

The cover features a scenic photograph of a river flowing through a lush green landscape. In the foreground, there are tall reeds with white flower heads. The river is surrounded by dense trees and foliage. A large, stylized green geometric shape, resembling a triangle or a leaf, is overlaid on the right side of the image. The title 'Litter Management Plan' is written in white text on green rectangular backgrounds, and the years '2023 - 2026' are in teal text on a white background.

**Litter**

**Management**

**Plan**

**2023 - 2026**



Comhairle Cathrach  
& Contae **Luimnigh**

**Limerick** City  
& County Council

[www.limerick.ie](http://www.limerick.ie)



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# Section 1 – Introduction

## 1.1 INTRODUCTION

Limerick City and County Council is unwavering in its commitment to combat litter in Limerick City and County through the Litter Management Plan 2023 - 2026. This plan builds upon the successes of previous initiatives, underscoring the Council's dedication to effective litter prevention. Recognising the persistent challenge of litter at both local and national levels, the focus remains on reducing and managing litter to provide a cleaner and more attractive environment for the people of Limerick. While the Council acknowledges its pivotal role in street cleaning and enforcement, it emphasises the essential cooperation of the entire community to amplify awareness of litter's detrimental effects. The Council recognises that the strength of our collective effort is crucial for successfully eradicating litter. Individuals and businesses alike play pivotal roles in generating and disposing of litter conscientiously, and this plan underscores that shared responsibility.

To harness the power of community involvement, the Council actively seeks the cooperation of all sectors of society. Community members are not only the eyes and ears of our neighborhoods but also valuable partners in implementing and sustaining effective litter prevention strategies. By fostering a sense of shared responsibility, we empower residents to actively participate in local clean-up initiatives and educational programmes. Businesses, as integral components of our community, are urged to contribute to the reduction of litter. Through responsible waste management practices and support for local initiatives, businesses can significantly impact the overall cleanliness of our environment. This plan encourages businesses to take ownership of their surroundings, contributing to a cleaner, more attractive community for all.

Outlined within this plan are the objectives and actions pertaining to awareness, prevention, control, and enforcement of littering from 2023 to 2026. A commitment to an annual review, mandated by Section 10(3) of the Litter Pollution Act 1997 as amended, ensures the plan's adaptability. A comprehensive report will be presented to the Council for consideration. The Litter Management Plan will be accessible at all Council offices and the official website [www.limerick.ie](http://www.limerick.ie). Furthermore, a condensed summary will be distributed to the wider Limerick community including business organisations, and community and voluntary associations. Together, we can create a cleaner and more sustainable environment in Limerick for current and future generations.

## 1.2 CONTEXT

Limerick is a dynamic city and county in Ireland's Mid-West, encompassing a 2,755 square kilometers, richly infused with a tapestry of tradition, culture, and heritage. With a population of 205,444, according to the preliminary results of the 2021 Census, Limerick has experienced a 4.9% increase since the 2016 Census, a testament to its continual vibrancy and growth. Formed in 2014 through the amalgamation of Limerick City Council and Limerick County Council, Limerick City and County Council is composed of 40 elected members, strategically representing six electoral districts: Adare-Rathkeale, Cappamore-Kilmallock, Limerick City East, Limerick City North, Limerick City West, and Newcastle West. This amalgamation has fostered a more cohesive and comprehensive approach to local governance, reflecting Limerick's commitment to progress and unity.

Litter poses a significant challenge to our local communities and business environment. As a visible blight on the landscape, it erodes the sense of pride and connection that community members share for their towns and rural areas. Beyond the immediate visual impact, a litter-free community promotes a sense of well-being, pride, and belonging. Residents working together to combat litter contribute not only to the beautification of their surroundings but also to the creation of a thriving and interconnected community with a sense of shared ownership and responsibility.

Litter can also represent a substantial threat to the local economy. Its conspicuous presence tarnishes the aesthetic appeal of our towns, rural landscapes, and natural assets. This visible litter not only compromises the Limerick's image as a business destination but also leaves a lasting negative impression on potential investors and clients. The financial burden of addressing litter-related issues exacts a considerable toll on local budgets and human resources, diverting essential funds and manpower away from critical business initiatives.





## Section 2 –Statutory Obligations

### 2.1 STATUTORY OBLIGATIONS

**Under the Litter Pollution Act 1997, local authorities are required to;**

- Ensure that each public road in its functional area is, so far as practicable, kept free of litter
- Take all practicable measures for the prevention of, the creation, and for the prevention and overcoming of the polluting effects, of litter in its functional area and for the control and disposal of litter
- Make and implement a Litter Management Plan

The adoption of a Litter Management Plan is a reserved function of the elected members of the Council. Each local authority is responsible for implementing the litter laws in its own functional area. It is also responsible for the prevention and control of litter, and has the power to take enforcement action against those who ignore or break these laws.

The local authority is responsible for keeping public places under its control free of litter, as far as is practicably possible, which includes arranging cleansing programmes, and the provision and servicing of litter bins in towns and villages.



## 2.2 CONSULTATION PROCESS

As part of the consultative process required under the Litter Pollution Act 1997, as amended, the following consultation process will be completed in preparation of this Litter Management Plan:



A public notice of the revised Draft Litter Management Plan 2023 - 2026 will be advertised in local media. Contributions from members of the public will be welcomed and can be submitted through our consultation platform <https://mypoint.limerick.ie/>

A copy of the Litter Management Plan 2023 - 2026 will be available on <https://www.limerick.ie/>

## 3.0 What is Litter?

The definition of litter contained in the Litter Pollution Act 1997 (as amended) is:

“a substance or object, whether or not intended as that, when deposited in a place other than a litter receptacle or other place lawfully designated for the deposit, is or is likely to become unsightly, deleterious, nauseous or unsanitary, whether by itself or with any other such substance or object, and regardless of its size or volume or the extent of the deposit.”

This definition includes casual littering from papers, cigarette butts, vapes or chewing gum, dog fouling, advertising, graffiti and domestic waste emanating from poorly managed/maintained waste bins.

Littering and dumping in public, or in any place that is visible from a public place is an offence.

You create litter in a public place

You present your household waste for collection in a manner that creates litter

You fail to clean up after your dog in public areas

You burn any materials on your lands including household waste, hedge clippings, tree branches

You place unauthorised notices or advertisements on structures such as poles, trees, etc. visible from a public place

**YOU ARE BREAKING THE LAW WHEN:**

You own, hire or drive a vehicle and litter is dropped from it

You place advertising flyers or notices on vehicles

You own or occupy land visible from a public place and you fail to keep it litter free

You own or hire a skip and fail to take measures to prevent litter generation

You place household waste into a street litter bin



### 3.1 LIMERICK LITTER TEAM

The Domestic Waste and Litter Team includes five Environmental Control Officers / Inspectors who are supported by an administrative unit. The objective of the team is to;

- Take all practical measures for the prevention, control and correct disposal of litter
- Enforce the law and apply the necessary penalties and legal sanctions under the Litter and Waste Management Acts
- Work in collaboration with the Environmental Awareness Officer to promote awareness of litter pollution and its effect on the environment
- Work in collaboration with the Environmental Awareness Officer to encourage participation from the public and businesses of the county in preventing and overcoming litter pollution

As part of its daily operations, the Domestic Waste and Litter Team carry out household and commercial waste management surveys in order to determine the refuse collection arrangements of domestic units, businesses and other organisations. This work will continue in tandem with appropriate enforcement action in cases of non-compliance. In 2022, 1395 household surveys were completed to check for active bin collection services.

In addition to the Enforcement Team, a number of other staff in the Environment Section have authority to issue litter fines and notices under the Litter Acts and Waste Management Acts.



Table 1.0-  
Enforcement Activities  
2022

### 3.2 LITTER AND THE COMMUNITY

Everyone in Limerick has an obligation to dispose of waste and litter in the appropriate manner this includes the general public and businesses

#### Obligations of the Public

Any owner or occupier of property which can be seen from a public place is obliged to keep the property free of litter.

The public must ensure that waste material is disposed of in a waste receptacle or bin, or in an authorised waste facility.

Dog owners shall be responsible for the removal of dog faeces from a public place and ensure it is disposed of properly.

The public must ensure that they only give household waste including recyclable materials to licensed collectors with the necessary authorisations to collect such waste.

#### Obligations of Businesses

To keep the immediate area and up to 100m of the premises litter free.

To keep any private land visible from public place free from litter.

Persons owning, operating or in charge of mobile outlets and those who organise major events have additional responsibilities.

To ensure there is no placement of unauthorised advertisements or public notices in public places.  
To ensure that transporting material does not cause litter and that the material is sufficiently secured and does not cause litter.

Failure of persons or businesses to meet their obligations under the Litter and Waste Acts is an offence will lead to penalties



## 3.3 Dog Litter

Dog owners everywhere know they need to pick up after their dogs. While the vast majority of dog owners are responsible and clean up after their pets, instances of dog fouling on streets and in green spaces continue to be a problem in Limerick City and County. Dog waste is harmful to people's health and particularly dangerous for children. The Council urges all dog owners in Limerick to have consideration for your community and to Always Clean Up after your Dog to stop mess, smell and disease.

Responsible Dog owners must remove their pets' waste from public places and dispose of it in a proper manner.



Failure to clean up after your dog is an offence under and can result in an on the spot fine of €150, with a maximum penalty of €4,000.



## Section 4 – Review of Previous Litter Management Plan

### 4.1 INTRODUCTION

During the lifetime of the previous Litter Management Plan the Council have expended significant resources and effort on its awareness campaigns, street cleaning, litter prevention, enforcement and control activities. Over the course of the four years the Council has expended €24,778,560 on litter prevention and control.

Expenditure on Litter Prevention and Control	2019	2020	2021	2022
Street/Road Cleaning	4,900,814	5,224,704	5,632,931	5,220,689
Litter Management,	992,060	892.763	844,910	1,069,689
<b>Total</b>	<b>5,892,874</b>	<b>6,117,467</b>	<b>6,477,841</b>	<b>6,290,378</b>

### 4.1 NATIONAL LITTER POLLUTION MONITORING SYSTEM (NLPMS)

NLPMS is a system for monitoring the extent, severity and causes of litter pollution. Tobin Consulting Engineers, on behalf of the Department of Environment, Climate and Communications administer the system. Local Authorities feed data into the national system following regular surveys.

The data produced by NLPMS surveys allows local authorities to gauge;

- the extent and severity of litter pollution in each local authority area
- the locations, types, most likely sources and causes of litter pollution
- the changes in litter levels from location to location over time
- the impact of new anti-litter measures

Under NLPMS the extent and severity of litter pollution is measured using a litter pollution index (LPI), which is a scale of 1 to 5 as described below:

LPI Scale Rating	Description
1	Unpolluted or litter free
2	Slightly polluted
3	Moderately polluted
4	Significantly polluted
5	Grossly polluted

**Table 1.2 - Litter Pollution Index Ratings Description**

Analysis of the survey results for 2019 to 2022 for the composition of litter show the following:

Litter Type	2019%	2020%	2021%	2022 %
Cigarette Related Litter	64	48.8	42.4	51.4
Packaging Items	9.7	23.6	24.8	19.6
Food Related Litter	12	8.6	12.7	8.8
Sweet related Litter	8.4	9.6	10.1	12.1
Paper Items	4.2	6.0	4.9	6.0
Deleterious Litter	0.4	0.9	2.1	0.7
Miscellaneous	0.6	1.2	2.0	1.0
Plastic Items (non-packaging)	0.7	1.1	0.4	.6
Large Litter Items	0	0	0.6	0

**Table 1.3 - NLPMS Composition of Litter in Limerick 2019, 2020, 2021 and 2022**

Please note: Individual percentage values illustrated in figures throughout this document are rounded and may, therefore, not total 100%

It seems the impacts of the Covid 19 pandemic are responsible for some of the changing percentages for 2019 and 2021, but overall, the trends are the same.

The system results show that, despite a decrease in the percentage, cigarette related litter is still by far the largest contributor by type to litter in Limerick City and County. Packaging items, whose proportion increased substantially between 2019 and 2021, are the second most common type in 2022, with food related litter and sweet related litter making up the top four types. It should be noted that the proportion of food related litter increased substantially in 2019 but has reduced for 2022.

When compared with other city council areas, Limerick's levels for cigarette related litter, food related litter and sweet related litter are lower, but the level of packaging item litter is higher..

### Litter Pollution Index 2020 to 2022

LPI Scale Rating	Description	2020%	2021%	2022
1	Unpolluted or litter free	2.4	2.0	2.0
2	Slightly polluted	64.9	69.4	80.7
3	Moderately polluted	30.7	26.6	15.7
4	Significantly polluted	2	0.8	1.7
5	Grossly polluted	0	1.2	0

Table 1.4 - NLPMS Litter Pollution Index Results for Limerick 2020, 2021 and 2022.



A comparison of the results for 2020 to 2022 shows an increase in the proportion of areas which are slightly polluted, and a consequent reduction in the areas deemed to be moderately and significantly polluted. When compared with other cities Limerick performs less favourably under LPI 1 and LPI 2, but more favourably under LPI 3, LPI 4 and LPI 5.

### Causes of Litter Pollution - 2019 - 2022

Causal Factor (Top Ten Causes)	2019%	2020%	2021%	2022%
Passing Pedestrians	28	32.3	29.8	36.7
Passing Motorists	21.6	20.6	20.5	23.4
Retail Outlets	11.2	10.2	11.8	9.9
Gathering Point	11.6	7.4	7.1	8.1
Fast Food Outlet	8.2	8.2	8.2	4.7
Schools/School Children	5.4	6.7	6.2	3.4
Bus Stop	1.2	1.1	1	1.6
Places of Leisure/ Entertainment	9	9.2	10.1	8.1
Bank ATM	1.4	2.4	2.3	1.6
Fly-tipping/Dumping	0.4	0.3	0.8	.4

**Table 1.5 - NLPMS Causal Factors for Litter - Limerick 2019 - 2022**

Passing pedestrians and passing motorists continued to be the main causes of littering in Limerick with a significant increase in 2022, with a combined 60.1% of litter being generated by these cohorts. Retail outlets, fast food outlets and gathering points generate a combined 22.7% of litter pollution.

When compared with other Irish cities Limerick performs better for litter caused by passing pedestrians (5.3% less), but slightly worse for litter caused by passing motorists (4.7% more). The proportions of litter in Limerick caused by retail outlets (9.9%) and places of leisure/entertainment (8.1%) are higher when compared when compared with other cities.

The Council will continue to analyse the results of the NLPMS to inform actions in respect of policy and operational direction in relation to litter pollution and anti-litter initiatives over the course of this Litter Management Plan. For more information on NLPMS results see Appendix 2 below.

## 4.2 IRISH BUSINESS AGAINST LITTER (IBAL)

IBAL is an alliance of companies who work together to promote clean litter free business environments in our towns and cities. An Taisce, on behalf of IBAL, carry out litter surveys in Ireland's cities and larger towns against European Litter norms.

Table 4.2 below sets out the IBAL results for Limerick over the period of the last Litter Plan.

Area	2019	2020	2021	2022	2023
Limerick City Centre	Clean to European	Moderately Littered	Littered	Littered	Moderately Littered
Limerick City South (Galvone)	Littered	Littered	Littered	Seriously Littered	Moderately Littered

Table 2.0 – IBAL Results 2019 – 2023

The results show that Limerick City Centre and Limerick City South have maintained their status over the 4-year period. The Council has invested in improving Limerick City South/Galvone in recent years and the results of this are reflected in the change of status from Seriously Littered to Moderately Littered.

The IBAL surveys have identified a small number of locations where there was scope for improvement. The Council has directed resources and effort towards addressing the problems of illegal dumping and littering in these areas.

At the time of writing the preliminary 2023 IBAL results had been published reporting a significant improvement in litter levels in the city center and Galvone.





### 4.3 EDUCATION AND AWARENESS

Limerick City and County Council's litter public awareness and promotional activities consist of a variety of educational, awareness and community initiatives including Team Limerick Clean Up, Limerick Going for Gold and the Green Schools Programme. Local radio advertising such as 'Man in a Van', 'Any Bag, Any Bin' and a general anti-litter campaigns are regularly aired. The education and awareness programme also includes a range of other schools' initiatives and social media campaigns such as the 'Gum Litter Task force', 'Picker Pals and the provision of materials for litter picks and community clean ups.

The Environmental Awareness programme contributes significantly to an increased awareness at local level of a number of the UN Sustainable Goals including;

- (SDG11) Sustainable Cities and Communities - Encourages custodian of the environment ideals necessary for sustainable cities, towns, villages and communities right across the city and county of Limerick.
- (SDG 12) Responsible Consumption and Production - Promotes the idea of being responsible for what you purchase and the litter/waste generated from it.
- (SDG 13) Climate Action, -Managing waste and litter effectively is an action under climate action.
- (SDG 15) Life On Land, - Minding our life on land – managing the impact of litter and waste.



#### 4.3.1 TEAM LIMERICK CLEAN-UP

Team Limerick Clean-Up is an initiative supported by Limerick City and County Council with sponsorship by the JP McManus Benevolent Fund. For the Council, TLC is a unique collaboration between communities, public agencies and private partners. It's a county-wide initiative that encourages communities to come together on Good Friday and volunteer their time to improve their local areas. Stakeholders from communities and schools around the county along with the McManus Benevolent Fund and Mr. Binman team up on Good Friday every year to clean up Limerick. TLC promotes sustainable environmental goals and lifelong learning in relation to the environment particularly in schools.

TLC has seen over 420 tonnes of litter gathered from the streets by volunteers then collected by event partner, Mr. Binman, since inception in 2015 – equating to over 17,500 household wheelie bins.

To date the overall participation figures are close to the 122,000 mark and include volunteers from all walks of life from schools, colleges, all types of sports clubs, community groups, residential groups, businesses, charities, nursing homes and well-known local faces. Official media partners include Limerick Leader, Limerick Post, Live 95, I Love Limerick and ELive.

In 2020 the physical event of TLC did not take place because of Covid 19 restrictions. In 2021, despite the Covid 19 restrictions, the TLC Steering Group decided to go ahead with TLC6 on the tag line 'Different But Doable'. The objective behind TLC6 was for everyone to do a few hours on Good Friday to help tidy up their homes. First and foremost, the public's safety was a key part of the message from the get go due to COVID-19 restrictions.

Participants were asked to clean within their household boundaries as an expression of pride in your home place, neighbourhood, and Limerick. Citizens and communities carried out a range of actions such as tidying up your garden, cleaning windows or painting gates. Over 8,000 registrations were received including over 2,600 children from primary schools.

In 2022, TLC was back to full strength when at least 21,000 volunteers took part in TLC7 spread across 596 community groups from all over Limerick City and County on Good Friday.

#### 4.3.2 LIMERICK GOING FOR GOLD

The aim of the Limerick Going for Gold (LG4G) Competition is to make Limerick a cleaner, brighter place in which to work, live and visit.

The LG4G Grant and Competition is supported and sponsored by the JP Mc Manus Charitable Foundation, and organised and administered by the Limerick City and County Council. The competition is open to local groups that carry out environmental work including Resident's Associations, Action Groups, Tidy Towns Groups, Community Associations and other voluntary groups.



Ardpatrick Tidy Towns were named as overall winners of the Limerick Going For Gold competition in 2019. Following a pause due to pandemic restrictions in 2020/21, Adare Tidy Towns were announced as winners in 2022 receiving €10,000 in prize money

### 4.3.3 TIDY TOWNS

Limerick Tidy Towns groups are made up of committed and civic minded volunteers who take on a range of sustainable and environmental planning and actions with and on behalf of their area. Limerick City and County Council supports Tidy Towns groups in the following ways:

- **Annual Tidy Towns Seminar**
- **Environmental Workshops**
- **Waste Prevention, Reuse and Recycling Advice and Initiatives**
- **Litter prevention Advice and Initiatives**
- **Landscaping Advice**
- **Biodiversity Advice**
- **Campaigns, Grants and Competitions including:**
  - Limerick Going for Gold
  - Community Environment Action Fund
  - Community Enhancement Programme
  - Maintenance of Open Spaces in Housing Developments Grants

The annual Tidy Towns Seminar, hosted by the Council, seeks support communities in the competition and to promote and support community involvement in the improvement and enhancement of the local environment. A Tidy Towns webpage is also hosted on Limerick.ie

Enhanced community involvement in the maintenance of their areas is delivered through the hard work, public spirit and initiative of community groups, tidy towns committees, residents' associations and local businesses.

This community commitment comes to the fore in areas such as the TLC Campaign, National Spring Clean and the Limerick Going for Gold Environmental Improvement Grant & Competition. Fifty one communities from across Limerick participated in National Tidy Towns 2021/22. Due to Covid restrictions the National Competition did not take place in 2020.

### MEDAL WINNERS TABLE

Tidy Town's Group	2021 Medal		2022 Medal	
Adare	Silver	1st in county	Gold	1st in county
Ardpatrick	Bronze	2nd in county	Bronze	3rd in county
Castleconnell	Bronze		Bronze	
Galbally	Bronze	3rd in county	Bronze	2nd in county
Newcastle West	Bronze		Bronze	
Limerick City	Bronze		Bronze	
Oola		Endeavour Award		
Glenroe				Endeavour Award

### 4.3.4 GREEN SCHOOLS

Promoting long-term whole-school action for the environment, Green-Schools is a student-led programme with involvement from the wider community. The programme is operated by the Environmental Education Unit of An Taisce and coordinated locally by Limerick City and County Council.



Green Schools is operated in partnership with Local Authorities and is supported by the Department of Environment, Climate and Communications and the Department of Education among others. Annual online teachers training workshops attract upwards of sixty teachers from across Limerick schools participating annually. The teachers attend a range of workshops across a range of Environmental Themes including: Litter and Waste, Energy, Water, Biodiversity, Global Citizenship, and Marine Litter. Litter and Waste is a key theme of the Green Schools programme. The theme is an important starting point for children to understand the factors that contribute to litter and in encouraging a sense of personal pride and responsibility in tackling two visible issues in schools and communities.

## CASE STUDY

**Templeglantine N.S is located in the West of County Limerick. The school has approximately four Teachers and ninety three students. Following a huge programme of work by staff and students the school achieved their first green flag for Litter and Waste in May 2022. They formed a committee consisting of pupils from Infants right up to Sixth class who meet every two weeks to discuss and review progress. The committee identified the main types of litter and waste produced by the school and carried out an environmental review of the school and identified actions to tackle litter including;**

- Create bin posters – what goes into each bin
- Reduce paper use by all staff members
- Transition to E-newsletters
- Use active response boards in all classrooms to reduce the amount of paper/copy pages being used
- Introduction to Microsoft Teams: (online learning Aim to reduce the amount of photocopying)
- Litter & Waste in class survey
- Contact local Tidy Towns group
- Monitoring and analysing classroom, staffroom and school bins
- Poster, Project competitions, Wine cork board
- Junk art – using recyclable materials for art (e.g. cardboard, egg cartons, bubble wrap, toilet rolls etc.)
- Waste Free Day
- Litter picking (school field – litter black spots)

The Templeglantine Green-schools Committee continues to meet and monitor the implementation of their action plan and the whole school has adopted a Green Code that staff and pupils follow to keep the school Litter Free.



### 4.3.5 PICKER PALS

Over the course of the last Litter Management Plan, primary school children in Limerick city and county have been taking a stand against litter in their local areas through a unique school-based litter-picking programme called Picker Pals. The programme, run by environmental, non-governmental organisation VOICE (Voice of Irish Concern for the Environment), fosters ideas to care for the environment and equips children with “Picker Packs” containing everything a child needs to go litter-picking.



Forty-seven Limerick Primary Schools are involved in Picker Pals; an initiative to help young people and their families learn about the importance of managing litter correctly – Students from Patrickswell National School with the then Mayor of Limerick City and County Cllr Daniel Butler.

Children take it in turns to bring the pack home and lead a litter-picking adventure in their local area. On returning to school, they share their achievements with their classmates and teachers. There are fun story books about the Picker Pals characters, a song and lots of great classroom learning activities for the children to do as they become young environmentalists. There is even a Picker Pals TV channel delivered free directly to the classes on the programme.

Limerick City and County Council has funded 20 primary schools on the programme in 2022. Combined with the schools sponsored by the Department of the Environment, Climate and Communications, this brings the total number of Limerick Picker Pals classrooms to fifty nine.



### 4.3.6 DOG LITTER

Throughout the life of the previous Litter Management Plan, Limerick City and County Council has continued to work on raising awareness with dog owners about their responsibility to clear up after their pets. In 2021 the Council collaborated on a social media campaign to combat dog litter with Clare, Cork and Tipperary County Councils. This social media campaign continues to raise awareness among dog owners of the importance of taking personal responsibility and cleaning up after their dog.



### 4.3.7 GUM LITTER

The Gum Litter Taskforce (GLT) is a national environmental initiative that was set up to develop and implement an awareness campaign to reduce gum litter in the most sustainable way. The GLT is charged with developing and implementing an action plan to tackle gum litter by influencing disposal behaviour, the root cause of the issue – by encouraging the public to dispose of their gum responsibly in a bin. The GLT campaign has been developed to incorporate a set of integrated initiatives including education and awareness raising measures to ensure the greater visibility of the €150 fine for littering and reminding people that incorrectly disposed of chewing gum is actually litter. The Mayor of the City and County of Limerick officially launches the Gum Litter Taskforce's gum litter education campaign in Limerick City annually.



### 4.3.8 I LOVE LIMERICK CAMPAIGN

An anti-litter comedy campaign launched by I Love Limerick and Richard Lynch. The six-part film series Shannon Banks stars Richard Lynch as titular character Shannon, a 57-year-old Limerick Tidy Towns volunteer with a sharp tongue and a great love for Limerick. LCCC supported this comedy campaign on social media.

'Ms Shannon Banks' aka Richard Lynch of I love Limerick



### 4.4 CLEANSING OPERATIONS

The Cleansing Unit provides an extensive street cleaning service in the city. The area offices provide a street sweeping and bin emptying service in the County towns including Kilmallock, Rathkeale and Newcastle West.

Street cleaning also incorporates weed control, graffiti removal, chewing gum removal, cleaning of fixed street furniture and assist with monitoring of illegal dumping.

The cleaning team worked exceptionally hard during the Covid pandemic period ensuring public services were maintained during what proved to be an extremely difficult time. Funding was provided and the council purchased, deployed and serviced 11 number 1100lt commercial wheelie bins along the three bridges routes and environs during this period to facilitate recreation and outdoor dining

A trial ballot bin aiming to engage with the public to assist with cigarette butts was imported, installed and serviced to reduce cigarette butts. Cleansing installed 80 Britebin solar compactor public street bins comprising of forty eight mixed waste and thirty two recycling bins were installed and are being serviced.

The Street Cleaning Team is currently operating a new pavement hot washer, bin washer and two new NTA compact sweepers.

Specific cleansing support is provided to organisations in planning major events in order to address the volume litter generated in the immediate environs of the event, this can include additional street cleaning and collaborations with community organisations such as Tidy Towns.



#### 4.5 ANTI DUMPING INITIATIVE (ADI)

The Anti-Dumping Initiative (ADI) was introduced in 2017 to encourage a collaborative approach between local authorities, communities, and other State Agencies to tackling the problem of illegal dumping. The Department of Environment, Climate & Communications launches an annual call for anti-dumping initiative projects aimed at restoring areas where there is persistent illegal dumping and provide funding to enhance enforcement surveillance.

In 2022 the Council received grant funding of €116,399.93, under the Anti-Dumping Initiative to carry out clean-up works at 28 sites and fencing at 1 site.

Significant clean up jobs were carried out in the following areas; Johnsgate; Coonagh; Meelick Road; Old Cork Road; Ennis Road; Donnellan's Field; Abbeyfeale Town; Cappamore; Templegreen; Brooks Bridge; Riverview Estate; Dromtrasna; Garryowen; Mount Earl Adare; Ballyhea; Keale/Direen; Groody Road; Lenihan Avenue; Glin; Rathkeale; Toppins Field; Sharwood Estate; Raheen; Gortskagh; Ballynanty; Tournafulla/Abbeyfeale; New Road, Thomondgate; Abbeycourt, St. Mary's Park & Roches Road, Rathkeale;



Please  
Don't  
Litter



#### 4.6 RECYCLE, REUSE, RECOVER

Limerick City & County Council facilitates the Reuse and Recycling of a wide range of materials in three facilities in the city and county. The Council demonstrates its commitment to waste prevention and appropriate waste management by employing an Environment Awareness Officer to coordinate initiatives locally. This officer works closely with the waste management office on education and awareness campaigns, including:

- increasing participation in the use of brown bins
- running local projects for National Reuse Month
- an extensive campaign aimed at decreasing contamination in the recycling bin

Limerick City & County Council, in partnership with Tipperary County Council, operates the Southern Region Waste Management Office, which was responsible for producing the Southern Region Waste Management Plan. The plan seeks to manage our waste as a resource to be re-used and recycled sustainably. Supported by the regional Waste management office mywaste.ie is Ireland's official guide to managing household and commercial waste. Citizens can find all the information they need about managing their waste responsibly, efficiently.

The waste offices run an Eco-Merit programme designed to help businesses and public sector organisations to improve their environmental performance.

**RECYCLING MADE EASY**

**PAPER & CARDBOARD**

**ALL PLASTIC PACKAGING**

**TINS & CANS**

MY WASTE  
CLEAN, DRY & LOOSE

Rialtas na hÉireann  
Government of Ireland

mywaste

f in

#### 4.6.1 CIVIC AMENITY CENTRES AND BRING BANKS

The Environment and Climate Department of Limerick City and County Council operates three recycling centres throughout the city and county. The facilities take green waste for composting, electric and electronic waste, some hazardous waste from householders along with a large range of other items for recycling. Items that are suitable for reuse are set aside where users of the centre may avail of them.

Recycling Centre	Opening Hours
<b>Mungret Civic Amenity Centre</b> Phone: +353 61 305 720	<b>Tuesday - Saturday @ 10am - 5pm</b>
<b>Kilmallock Civic Amenity Centre</b> Phone: +353 63 98836	<b>Tuesday and Saturday @ 10am - 5pm</b>
<b>Newcastle West Civic Amenity Centre</b> Phone: +353 69 78610	<b>Wednesday and Saturday @ 10am - 5pm</b>

**Table 4.3 - Civic Amenity Centre Opening Hours**

For further information, including a list of materials accepted at the recycling centres please visit [www.limerickrecyclingcentres.ie](http://www.limerickrecyclingcentres.ie)

There are 64 bottle bank locations throughout Limerick City and County. For a full list of Bring Bank locations and materials accepted, please see Appendix 1 or visit [www.limerick.ie/council/services/environment/waste-and-recycling/bottle-banks](http://www.limerick.ie/council/services/environment/waste-and-recycling/bottle-banks)

#### 4.6.2 WASTE SEGREGATION, STORAGE AND PRESENTATION BYE-LAWS 2019

Limerick City and County Council adopted Waste Segregation, Storage and Presentation Bye-Laws on the 28 January 2019. These bye-laws govern a range of issues, including obliging consumers to participate in an authorized waste collection service or provide documentary proof on what alternative means they use to dispose of their waste and encouraging greater segregation of waste to reduce volumes of residual waste collected.

This means that every household must be able to prove that they have a contract in place with an authorized waste collector or that they regularly use a civic amenity site or recycling center. By correctly managing waste each householder will:

- Make an important contribution to meeting the climate challenge
- Improve the quantity and quality of recyclable material collected
- Reduce the amount of waste going to landfill and incineration



## Section 5 – Objectives and Actions

### OBJECTIVE 1

**To further develop a comprehensive education and awareness programme around littering.**

#### **Action 1.1**

To work with the Council's Marketing and Communications team, local and national media and other stakeholders to promote greater awareness of the causes of litter and the public's obligations under the Litter Pollution Acts.

#### **Action 1.2**

To make the Litter Management Plan available to the public via the Council's website and office network.

#### **Action 1.3**

To increase awareness and promote the use of authorised collectors to ensure that householders ask their waste collector for a waste collection permit, their waste collector permit number and appropriate identification.

## OBJECTIVE 2

**To work with households, schools and businesses - to promote behavioural change and to support the part they play in litter prevention.**

### Action 2.1

To continue to promote litter awareness and prevention through initiatives such as the Green Schools Programme.

### Action 2.2

To work with businesses and traders on various agreed anti-litter and green initiatives.

### Action 2.3

To continue to assist and support communities to participate in initiatives such as Team Limerick Clean-up, Going for Gold and other litter prevention activities.

### Action 2.4

To continue to support and advise communities participating in the national Tidy Towns competition.

### Action 2.5

To work promote the principles of a Circular Economy with households, communities and businesses.

### Action 2.6

To develop a temporary signage policy that seeks to regulate the erection of temporary signage in the city and county.



## OBJECTIVE 3

**To promote the avoidance of litter in Limerick City and County Council's own or supported activities.**

### Action 3.1

To create awareness amongst Council staff of their responsibilities under the Litter Pollution Acts.

### Action 3.2

To Promote litter prevention measures in Council-owned premises.

### Action 3.3

To develop a policy on the use of single-use plastic items at all Council organised or supported events.

## OBJECTIVE 4

### CLEANSING OPERATIONS

**To promote best practice in relation to street cleaning and the collection of litter.**

#### Action 4.1

To develop a best practice policy on the provision of litter bins.

#### Action 4.2

To ensure that Limerick city, its towns and villages are maintained to the highest standard, as resources permit/within available resources.

#### Action 4.3

To work with the Waste Enforcement Regional Lead Authority in implementing anti-dumping initiatives.

#### Action 4.4

Liaise with relevant stakeholders to ensure that Litter Control and Waste Management measures are in place at major events and in the surrounding vicinity before, during and after an event.

#### Action 4.5

To work with the Probation Service in relation to small scale supervised clean-ups.

## OBJECTIVE 5

**To continue to operate and promote the network of Civic Amenity Centres and bring bank facilities in Limerick City and County.**

#### Action 5.1

To promote the use of existing Civic Amenity Centres and bring bank facilities and awareness of what can be recycled at them.



## OBJECTIVE 6

### To continue the implementation of the National Litter Pollution Monitoring System.

#### Action 6.1

To continue to carry out surveys on the level and composition of litter pollution.

#### Action 6.2

To ensure litter seriously littered areas are identified, and appropriate action is taken to prevent re-occurrence, using a variety of powers and means available to the Council.

#### Action 6.3

To regularly review the findings of the National Litter Pollution Management System reports to inform Council policy in relation to street cleaning, and to develop appropriate initiatives to address littering.

#### Action 6.4

To inspect ATM sites in accordance with the Negotiated Agreement with the Banking Sector.



## Section 6 – Future Challenges in Litter

### 6.1 ILLEGAL DUMPING

Illegal dumping remains one of the foremost challenges in the ongoing battle against litter. Despite concerted efforts to curb this detrimental practice, certain individuals continue to discard waste in unauthorised areas, detracting from the local environment and often posing a risk to communities. The Council acknowledges the need for intensified vigilance and targeted enforcement strategies to counteract illegal dumping effectively.

### 6.2 SCATTERED LITTER FROM PASSING MOTORISTS AND PEDESTRIANS

The challenge of scattered litter caused by passing motorists and pedestrians continues as demonstrated in the recent NLPMS survey. The Council is proactive in investigating where roadside dumping has occurred and carries out investigations in order to fine and /or prosecute perpetrators. However, the challenge remains that in many circumstances evidence cannot be found and the cost of removal is borne by the Council. Addressing this challenge necessitates a multi-faceted approach, incorporating awareness campaigns, enhanced infrastructure, and collaborative efforts to instill a culture of responsible waste disposal among all community members.

### 6.3 KEEPING BRING BANKS LITTER-FREE

While Bring Banks play a pivotal role in encouraging recycling practices, they are not immune to the issue of litter accumulation. Maintaining these collection points free from litter requires ongoing community engagement, strategic placement, and regular monitoring. The Council is committed to exploring innovative solutions to ensure the effective operation of Bring Banks while minimising the impact of litter in these designated areas.

### 6.4 DOG FOULING

The responsible management of pet waste, particularly dog fouling, remains a challenge that demands collective attention. In addition to potential health concerns, dog fouling contributes to visual pollution and compromises the overall cleanliness of public spaces. Through targeted educational initiatives, increased signage and stricter enforcement measures, the Council aims to curb this practice and foster a community-wide commitment to proper pet waste disposal.

### 6.5 DEMAND AND SUPPLY OF LITTER BINS

Balancing the demand and supply of litter bins poses an ongoing challenge in the quest for a litter-free environment. Strategically placed and well-maintained bins are essential in encouraging proper waste disposal. The Council is committed to assessing the distribution and adequacy of litter bins, ensuring that they meet the needs of the community and contribute to a cleaner public space.

### 6.6 UNAUTHORISED TEMPORARY SIGNAGE

The issue of unauthorised temporary signage poses challenges in maintaining the visual aesthetics of public spaces. Advertising is a vital component of business activity and a means of providing information to the general public. However, unauthorised advertising signs can detract from the appearance of an amenity or area. They can also be a distraction to road users as well as being a hindrance to pedestrians, particularly the less able and those with buggies. The Council intends to adopt a temporary signage policy which will streamline the process and enable stricter enforcement of the regulations.



## Section 7 – Implementaton & monitoring

The Litter Management Plan 2023 - 2026 aims to exceed the standards of litter management and cleanliness achieved in previous plans. It highlights the critical role to be played by the various sectors of the community in achieving this, and acknowledges their contribution.

This Plan sets out the objectives and actions to be carried out over the lifetime of the Plan to eliminate litter, promote a cleaner environment and raise public awareness. It recognises that engagement with local and business communities is a key driver for change in delivering both prevention and control of litter an annual review of performance against the objectives and actions contained in this Plan will be carried out. The Council will continue to contribute to the National Litter Pollution Monitoring System, and our activities will be informed by the results of these and other surveys.

A report in accordance with Section 10(3) of the Litter Pollution Act 1997, as amended, will be presented to the Council on an annual basis, setting out the activities of the Council in relation to litter pollution for the previous calendar year, including an annual review of performance against the objectives and actions contained in this Plan.

Litter prevention is the  
responsibility of everybody!

By continuing to work together  
we can achieve a Limerick City  
and County which is cleaner,  
greener and healthier for  
citizens and visitors alike.





# Appendix 1

## BRING BANK LOCATIONS IN LIMERICK CITY AND COUNTY

Glass, aluminium cans and steel cans are the materials that can be deposited.  
Textile banks are available at some locations, as noted in the list below.

### County Limerick:

- Adare Heritage Centre - Accepts textiles
- Ardagh Community Hall - Accepts textiles
- Ardpatrik, Four Cross Roads
- Ashford - Ashford Tavern Car Park - Accepts textiles
- Askeaton Shopping Centre Car Park - Accepts textiles
- Athea (Beside graveyard in village) - Accepts textiles
- Ballyorgan (Beside National School) - Accepts textiles
- Bruff GAA grounds - Accepts textiles
- Bruree/Rockhill (Centre of village) - Accepts textiles
- Broadford (Beside handball alley) - Accepts textiles
- Cappamore (Beside Creamery) - Accepts textiles
- Carrigkerry Service Station - Accepts textiles
- Castletroy - Plassey Credit Union Limited, Plassey, Park Road - Accepts textiles
- Crescent Shopping Centre
- Croom (Church Car Park) - Accepts textiles
- Doon (Car park opposite graveyard) - Accepts textiles
- Fedamore (Beside National School) - Accepts textiles
- Feenagh Community Hall - Accepts textiles
- Foynes Flying Boat Museum
- Galbally, Tipperary Road - Accepts textiles
- Glin (Beside GAA field) - Accepts textiles
- Granagh Service Station - Accepts textiles
- Gortadroma Waste & Recycling Centre - Accepts textiles
- Hospital, Knockainey Road - Accepts textiles
- Kilfinnane (Beside graveyard) - Accepts textiles
- Kilbehenny Community Hall - Accepts textiles
- Kilmallock Recycling Centre
- Kiltely Village - Accepts textiles
- Knockdown - Knockdown Arms Car Park - Accepts textiles
- Knocklong (Beside GAA field) - Accepts textiles
- Loughill Village - Accepts textiles
- Mountpellier Community Hall - Accepts textiles
- Managua Community Hall - Accepts textiles
- Monaleen Stores, Castletroy - Accepts textiles
- Mountcollins (Beside GAA field) - Accepts textiles
- Murroe Community Hall - Accepts textiles
- Newcastle West Recycling Centre, Station Road
- Oola Community Hall - Accepts textiles
- Pallasgreen Community Hall - Accepts textiles
- Patrickswell Service Station - Accepts textiles
- Raheenagh Community Hall - Accepts textiles
- Rathkeale Area Office, New Line - Accepts textiles
- Shanagolden (Adjacent to Community Hall) - Accepts textiles
- Tournafulla Community Hall
- Templeglantine Community Hall - Accepts textiles

### Limerick City:

- Liddy Street
- Dock Road - Accepts textiles
- Hassett's Cross - Accepts textiles
- Limerick School of Art & Design, Clare Street - Accepts textiles
- Mary Immaculate College, South Circular Road
- Moyross Community Centre - Accepts textiles
- O'Callaghan Strand
- Park Road, Rhebogue
- Parkway Shopping Centre - Accepts textiles
- Roxboro Shopping Centre - Accepts textiles
- Scoil íde, Mill Road, Corbally.
- Southill Church - Accepts textiles
- Villiers School, North Circular Road
- Watchhouse Cross - Accepts textiles
- Woodview

# Appendix 2

## NATIONAL LITTER POLLUTION MONITORING SYSTEM

### RESULTS FOR LIMERICK 2020 AND 2021

The National Litter Pollution Monitoring System (NLPMS) is a system for monitoring the extent, severity and causes of litter pollution.

The data produced by NLPMS surveys allows local authorities to gauge the extent and severity of litter pollution in each local authority area; the types, most likely sources and causes of litter pollution; the changes in litter levels from location to location and over time; the location of litter blackspots; and, the impact of new anti-litter measures.

### COMPOSITION OF LITTER

Figure 1 – Composition of Litter in Limerick 2021

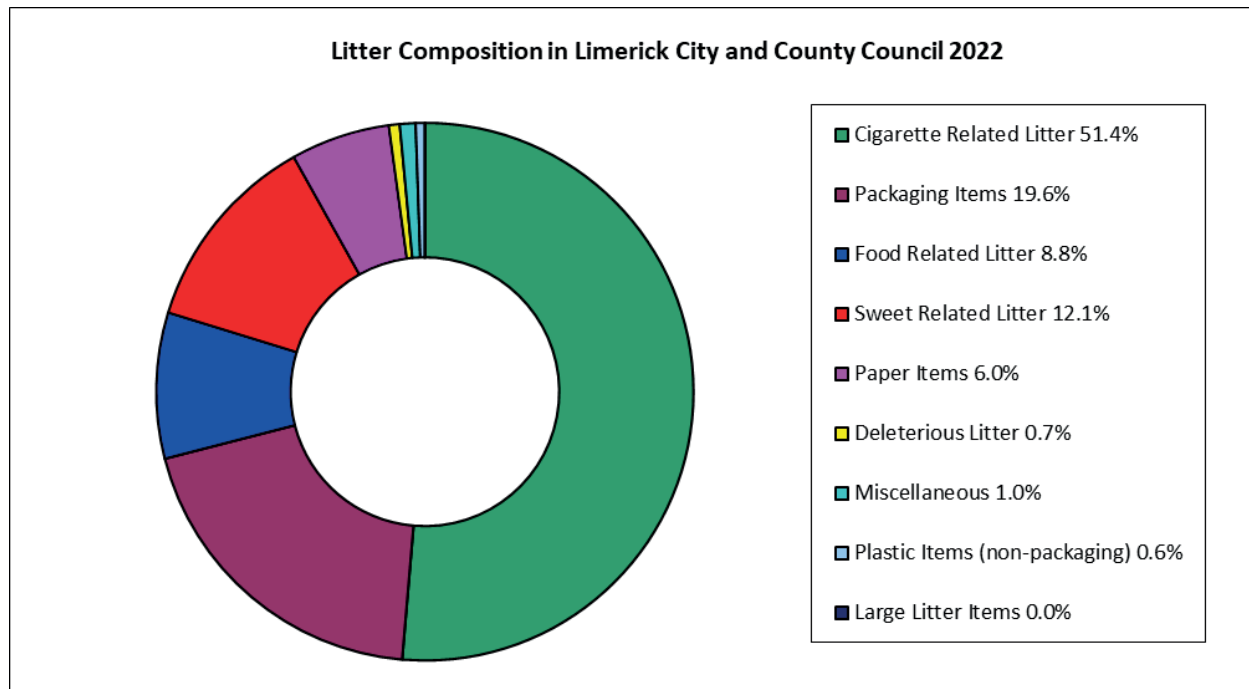


Figure 2 – Litter composition in Limerick 2020 and 2021

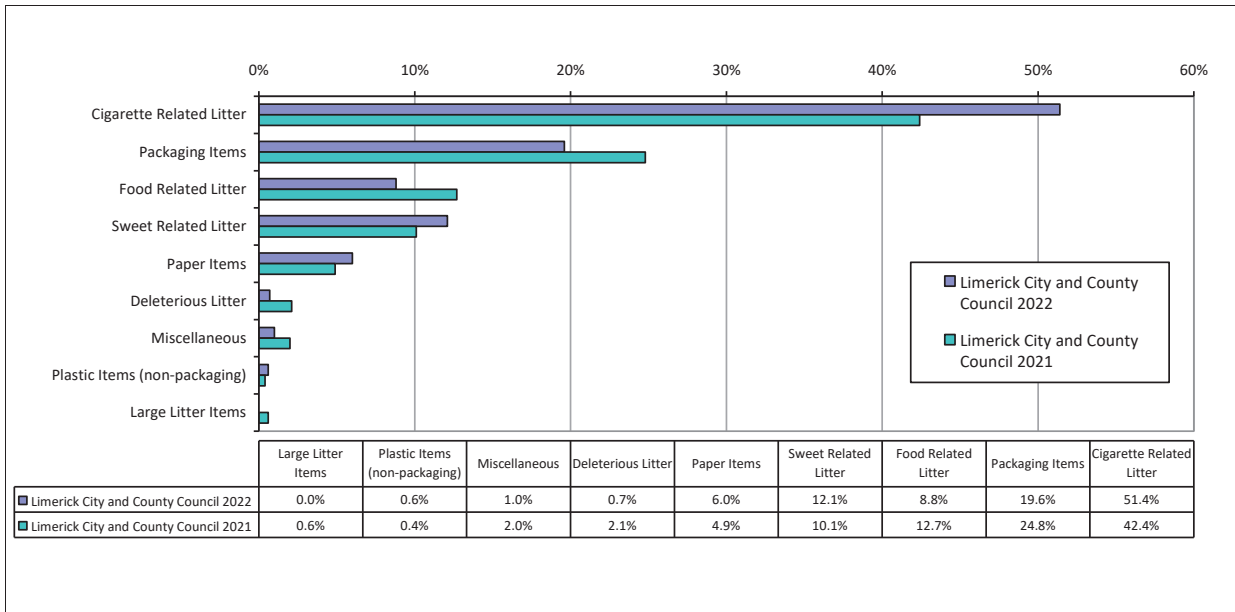


Figure 3 – Comparison of Litter Composition in Limerick City and County with Aggregate Results for City Councils and National Results

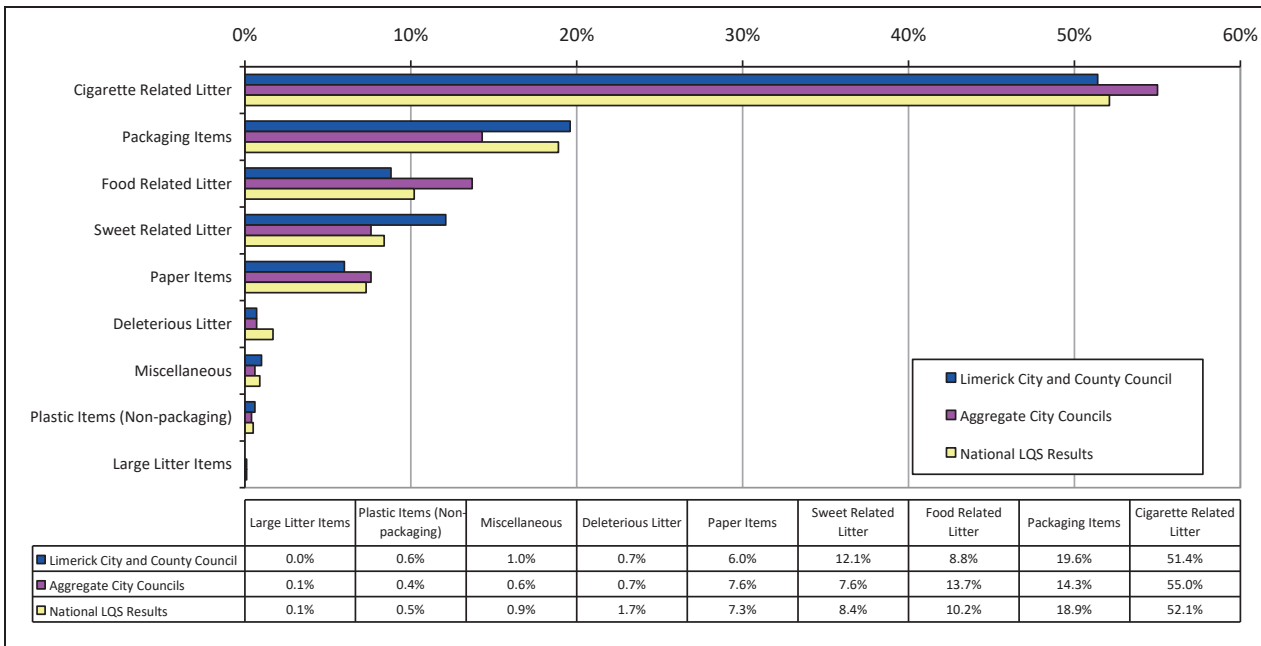
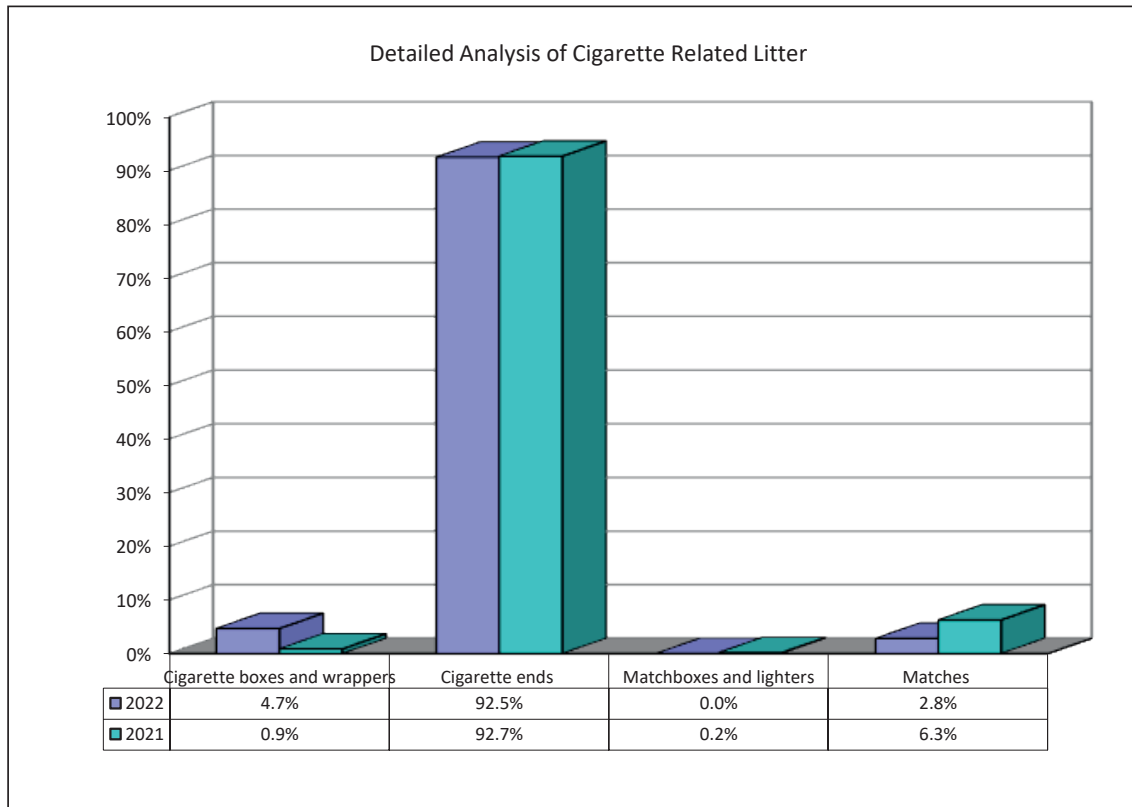


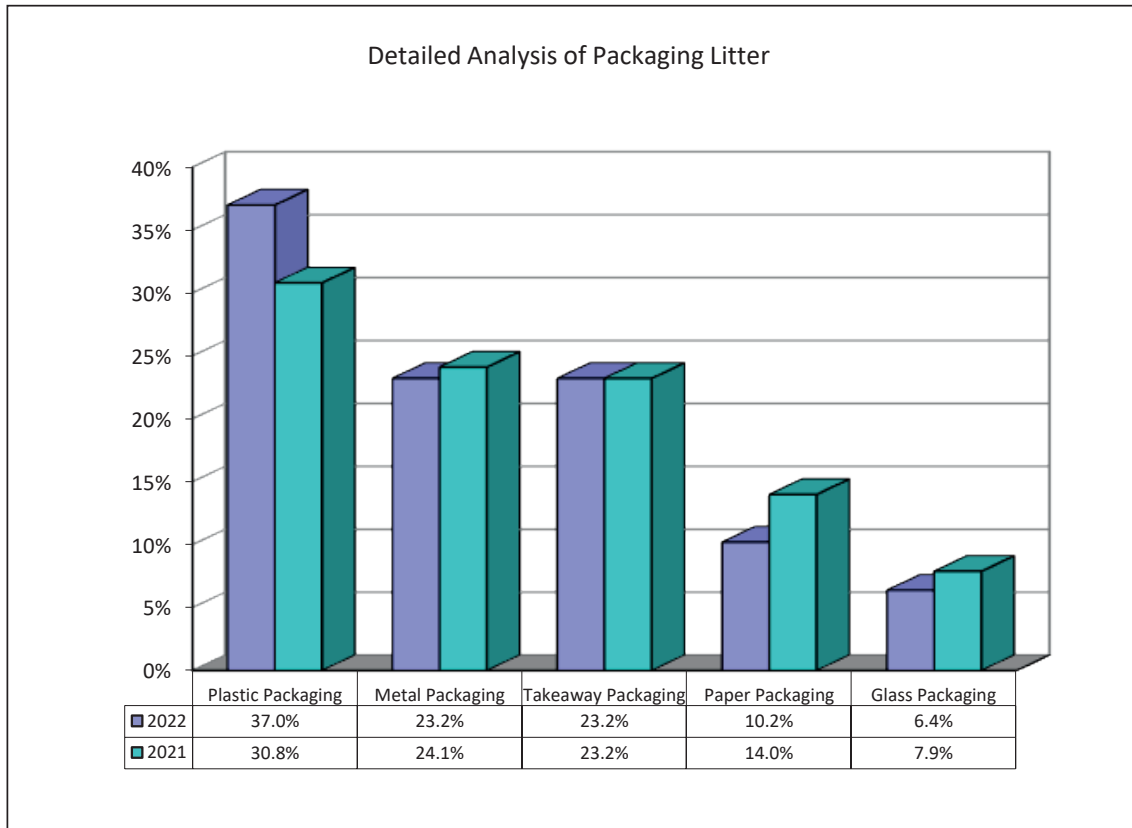
Figure 4 – Detailed analysis of Litter Composition in Limerick 2021

<b>Cigarette Related Litter</b>	Cigarette ends	47.49%
	Cigarette boxes and wrappers	2.40%
	Matches	1.45%
	Matchboxes and lighters	0.00%
<b>Food Related Litter</b>	Chewing Gum	7.87%
	Remnants of confectionery food items	0.10%
	Other food items	0.45%
	Fast-food remnants	0.10%
	Bread/ biscuits	0.10%
	Fruit/ vegetables	0.15%
<b>Packaging Items</b>	Bottle Caps	2.96%
	Bottles	2.61%
	Drink cups	1.20%
	Drink Lids	0.75%
	Bags and wrappers	2.61%
	Beverage Cans - Non-alcoholic	4.06%
	Beverage Cans - Alcoholic	0.10%
	Beverage Bottles - Alcoholic	0.40%
	Other paper packaging	0.70%
	Beverage Bottles - Non-alcoholic	0.85%
	Drinks cartons	0.20%
	Plastic film	0.40%
	Other plastic packaging	1.10%
	Cardboard	0.25%
	Tin foil (not sweet wrappers)	0.35%
	Bags - shopping bags	0.20%
	Other metal litter items	0.00%
	Lids (e.g. from bottles, jars)	0.05%
	Food cans	0.00%
	Aeroboard	0.00%
	Jars and other containers	0.00%
	Metal drums	0.00%
	Bags	0.55%
	Boxes	0.30%
	Bags - other (e.g. fertiliser)	0.00%
	Plastic sheeting (e.g. silage)	0.00%
	Bubble-wrap	0.00%
<b>Sweet Related Litter</b>	Sweet Wrappers (plastic/foil)	9.22%
	Lollipop Sticks (wooden/plastics)	1.05%
	Straws	1.00%
	Crisp Bags	0.85%
<b>Paper Items</b>	Tissues	1.60%
	Receipts	0.85%
	Other paper items	2.00%
	Tickets (e.g. bus, lottery)	0.85%
	Bank slips	0.00%
	Newspapers	0.20%
	Flyers and posters	0.05%
	Letters, envelopes and cards	0.25%
	Magazines/ brochures	0.15%
<b>Deleterious Litter</b>	Dog fouling	0.40%
	Municipal Hazardous Waste (e.g. paint, solvents)	0.00%
	Other deleterious items	0.15%
	Feminine hygiene products	0.05%
<b>Large Litter Items</b>	Nappies	0.05%
	Needles and syringes	0.00%
	Other large items	0.00%
	Household refuse in bags	0.00%
	Appliances (e.g. fridge)	0.00%
	Furniture	0.00%
<b>Miscellaneous</b>	Scrap cars	0.00%
	<b>Miscellaneous Litter Items</b>	0.95%
<b>Plastic Items (Non-packaging)</b>	<b>Plastic items</b>	0.55%

**Figure 5(a) - Detailed Analysis of Cigarette Related Litter in Limerick 2020 and 2021**

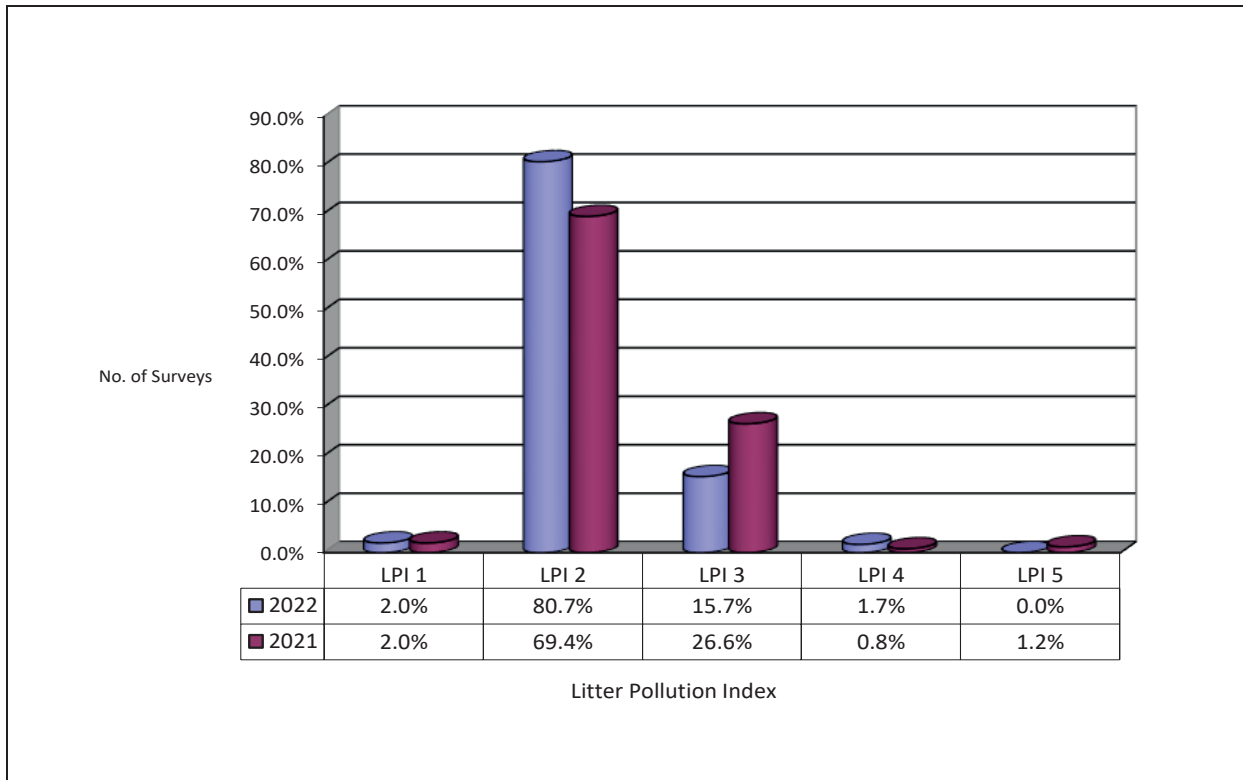


**Figure 5(b) - Detailed Analysis of Packaging Litter in Limerick 2020 and 2021**

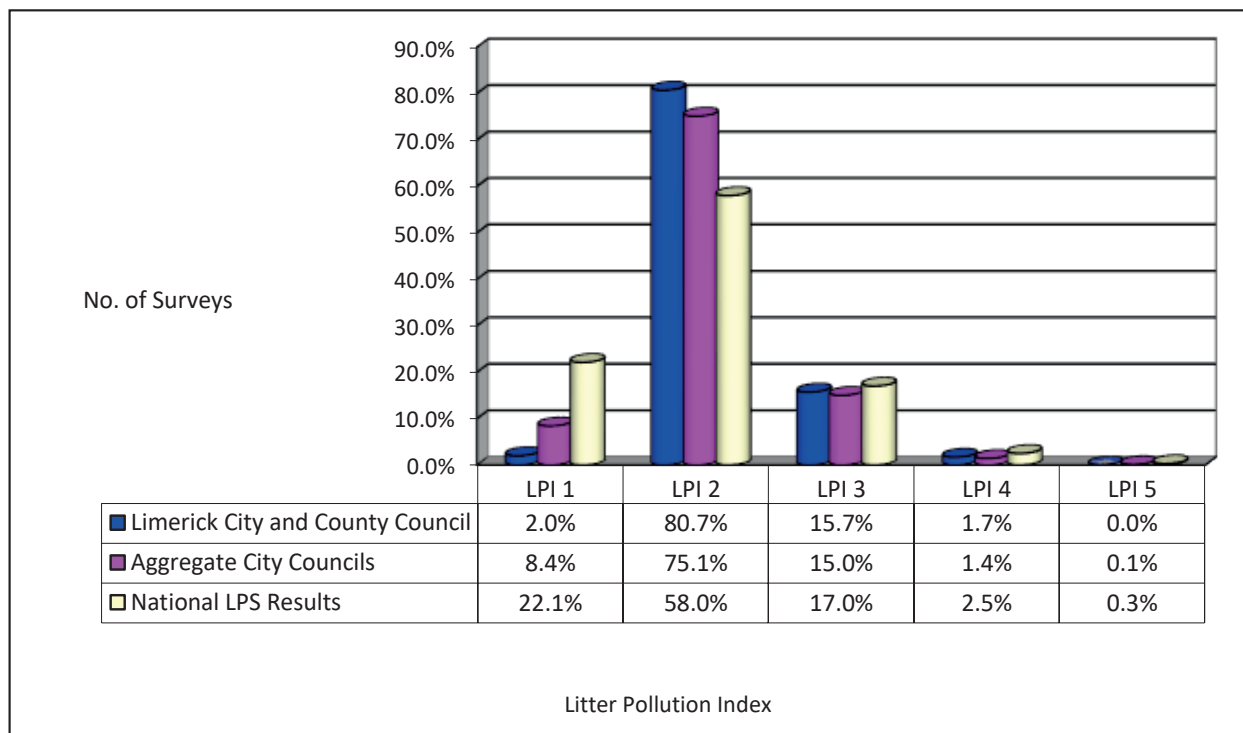


### LITTER POLLUTION LEVELS

**Figure 6 – Litter Pollution Levels in Limerick 2020 and 2021. (For a description of the Litter Pollution Index ratings see Table 3.1 in Section 3 above).**



**Figure 7 – Comparison of Litter Pollution Indices in Limerick City and County with Aggregate Results for City Councils and National Results 2021**



### CAUSATIVE FACTORS OF LITTER

Figure 8 – Comparison of Causative Factors of Litter Pollution in Limerick 2020 and 2021

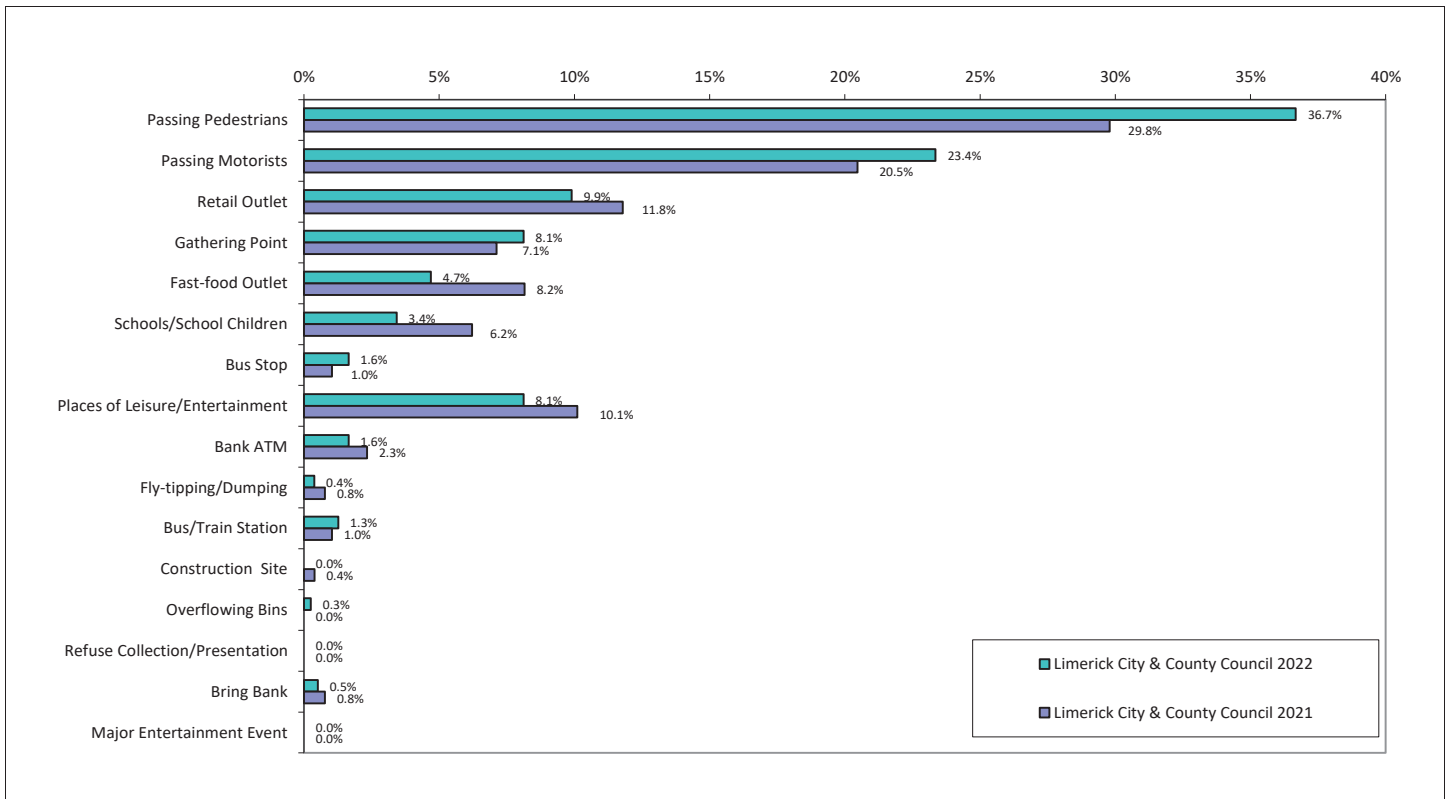
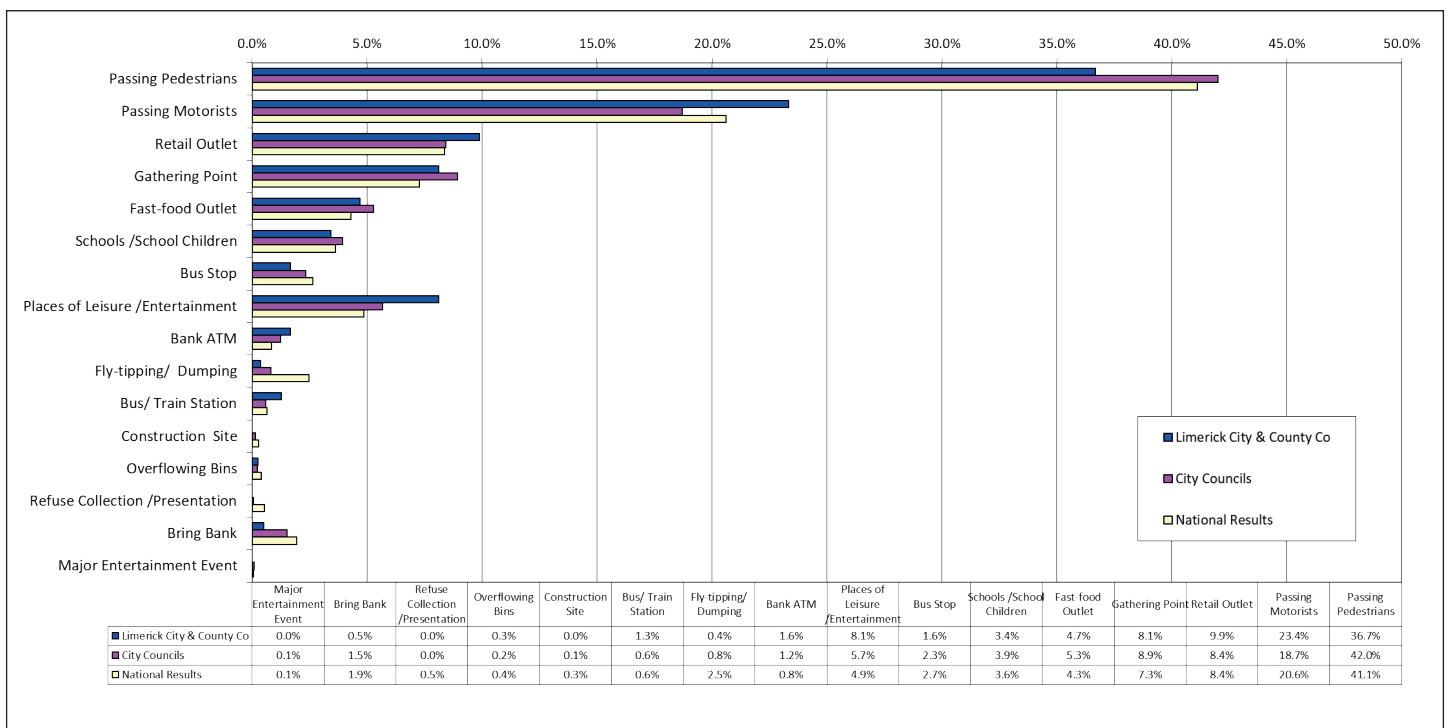


Figure 9 – Comparison of Causative Factors of Litter Pollution in Limerick City and County with Aggregate Results for City Councils and National Results 2021





Comhairle Cathrach  
& Contae **Luimnigh**

**Limerick** City  
& County Council

[www.limerick.ie](http://www.limerick.ie)