

What TIDY Northern Ireland can do for you

TIDY Northern Ireland is the 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.

Minister Presents Top Eco-Schools



Eco-Schools have awarded the province's 20th Permanent Green Flag to Belfast's Cairnshill Primary School.

The presentation was made by Environment minister Arlene Foster, who said, "Today's young people have a huge responsibility for the environment, as we all do. I commend the hard work and foresight of all who have worked hard to win this prestigious award at Cairnshill and the other award winning schools in Northern Ireland."

Cairnshill Primary's success confirms Northern Ireland's position as the most successful Eco-Schools region in the UK, and Ian Cole, CEO of TIDY Northern Ireland who runs the programme, has been delighted with the interest shown.

"Having 20 schools in the province reaching Permanent Green Flag status is quite an achievement," he said. "It shows that our school children are really taking an active interest in their environment."

Not enough hours in the day to carry out the Borough Cleanliness Survey?

With time constraints an ever present problem in the day to day running of councils, TIDY N.I. are set to introduce measures to the Borough Cleanliness Survey which will give councils the option of allowing TIDY N.I. staff to take over the time consuming tasks of surveying and compiling results. This means councils can benefit from the survey while dedicating a maximum of only 16 hours to the programme throughout the entire year.

If you would like to avail of these new options or have any other questions about the Borough Cleanliness Survey, please do not hesitate to contact us.

TIDY N.I. Borough Cleanliness Survey shows cleaner streets

Northern Ireland's most recent cleanliness survey, in which over 1,500 public sites were examined for litter and dirt, has revealed the province is cleaner than last year, although there is still much work to be done.

- 13% of our streets fail to meet the required cleanliness standards, which is an improvement on 17% over the previous 12 months.
- Areas of low density housing have the cleanest streets
- Retail developments outside town centres are the worst offenders for litter
- Tobacco and chewing gum are the most common forms of litter
- Cigarette litter is present on over 80% of town and city centre streets.
- 57% of rural areas and 67% of main roads within Northern Ireland are polluted with confectionery litter.
- Pedestrians and motorists account for 83% of our province's litter

Environment Minister backs TIDY N.I. plea

Environment minister Arlene Foster joined TIDY Northern Ireland in calling for people to think before dropping litter. "The scenic quality of Northern Ireland's environment is world-renowned and is something we should all take pride in," she said. "While it is very encouraging to note this ongoing improvement, everyone can contribute to the cleanliness of their surroundings with just a little more thought and effort before they dispose of litter."

TIDY N.I. celebrates successful year

TIDY Northern Ireland is reflecting on a successful year of growth and development following the publication of their 2006/2007 Annual Report.

"It has been a busy year for TIDY Northern Ireland and I am delighted to report that it has also been a successful year, with many of our programmes and campaigns achieving results beyond even our expectations," said Chief Executive Ian Cole.

Chairman Leslie Murray is also delighted with the impact made by the anti-litter charity. "The past year has been a successful twelve months of growth and development for TIDY Northern Ireland, and I am confident that the work being carried out by the organisation will continue to have a positive impact on the province's litter problems," he said. "Many of our campaigns have made a real difference to the environmental quality of Northern Ireland and based on our growing strength we are now planning to 'Step up a Notch' and develop TIDY into a force for cleanliness in communities across Northern Ireland."

The Annual Report can be downloaded from the website.

TIDY Business Awards Programme bigger and better than ever

This autumn, three towns and one private business are scheduled to conduct their inaugural TIDY Business assessments. The awards scheme, which aims to make businesses and town centres more aesthetically pleasing and environmentally aware, is one of TIDY N.I. fastest growing programmes.

Feedback from existing participants has revealed that the programme helps improve the appearance of the town centres involved.

ILLEGAL DUMPING

Translink and **TIDY Northern Ireland** have teamed up to tackle the on-going problem of illegal dumping which is prevalent along the trackside environment. The up-coming campaign comprises of an information leaflet highlighting the associated problems of illegal dumping and laws to deal with it. It also details contact telephone numbers for each of the councils, for arrangement of bulky waste removal from homes, and reporting of incidences of illegal dumping. Telephone numbers for charitable organisations that collect unwanted sellable items from people's homes, such as furniture and white goods, have also been listed. Leaflets will be sent to homes owners with a letter from the local Council in particularly hotspot areas, whilst a poster competition and regional news releases are planned for the coming months to further highlight the issue.

TIDY Northern Ireland has just conducted the province's largest ever survey of the public's attitude to littering issues, and the results paint an often depressing picture of people's attitude towards keeping our streets clean and tidy.



- 92% believe it is important to live in a clean environment, but only half that number reckons the province is meeting the necessary standards of cleanliness.
- 30% of the population believing it is acceptable to drop litter in certain situations.
- 18% of people believe it is reasonable to drop apple cores on the ground even though they can take up to two years to biodegrade.
- 11% drop cigarette butts without a second thought despite the fact cigarette ends are regarded as the third worst kind of litter behind dog excrement and chewing gum.
- 12% of people have little hesitation in dropping litter if they believe it is biodegradable.
- 11% drop it in the hope a road sweeper will pick it up.
- 30% of people believe there are areas in which it is acceptable to litter, with concerts and sporting venues topping the list.
- 52% believed their local council has a litter problem.
- Fast food outlets were seen as the main culprits for the littering problem (37%).
- 50% regarded dog excrement as the worst type of litter. 17% said Chewing Gum, and 7% said cigarette butts.

Grant aid for Eco-Schools

Thanks to the support of Currys and their 'Switched on Communities' programme, schools in Northern Ireland which have gained their Eco-Schools Bronze or Silver Award will now have the opportunity to apply for a £4,000 grant to help them progress towards Green Flag status. Further details and application forms are available on the TIDY N.I. website.

TIDY Campaigns

TIDY Northern Ireland has many years experience running anti-litter campaigns. We are able to cover litter and anti-social behavioral issues raised by the public including cigarette litter, chewing gum, fly tipping, fast food litter, youth litter and dog fouling. Our vast experience means we can adapt existing campaigns or develop new campaigns to suit a client's individual requirements.

If your council are interested in running any campaigns, please contact us.

Tourism Boost for North Down?

The water quality off Northern Ireland's coastline has often failed to meet the required standards, but the completion of the new wastewater treatment works at Donaghadee is set



to improve the quality of local waters around Ards and North Down by putting an end to the discharge of untreated wastewater directly into the sea.

TIDY Northern Ireland runs the Blue Flag programme in the province, and its Chief Executive Ian Cole was looking forward to the prospect of Northern Ireland adding to their current eight flag holders. "A lot of our beaches are superbly well maintained with excellent facilities, but they have been prevented from getting Blue Flag status because of the quality of the water," said the CEO.

"The beaches in North Down and Ards now have a real opportunity to earn themselves a Blue Flag by providing clean bathing waters for all beach goers, and as a result increase their tourism revenue."

Contact Details:

TIDY Northern Ireland
PO Box 978
BELFAST
BT4 9AL
Email: ian.cole@tidynorthernireland.org
Website: <http://www.tidynorthernireland.org>

