

Athlone Town Council



Litter Management Plan 2007-2009

Litter Reporting Service:
09064 42100
email:

**Your Local Authority is taking
action against litter-
Are you?**

The Environment: **It's easy** | to make a difference
An Comhshaol: **Is furasta** | an scéal a athrú

The Environment. **It's easy** | to make a difference.

STRUCTURE OF THIS PLAN

This is a detailed Plan, which set objectives and strategies for the period 2007-2009. It will be subject to review in three years time or sooner if the need arises.

- ◆ Introduction
- ◆ Objectives of 2007-2009 Plan
- ◆ Costings/Resources
- ◆ Implementation
- ◆ Conclusion

INTRODUCTION:

Under Section 10 of the Litter Pollution Act 1997 each Local Authority is obliged to prepare a Litter Management Plan for its own area. This plan must set out the Local Authority's own objections to prevent and control litter as well as measures to encourage public awareness. The plan must set out the measures and arrangements by which these objectives are to be achieved.

A clean environment is essential to the social and economic well being of the town of Athlone. The problems posed by casual littering are of major significance in terms of ongoing damage to both the natural landscape and the manmade environment. Litter does not have to exist on its present scale. It is mostly created by careless or anti-social behaviour. Athlone Town Council aims to deal with these issues and problems with the co-operation of various organisations and the residents of the town of Athlone.

Athlone town is blessed with a beautiful natural environment, strategically placed on the river Shannon with Athlone Castle taking pride of place on its banks. It is a host to many tourists throughout the year. It is important that a positive image is portrayed in relation to the town's Environment in order to attract visitors to the area.

This draft Litter Action Plan for 2007 to 2009 identifies the problems in a practical manner and provides solutions to combat these problems. With the co-operation of the public it is anticipated that the result will be a clean and litter free environment, which is attractive to residents and visitors alike.

This plan is prepared in line with the directions of the Litter Pollution Act, 1997 and the Department of Environment and Local Government **Litter Action Plan**¹.

¹ DOELG Litter Action Plan, January 2001

SUMMARY OF OBJECTIVES 2007-2009 LITTER MANAGEMENT PLAN:

1. To prevent and control litter pollution in Athlone Town
2. To have people, structures, systems and resources in place to support partnership development
3. To establish and maintain Best Practice in all aspects of Litter Management.

Objective One:

To prevent and control litter pollution in Athlone

Strategies:

- To actively enforce the Litter Pollution Acts
- To actively enforce Derelict Site Legislation.
- To actively enforce Dangerous Structures and Places Legislation
- To adopt the Polluter Pays Principle in regards to all waste and litter.
- To provide ongoing training for Community Wardens and other authorised personnel.
- To increase the profile of the Community Wardens and their activities in the Litter Management area using mobile units and flexible working hours
- To increase the number of Authorised Personnel under the Act.
- To conduct local litter surveys in line with National Guidelines.²
- To promote “Name and Shame” campaign.
- To develop Litter Free Zones in the town.
- To provide Internet facilities to receive litter pollution complaints.
- To encourage the use of reusable cloth shopping bags.
- Regularly update complaint database and meet responsive standard requirements.
- To promote alternatives that prevent Litter Pollution, e.g. Bring Sites and Civic Amenity Sites.
- To develop and implement Litter Action Plans with business community, local communities and other appropriate parties.
- To examine the provision of additional Gum and Cigarette bins at appropriate places, in conjunction with the business community on a phased scheme basis.
- Examine the provision of Dog “Poop and Scoop” bins in parks on a phased basis.
- To upgrade “No Dumping” signs throughout the town, on a phased basis, to include Internet reporting details.
- To work in partnership with Athlone Tidy Towns Committee converging regular litter pick days
- To target outlets from which street litter emanates, providing information and voluntary code of conduct and enforcement of law: e.g.
 - I. ATM machine outlets
 - II. National Lottery Ticket Outlets
 - III. Phone card sales
 - IV. Fast Food Outlets
- Liaise with Planning Department and relevant organisations to identify Major Events in the Town so that Litter control plans can be put into operation.
- To target litter black spots on a rota basis e.g. illegal dumping in housing estates, public areas; bring centres and fast food outlets.

² National Litter Pollution Monitoring System

- Revise and update agreement with Auctioneers regarding their advertising methods.

Objective Two:

To have people, structures, systems and resources in place to support partnership development in Athlone

Strategies:

- Encourage local voluntary groups to carry out surveys and monitor local areas.
- Train council staff so as to assist in local anti-litter initiatives.
- Promote Local Area Litter Action Plans on a phased pilot basis.
- Promote and encourage Business Litter Action Plans in partnership with Chamber of Commerce and local business community.
- Introduce annual Tidy Schools Award.
- Encourage Residents Associations with grants towards litter control.
- Provide litter-picking equipment and free collection to Resident Associations/Tidy Towns during clean up weeks and litter pick days.
- Assist Tidy Towns Committee to increase their ratings in the Tidy Towns Competition over the next three years.
- Establish Voluntary Code of Practice with Business Community and encourage active participation in it.
- Encourage feedback and follow up with all partnerships.
- Promote and encourage participation in the Green Schools Programme

Objective Three:

To establish and maintain Best Practice in all aspects of Litter Management.

Strategies:

- To expand and promote the Environment Awareness Strategy in accordance with the goals of the Litter Action Plan.
- To identify and establish Best Practice and inform staff and public why it is Best Practice.
- Achieve Best Practice in-house and lead by example.
- Develop a transparent set of performance indicators for each strategy in this plan.
- Pursue consultation with other local authorities, DOELG, etc. on best practice.
- Carry out surveys in conjunction with National Litter Pollution Monitoring System.
- Devise a reporting system for all local organisations involved in Litter prevention and control

COSTINGS/RESOURCES

Funding for this Litter Management Plan is dependent on the Council members adopting the relevant budgets at estimates time.

However the Council will continue to actively pursue sponsorship from the business community, in an effort to monitor incidences of littering and illegal dumping.

The DOELG Anti-Litter Awareness Grants and Partnership Award Scheme are now devolved down to the Local Authority allowing more formal partnership arrangements to be formed with the local community.

2007 Estimates for Litter Management/Control.

Street Cleaning/ Sweeper	200,840.00
Casual Sweeping (Handcart)	75,500.00
Emptying Litter Bins	40,000.00
Litter Management	<u>85,500.00</u>
	401,840.00

IMPLEMENTATION

1. STREET LITTER

Present Position

The Council operates a Johnston suction sweeper, which sweeps the roads throughout the Town. This machine sweeps through the Town between 7.00 a.m. and 9.00 a.m. each morning including Saturday's and Sunday's.

The remainder of the Town is swept on a rota basis, which has been devised to ensure that each housing estate is swept on a monthly basis.

As this machine cannot access many of the narrower streets or awkward corners in the Town it is supplemented by a mini-sweeper, which sweeps the narrower streets and footpaths. The sweeping is augmented by the use of a 2 no. handcarts, which allows for better coverage of the town centre. Improvements of the street cleansing operations will help to control the litter problem throughout the town but in itself street cleansing will only serve to reduce the visual impact of the underlying litter problem until further litter is scattered.

STRATEGY:

- Annual review of street sweeping rota to ensure most efficient use of resources

2. LITTER BINS

Present Position

The Town Council provides and services 115 litterbins throughout the town - increased from 54 no. bins at 2002. Westmeath County Council also has responsibility for an additional 115 no. bins. Some new bins have been provided since 1998. There is a need for more litterbins in Athlone and also some of the older bins are in need of replacement. Bins are emptied on Monday's Wednesday's and Friday's throughout the year and on Sunday's during the Summer Season. Athlone Town Council provides an annual budget for the replacement/addition of bins throughout the town.

STRATEGY:

- THE COUNCIL PROPOSES TO PROVIDE IN ITS ESTIMATES OVER THE NEXT THREE YEARS, A LEVEL OF INVESTMENT IN NEW LITTER BINS.
- STREET BINS WILL BE EMPTIED MONDAY'S, WEDNESDAY'S, AND FRIDAY'S AND SUNDAY'S DURING THE SUMMER SEASON.
- GOOD QUALITY BLACK BINS SHOULD BE ADOPTED AS THE STANDARD BIN FOR THE URBAN AREA AND A 5-YEAR PROGRAMME SHALL BE ADOPTED FOR THE REPLACEMENT AND PROVISION OF BINS IN ATHLONE TOWN.

AMENITY AREAS

ATHLONE TOWN COUNCIL HAS DEVELOPED A NUMBER OF AMENITY AREAS IN THE TOWN. THE MOST IMPORTANT OF THESE BEING THE BOATING FACILITIES ON THE SHANNON'S

BANKS. THE COUNCIL ALSO PROVIDES RIVERSIDE BINS THROUGHOUT THE SUMMER MONTHS FOR THE USE OF BOATING VISITORS.

STRATEGY:

- A SPECIAL PROGRAMME FOR THE UPGRADING OF AMENITY FACILITIES WILL BE UNDERTAKEN GIVEN THE IMPORTANCE OF THE SHANNON IN THE AREA OF TOURIST PROMOTION.
- PARTICULAR ATTENTION TO BE GIVEN TO BURGESS PARK AND ITS ENVIRONS
- APPROPRIATE SIGNS WILL BE ERECTED INVITING THE CO-OPERATION OF THE PUBLIC TO KEEP THE AMENITY AREAS FREE OF LITTER.
- BINS SHOULD BE RE-LOCATED AS NECESSARY, AFTER CONSULTATION WITH LOCAL TIDY TOWN'S REPRESENTATIVES.

3. HOUSEHOLD REFUSE

PRESENT POSITION

THE COUNCIL INTRODUCED A WHEELED BIN REFUSE COLLECTION SYSTEM THROUGHOUT THE TOWN IN 1995. THIS HAS CONSIDERABLY IMPROVED THE PRESENTATION OF HOUSEHOLD REFUSE FOR COLLECTION WHICH PREVIOUS TO THAT WAS A SIGNIFICANT CAUSE OF LITTER IN HOUSING ESTATES AND STREETS.

STRATEGY:

- TO ENFORCE THE LITTER POLLUTION ACT, 1997 AGAINST OFFENDERS WHO PERSISTANTLY REFUSE TO USE THE WHEELED BIN SYSTEM.

4. RECYCLING FACILITIES

PRESENT POSITION

REHAB HAVE INSTALLED RECYCLING BANKS IN ATHLONE AT THE FAIR GREEN, DUNNES STORES, MONTREE, COLLEGE PARK AND AT THE STRAND. THESE FACILITIES ALLOW FOR THE RECYCLING OF CANS, GLASS AND CLOTHES.

IN ADDITION THE CIVIC AMENITY CENTRE LOCATED AT GOLDEN ISLAND OPERATED BY WESTMEATH COUNTY COUNCIL OPENED IN 2004 AND IS A WELCOME ASSET.

PROBLEM AREAS

ACCUMULATION OF MATERIAL AT THE BASE OF RECYCLING ORGANISATION BANKS HAS BEEN AN UNWELCOME FEATURE IN OUR CAR PARKS.

STRATEGY:

- RE-CYCLING ORGANISATIONS WILL BE CONTACTED TO ARRANGE FOR MORE REGULAR EMPTYING OF RE-CYCLING BANKS SO AS TO ELIMINATE THE COLLECTION OF MATERIAL AT THE BASE OF THEIR BANKS.
- THE PUBLIC SHALL BE ENCOURAGED TO USE THESE FACILITIES AND GREATER PROMOTIONAL ACTIVITY SHALL BE UNDERTAKEN AT LOCAL LEVEL TO MAXIMISE THE BENEFIT OF RECYCLING TO ENCOURAGE THE GREATER USE OF THE VARIOUS RECYCLING BANKS.

5. ELIMINATION OF DERELICT SITES

URBAN DERELICTION ADDS TO THE PROBLEM OF LITTER GENERATION. DERELICT SITES TEND TO BE USED FOR ILLEGAL DUMPING AND TAKE AWAY FROM THE APPEARANCE FOR THE TOWN.

THE PROBLEM OF DERELICTION OF ATHLONE HAS CONSIDERABLY LESSENERED IN THE LAST FOUR YEARS. MANY OF THE WORST DERELICT SITES IN THE TOWN HAVE BEEN RE-DEVELOPED BUT THERE IS STILL A SERIOUS PROBLEM WITH SOME PARTICULARLY NOTICEABLE SITES STILL DERELICT.

STRATEGY:

- THE TOWN COUNCIL HAS TAKEN AN ACTIVE ROLE IN ELIMINATING DERELICTION, INCLUDING THE ACQUISITION OF DERELICT SITES AND WILL CONTINUE TO DO SO. IT SHOULD BE NOTED THAT THIS IS AN AREA WHERE THERE IS NO INSTANT OR IMMEDIATE SOLUTION. IMPROVEMENT OF THE SCALE THAT HAS HAPPENED IN THE LAST FOUR YEARS IS IN ITSELF A WORTHWHILE ACHIEVEMENT AND SHOULD PROGRESS CONTINUE AT PRESENT RATES THE TOWN WILL BE SUBSTANTIALLY IMPROVED IN THE NEXT THREE YEARS.

6. CLEAN-UP CAMPAIGNS

PRESENT POSITION

AS PART OF THE COUNCIL'S ANNUAL ENVIRONMENTAL CAMPAIGN THE COUNCIL CONDUCTS A CLEAN-UP WEEK USUALLY DURING THE MONTH OF APRIL. IN THIS REGARD THE COUNCIL WISHES TO ACKNOWLEDGE THE CO-OPERATION OF RESIDENT'S ASSOCIATIONS, COMMUNITY GROUPS AND ATHLONE TIDY TOWNS COMMITTEE WHO HAVE PARTICIPATED IN THE CLEAN-UP OPERATIONS AND INDEED UNDERTAKE REGULAR CLEAN-UP OPERATIONS IN THEIR OWN AREAS.

STRATEGY:

- THE COUNCIL WILL CONTINUE TO WORK CLOSELY WITH THE GROUPS AND ASSOCIATIONS AND TIDY TOWNS COMMITTEE, TO DEVELOP FURTHER PARTICIPATION IN PROMOTING A CLEANER ENVIRONMENT.
- THE COUNCIL WILL MAKE THE FOLLOWING FACILITIES AVAILABLE DURING THE CLEAN-UP CAMPAIGN.
 1. PRESCHEDULED LITER COLLECTION PICK UPS BY TOWN COUNCIL STAFF AT DESIGNATED POINTS.
 2. HIGH VISIBILITY VESTS; LITTERS PICKERS, GLOVES AND PLASTIC BAGS.

7. SHOPS AND FAST FOOD OUTLETS

PRESENT POSITION

A NATIONAL LITTER SURVEY HAS HIGHLIGHTED THE PROBLEM OF LITTER IN THE VICINITY OF FAST FOOD OUTLETS.

STRATEGY:

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- ALL FAST FOOD OUTLETS IN THE TOWN WILL BE WRITTEN TO BY THE COUNCIL INDICATING THE PROBLEM ASSOCIATED WITH LITTER AND REQUESTING THEIR CO-OPERATION IN PROMOTING ANTI-LITTER CAMPAIGNS IN THEIR AREA.
- THEY WILL BE REQUESTED TO UNDERTAKE SPONSORSHIP OF BINS, WHICH CAN BE PROVIDED BY THE COUNCIL IN THE LOCATION OF THEIR PREMISES.
- THEY WILL BE REQUESTED TO PROMOTE 'NO LITTER' ADVERTISING IN THEIR SHOPS.
- ALL NEW FAST FOOD OUTLETS WILL BE REQUIRED AS PART OF THEIR PLANNING PERMISSION TO PROVIDE COVERED LITTER BINS OUTSIDE THEIR PREMISES.

THE PROVISIONS OF THE CASUAL TRADING ACT 1995 WILL BE APPLIED TO MOBILE FAST FOOD TRADERS AND OTHER TRADERS. TRADERS WILL ONLY BE ALLOWED TO TRADE IN DESIGNATED AREAS AND THE LICENCE GRANTED TO TRADERS WILL INCORPORATE CONDITIONS IN RELATION TO THE PROVISIONS OF LITTER BINS AND LITTER CONTROL IN THE VICINITY OF THEIR OUTLET, AND THE COUNCIL'S BYE-LAWS TO BE ADOPTED UNDER THE ACT WILL REFLECT THIS REQUIREMENT. FAILURE TO ADHERE TO THE CONDITIONS WILL INVOLVE THE PROSECUTION OF THE TRADER OR THE REVOCATION OF THE CASUAL TRADING LICENCE.

8. MAJOR EVENTS

PRESENT POSITION

THE COUNCIL CAN INCURR CONSIDERABLE EXPENSE FOR THE CARRYING OUT OF CLEAN UP OPERATIONS AFTER AN EVENT.

STRATEGY:

- THE COUNCIL WILL ESTABLISH ARRANGEMENTS WITH ORGANISERS OF SUCH EVENTS TO ENSURE THAT LITTER CONTROL AND CLEAN-UP OPERATIONS ARE INCORPORATED INTO THE PLANNING OF THESE EVENTS.
- SUCH LITTER CONTROL WILL EXTEND NOT ONLY TO THE IMMEDIATE VICINITY OF THE EVENT BUT ALSO TO SURROUNDING AREAS.

9. FLY POSTING

PRESENT POSITION

FLY POSTING IN URBAN AREAS CONSTITUTES A SERIOUS BLIGHT TO ALL TOWNS.

STRATEGY:

- IT SHALL BE THE POLICY OF THIS COUNCIL NOT TO ALLOW FLY-POSITING IN THE URBAN AREA EXCEPT IN AUTHORISED LOCATIONS.
- THE PLACING OF BILLS ON E.S.B. POLES, TELEPHONE POLES, WALLS AND PUBLIC PROPERTY SHALL BE BANNED AND THE FULL RIGOURS OF THE LAW WILL BE ENFORCED AGAINST ANY OFFENDER.
- THE ORGANISERS OF EVENTS SHALL BE ENCOURAGED TO PLACE THEIR ADVERTISING POSTERS IN SHOP WINDOWS.
- THE COUNCIL WILL ONLY ALLOW FREE STANDING ADVERTISING HOARDINGS TO BE PLACED AT SUITABLE LOCATIONS ON THE OUTSKIRTS OF THE URBAN AREA.
- FLY-POSTING OF NOTICES ON CAR WINDOWS ETC. WILL NOT BE PERMITTED IN THE TOWN AND THE COUNCIL SHALL INSTIGATE PROSECUTIONS IN RELATION TO THE PROMOTERS OF SUCH ACTION.

10. COMMUNITY WARDEN

PRESENT POSITION

ATHLONE TOWN COUNCIL HAS EMPLOYED ONE COMMUNITY WARDEN IN ATHLONE TOWN. THE TRAFFIC WARDEN ALSO SERVES AS A LITTER WARDEN.

STRATEGY:

- TO INCREASE THE NUMBER OF AUTHORISED PERSONNEL UNDER THE LITTER POLLUTION ACT 1997.

PROBLEM AREAS

PROBLEMS ASSOCIATED WITH LATE NIGHT LITTER OFFENCES.

11. ANTI-LITTER CAMPAIGN

PRESENT POSITION

THE DEPARTMENT OF THE ENVIRONMENT HAS INDICATED THAT THEY WILL PROMOTE A CO-ORDINATED MULTIMEDIA PUBLICITY CAMPAIGN TO FOCUS PUBLIC ATTENTION ON THE OVERALL PROBLEM OF LITTER AND TO PROMOTE AN ANTI-LITTER AWARENESS APPROACH.

STRATEGY:

- THE COUNCIL WILL COMPLEMENT THIS APPROACH BY MEETING LOCAL COMMUNITY, BUSINESS ASSOCIATIONS, TIDY TOWNS COMMITTEE, ETC. TO HIGHLIGHT THE LITTER PROBLEM AT LOCAL LEVEL AND TO INDICATE THE COST OF IT AND THE TYPE OF ACTIONS THAT CAN BE CARRIED OUT ON A PARTNERSHIP BASIS.
- LOCAL NEWSPAPERS AND LOCAL RADIO TO BE USED BY THE TOWN COUNCIL TO FULL ADVANTAGE WITH A VIEW TO FOCUSING ATTENTION ON THE PROMOTION OF ENVIRONMENTAL CLEANLINESS AND AN ANTI-LITTER ATTITUDE.
- THE TOWN COUNCIL WILL INVOLVE OTHER ORGANISATIONS IN ANTI-LITTER CAMPAIGNS, E.G. LOCAL CHAMBER OF COMMERCE, TRADERS ASSOCIATIONS, CLUBS, ETC.

12. TIDY TOWNS

PRESENT POSITION

THE ATHLONE TIDY TOWNS COMMITTEE HAS BEEN VERY ACTIVE FOR THE LAST NUMBER OF YEARS AND HAS DONE EXCELLENT WORK, WHICH IS REFLECTED IN THE IMPROVEMENT IN THE MARKS IN THE TIDY TOWNS COMPETITION OVER THE YEARS. THE TOWN COUNCIL GIVES FINANCIAL AND PRACTICAL ASSISTANCE TO THE TIDY TOWNS COMMITTEE ON A CONTINUING BASIS.

THERE ARE SOME HOUSING ESTATES IN ATHLONE, WHICH HAVE ACHIEVED AN OUTSTANDING LEVEL OF AMENITY. THIS HAS BEEN DONE BY THE EFFORTS OF ACTIVE RESIDENTS ASSOCIATION. THE TOWN COUNCIL ASSISTS SUCH ORGANISATIONS IN CARRYING OUT IMPROVEMENTS WITHIN ESTATES. THIS IS AN AREA WHERE MUCH REMAINS TO BE DONE BUT FOR HOUSING ESTATES TO REACH A GOOD LEVEL OF AMENITY THE ACTIVE INVOLVEMENT OF RESIDENTS IS ESSENTIAL. IN RECENT YEARS COMMUNITY AND RESIDENTS ASSOCIATIONS ARE BECOMING MORE ACTIVE AND THE TOWN COUNCIL WILL ASSIST AND ADVISE SUCH GROUPS.

THE TOWN COUNCIL HAS MADE A SERIOUS CONTRIBUTION TO THIS TYPE OF WORK BOTH THROUGH ITS GENERAL OPERATIONS AND ITS ACTIVITIES UNDER C.E.S. SCHEMES. THE ACTIVITIES OF VOLUNTARY BODIES ARE ESSENTIAL IF THE TOWNS LITTER PROBLEM IS TO BE SOLVED. IT IS ESSENTIAL THAT RESIDENTS ARE ACTIVELY INVOLVED IN CLEANING UP THEIR OWN AREAS. CLEAN-UPS CARRIED OUT IN ISOLATION BY THE TOWN COUNCIL WILL HAVE AT BEST A TEMPORARY EFFECT.

IT IS EVIDENT THAT COMMUNITIES, WHICH PARTICIPATE IN THE TIDY TOWNS COMPETITION, HAVE ACHIEVED LASTING PROGRESS IN BRINGING ABOUT AN IMPROVED AND LESS LITTERED ENVIRONMENT.

STRATEGY:

- THE COUNCIL IS ONLY WILLING TO FACILITATE ANY ORGANISATION WHICH WISHES TO HELP THEMSELVES AND IT WILL CONTINUE TO BE THE POLICY OF THE COUNCIL TO ALLOCATE GRANTS TO RESIDENT ASSOCIATIONS WHO HAVE PARTICIPATED IN THE ACTIVITIES OF ATHLONE TIDY TOWNS.
- AREAS WILL BENEFIT FROM IMPROVEMENTS TO BE CARRIED OUT BY THE COUNCIL UNDER THE URBAN RENEWAL SCHEME.

13. DEVELOPING PARTNERSHIP

PRESENT POSITION

THE DEPARTMENT OF THE ENVIRONMENT IS TO PROMOTE 'ACTION AGAINST LITTER' AT NATIONAL LEVEL WITH REPRESENTATIVES OF THE DIFFERENT ECONOMICS SECTIONS.

STRATEGY:

- IT IS VITAL THAT PARALLEL PARTNERSHIPS ARE FORMED AT LOCAL LEVEL WITH BRANCHES OF THESE COMMUNITY ORGANISATIONS AND LOCAL BUSINESS GROUPS/ORGANISATIONS SHALL BE APPROACHED TO BECOME INVOLVED IN ANTI-LITTER CAMPAIGNS.
- SHOPPING CENTRES AND SUPERMARKETS WILL BE TARGETED TO MAINTAIN THE PRECINCTS OF THEIR PREMISES FREE OF LITTER TO STANDARDS AGREED WITH THE COUNCIL AND TO HOLD THEMSELVES OUT PUBLICLY AS BEING COMMITTED TO A CLEAN LOCAL ENVIRONMENT.
- AGREE VOLUNTARY CODES OF PRACTICE WITH VARIOUS BUSINESS INTERESTS SUCH AS AN AGREEMENT WITH TRADING ORGANISATIONS WHEREBY SHOP OWNERS WOULD AGREE TO SWEEP IN FRONT OF THEIR SHOP INCLUDING EDGE OF ROAD-WAY ON A DAILY BASIS.

CONCLUSION

Ireland needs a clean environment, we all want clean rivers, lakes and bathing waters, we expect clean air and the elimination of pollution from industrial activity, agriculture and waste disposal and much progress has been made with these objectives.

Litter, however, is another form of pollution, the most visible and objectionable kind of environment degradation, which scars our town and its environs. Litter does not have to exist on its present scale. It is created by careless or anti-social behaviour at all levels. It is environmentally unfriendly and an unwelcome symbol of the throwaway society.

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Heavily littered areas are less attractive for shopping, leisure and tourism, so conversely clean and litter-free areas present a positive and attractive image; home consumers and tourists willingly visit them. The public rightly looks to the Local Authority to prevent and control litter and to provide good street-cleaning services and to enforce litter laws against offenders.

This plan is an effort to improve the approach of Athlone Town Council to litter prevention. Some of the proposals in this plan require extra finance, which will have to be addressed at Estimates time. Other proposals in this plan require co-operation from various community organisations, business organisations and other sectors of the community as well as members of the public.

There is a need for a sustained and comprehensive effort to fight the problem of litter. This will require the co-operation of the public, environmental organisations, business/industry and other groups as well as better education and awareness to bridge the gap between aspiration and reality. The Council, through the measures outlined in this plan, will work in co-operation with all sectors to ensure that the urban environment of Athlone is successful in maintaining an attractive litter free environment.

The critical success factors for the implementation of this plan are therefore:

- Public support
- Members support
- Resources
- Staffing
- Funding
- Sponsorship
- Voluntary Commitment
- Adoption and implementation of Action Plans
- Target setting
- Annual review and reporting
- Corrective action

Assessment of the Plan will be carried out annually and the activities outlined in the Plan amended where necessary.