to highlight the issue of dog litter, raise awareness about the litter fine and ask dog walkers to clean up after their dogs. The Green Dog Walker programme continued to provide a way to speak to dog owners about the need to clean up after their dog, with a surge in pledges received recently (e.g. using social media to boost this campaign, 400 pledges were received in a 24 hour period).





• Street Litter

Results of the 2019 National Litter Quantification survey indicated that cigarette related litter is a major cause of litter on our streets and footpaths representing over half of all litter items. Likewise gum litter constitutes a significant element of street litter. Chewing gum also presents to the Council the sticky problem of how to remove discarded gum from our footpath surfaces. Litter resulting from discarded packaging from convenience food outlets is a problem and is a constant challenge for the Council's cleansing crews. Community clean ups are facilitated year round through the provision of gloves, bags and litter pickers as well as the collection of bags of litter after the clean up. The Covid-19 pandemic resulted in the cessation of organised group community clean ups in 2020, While clean ups continue to be

carried out by family units or individuals, we hope that organised clean ups will commence later in 2021. A Local Anti Litter Awareness Grant is provided to enable communities to tackle litter each year.

• Drug Litter

The Council has received an increasing number of complaints in recent years regarding drug litter. All drug litter identified is removed by trained Council staff and disposed of in a safe manner. Where drug litter hotspots are identified the Council will consider the provision of special drug litter bins in consultation with the South East Drug and Alcohol Task Force.

Unauthorised Signage

The increasing amount of signage that is being erected without appropriate license by businesses, event organisers, community groups etc. along our road network is detracting from the amenity of our county and in some cases may constitute a hazard to road users. Illegal signs will be removed by our Environmental Inspectors without reference to those who erected them. The development and implementation of a Temporary Signage Policy during the life of the plan will assist in the maintenance of the amenity of our county.

Coastal/Marine litter

Plastic pollution cannot be ignored. Plastic is designed to last forever but is often used only once. Poorly managed plastic leaks into the sea and makes up 80% of all marine litter. The plastics that we see on our beaches are just a small part of marine litter. In fact, it's estimated that 70% of marine litter is on the seabed, 15% is floating in the water column and just 15% is what we see on our beaches. In September 2019 we launched a marine litter campaign called "Take 3 for the Sea". This idea is simple: it asks people to take three pieces of plastic litter with them when they leave the beach, waterway or... anywhere! We in Waterford are lucky to have a variety of beautiful beaches and coastline. We enjoy our beaches all year round, not just in the summer. There are a number of groups and individuals who regularly collect litter from the coastline of our county, from Cheekpoint in the east to Whiting Bay in the west. A teaching handbook was developed for both primary and secondary teachers (available on the website) and a community version is being developed. A teacher's handbook has been developed to help both Primary and Secondary

School teachers to explore marine litter, plastic pollution and single-use plastics with their class. This provides information on the topics and suggests activities to carry out with a class and provides a useful starting point to explore this with pupils. Signage was also erected at Blue Flag beaches.

During 2020 clean ups were carried out on Tramore Back Strand/Estuary and Colligan Estuary, Dungarvan where one tonne of waste was removed from each locations. A clean up was also undertaken using boats along the shoreline of the Suir Estuary from the Red Iron Bridge to Dunmore East in areas in accessible from land. Almost fours tonnes of material were removed from the shoreline under this project which was funded by the FLAG programme.

We also work with communities on a range of programmes to clean the coastline and prevent litter, including regular community clean ups, Clean Coasts, National Spring Clean, Blue Flag beaches, etc.

• Household Waste Arrangements

It is evident from national waste statistical data that a number of households have neither entered into appropriate waste collection arrangements with permitted waste collection service providers nor have made arrangements to bring their waste to a civic amenity site. Although the number of households in Waterford availing of a waste collection service has increased over the past number of years, from 29,141 in 2016 to 34,411 in 2019 out of 43,549 households, there are still a significant number of houses which don't have a regular waste collection. Some of these can be accounted for by households sharing bins, or people utilising Civic Amenity Sites or 'Pay to Use' Compactors. Households in multi-occupancy buildings, like apartments, often fail to get captured in these statistics, as collectors often mistakenly label this waste as commercial. This shows that a minority, albeit a significant minority of households don't have a waste service.

It is speculated that these householders and some businesses may be handing over their waste to unauthorised door-to-door waste collectors. Unlicensed waste collectors are suspected of being responsible for the illegal disposal of waste in woodlands, on mountain sides, and other scenic areas in County Waterford. The Council will utilise all its resources to

protect the environment from these un-scrupulous operators and will undertake investigations in respect of all households which do not have appropriate waste disposal arrangements. The use of the Waste Presentation byelaws will assist in identifying those households without proper waste management arrangements, and encourage those without a collection to avail of one.

9. Objectives of the Litter Management Plan 2021 – 2024

The implementation of this Litter Management Plan is underpinned by Waterford City & County Council's core value, as stated in its "Mission Statement" quoted from its Corporate Plan i.e.

"Our mission is to make Waterford the best possible place for all its people and for those that wish to live, visit, work or invest here."

The Primary Objectives of the Council through this Litter Management Plan include, but are not limited to:

Objectives					
1	To eliminate litter from Co Waterford by effectively enforcing litter and waste legislation. • This Litter Management Plan which sets out a number of strategies, objectives and actions to eliminate litter in the County will, when effectively implemented, serve to achieve the elimination of litter from our county.				
2	 To develop and implement an effective cleansing programme in our city, towns and villages. The Council will continue to provide resources in its annual budgets to meet the requirement to provide effective street sweeping services. Where resources are available litter picking will also be undertaken on heavily littered roads. The Appendices shows the current schedule of street cleansing & litter picking in the Waterford City, Dungarvan and Tramore 				
3	To improve Waterford City & CountyCouncil's litter management, street cleaning and litter prevention regime by focusing on the black-spot areas and deploying appropriate resources to those areas. • The council will use all available resources to detect offences in black spot areas and at bring centres. To target known dumping and litter black spots to ensure that these areas are litter and waste free. "No Dumping" signage				

will continue to be erected at these locations to advise would be offenders of the penalties associated with breaches of the Litter Management Acts. 4 To implement educational and awareness programmes and anti-litter initiatives with schools, communities and the business sector. A full calendar of events will be developed showing all opportunities for engagement with schools, local communities and the business sector in a partnership approach to using environmental education and awareness as the first step to resolving the litter problem. 5 To deliver a comprehensive litter monitoring and enforcement programme to ensure that those who fail to manage the proper disposal of litter and waste face the appropriate sanctions. Year round monitoring of litter will be continued and the public will be facilitated and encouraged to report littering offences and incidents of illegal dumping. All complaints will be investigated and appropriate enforcement action will be taken where offences are detected. 6 To ensuring best in class in the litter free presentation of our urban centres and the county as a whole as measured by Irish Business Against Litter (IBAL) league and Tidy Towns competitions. To address the results and recommendations of both the Irish Business Against Litter (IBAL) league and Tidy Towns competitions and consider these when compiling a set of indicators of tasks to be included for completion in future work programmes.

10. Responsibility for meeting these Objectives:

The Council has responsibility for Cleansing (the collection and disposal of litter),
Enforcement of control of litter legislation, and also through its Environmental Education &
Awareness programme responsibility for the promotion of awareness of the polluting
effects of litter and encouraging participation by the public in preventing and overcoming
the effects of litter. The Council has and will continue to invest significant financial resources
in tackling the problem of litter.

The following table (Fig 8.) illustrates the financial commitment made by Waterford City & County Council to the provision of street cleaning, enforcement of litter /waste legislation, environmental education and awareness during 2019 to ensure that Waterford City & County are maintained at the highest standards of cleanliness.

In 2019 a total of €3,903,885 was expended on activities associated with litter prevention and control. The following table gives the detail of that expenditure:

Expenditure on Litter Prevention & Control in 2019	Amount Expended
Street / Road Cleaning	€3,520,521
(Waterford, Dungarvan and Tramore Only)	
Environmental Inspections & Associated Costs	€258,114
Environmental Education & Public Awareness Initiatives	€125,250
Total	€3,903,885

Fig 8:

Cleansing & Provision of Facilities:

In Waterford City a dedicated team comprising of 30 staff work under the supervision of an Executive Engineer are tasked with works relating to street cleaning, litter picking and general public realm maintenance work within the areas of Waterford City. Similarly in Tramore 12 staff include the tasks of street cleaning and litter picking in their work schedules while in Dungarvan 15 staff undertake cleansing and litter control duties for the town.

In rural areas and villages, street cleaning is carried out by the Roads section and is budgeted separately.

The following litter related issues are included as part of the various team's overall priorities

Street cleaning –

- Waterford City priority in terms of frequency of sweeping is to be given to
 the core City centre areas and the main approaches into the City centre. The
 attached City Mechanical Street Sweeping Routes map outlines the routes
 and the frequency of both mechanical street sweeping.
- Tramore priority in terms of frequency of street cleaning in Tramore is to be based on seasonal demands and the attached Tramore Mechanical Street Sweeping Routes map following schedule outlines the routes and the frequency of both mechanical street sweeping.
- Dungarvan is divided into a number of sweeping zones with the core town centre (the Red route on the map shown in the Appendix) to be swept every

morning including weekends and the other areas to be swept on a weekly basis. The map also outlines the proposed routes and weekly rota. As part of the intended establishment of common standards, it is proposed to introduce some new mechanisation including the use of a blower and mini-mechanical sweeper to improve the quality of sweeping on footpaths and pedestrian areas in particular.

o In other towns, villages and rural locations:

Street Cleaning and other Environmental Services are delivered by the District Roads Team across the smaller towns, villages and rural locations throughout the county and are funded as part of the Roads Maintenance and Upkeep Budget. The services and locations are outlined below —

- Litter picking
- Emptying of street bins on a weekly basis and twice weekly during the summer months
- Mechanical street sweeping in Lismore during the summer months
- Mechanical street sweeping in some towns and villages as required for events and during leaf fall in the autumn
- Support to Tidy Towns Committees
- Support for Area Clean-ups
- Trailer mounted litter vacuum to allow litter to be collected from rural roadside verges.
- Litter picking –manual litter picking of streets and approach roads is to be undertaken on a routine basis in Waterford City, Tramore and Dungarvan. The Litter Picking Route Maps for these locations indicate the proposed routes and schedules.
 A schedule of litter picking is also carried out on a daily basis during the summer season (June August) at the following beaches:
 Tramore, Dunmore East, Woodstown, Clonea, Bunmahon, Ardmore
- Maintenance of litter bins Checking and emptying

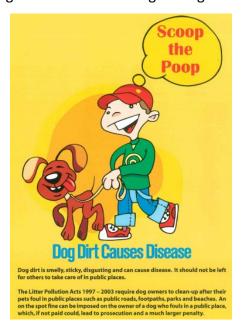
- Waterford City (90 bins in total) it is intended that all litter bins in the Core centre area are checked and emptied 3 times per day. All other bins in the City outside the core centre are checked and emptied on a daily basis. The introduction of compacting bins to some areas in Waterford in 2019, has improved the capacity of the bins in these busy locations.
- Tramore it is intended that all litter bins are checked and emptied as required on a daily basis. Additional larger 1100 litre bins are deployed in the Strand Street and Promenade areas during the summer months to cater for the increased usage that arises with visitors.
- Dungarvan— all litter bins in the town centre area are to be checked and emptied daily (Mon – Sun.). All other bins in the Town outside the core centre are to be checked on a daily basis (weekdays only) and emptied as required.
- Particular attention will be paid to litter generated by those using the public transport network and it is the aim of the local authority to provide a litter bin at each bus shelter throughout the city and county area.

Illegal dumping / fly tipping — County-wide it is intended that known 'hot spots' are inspected regularly and the teams undertake the clean-up of illegal dumping and fly-tipping sites as and when required. The deployment and use during the lifetime of the plan of Mobile Incident Capture technology will enable Environmental Inspectors to capture data relating to these litter occurrences which can be used to assist in the prosecution of those responsible.

The use of audio alert devices at certain locations reminding people not to leave waste at bottle banks will help to encourage the public to bring excess waste home with them.

Dog Fouling – The Council will continue to encourage responsible dog ownership and will provide adequate dog waste disposal sites particularly at appropriate amenity facilities. The Council will enforce provisions of the Litter Pollution Acts 1997-2003 which requires dog owners to clean-up after their pets foul in public places such as public roads, footpaths, parks and beaches. Waterford City & County Council has also

introduced Control of Dog Bye-Laws 2015 which increase the required level of responsible dog ownership. The use of audio alert devices at certain locations reminding people to clean up after their dog. New social media graphics and videos, newspaper ads, radio advertising, signage, etc. are due to be launched mid March 2021 as part of ongoing awareness about dog fouling.



Waste Enforcement Regional Lead Authorities (WERLA's)

The Waste Enforcement Regional Lead Authorities (WERLAs) have responsibility for coordinating waste enforcement actions within regions, setting priorities and common objectives for waste enforcement thus ensuring consistent enforcement of waste legislation across the three existing waste management planning regions while still leaving local authority personnel as first responders on the ground to specific breaches of waste legislation.

Co-operation with An Garda Siochana.

The Council will continue to work with An Garda Síochána to tackle anti-social behaviour, dumping of waste and litter. Co-operation with AGS will help with the tackling of unauthorised collectors through their assistance with operations and through the participation in multiagency road checkpoints, which will help identify waste operators.

Bring Banks

Waterford City & County Council provide 67 Bring Banks throughout the City & County.

Materials which can be deposited at these sites include glass (brown, green and clear),
textiles and in some locations aluminium cans, plastic bottles and newspapers. In 2020,
3,279 tonnes of glass and 165 tonnes of textiles were deposited in Council bring banks.

A list of current Bring Bank Locations together with details of the tonnages of glass & textiles
collected at these sites during 2020 is contained on Appendix No 5 & 6

Suggest inclusion of number and tonnage from plastic bottle receptacles also here (list of locations could be included at end of document where the list of glass banks and can banks are located.

Civic Amenity Sites

Civic Amenity Centres provided by Waterford City & County Council at Kilbarry, Waterford and at Ballinamuck, Dungarvan have been provided for the householders of Waterford City & County to recycle their waste. Both Civic Amenity Sites accept a wide range of household material which is suitable for recycling. All items listed below are free of charge to dispose of, if brought to the site:

- Glass Green, Brown & Clear
- Cans
- Textiles
- Batteries
- Waste Cooking Oil
- Waste Electronic and Electrical Items
- Christmas Trees
- Fluorescent lighting.

Bulky Item Collection

Waterford City residents who need to dispose of household bulky items and/or white goods can pay for them to be collected by the Council. This service is only available in Waterford City.

Education / Awareness

Waterford City & County Council recognize the critically important role that Environmental Education & Awareness plays by raising awareness of the problems associated with litter and thus shaping attitudes to the environment. We work with a wide range of groups and individuals across the community.

The Council's Environmental Education & Awareness Officer and other Council staff engage with young people through the school education system with visits to primary schools and

secondary schools throughout the year. These visits are used to heighten awareness amongst schoolchildren of the harmful effects of litter. Schoolchildren are given advice on matters of recycling, litter, waste prevention, reuse and general environmental awareness. Schools are encouraged and supported in their efforts to participate in the Green Schools programme. In 2021, 93 primary schools, secondary schools and preschools are registered to participate in the Green Schools programme. As part of our general environmental awareness programme for all schools, litter Talks are offered to 1st year classes of Secondary Schools each year; they are also popular with 4th year classes, as are the topics of reuse, recycling and waste prevention. These talks focus on the litter dropped by the students themselves, on the streets, particularly during lunch and after school. Workshops and talks are also given to youth groups, scouts, Foroige, Tidy Towns, ICA, eco groups, etc.



Kilbarry Nature Park is certified as a Discover Primary Science and Maths centre for Waterford City & County Council to educate primary school pupils about litter, the remediated parkland, waste and biodiversity. This can take place either in the park itself or in the school if weather does not permit a visit to the park.

Waterford began taking part in the Picker Pals educational programme for primary schools in 2020. The programme engages children through a story world, with programme specific readers and activity books given to every child in the class. A "Picker Pack" is also provided which contains a child and adult litter-picking tool to be taken home by a different student every week. The family then go on a litter picking adventure in their local area with the child reporting their activity back to their classmates. When they return the pack, they are asked to talk about what they found, fill out worksheets on how they can prevent the littering of these items and come up with solutions. It aims to get children and their families looking at litter in their local environment and talking to classmates, family and neighbours about the issue. 10 primary school classes are taking part in this programme.





A rise in litter created by disposable masks and gloves was seen in 2020 with Covid-19. A series of social media messages were developed to ask people to dispose of face masks and gloves responsibly and run at regular intervals during the year.

Local Litter Awareness Grants: A local grant is advertised at the beginning of each year to enable local groups and schools to carry out litter awareness activities and project in their local community. Previous projects include litter poster competitions, murals, etc.

Other community initiatives organised and supported by the Council include:

The Gum Litter Taskforce which was established to tackle the issue of gum litter in an effective and sustainable way, by raising awareness of the issue and promoting the responsible disposal of used chewing gum. Waterford City & County Council will during the

lifetime of this plan continue to participate in campaigns organised to promote awareness of the problems associated with gum litter.

National Spring Clean, which is an initiative organised by An Taisce, is held annually in the month of April. It is Ireland's most popular, well recognized and successful anti-litter initiative. The campaign encourages every sector of society to actively participate and take responsibility for litter, by conducting clean ups in their own local environment. The campaign is supported by Waterford City & County Council who assist in the promotion and advertising of the event, the provision of materials (gloves, refuse sacks, hi-viz vests, litter pickers) and who also co-ordinate the removal and treatment of the collected waste. The value of this initiative is recognised by the Council and it will be fully supported throughout the life of this plan with the continuation of a budget to meet our commitments to clean ups that take place throughout the year, Waterford City and County Council facilitate community cleanups at any time of the year. More information regarding the National Spring Clean can be obtained from www.nationalspringclean.org.

Tidy Towns

The Council has hosted a series of Tidy Towns workshops and seminars in the last few years offering advice and support on:

- Waste prevention
- Anti-litter initiatives
- Food Waste prevention
- Biodiversity
- Recycling initiatives

19 towns and villages in the County competed in the 2019 competition and achieved the following results.

CATEGORY A: Ballymacarbry (Silver Medal), Clonea-Power, Fenor, Lemybrien, CATEGORY B: Ardmore (Silver Medal), Ballyduff Upper, Cappoquin, Clashmore, Cheekpoint, Kilmacthomas, Passage East / Crooke, Stradbally (Gold Medal), Tallow, Villierstown,

CATEGORY C: Dunmore East, Lismore (Gold Medal), Portlaw,

CATEGORY D: Ferrybank

CATEGORY E: Dungarvan (Silver Medal)

CATEGORY F: Tramore (Bronze Medal)

Note: Due to Covid-19 the National Tidy Towns Competition did not take place in 2020.

Southern Region Waste Management Plan 2015-2021

The education and awareness remit of the Council is tasked with the delivery of key targets set out in relation to waste prevention activities under the Southern Region Waste Management Plan 2015-2021. Education and awareness will be used to inform the public that prevention is the most effective waste management option in terms of protection of the environment and human health. Waterford City and County Council has committed to policy actions B.1.2 of this plan, which relates to the allocating 15c per inhabitant expenditure on waste prevention related activities. This has been used on projects such as the Local Waste Prevention Grant that is advertised at the beginning of each year to support communities to take steps on waste prevention, reuse and repair activities in their local areas and to encourage partnership between local businesses, schools, charities and voluntary groups. Past projects funded through this scheme have included food waste prevention demonstrations, bicycle repair workshops, school vegetable gardens, upcycling workshops, waste prevention seminars with Tidy Towns groups, reuse workshops, and more. It has also been used to part fund Waterford City and County Council's waste prevention education and awareness programme, such as reuse workshops, information stands, etc.

Pariticpation in Reuse Month each October and in reuse/waste prevention activities also impacts litter prevention. Some of these projects include active support of the Conscious Cup campaign and 2Go Cup which encourages the use of a reusable cup instead of disposable takeaway cups (which can be seen in roadside litter). In 2020 environmental workshops were mainly held online and were offered to community groups and schools in this format during the autumn months. Normally these workshops take place in person and cover a range of issues such as composting, recycling, food waste prevention, waste prevention, etc. Six schools availed of these workshops online. A series of waste prevention webinars were held during the autumn, beginning in Reuse Month. These were well attended events, with up to 50 people registering for them. All events were listed on www.mywaste.ie. Waterford's main event was a sustainable textile webinar, with speakers from Thriftify and a local focus on how to upcycle textiles.

Local Authority Prevention Network (LAPN) funding has also been applied for and received, including a joint application submitted by Waterford City & County Council and Wexford County Council in 2018 for a food waste prevention initiative. As part of this project, Stop Food Waste workshops were allocated to two groups in Waterford to help them to cut down on their food waste. The short animated video produced for this project appeared in cinemas for 10 weeks. The video, in both Irish and English, was also distributed on social media and in schools.



LAPN funding was granted by the EPA for two associated projects in 2020:

The first of these is a joint project with Carlow County Council and Kilkenny County Council (with Waterford City & County Council as the lead authority in this project) to prevent paint waste by raising awareness about top tips to purchase, store and dispose of paint to create least waste. The over-purchasing of paint has been an ongoing issue in Ireland and has particularly escalated during COVID 19. In previous hazardous waste collection days at our Civic Amenity Sites, we have noticed a significant collection of non-hazardous paints. In order to prevent wasted paint, we are raising awareness of how to calculate paint required, store paint, dispose of paint, etc. These tips are being shared online through social media posts and videos, on radio and at point of sale in hardware and paint shops. https://vimeo.com/481622966/6a89c369dc



The second project receiving funding from the EPA is a feasibility study to assess the viability of establishing a paint reuse social enterprise in Co. Waterford working through one of our Civic Amenity Sites. We are currently exploring this with a social enterprise based in Waterford and hope to begin the paint reuse in March.

In 2019, LAPN funding was received for four water stations along the Waterford Greenway to enable walkers and cyclists to refill water bottles instead of disposing of plastic bottles along the way.



A Waste Awareness Week was held 23rd to 28th November 2020. The five day virtual event organised by Waterford City and County Council, in association with the Southern Regional Waste Management Planning Office. This was designed to inform the public on what they can and recycling.

do to correctly dispose of their waste and provide up-to-date information on reusing,
 reducing There were five topics, one for each day:

Monday, November 23: Recycling and local video –schools workshop on

recycling

Tuesday, November 24: Greener Cleaning

Wednesday, November 25: Food Waste

Thursday, November 26: Launch of our 'Paint Smarter' LAPN project

Friday, November 27: Textiles – including an online workshop re textile

upcycling

- Radio ads on WLR FM during this week. They also interviewed Renew Enterprises, a social enterprise that repairs and sells lawnmowers and bikes, to discuss reuse and repair locally.
- 11 unique pieces of video shared online 6 for textiles, 1 food waste, 1 recycling, 1
 greener cleaning, 1 specific to Waterford
- Social posts throughout the week.

NE OF THE MOST EFFECTIVE WAYS TO FIGHT CLIMATE CHANGE





Enforcement

Waterford City & County Council currently employs four full time Environmental Inspectors. The Environmental Inspectors operate as part of the Council's Environmental Enforcement team, which also includes an Executive Engineer and an Environmental Enforcement Technician, each of whom is authorised to issue Litter Fines.

Figure 10 shows the Environmental Enforcement Team and the Administrative staff structure which provide administrative support to that team:

The main offences dealt with by the Environmental Enforcement team include general littering, illegal dumping, non-permitted waste collecting, fly posting, and abandoned cars.

The on-the-spot fine is €150.00 for litter offences. A €75 on the spot fine is also available for breaches of the Waste Presentation Byelaws.

The maximum fine, which may be imposed in the District Court, for litter offences is a Class B fine of €4000. For offences relating to the waste presentation, it is €2,500.

Each member of the enforcement team receives continuous training in the relevant legislation and best working practices and each follows strict guidelines in the issuing of Litter Fines and the preparation of Court Cases. The following tables (Fig 11.) summarised the Enforcement Actions taken by the Environmental Enforcement team and the income accruing from litter prevention and control operations in 2019.

Examination will also be given to the increased use of notices under section 16 of the Litter Pollution Act 1997 to require certain businesses to ensure land in the vicinity of their premises is kept free from litter.

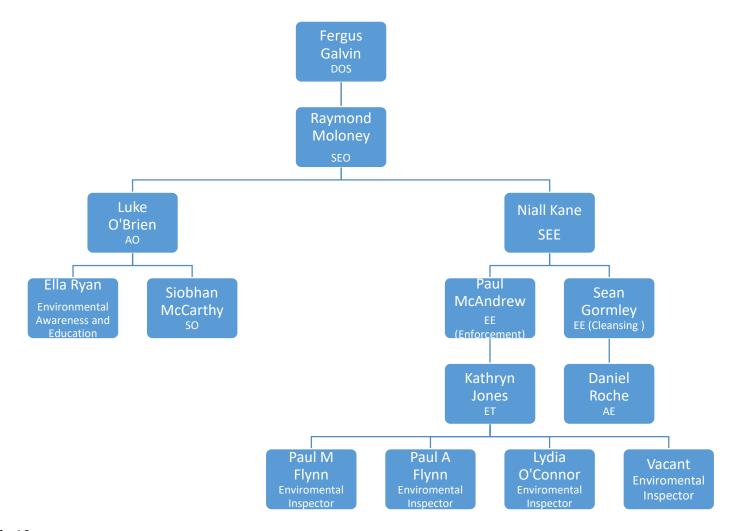


Fig 10.

Enforcement activity	
Legal Actions initiated	11
Convictions secured	6
On-the-Spot Fines issued	285
On-the-Spot Fines paid	211
Number of Notices / Warning letters issued	3

Revenue from Litter Prevention & Control	
On-The-Spot Fines	€31,250

Fig 11.

11. Monitoring & Performance Indicators

To measure the success of this plan it is important to have a number of indicators in place. The following indicators will measure the 3 most important areas, namely, enforcement, education & awareness and cleansing.

This information will be used annually in Litter Progress reports which will be provided to elected members before the end of March each of the years Waterford City & County Council's Litter Management Plan 2021-2024 will be in force.

Enforcement

- Number of litter complaints received.
- Number of fines issues.

- Number of fines paid.
- Number of notices under section 16 of the Act.
- Number of prosecutions.

Awareness

- % of schools participating in environmental programmes.
- % of schools with green flag.
- Number of community clean ups held, including those participating in Spring Clean.
- Number of articles relating to litter in local media and posts on social media.

Street Cleansing

- Delivery of effective litter picking & street cleansing services.
- Amount of litter collected.

Litter Monitoring

- Results from National Litter Monitoring System.
- Results from IBAL & Tidy Towns Competitions.

Review of Plan

The Litter Management Plan is due for review in 2024.

Website

Information regarding the Environment section of the Waterford City & County Council website which can be found at www.waterfordcouncil.ie

Follow us on Facebook at

Follow us on **Twitter** at

https://www.facebook.com/Waterfordcouncil

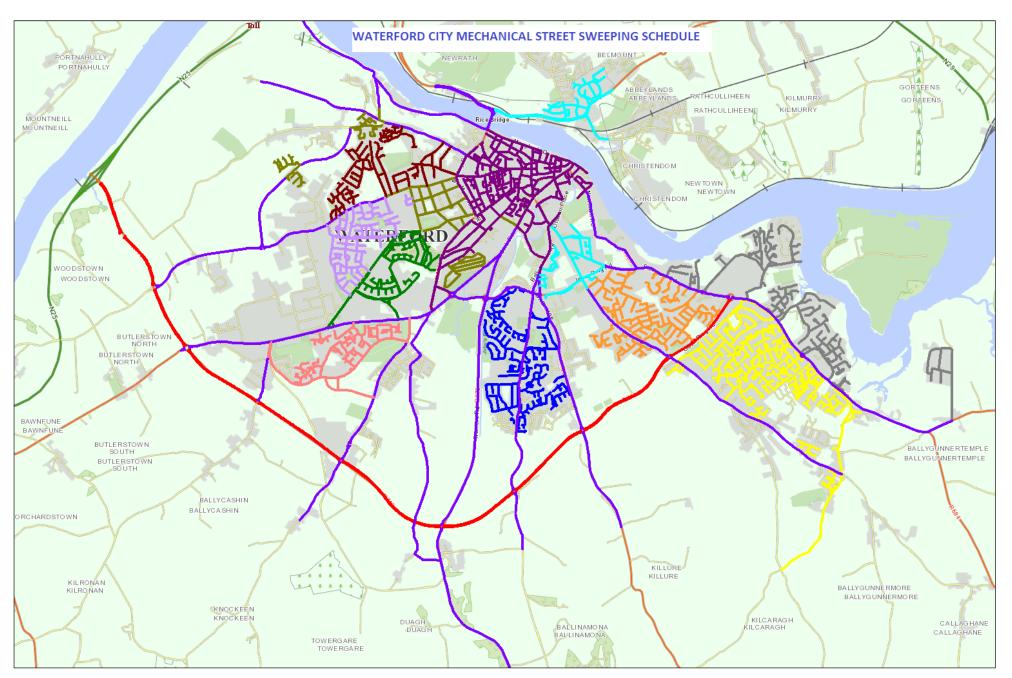
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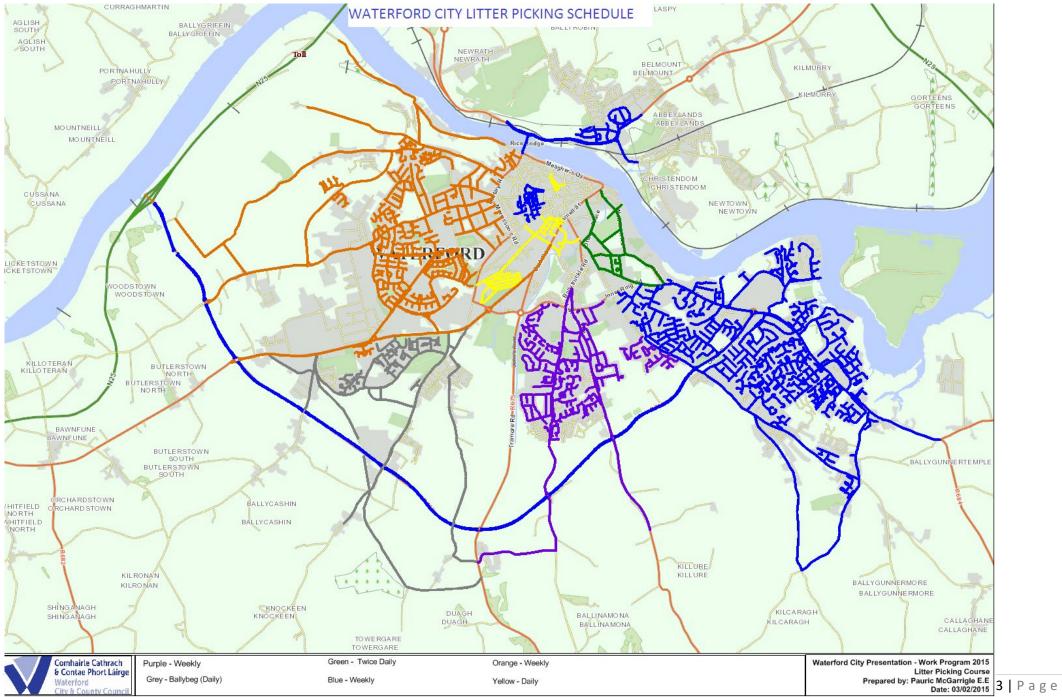




12. Appendices:







Bring Bank Network -Tonnage of Glass Collected In

Bring Bank Network - A Total of 3,279.51* tonnes of glass was recycled in 2020. *This represents a 29% increase over 2019.

Locations of Bring Bank Facilities provided by Waterford City & County Council & the tonnage of glass recycled at these locations:

Site	Total
Abbeyside	164.02
Affane	34.24
Aglish	22.5
An Rinn	42.58
An Sean Pobal	12.96
<u>Ardmore</u>	39.79
Ballinroad	45.06
Ballyduff Lower	23.88
Ballyduff Upper	17.51
Ballymacarbry	24.43
Ballysaggart	9.81
<u>Bunmahon</u>	30.84
Butlerstown	19.21
Cappoquin	40.59
Cheekpoint	21.44
Clashmore	16.71
Clonea Power	16.75
Clonea Strand	1.14
Dungarvan - Civic Amenity Centre	25.27
Dungarvan - Scanlons Carpark	108.43
Dungarvan – Shandon Road	42.99
<u>Dunhill</u>	26.71
<u>Dunmore East - Bayview Housing Est.</u>	7.12

Site	Total
Dunmore East - Gaultier GAA Club	47.66
<u>Fenor</u>	24.96
<u>Kilbrien</u>	9.2
<u>Kill</u>	22.5
<u>Killea</u>	50.39
<u>Kilmacthomas</u>	58.52
Kilmeadan	43.55
Kinsalebeg	15.65
Knockanore	7.13
Lemybrien	28.08
Lismore	57.63
<u>Modeligo</u>	8.92
Passage East	26.49
<u>Portlaw</u>	54.1
Rathgormack	18.05
Stradbally	35.22
Tallow	46.57
<u>Tooraneena</u>	14.7
<u>Tramore - Pickardstown</u>	31.2
<u>Tramore - Promenade</u>	99.88
Tramore - Supervalu	154.47
<u>Tramore - Tesco</u>	207.18
Villerstown	11.96

Site	Total
Waterford City - Carrickphierish Ring Road	67.05
Waterford City - Glen Carpark	123.12
Waterford City - Tesco Ardkeen,	424.92
Waterford City - Tesco Poleberry	137.87
Waterford City - Williamstown Golf Course	11.71
Waterford City - Ballybeg Tesco	141.87
Waterford City - Barker Street	21.51
Waterford City - Barrack Street	53.12
Waterford City - Bolton Street	17.53
Waterford City - Canada Street	18.85
Waterford City - Carrickphierish Business Park	90.99
Waterford City - Ferrybank	79.76
Waterford City - Jenkins Lane	18.7
Waterford City - Kilbarry Civic Amenity Centre	6.2
Waterford City - Matties Hill	20.11
Waterford City - Maypark Lane	82.24
Waterford City - Mount Sion GAA Club	12.38
Waterford City - Regional Sports Centre	3.18
Waterford City - Waterside Carpark,	15.72
Waterford City - Williamstown Sports Centre	2.41
Waterford City - WIT Main Campus	43.15
Woodstown	19.13
TOTAL	3,279.51

Textile Bank Network – A Total of 165.29* tonnes was recycled in 2020. *This represents a 29% increase over 2019.

Facilities provided by Waterford City & County Council & the tonnage of textiles recycled at these locations:

Location	Tonnage
Abbeyside	23.65
Affane Cross	5
Aglish	1.44
An Rinn	5.35
An Sean Pobal	1.86
Ardmore	2.81
Ballyduff Lower	1.34
Ballyduff Upper	1.5
Ballymacarbry	3.84
Ballysaggart	1.49
Bunmahon	2.79
Butlerstown	1.75
Cappoquin	4.63
Cheekpoint	2.33
Clashmore	2.24

Location	Tonnage
Clonea Power	2.42
Dungarvan	15.49
Dungarvan	1.68
Dungarvan CAS	4.15
Dunhill	2.1
Dunmore East	3.67
Dunmore East Killea	1.81
Fenor	1.8
Kilbrien	1.1
Kilmacthomas	3.9
Kinsalebeg	2.9
Knockanore	0.13
Lemybrien	1.98
Lismore	5.26
Passage East	1.62

Location	Tonnage
Portlaw	6.9
Stradbally	2.64
Tallow	4.8
Touraneena	0.42
Tramore	3.06
Tramore	7.24
Tramore	4.02
Villierstown	1.48
Waterford City - Barker St.	4.48
Waterford City - Bolton St.	2.31
Waterford City - Canada St.	1.99
Waterford City - Ferrybank	6.67
Waterford City - Jenkin's Lane	2.48
Waterford City - Johnstown	4.79
TOTAL	165.29

Aluminum can banks are also available at a limited number of bring sites

Aluminium Can Bank Network – A Total of 41.64 tonnes was recycled in 2020.

Facilities provided by Waterford City & County Council & the tonnage of aluminium cans recycled at these locations:

SITE	TONNAGE
Ardmore	1.19
Dungarvan - Shandon Road	0.99
Kill	0.75
Knockanore	0.09
Tramore - Pickardstown	0.72
Tramore - Promenade	1.88
Tramore - Tesco	2.65
Waterford City - Ballybeg Tesco	3.12
Waterford City - Barrack Street	2.14
Waterford City - Canada Street	0.42
Waterford City - Ferrybank	2.32
Waterford City - The Glen Carpark	2.71
Waterford City - Kilbarry Civic Amenity Centre	0.2
Waterford City - Matties Hill	0.94

SITE	TONNAGE
Waterford City - Mount Sion GAA Club	0.33
Waterford City - Regional Sports Centre	0.09
Waterford City - Tesco Ardkeen	8.41
Waterford City - Tesco Poleberry	3.58
Waterford City - Barker Street	1.18
Waterford City - Bolton Street	0.56
Waterford City - Carrickphierish Business Park	2.18
Waterford City - Carrickphierish Ring Road	1.72
Waterford City - Maypark Lane	1.07
Waterford City - Waterside Carpark	0.6
Waterford City - Williamstown Golf Course	0.36
Waterford City - Williamstown Sports Centre	0.08
Waterford City - WIT Main Campus	1.36
Total	41.64

Newspaper can also be recycled at the following bring banks

Tesco Ardkeen, Waterford

Ferrybank, Waterford