Kilkenny County Council's

Draft Litter Management Plan 2021-2023

Kilkenny County Council
Comhairle Chontae Chill Chainnigh

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1.0 Introduction

Kilkenny County Council Draft Litter Management Plan 2021 – 2023 affirms its commitment to litter prevention. This Litter Management Plan builds on the outcomes of previous plans and other initiatives implemented.

In a national and local context, litter continues to be a challenge. Emphasis must be on reduction and its effective management. The Council acknowledges that while the primary *enforcement* response must come from Kilkenny County Council and a collaborative approach with all society sectors is required with individuals taking personal responsibility for their actions being critical in order to tackle litter successfully.

This plan outlines objectives and actions for the next three years in relation to litter prevention, litter control and education and awareness. An annual progress report will be submitted to the Council for consideration as set out in the regulations. The Litter Management Plan will be available on the Council's website, www.kilkennycoco.ie.

The Litter Management Plan is not a stand-alone policy as its objectives aim to protect the environment from pollution. It has strong links with the Sustainable Development Goals (SDGs), also known as the Global Goals, which were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

On a national level, it links with the Governments Waste Action Plan for a Circular Economy that fulfils the commitment in the Programme for Government to implement a new National Waste Action Plan, one that focuses on a circular economy and for example advocates the prohibition of single use plastics. On a regional level it complements the vision of the Southern Region Waste Management Plan and the Litter Management Plan objectives will inform Kilkenny County Councils Annual Service Delivery Plan and the Environmental Enforcements Team Recommended Minimum Criteria for Environmental Inspections (RMCEI) Plan which is approved by the Environmental Protection Agency annually.

The plan objectives strive for a cleaner environment, an environment which is litter free, that eliminates the risk of pollution from carelessly discarded waste. Kilkenny, a county rich in waterways, their preservation is critical and litter should not impact their ecosystem and this importance is highlighted in the Councils Climate Change Adaption Strategy.

1.1 Statutory Obligation

Kilkenny County Council is obliged to produce a Litter Management Plan as set out in Section 10 of the Litter Pollution Act, 1997 as amended. It requires Local Authorities to prepare and implement a Litter Management Plan for their own functional area. The adoption of the Litter Management Plan is a reserved function of the Council. Kilkenny County Council is responsible for the prevention and control of litter and has the power to take enforcement action against people who break or ignore the law. Kilkenny County Council is responsible for keeping public places, under its control, clear of litter as far as is practicably possible, which includes the arrangement of cleansing programmes and the provision and servicing of litter bins.

1.2 Consultation Process

The following consultation process will occur to formulate the New Litter Management Plan:

• Litter Management Plan 2018-2020 reviewed and determined which initiatives were completed and which remain incomplete;

• Consultation with each of the 4 Municipal Districts;

• Public engagement will be completed to invite submissions on the draft plan

• A draft format will be presented for discussion to the Council's Strategic Policy Committee 4 Environmental Protection, Climate Action & Energy Meeting (SPC);

• The Draft Litter Management Plan will be amended if required following public submissions received and feedback from the SPC and elected members;

• The Litter Management Plan 2021-2023 will be brought forward to Council with a report from the Chief Executive for formal adoption.

• The adopted Litter Management Plan 2021-2023 will be available as a publication in libraries and on the Council website.

2.0 Litter

2.1 What is Litter?

Under the Litter Pollution Act 1997, as amended, the definition of litter is: "any substance or object, whether or not intended as waste, that when deposited in a place other than a litter receptacle or other place designated for the deposit is, or likely to become unsightly, deleterious, nauseous or unsanitary, whether by itself or with any other such substance or object, and regardless of its size and volume or the extent of the deposit". The definition is quite wide and includes graffiti, fly-tipping, domestic refuse placed in a litter bin, casual littering from papers/cigarette butts/chewing gum, advertising and dog fouling as well as anything else which is or is likely to become unsightly.

Image; Roadside Littering

As a member of the public – what are my responsibilities regarding litter?

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

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

As a business person - what are my responsibilities when it comes to litter?

The Litter Pollution Act puts legal responsibility 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 business premises litter free
- Failure to secure transported material on a trailer or truck
- Dumping material (fly-tipping)
- Putting up posters or signs without authorisation
- Placing advertising flyers on cars
- Placing commercial waste in a public litter bin

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). Large-scale dumping can 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.

2.2 National Litter Monitoring System

The National Litter Monitoring System developed by the Department of Communications, Climate Action and Environment enables each Local Authority to analyse the extent and severity of litter pollution in their functional areas, the types the sources and causes of litter. These results are issued annually and highlight areas which require attention. The table below highlights what litter types are most frequently surveyed in Kilkenny.

Table 2.1 Litter Composition in 2018 & 2019

Litter Type	2019	2018
Cigarette Litter	88%	40%
Packaging Litter	3%	25%

Table 2.1 Continued		
Litter Type	**2019**	**2018**
Sweet Litter	4%	6%
Food Related Litter	1%	16%
Paper Litter	2%	7%
Dog Foul	0.2%	5%
Other	1.8%	1%

Table 2.2 Causes of Litter in 2018 & 2019

Causes of Litter	**2019**	**2018**
Pedestrians	57%	44%
Passing motorists	43%	19%
Schools/School Children	0%	10%
Places of Entertainment	0%	8%
Retail Outlet	0%	5%
Gathering Point	0%	5%
Fast Food Outlet	0%	5%
Other	0%	4%

2.3 How to Make A Litter Complaint

Complaints can be reported via the Councils Litter Hotline 1800-200-156 or via the EPA's National Environmental Complaints Line (NECL) 1850 365 121. Calls made to the EPA are then forwarded to Kilkenny County Council to investigate. Alternatively, complaints can be received via postal correspondence, by email; environment@kilkennycoco.ie or by presenting in person to speak with an environment staff member in County Hall. Complaints cannot be accepted via the Councils social media platforms.

Members of the public are invited to contact the Councils Environment Section 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.

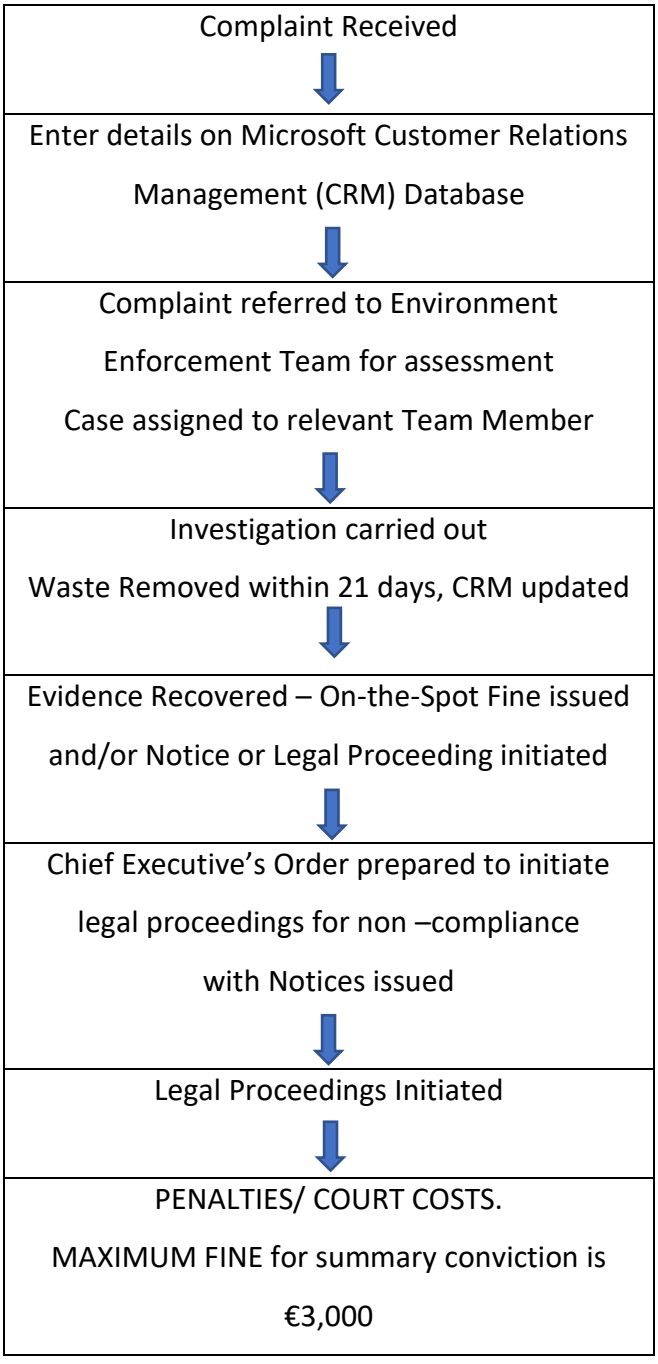
2.4 Litter Complaint Handling

The introduction of Microsoft's Customer Relations Management (CRM) system provides accurate recording of information regarding the various types of interaction between the public and the Council's Environment Section. This has improved responsiveness and 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 Enforcement Team Member based on the complaint location. 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 Enforcement Team Member then reports on the investigation with the necessary clean-up or removal of rubbish within 21 days.

Figure 2.3 Litter Complaint Procedure



2.4 Litter/Waste Complaints Received

The CRM system in 2019 logged 1,042 environmental complaints, of these 895 broadly related to litter and waste management. In 2020, the Council experienced an increased number of complaints with 1,307 received, with 999 relating to litter and waste management. The following table provides a broad break down of the complaint categories relating to litter and waste.

Table 2.3 Waste/Litter Complaints Received in 2019 & 2020

Categories	2019	2020
Illegal Dumping/Litter	661	737
Graffiti	2	1
Dog Fouling	25	29
Bring Banks	6	14
WEEE	10	3
Green Waste	5	3
Hazardous Waste	8	2
Waste Collection	0	4
Waste Management	13	8
Burning of Waste	23	55
Abandoned Cars/ELV	86	76
Tyres	8	7
Election Posters	6	12
Unauthorised Signage	42	48
Total	**895**	**999**

2.6 GDPR Compliance

Kilkenny County Council creates, collects and processes a vast amount of personal data in various multiple formats on a daily basis. Kilkenny County Council's commitments that personal data managed by the organisation is;

- Obtained lawfully, fairly and in a transparent manner
- Obtained for only specified, explicit and legitimate purposes
- Adequate, relevant and limited to what is necessary for purpose for which it was obtained
- Recorded, stored accurately and securely and where necessary kept up to date
- Kept only for as long as is necessary for the purposes for which it was obtained.
- Kept in a form which permits identification of the data subject
- Processed only in a manner that ensures the appropriate security of the personal data including protection against unauthorised or unlawful processing.

2.6.1 GDPR Procedure Regarding CCTV and Drone Mobilisation

Kilkenny County Council has overt cameras and drones operational to fight against illegal dumping. Procedures are in place for CCTV and drone use. A DPIA (Data Protection Impact Assessment) is prepared in accordance with GDPR prior to use. Evidence captured has been successfully submitted to the Courts to obtain prosecutions under both the Litter Pollution and Waste Management Acts, as amended.

In a ruling against another Council in October 2020 the Data Protection Commissioner found the Litter Pollution Act 1997 and the Waste Management Act 1996 did not provide a lawful basis for a County Council to use of covert cameras with a view to detect and deter illegal littering and dumping. These two pieces of environmental legislation do not regulate the processing of personal data" as required by the EU's law enforcement directive, a parallel piece of legislation which came into force in May 2018 at the same time as the GDPR.

Kilkenny County Council is seeking amendments to the relevant environmental legislation to ensure that these enforcement practices can continue.

2.7 Data Protection Act, 1988 Compliance

Kilkenny County Council cannot "Name and Shame" litter offenders who pay their issued litter fine as it is in breach of the principles of data protection as set down in the Data Protection Act, 1988.

It is only when court proceedings are taken against a litter offender who has failed to pay their litter fine or someone who is prosecuted under the Waste Management Act that the court proceedings can be reported.

The Council works with the local media outlets to highlight upcoming cases as they can report and publish in their publications, they do not publish third party accounts of court proceedings, therefore a court reporter must be present in order for the court proceeding to be covered by the news outlet

3.0 Highlights of Previous Plan

During the lifetime of the previous Litter Management Plan (2018-2020), significant resources were allocated to foster relationships with schools, community groups, tidy towns groups, the business sector and the general public who work with Kilkenny County Council in achieving the targets of the Litter Management Plan.

In the previous plan 35 actions were outlined to be completed during the plan period. 32 actions were completed and 3 remain incomplete. These actions relating to litter bins and dog fouling will be discussed in Section 6.

3.1 Tidy Towns

Kilkenny Tidy Town Committees have a long tradition of participating in the Supervalu Tidy Towns Competitions. There were 18 entrants in 2018 and 21 entrants in 2019. These committees work tirelessly in enhancing the appearance of their towns and villages and contribute a sense of place in making Kilkenny an attractive place to live and work.

Image; Tullahought Tidy Towns at the Regional Awards 2019

Kilkenny County Council supports Tidy Town Committees, including by organising workshops offering advice on issues such as waste prevention and biodiversity and the tidy towns forum continues to provide peer to peer support. Financial assistance has become easier to access with the annual publication of Kilkenny's County Council Grant Booklet which creates better awareness of what funding is available to community groups for local projects.

Table 3.1 Tidy Town Achievements 2019-2018

Year	Tidy Town Group	Marks Achieved	Achievements
2019	Kilkenny City	342 Marks	Gold Medal, Regional Award Winner, County Award, Large Town Category/Regional Winner of the All Ireland Pollinator Plan Award
	Inistioge	340 Marks	Gold Medal, Regional Award Winner, County Award,
	Tullahought	336 Marks	Silver Medal, Commended, Small Town Category/Regional Winner of the All Ireland Pollinator Plan Award
	Ballyragget	296 Marks	Endeavour Award
2018	Kilkenny City	337 Marks	Gold Medal, Regional Award Winner, County Award, SE Winner Category of Water and Communities Award
	Inistioge	332 Marks	Gold Medal, Regional Award Winner, County Award,
	Tullahought	329 Marks	Silver Medal, Commended, Small Town Category/Regional Winner of the "Lets Get Buzzing LA Pollinator Award
	Windgap	272 Marks	Endeavour Award

3.2 Entente Floral

In 2018, Inistioge was nominated with Dungarvan, Co. Waterford to represent Ireland in the Entente Floral Europe competition. The aim of this European competition is to enhance horticulture, tourism, environmental awareness and to promote a greener and more pleasant environment in European towns and villages. Inistioge was awarded the highest honour, a gold medal.

3.3 Irish Business against Litter (I.B.A.L)

Established in 1996, Irish Business against Litter (IBAL) is an alliance of companies sharing a belief that continued economic prosperity is contingent on a clean, litter free environment. The main objective of the League is to encourage improvement in local

authority performance in tackling litter through publication of a league table for the participating towns/cities.

Kilkenny City is the only location in the county monitored by IBAL and the city and performs well in compared to other urban centres. In 2019, it came 1st out of 40 and was classed "Cleaner than European Norms" and held its position in the 2020 mid-year league and came 1st overall in 2020, making it the 5th time to receive this national accolade.

3.4 Enforcement Achievements

Significant environmental enforcement measures were implemented during the last plan period with the assistance in investments in new technology including mobile tablets, additional closed-circuit television (CCTV) and, the deployment of a drone has enabled the Council's enforcement team to investigate and gather more accurate data in respect of litter and illegal dumping which permits more effectively enforcement of litter pollution and waste management legislation.

Local Authorities are assisted by three Waste Enforcement Regional Lead Authorities (WERLAs), that were established in 2015. Kilkenny County Council is located in the Southern WERLA area. The WERLA offices have responsibility for coordinating waste enforcement actions within regions, setting priorities and common objectives for waste enforcement, and ensuring consistent enforcement of waste legislation.

Effective waste enforcement is essential in order to:

- Protect human health and the environment
- Address specific problems – e.g. illegal dumping
- Give effect to policy objectives
- Ensure a level playing field within the regulated waste sector
- Maintain the integrity of the regulatory system
- Provide a deterrent effect

Kilkenny County Council sets out waste enforcement priorities annually in consultation with WERLA. These are aligned with the National Priorities as set-out by the Environment Protection Agency (EPA). For example, 2020 enforcement priorities included tackling significant illegal waste activity focusing on illegal dumping, unauthorised operators and the enforcement of bye-laws requiring householders to demonstrate how their waste is managed.

In 2018, the EPA overall grade for the RMCEI Return was 'Excellent' which was ahead of the national average result of 'Above Target'. Equally in the 2019 RMCEI Enforcement element of the Plan was awarded a rating of 'High' from a score range of High, Medium or Low which was retained in 2020.

3.5 Anti-Dumping Initiatives

The Department of Communications, Climate Action and Environment commenced funding in 2017 towards community led anti-dumping initiatives aimed at restoring areas where there was persistent illegal dumping and provide funding to enhance enforcement surveillance.

Image; Kilkenny County Councils Enforcement Drone

In 2020, Kilkenny's Enforcement Team was awarded €146,000 to complete 12 projects, permitting the clean-up of litter black spots and the purchase of surveillance equipment for bottle banks sites. It also funded two community projects; a Bulky Furniture

Amnesty Day that collected 55.5 tonnes of goods and the continuation of Bikes for Africa in conjunction with The Kilkenny Rotary Club.

In 2019, the Councils Waste Enforcement Team was awarded a grant of €145,637 to complete 11 Projects including the Pilot Scheme - Bikes for Africa, purchase of CCTV Cameras, the clean-up of Litter Black Spots, the purchase of a Survey Drone, the development of Brown Bin Information Leaflets for households and funding for a Bulky Furniture Amnesty Day, which resulted in 36 tonnes of materials sent for disposal and 10 tonnes of wood sent for composting.

In 2018, the Councils Waste Enforcement Team received €36,207 to eliminate 3 litter black spots, purchase mobile enforcement information technology including a drone and enhance CCTV surveillance at 10 Bottle Banks. This also funded the Councils first Mattress Amnesty Day which resulted in the collection of 600 mattresses.

Image; Advertisement for Mattress drop off Day

3.6 Introduction of the Waste Bye Laws

Kilkenny County Council adopted new Waste Management Bye-laws in January 2019. They place an obligation on households to be able to demonstrate how they are disposing of their waste.

Kilkenny County Council officials have carried out a number of door to door checks in a number of housing estates before the onset of Covid restrictions in 2020. Since then a new method of checks were developed via a specially designed app with an accompanying postcard that can be distributed to houses instead of face to face interactions at the doorstep.

The Bye Laws also assist Kilkenny County Council to tackle the problem of unauthorised waste collectors (i.e. the man in the van who typically disposes of waste indiscriminately).

3.7 Recycling Infrastructure Improvements

There are 46 bring centres in county Kilkenny. In 2018, bottle bank containers were visually enhanced by new branding and overhead signage at banks are currently being replaced on a rolling basis.

In 2019 and 2020 CCTV capability was improved at some of the busier bring centres. 20 bring centres now have CCTV capability.

Clothing banks became regulated better with the provision of a new contract, and as part of this new contract, a contribution of this revenue from the bring banks will be provided to three local charities annually.

Dunmore Waste Disposal and Recycling Centre continued to provide an excellent service and the facility in Grannagh supported by the Council provides a waste management service similar to Dunmore in south Kilkenny.

Image of Bottle Bank Container

3.8 Green Schools

Kilkenny County Council participates in the Green Schools Programme. The programme is operated and coordinated by the Environmental Education Unit of An Taisce (FEE member for Ireland). It promotes long-term, whole-school action for the environment.

The theme for the first flag award is litter and waste, with subsequent environmental themes on a rolling two-year programme. This seven-step environmental programme is an excellent way for Kilkenny County Council to encourage environmental education among young people led by the Environmental Awareness Officer. 74 Kilkenny schools received the award since the programme began.

In 2018, the National Oversight and Audit Commission (NOAC) - Local Authority Performance Indicator Report included an indicator for active green flag participation. Kilkenny had 45.65% participation rate indicating that almost half of all schools in the county (primary and post primary) are actively engaged in the programme.

3.9 The National Spring Clean

The National Spring Clean is organised by An Taisce every April. The campaign encourages communities to complete local clean-ups. Kilkenny County Council assists in the promotion and advertising of the event, provides materials (gloves, refuse sacks and litter pickers) and co-ordinates the removal and disposal of waste gathered by litter picking volunteers.

Image; Sarah McGovern, An Taisce Ambassador launching the National Spring Clean in Kilkenny City

3.10 Litter Campaigns

Kilkenny County Council continues to roll out anti-litter campaigns, often in collaboration with neighbouring counties. In 2018 and 2020 a regional campaign to combat roadside litter was completed in conjunction with neighbouring local authorities. In 2018, the "Poop Off Our Pavements" and in 2020 clusters of advertising were completed in local & social media during the Covid lock down period in response to the elevated levels of discarded PPE and the increase number of dog fouling complaints.

Image; Regional Roadside Litter Campaign Advert

4.0 Services and Facilities Provided by Kilkenny County Council

4.1 Street Cleaning Kilkenny City and Environs

An intensive street cleaning schedule exists for Kilkenny City including a 7-day street cleaning service. Street cleaning is undertaken by trained staff using *walk-behind* sweepers, small road sweepers and a large road sweeper.

Most of the main public spaces and slips / laneways which characterise the central core area are also subject to intensive street washing as and when required including The Parade, Canal Square, St. Canice's Steps, St. Mary's Steps, Butter Slip. A chewing gum removal programme is also in place on areas of high footfall.

In the residential areas a large road sweeper is deployed on a rotational basis to assist the individual residents' associations and groups in keeping their neighbourhoods litter free. The adopted Street Cleaning budget for the City and its environs in 2020 was €670,000 and the street cleaning schedule is overseen by the Area Engineer.

4.2 Street Cleaning in Municipal District Areas

A street cleaning schedule exists for the municipal district towns covering Castlecomer, Callan, Ferrybank & Thomastown.

Each Municipal District Area Office decides on their local street cleaning schedule and works within the constraints of the annual budget. The collective budget for the street sweeping schedule of the municipal towns (excluding Kilkenny City) in 2020 was €668,927.

4.3 Litter Bins Kilkenny City and Environs

38 strategically located litter bins are serviced on a daily basis in Kilkenny City. Six solar-powered compactor bins are a recent addition to the city and they accept significantly more litter than standard bins. These are advantageous as they require less servicing.

4.4 Litter Bins in Municipal District Towns and Villages

Litter bins are serviced in municipal towns and villages by different arrangements depending on their locality. Some communities manage their own local street bins and recoup the cost via the Councils Anti-Litter Grant Scheme. Litter bins will be discussed further in Section 6.

4.5 Dog Bag Dispensers

There are approximately 23 dog bag dispensers located around Kilkenny City and approximately 17 in the municipal district towns in the County. Outside the city, the local tidy Towns groups agree to service the dispensers and take the responsibility in keeping them stocked with bags. In the City, the local area office services the dispensers. These are discussed further in Section 6.

4.6 Additional Resources to Eliminate Litter

4.6.1 Public Realm Warden

The Parade, Mayor's Walk, Canal Square and Canal Walk are all under the remit of a dedicated Public Realm Warden, who amongst other duties, keeps these areas litter free.

Image; John Byrne Public Realm Warden receiving his electric vehicle

4.6.2 Student Litter Picking Programme

During the busy tourist season third level students are employed and used as an additional resource to keep Kilkenny City litter free. They patrol specific routes in and around the City central core and each are provided with a litter picker, gloves and a bin cart.

4.6.3 Supplementary Litter Control Measures for Festivals and Public Events

Festival and public events held in Kilkenny City can generate increased volumes of litter, for some, the council have a direct involvement in, others which it provides support and logistics. Events with increased footfalls are matched with additional litter control measures such as litter pickers, street sweepers, increased bin servicing, etc

4.6.4 Litter Control at High Amenity Areas in Kilkenny City

Outside of the central core, dedicated staff also undertake routine litter picking in the linear parks and river-side walks where approximately 10 dog waste bag dispensers and bins are also provided and maintained.

4.6.5 Kilkenny City "Looking Good Philosophy"

To complement litter control measures the City also maintains, paints and cleans signage, bollards and street furniture. The city gardening department provides and maintains planting and flowers in public realm areas which provides an oasis of vegetation and splashes of colour throughout the city. The City manages the Streetscape Paint Scheme for the City in addition to making strategic design choices on materials and products to maximise the aesthetical value of roads, footpaths, open spaces and public lighting. The philosophy here is that a city that looks well is in itself a strong litter deterrent.

4.6.6 Targeted Clean Ups of Illegal Dumping Incidences in Kilkenny City & County

In addition to the routine works, there are unfortunately incidents of heavy littering/illegal dumping. Additional targeted clean-ups are undertaken to deal with these in a timely manner within the city and county.

4.6.7 Financial Resources for Communities

Kilkenny County Council supports communities who wish to tackle litter in their community and a number of local communities take on the responsibilities of looking after litter bins in their area where the Council is unable to provide such a service. Local communities are supported by their local area office and they have opportunities to draw down funds through Council grants such as the Amenity, Anti-Litter Grant and the Community Environment Action Fund. While the Anti-Litter Grant covers practical expenditure such as litter disposal and recouping costs for dog litter bags, the other grants allow communities to foster an appreciation for their local environment by planting and completing environmental projects that will instil a pride of place.

Image; Kilkenny County Council Grant Booklet

4.6.8 Councils Anti-Social Behaviour Strategy 2020-2025

Kilkenny County Council has more than 2,600 tenancies and has powers to deal with tenants who engage in anti-social behaviour as it can seriously negative impact on the lives of people. The Council is committed to promoting a safe and secure environment for all residents of its housing estates and

its Anti-Social Behaviour Strategy 2020-2025 covers a wide range of unacceptable activity including the dumping and hoarding of waste.

A key objective of the strategy is to create sustainable communities with a key focus on developing good estate management practice. The Tenant Liaison Officers and will work with the Waste Enforcement Section of the Council to ensure its tenants are aware of their waste management responsibilities.

Image; Waste Management "Welcome to Your New Home Card" provided by Housing to New Tenants

4.7 Dunmore Waste Disposal and Recycling Centre

Dunmore Waste Disposal and Recycling Centre is located on the outskirts of Kilkenny City offering a wide range of disposal options for residual, recycling and green waste. They accommodate initiatives such as mattress amnesty days and bulk good collections on behalf of Kilkenny County Council. It is open 8am-4.30 pm Mon-Friday and 8am-12noon on Saturday. With over 60,000 customers annually, it is a popular service utilised by residents and small businesses in Kilkenny city and its environs.

4.8 Grannagh Recycling Centre

Grannagh Recycling Centre is supported by Kilkenny County Council to ensure there is a provision of a waste service in south Kilkenny similar to the Dunmore Waste Disposal and Recycling Centre. It is open Monday 9am – 5pm, Tuesday; Closed, Wednesday 9am – 5pm, Thursday 9am – 6pm Friday 9am – 5pm, Saturday 8am – 3pm. Closed Sundays. They accept both waste and recycling with a similar pricing structure of Dunmore Waste Disposal and Recycling Centre.

4.9 Bring Centre/Bottle Banks

There are 46 Bring Banks managed by the Council across the city and county. The Environment Department work very closely with our service provider to ensure the bring centres are emptied frequently. In 2020 with the onset of the Covid pandemic, usage across the network of banks surged by an average of 50% and it was difficult to manage the service as our provider also covers a number of counties which all saw a similar increase in tonnages and usage. To ensure the bring centres do not detract from the local community, the Council has a maintenance programme in place to power hose the bring centres and collect any loose materials around the banks on a scheduled basis. Outside this schedule, should illegal dumping be reported at the banks, this is attended to by the enforcement team.

4.10 Participation in National Schemes

Kilkenny County Council works in collaboration with different stakeholders to optimise opportunities for the public to dispose of their waste responsibly. The Department of the Environment, Climate and Communications developed an Anti-Dumping Initiative which is co-ordinated through the Waste Enforcement Regional Lead Authorities (WERLAs) and has enabled Kilkenny County Council to hold a series of amnesty days to ensure the public can dispose of bulky items like furniture and mattresses for free or at a discounted rate. These events will continue provided national funding is made available.

WEEE Ireland continue to provide Saturday collections to collect household electrical items and batteries. Kilkenny Council will continue to liaise with WEEE Ireland to ensure the maximum number of collections occur annually.

Image; Advertisement for the Bulky Furniture Day

5.0 Community Partnership in Protecting the Environment

County Kilkenny is fortunate to have a great community spirit and there are individuals and groups across the County that assist the Council to combat litter in their local areas. The volunteerism includes the individual that keeps their stretch of road litter free to more organised groups of people including Development Associations, Tidy Town groups and CE Schemes.

5.1 CE Schemes

There are CE Schemes the length and breath of the County that assist local community groups to keep their local areas litter free and take on tasks which are beyond the capabilities of volunteers. The CE workers are often the backbone of Tidy Town groups and their work is greatly appreciated by their respective community group and Kilkenny County Council.

5.2 Community Groups and Development Associations

23 groups entered the Tidy Towns competition in 2019 but there are other community groups operating in the County which do not register for the competition but enhance their local area just as much as Tidy Town entrants.

5.3 National Spring Clean Participants

An Taisce runs the National Spring Clean annually and Kilkenny County Council supports volunteers locally by providing additional litter picking supplies. The Environment Section liaises with the volunteers to organise supplies and in recent years have been assisted by the Community Officers based in each Municipal District Area Office, which allows volunteers to pick up supplies at their local area office rather than County Hall being the sole distribution point. The Council also operates a system that organises the collection of bags of litter resulting from community clean ups throughout the year.

5.4 Interest Groups

Groups with a particular focus area are also assisted by Kilkenny County Council. Litter picks completed by organisations like Trail Kilkenny, Kilkenny Aqua Canoe Club, The Dragon Boat Club, Nore Vision and Walking Clubs are fully supported by Kilkenny County Council. In 2020, Nore Vision completed a series of litter picks along the River Nore and its tributaries and Kilkenny County Council removed 50 black bags of litter collected by their volunteers. Their aim is to promote community stewardship to empower locals to minimise the effects of litter on the Nore catchment which Kilkenny County Council gladly supports.

Image; Nore Vision Educational Resource

5.5 Resident Associations

Resident Associations are active in keeping their estates litter free and many participate in the National Spring Clean annually. They are also supportive of spreading information on litter issues to help abate litter problems through information distribution. In

2020, a dog fouling pilot project was undertaken in the eastern environs of Kilkenny City and six estates distributed over 600 information leaflets on the health issues dog fouling creates in order to decrease the occurrence of dog fouling in the area. This was done in tandem with public messaging by means of local signage and temporary stencils on a local popular walking route used by estate residents.

5.6 Tidy Town Groups

On average 23 groups enter the competition annually and while the Council provides financial support through the various grant schemes available, the Environment Section runs the Tidy Towns Forum. The forum was established in 2015 and allows Tidy Town groups to meet together, discuss topics of concern and the Council organises different speakers to provide their expertise on topics such as biodiversity and community engagement.

Tidy Town groups are excellent in encouraging different groups to join forces to assist in their work programme. For example, Keep Kilkenny Beautiful, the Kilkenny City Tidy Town groups often joins forces with employees from large employers in the city to assist them with litter picks and painting projects around the city. Their talent to encourage participation is a credit to this long-established group.

5.7 Council Ambitions for Future Partnership

Kilkenny County Council would like to capture the true expanse of volunteerism by holding a one-day litter picking event, mobilising all the county volunteers and encourage those that are not yet active to take part in the largest community clean up event ever undertaken in Kilkenny.

Plans were being developed but the pandemic stalled it but it is hoped this event will take place when it is safe to do so. It is envisaged that the event will be similar to the TLC Limerick Easter Clean Up event which sees over 21,000 people take to the streets to complete a litter pick in one morning.

6.0 Challenges and Future Solutions

Litter is a persistent problem in Ireland and one of the biggest challenges facing Kilkenny County Council is how to motivate the public to act against litter. This challenge is considered best addressed by a partnership approach involving all key stakeholders (e.g. residential, commercial and community) to raise awareness of litter and its effects. In tandem, the Council must review and enhance, where necessary, its own role in litter prevention and control.

Kilkenny County Council has identified the following as being challenging issues as they were not fully resolved in the last plan and more resources or a different approach may be required to eliminate litter or at the very least, decrease its impact on the environment.

- Illegal dumping
- Scattered litter caused by passing motorists and pedestrians
- Keeping Bring Banks Litter Free
- Dog Fouling
- Demand and Supply of Litter Bins
- Unauthorised Temporary Signage

What do you consider the difficulties regarding litter? We would like to hear your opinions, make your observation or offer an idea or solution by submitting your views during the public consultation phase of the draft litter Management Plan via www.consult.kilkenny.ie or via a letter sent to LMP Consultation Phase, C/O Environment Section, County Hall, John Str., Kilkenny City before the 5th of April 2021.

6.1 Illegal dumping

The enforcement team has been pursuing illegal dumpers and is working efficiently with strengthened capability due to availability of advanced technology funded from the National Anti-Dumping Initiative Fund (2017-2020).

The commencement of the Waste Management Bye Laws in 2019 gave the enforcement team authority to request proof of household waste management arrangements from residents. In 2020 with Covid restrictions limiting door to door interactions, an online survey was developed and this activity will continue into 2021. Failure to comply with the request for waste management details can lead to a fine. These checks ensure households are managing their waste appropriately and will assist in clamping down on unauthorised waste collectors.

CCTV capacity at bottle banks has increased and this will continue as it proves to be an excellent deterrent to keep these facilities litter free. This network will be maintained and increased if funding is made available to accommodate additional bring centre sites.

The bulky waste collection days in 2019 and 2020 will continue (subject to funding) should they prove to be assisting in the abatement of illegal dumping. Waste management facilities like Dunmore Recycling Centre will be promoted as they offer a cost-effective method to managing waste.

The Southern WERLA office with responsibility for coordinating waste enforcement actions within the region produced an anti-dumping campaign which will be rolled out by Kilkenny County Council in 2021.

Visible enforcement must be promoted to deter fly tipping. This will continue in collaboration with media news outlets as the Council cannot "Name and Shame" litter louts as it is in breach of the principles of data protection as set down in the Data Protection Act, 1988.

All these actions together should target those who dump rubbish irresponsibly and track the key performance indicators (Appendix A) throughout the plan period to determine if these actions are effective against illegal dumping.

6.2 Scattered Litter

Scattered litter is visually obtrusive, potentially harmful to wildlife and is often dangerous to remove due to its occurrence on the sides of busy roads.

Annual awareness campaigns are run by the Council to remind the public the issue litter poses for example, illegally dumped bulky goods can block drains leading to surface flooding on rural roads, plastic litter can pose a threat to wildlife and with the Covid pandemic, the littering of personal protection equipment (PPE) like disposable masks and gloves is a public health concern.

The long-term goal of the green school's programme which the Council co-ordinates locally with An Taisce, is to ensure that every pupil in participating schools has an appreciation of the environment and will be its custodian for life.

In the short term, enforcement must play a role to act as deterrent to the small and irresponsible element of society that disregards the litter laws. It is the Councils ambition to increase enforcement on the ground by the provision of additional staff, it is anticipated that these roles will become operational within the plan period.

In 2020, the government published its National Waste Policy 2020-2025 "A Waste Action Plan for a Circular Economy". If a number of objectives within this plan become operational, it will greatly benefit the issue of strewn litter as the plan includes schemes such as a deposit/return scheme for plastic drink bottles and drink cans. These are two of the most common items found littering our roadside and if they become treated as a resource, an item of value, it is more likely that they'll be kept and redeemed for cash rather than being discarded. A latte levy is proposed for disposable coffee cups, these too are an item often discarded and a tax on these items should encourage the public to revert to re-usable cups.

The Councils of the South East will continue to collaborate and highlight the issue of roadside littering through regional campaigns similar to those which took place in 2018 and 2020.

While this Plan outlines the Council's street cleaning responsibilities, it will continue to work with the community and different interest groups to assist them to keep their areas litter free. This will be achieved by providing litter picking supplies, arrangement of the collection of litter collected via organised litter picks and it is the Councils intention within this plan period to set up a whole county clean up day, a day where all sectors of the community complete a clean up like those organised elsewhere like the Limericks TLC campaign. This campaign has seen 21,000 volunteers participating in one day to complete local litter picks on the one day. In the interim, Kilkenny County Council will continue to support the National Spring Clean.

6.3 Keeping Bring Banks Litter Free

There are 46 bring bank centres in the county. While there is a service contract in place to ensure they do not reach capacity, there are occasions when this is difficult. Christmas and Easter are problematic annually and in 2020 with Covid restrictions the bring centres experienced a surge in usage in Kilkenny which was reflective across the country. At these peak times,

Kilkenny County Council works with the service provider to resolve issues as soon as practicable.

A cleaning contract is in place to ensure the bottle banks are inspected regularly with materials cleared away and receptacles power washed regularly to ensure they remain clean and presentable.

The CCTV capability at bring centres has improved with the assistance of Anti-Dumping Funding, this enforcement measure does and continues to persuade people keep the banks litter free otherwise, a strict policy of no leniency is in place for litter offenders.

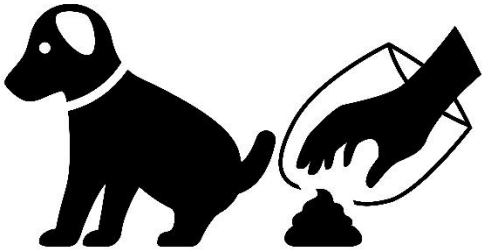
It is an objective of the Council to continue to keep the bring centre capacity at an acceptable level and to keep them maintained by a cleaning contractor. The Council continues to seek new sites to increase capacity across the county.

6.4 Dog Fouling

Dog fouling poses many challenges. Dogs let out unaccompanied is difficult to resolve unless the dog owner can be identified and the owner is subsequently visited by the dog warden as letting a dog out unaccompanied is illegal under the Control of Dogs Act.

Dog walkers are obliged to clean up after their dog and the Council previously promoted the motto "Any Bag, Any Bin" and in recent times bag dispensers have been installed in Kilkenny City and in urban areas around the county. These bag dispensers work well when there are public bins in the vicinity however when litter bins are absent, bags are often abandoned after the dog owner has placed waste in the bag. This is an ongoing problem which needs to be addressed.

The lack of bag dispensers in neighbourhoods often generate requests for their installation, however installed dispensers must be kept stocked with bags and this too incurs a significant annual cost and a time resource. To date, there has been no clear strategy on their placement in the city whereas in the town and villages in the wider county, an agreement is in place that when feasible, the Council will purchase and install the bag dispenser unit on agreement that the local Tidy Towns group keeps it stocked with bags and incur the cost which can then be recouped via the Councils anti-litter grant.



Image; Cleaning Up After your Dog Imagery

Under the Litter Pollution Act, dog owners face a litter fine of €150 if they fail to pick up after their dog, therefore before leaving their house, they should be prepared by carrying a bag with them on all dog walks and should not be depending solely on a public bag dispenser, these are only intended for dog walkers who forget to bring a bag with them on their walk.

A pilot project will be rolled out in 2021 to set up dog friendly walking routes, these will be promoted as suggested walking routes for dog walkers that have a litter bin. But the message will be clear, if there is no bin when you need one, you must dispose of it at home, dumping bags of dog faeces is not acceptable. If successful, additional routes will be rolled out. The Council will be running a new dog fouling campaign, commencing in March 2021, it will promote a simple message, Bag It and Bin It. Dog walkers must be prepared going for a walk and have bags with them and only use Council bag dispensers if they forget theirs. The Council cannot be the sole supplier of bags for dog walkers when they are readily available in shops at very low prices. In Kilkenny City, the 23 bag dispensers cost approximately €10,000 annually to keep them stocked with bags.

6.5 Demand and Supply of Litter Bins

The Council receives numerous requests to install public litter bins. While Kilkenny City centre is well serviced, they are infrequent in the city suburbs. In county towns and villages, their distribution can also be infrequent.

Litter bins pose a challenge for local communities and the Council. The installation of a litter bin is frequently not the issue but its life time of servicing. Litter bins must be serviced regularly to ensure they do not become a burden on the local environment, therefore time and a financial resource are required for the lifetime of the litter bin. The other issue based on the Councils experience, is that litter bins often become a target for illegal dumping, that is, householders start filling the bin with household waste which is illegal under the Litter Pollution Act. This impacts the bins capacity as the bin fills quicker, requiring a more frequent service, disposal costs associated with the bin increases and the household waste, unlike street litter, often can attract rodents as it becomes a source for food, which then becomes a public health issue. These are the reasons why litter bins are not usually located in residential areas. However, a balance must be struck and this is something which requires collaboration between the Council and local communities. In Appendix B, it outlines the guidance of the placement of a litter bins and dog bag dispensers when the Council receives a request.

Not all street litter bins are serviced by the Council, many in the small villages are under the stewardship of the local community. They service and dispose of the waste independently of the Council and are supported financially by means of the anti-litter grant.

As town and village renewal schemes are implemented, litter bins should be included in the design providing that the relative Council Area Office has capacity to service it. Requests for a placement of a litter bin will be directed to the relevant area office who will make the decision if the litter bin servicing can be facilitated by Council personnel.

6.6 Unauthorised Temporary Signage

Advertising is a vital component of business activity and a means of providing information to the general public. However, advertising signs, separately, or more particularly, in groups, can cause injury to amenities and can detract from the appearance of an area. They can also be a distraction to road users as well as being a hindrance to pedestrians, particularly the less abled and those with buggies.

The Temporary Signage Policy is being reviewed to determine if the procedure can be streamlined for the applicant, the Municipal District Office that processes the temporary signage applications and the environmental enforcement team which enforces the policy through the Litter Pollution Act.

The aim of this policy is to support good, creative and necessary temporary signage in appropriate places for appropriate events. It will ensure that the overall presentation of the City and County and the image which it portrays to residents, visitors and potential investors is not negatively affected by inappropriate and unauthorised signage. The aim is not to be anti-business or anti-community but rather to support economic activity, quality of standards and consistency in decision-making.

Once reviewed, it will be presented at each Municipal District meeting to ensure the Elected Members can input into the draft Policy. The revised draft policy will undergo a public consultation phase prior to being presented to SPC 4 and then will be brought forward to Council with a report from the Chief Executive for formal adoption.

7.0 Budgets

Kilkenny County Council commits a significant budget towards street cleaning, litter enforcement and public awareness initiatives annually. In 2020, the annual budget for litter management was €1,597,000, approximately, €16 per head of population.

Table 7.1: Adopted Budget for Litter Management 2020

Service	**Cost €**
Street Cleaning	1,173,000
Public Bin Provision	10,000
Public Bin Maintenance	160,000
Bring Bank Maintenance Programme	46,000
Illegal Dumping Clean Up	40,000
Sub-Total	**1,388,000**
Supports	
Paint the Shop Scheme	10,000
Green Schools	4,000
Anti-Litter Initiative (Community)	20,000
Education & Awareness (Litter)	10,000
National Spring Clean	5,000
Amenity Grant (Community Support)	140,000
Anti-Litter Grant (Community Support)	10,000
Keep Kilkenny Beautiful Campaign	10,000
Sub-Total	**209,000**
Total	**1,597,000**

In addition to the adopted budgets for services and supports, Kilkenny County Council also seeks additional funding for project collaborations with external bodies such as the EPA and the Department of Communication, Climate Action and Environment. One example is the Anti-Dumping Initiative grant provided Kilkenny County Council €146,000 for specific enforcement projects in 2020.

Each Area Office also incurs additional costs annually as part of their service provision to the municipal towns and villages which vary annually. The figures outlined in Table 7.1 is the minimum spend which is provided for litter and waste activities but it is not the total expense incurred.

8.0 Litter Management Plan Objectives

The overarching objectives of the Litter Management are divided into four categories. Refer to Appendix A which lists a target and indicator for each objective listed.

1 **Promote Recycling and Recovery**; By providing recycling infrastructure to ensure all towns and villages have easily accessible recycling facilities.

1	Ensure adequate servicing and cleaning of existing bring facilities to encourage use
2	Identify communities which would benefit from new bring centre facilities
3	Continue with the upgrade of bring centre signage
4	Promote awareness of our recycling facilities through information campaigns
5	Continue with roll out of CCTV across the bring centres to help prevent littering
6	Identify any shortfall in existing bring centres and provide further receptacles where required to improve service
7	Continue with enforcement actions arising from littering at bring centres to deter further littering
8	Monitor level of service provided by service providers

Image; Standard Bring Centre in Kilkenny

2 **Enforcement;** To carry out effective enforcement in order to prevent the generation of litter and abate illegal dumping in line with the annual RMCEI Plan.

1	Monitor authorised & unauthorised End of Life Vehicles sites
2	Monitor authorised and unauthorised Construction & Demolition waste sites
3	Investigate Illegal Dumping including waste management byelaws enforcement
4	Pursue Unauthorised Waste Collectors
5	Pursue Unauthorised Sites of Concern
6	Complete checks on commercial food operators to ensure compliance of the Food Waste regulations
7	Complete checks on commercial operators regarding their management of Commercial Dry Recyclables and Back Door packaging in line with the Packaging regulations
8	Encourage the reporting of illegal dumping and littering via the litter line 1800-200-156 by its promotion

Image; New Adverts for 2021 Anti-Dumping Campaign

3 **Educate and Raise Public Awareness;** To roll out a programme of education and awareness activities, in line with the annual Environmental Education and Awareness Strategy.

1	Communicate anti-litter messages via public campaigns
2	Continue to Support the Green School Programme
3	Support Tidy Town entrants & proactive community groups
4	Support & promote community clean ups
5	Implement waste prevention campaigns to eliminate/decrease use of single use plastic
6	Liaise with stakeholders with common interests to combat litter collectively
7	Work with youth programmes to communicate the anti-litter message
8	Complete promotions on enforcement advancement and successful outcomes within the limits of the Data Protection Act

Image; Kilkenny County Councils Green Charter for Festivals and Community Events

4 **Kilkenny County Council's Street Cleaning & Litter Prevention Programme;**

1	Replace litter bins that are deemed no longer fit for purpose when funding becomes available
2	Litter bin installation to be considered under village and town renewal schemes
3	Road sweeper schedule to be maintained throughout the city and county and reviewed annually in accordance to available budgets
4	City's Litter Prevention Measures to be continued and reviewed annually
5	Municipal District Offices to continue Litter Prevention Measures and co-ordinate with communities as appropriate
6	Support local communities via funding to ensure they can continue local litter prevention measures
7	Co-ordinate waste prevention measures to limit the amount of litter being generated by promoting schemes such as reusable drink bottles, the placement of public water fonts as infrastructure is being developed
8	Complete a feasibility study on the installation of litter bins with segregation units for dry recyclables and food/compostable waste in areas of street food vendors
9	Kilkenny County Council and its contractors where feasible are to litter pick after dredging roadside ditches, before grass cutting and after construction works to ensure the area is left litter free post works
10	Kilkenny County Council will actively promote its range of waste services available throughout the county and work with the waste management industry operating within the county to ensure the public are aware what waste and recycling services are available in their local area.

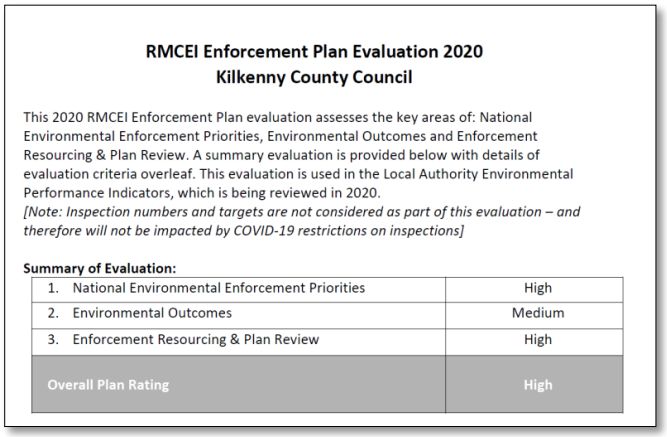
9.0 Performance Indicators and Measures

There are a number of indicators and measures that will help determine if Kilkenny County Council activities as outlined in this Plan are effective in combating litter. Some indicators are completed by external bodies, others are tracked internally.

9.1 Recommended Minimum Criteria Environment Inspections (RMCEI) Plan.

Kilkenny County Council sets out waste enforcement priorities annually in consultation with the Waste Enforcement Regional Lead Authorities (WERLA). These are aligned with the National Priorities as set-out by the EPA. Waste enforcement activities are tracked under the Recommended Minimum Criteria for Environmental Inspections (RMCEI) Plan. The plan covers a large portfolio of enforcement duties and includes enforcement relating to litter and illegal dumping.

In 2018, the EPA overall grade for the RMCEI Return was 'Excellent' which was ahead of the national average result of 'Above Target'. Equally in the 2019 RMCEI Enforcement element of the Plan was awarded a rating of 'High' from a score range of High, Medium or Low which was retained in 2020.



RMCEI Enforcement Plan Evaluation 2020
Kilkenny County Council

This 2020 RMCEI Enforcement Plan evaluation assesses the key areas of: National Environmental Enforcement Priorities, Environmental Outcomes and Enforcement Resourcing & Plan Review. A summary evaluation is provided below with details of evaluation criteria overleaf. This evaluation is used in the Local Authority Environmental Performance Indicators, which is being reviewed in 2020.
[Note: Inspection numbers and targets are not considered as part of this evaluation – and therefore will not be impacted by COVID-19 restrictions on inspections]

Summary of Evaluation:

1. National Environmental Enforcement Priorities	High
2. Environmental Outcomes	Medium
3. Enforcement Resourcing & Plan Review	High
Overall Plan Rating	High

Image of extract from the EPA's Evaluation Report of Kilkenny County Councils RMCEI Enforcement Plan.

9.2 National Litter Monitoring System

The National Litter Monitoring System developed by the Department of Communication, Climate Action and Environment enables each Local Authority to analyse the extent and severity of litter pollution in their functional areas, the types the sources and causes of litter. These results are issued annually and highlight areas which require attention.

Table 9.1 Litter Composition in 2018 & 2019

Litter Type	2019	2018
Cigarette Litter	88%	40%
Packaging Litter	3%	25%
Sweet Litter	4%	6%
Food Related Litter	1%	16%
Paper Litter	2%	7%
Dog Foul	0.2%	5%
Other	1.8%	1%

Table 9.2 Causes of Litter in 2018 & 2019

Causes of Litter	2019	2018
Pedestrians	57%	44%
Passing motorists	43%	19%
Schools/School Children	0%	10%
Places of Entertainment	0%	8%
Retail Outlet	0%	5%
Gathering Point	0%	5%
Fast Food Outlet	0%	5%
Other	0%	4%

9.3 Local Authority Performance Indicators

The National Oversight and Audit Commission (NOAC) - Local Authority Performance Indicator Report includes indicators concerning the percentage area of graded litter pollution, the participation levels of the Green Schools Programme and the number of households availing of a 3-bin service.

Table 9.3 % LA Area within 5 levels of Litter Pollution

Year	% Area Litter Free	% Area Slightly Polluted	% Area Mod. Polluted	% Area Signif. Polluted	% Area Gross Polluted
2019	25	69	6	0	0
2018	22	76	3	0	0

Table 9.4 % Households availing of a 3-bin service

		Number of households*, covered by a licensed operator providing a 3-bin service	%of households that the number at A represents
2019		8,842	25.45
2018		5,523	15.90

* based on the 2016 Census

Table 9.5 % Schools Awarded Green Flag Status*

Year	% Schools Awarded Green Flag Status
2019	47.83
2018	45.65

*Calculation completed by analysing schools who received 1st award or renewed their award within the previous 2-year period.

9.4 Internal Key Performance Indicators

The effectiveness of Council enforcement activity is tracked annually by;

- Number of Litter/Waste Complaints Processed
- Number of Litter Fines Issued
- Number of Court Prosecutions

Table 9.6 Complaints, Fines and Prosecutions Processed

Litter Type	**2019**	**2018**
Number of Litter/Waste Complaints Processed	674	857
Number of Litter Fines Issued	118	99
Number of Court Prosecutions	15	11

Enforcement serves as a deterrent to others that are considering disposing of waste or litter irresponsibly. When people are caught and evidence is captured, there is a zero-tolerance approach and enforcement action is taken promptly.

These indicators will be continuously tracked throughout the period of the plan and promoted to deter others from disposing their litter and waste irresponsibly. Refer to Appendix A which provides a comprehensive target list and indicator for each plan objective listed.

10.0 Conclusion

Litter detracts from the beauty of our county, its presence creates a negative impression on an area which impacts on individuals, tourism and investment in the county.

Kilkenny tourism industry is critical to the county's economy and we must uphold our reputation as being a city which is pleasant to visit and a county worth exploring. As the county's tourism strategy seeks increased bed stays and encourage tourists to go beyond the city limits to enjoy rural tourism destinations, we must ensure the city's high regard is mirrored throughout the county.

While Kilkenny County Council plays a very important role in litter prevention and control, the continued co-operation of local communities, business associations and the general public cannot be underestimated and it is vital to its success. Kilkenny has brilliant communities which are active in keeping their local areas litter free and these will be continued to be supported by Kilkenny County Council.

As individuals we must take responsibility for our own role in the prevention of litter. By doing so, more monies, which are currently spent on litter removal and disposal, could be spent in alternative functional areas such as housing and parks. Ultimately it is a collective responsibility of all people living, working and visiting the county to act responsibly to protect our environment for now and future generations.