



COUNCIL NEWSLETTER

Issue 1 - July 2007

What can TIDY Northern Ireland do for you?

TIDY Northern Ireland is an anti-litter charity focusing on litter and cleanliness issues throughout the province.

We seek to highlight the problems caused by all forms of littering, and provide advice, expertise and information to enable your council to mount effective policies to combat the problem.

We provide a wide range of services and campaigns aimed at improving the local environmental quality of Northern Ireland.

The Borough Cleanliness Survey:

TIDY Northern Ireland's flagship survey, the Borough Cleanliness Survey, is currently in its third year of gathering quantitative litter data on Northern Ireland. The survey takes place 4 times per year and involves 160 transects in each council area. Seven different land use types are assessed for litter and detritus. It allows councils to measure the effectiveness of their street cleansing programmes, and gives an indication of areas that are in need of additional resources.

Training For Surveying

TIDY Northern Ireland offers training courses to help you assess both how effective your cleansing standards are, as well as courses that concentrate on identifying the littering habits of residents of your borough.

TIDY Communities

This is a training course given to Action Teams from communities, teaching them how to assess their own environment and identify existing problems. It teaches them how to use this information to develop action plans and monitor their implementation. The outcome of this training leads to residents taking more responsibility for their communities.

Eco-Schools:



The Eco-Schools programme provides a simple framework to enable schools to analyse its impacts upon the environment and how this can be managed. Pupil involvement is a key part of the Eco-Schools programme.

Blue Flag for Beaches and Marinas:



The award of a European Blue Flag beach is based on compliance with criteria covering water quality, environmental education, environmental management and Safety & services. The Blue Flag season begins 1st May and ends 30th September. Blue Flags are only awarded for one season at a time and must be applied for each year. Within Northern Ireland the programme is run by TIDY Northern Ireland.

The 2007 Blue Flag awards were announced at the beginning of this month. Eight of Northern Ireland's beaches and two marinas received the prestigious accolade.

Beaches: Ballycastle, Benone Strand, Cranfield West, Downhill, Portstewart Strand, Portrush East Strand, Portrush West Strand, Portrush Whiterocks & Tyrella.

Marinas: Ballycastle Marina & Carickfergus Marina

Ad hoc Surveys/Independent Validation:

Ad hoc surveys designed by TIDY Northern Ireland are used to monitor the success of campaigns, and identify if they have achieved their objectives of changing public behaviour. In addition to undertaking surveys, we offer training to clients to enable them to undertake surveys and manage the data collected. As TIDY Northern Ireland is an independent organisation, often management committees or councilors give the results we gather increased credibility.



Translink partnership

TIDY Northern Ireland and Translink have joined forces to employ a National Officer who works to improve the Local Environmental Quality standards of Translink's property. This partnership mainly focuses on improving the visual appearance of the trains, buses, stations, bus stops and train halts.

Local Environmental Quality Surveys:

In addition to gathering information on litter and cleanliness, this survey looks at the severity of other indicators of poor environmental quality. Additional indicators examined include graffiti, fly posting, fly tipping, vandalism, and broken glass. Other indicators can also be examined if clients feel a particular issue may be a problem in their area.

SMOKING BAN SPARKS LITTER PROBLEMS

TIDY Northern Ireland has revealed that the amount of smoking related litter on our streets has increased by 17% following the introduction of the public smoking ban at the end of April.

Surveys were conducted in locations throughout the province, focusing on areas likely to be affected by the new laws, and Ian Cole, Chief Executive of TIDY Northern Ireland, admits the results are disappointing. "With an increase in the number of people smoking on the street there was always a risk of an increase in the numbers of cigarette butts carelessly discarded, but we were hoping people would have made more of an effort to use bins and ashtrays," he said. "TIDY Northern Ireland would ask people to be conscious of littering when they have finished their cigarette, and to dispose of butts in the correct manner.



TIDY Northern Ireland praises Craigavon Borough Council

Anti-litter charity TIDY Northern Ireland has praised Craigavon Council after it was revealed that nearly 300 people have been fined for littering and dog fouling.

Anyone dropping litter on the street can be served with a £50 fixed penalty notice, and local ratepayers have benefited by £14,650 over the past 17 months as the council have come down hard on anyone seen to flaunt the law.

TIDY Northern Ireland mourns lack of litter awareness

TIDY Northern Ireland has joined the Mourne Heritage Trust in calling for the public to be more aware of the problems caused by litter pollution.

Following complaints regarding the high levels of litter at Lough Shannagh, Matthew Bushby of the Trust asked for the general public in the area to be more responsible.

Ian Cole, Chief Executive of anti litter charity TIDY Northern Ireland, has reiterated that appeal. "A recent attitudinal survey conducted by TIDY Northern Ireland has shown that over a third of people believe Northern Ireland is not a clean country, and while councils are generally working hard to combat the problem, the most effective method of reducing the amount of litter is to change public attitudes and behavioural patterns," he said.

"TIDY Northern Ireland would be delighted to aid any organisations looking to organise clean up schemes that will help address the problems."

'TIDY' Businesses Rewarded

Five Gold Award winners were among 40 businesses in the North Down area to receive TIDY Business awards at the local council's recent awards ceremony.

North Down Borough Council, one of five organizations enrolled on the TIDY Northern Ireland scheme, are now entering their third year of the programme, during which time they have seen the number of participating businesses expand rapidly.

"We had a lot of businesses who really took up the challenge, and this is a testament to the high level of commitment that these businesses have shown to the towns and town centres in which they are located," said Betsy Gray of North Down Council. "The feedback we have had from the participants has been very positive, and they all seem to have benefited from information and publicity provided by the programme."

The award winners received their certificates from Mayor Alan Leslie, who commended their success. "I hope your example will inspire many more local businesses to take up the Tidy Business Challenge over the next year. There is no doubt that correct handling of waste contributes to clean streets, and attractive streets help to increase trade and therefore I would encourage all local businesses to strive for excellence by applying for an award."

The TIDY Business programme aims to encourage businesses to improve their standard of refuse management and improve the image and cleanliness of their premises. There are three levels of awards attainable; Bronze, Silver and Gold.



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