



TIDY Northern Ireland

Annual Report: April 2006 – March 2007



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FORWARD



Leslie Murray - Chairman

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.

As an organisation we are always striving to raise the profile of the littering issue, and I believe that we are now in a position to build on the progress of the past year and look to the future with optimism. Our recent campaigns and programmes have yielded positive results and received encouraging feedback, and we are now in a position to take another step forward, and through our work inspire others to take pride in their community.

The staff of TIDY Northern Ireland has worked hard to make the last year a success, and I would like to thank the Trustees for their support and engagement throughout the year. It is with real regret that I record the passing after a short illness of George Dawson. As a Trustee, and in all his other activities, he was a man of real vision, ability, integrity and charm. He will be sadly missed by all of us.

This Annual Report makes encouraging reading and many of our campaigns have made a real difference to the environmental quality of Northern Ireland. There is however still much to be done. 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 past twelve months have shown that we can make a difference. I am confident that we can now make a bigger difference across a greater spectrum of Northern Ireland.

A handwritten signature in black ink that reads "Leslie Murray". The signature is written in a cursive style with a large, sweeping flourish at the end.

Leslie Murray

Chairman
TIDY Northern Ireland



Ian Cole – Chief Executive

It is a pleasure for me to present the TIDY Northern Ireland Annual Report for 2006/2007. 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.

We ran campaigns during the year focusing on a range of littering issues, and the Borough Cleanliness Survey, undertaken in conjunction with local authorities, continues to monitor the litter situation across Northern Ireland.

The Eco-Schools programme has had a marvellous response from schools right across the province, and seems to have grabbed the attention of schoolchildren of all ages. We are receiving registrations in large numbers, and hopefully we will see a significant proportion of them rewarded with green flags over the coming years. The programme is also an integral part of the Sustainable Development Strategy for Northern Ireland and is a Ministerial target.

The 'TIDY Business' programme is another that has developed well over the past 12 months. We have received excellent feedback from the participants, and from just one council on board at the start of the year we are now looking at having five organisations enrolled on the programme by the summer of 2007.

Our partnership with Translink also continues to be a success, with our unique relationship enabling us to carry out some very worthwhile campaigns during the year.

The upcoming year is an important twelve months for TIDY Northern Ireland as we look to continue our growth, raise our profile, and develop and expand our current programmes and campaigns. It promises to be an interesting and exciting time and we are confident that this time next year we will be reporting on another year of success.

A handwritten signature in blue ink, appearing to read 'Ian Cole', with a horizontal line underneath.

Ian Cole
Chief Executive
TIDY Northern Ireland

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1.0 INTRODUCTION AND BACKGROUND



TIDY Northern Ireland is an environmental charity which runs campaigns aimed at combating the litter problem in Northern Ireland and manages a number of local environmental quality programmes such as Blue Flag, Borough Cleanliness Survey, TIDY Communities, TIDY Business and Eco-Schools .

The vision for TIDY Northern Ireland is 'to be the recognised leader in developing excellence in local environmental quality and stimulating a real sense of responsibility, thereby reducing anti-social behaviour and encouraging a litter-free sustainable Northern Ireland.'

We aim to do this by enabling people to improve, maintain and feel ownership of their local environment; encouraging the correct disposal of material which could become litter; deterring gum deposition; and deterring graffiti, fly posting, vandalism, dog fouling, anti-social behaviour and other activities that have a negative impact of the quality of our local environment.

As part of this work, we help local authorities and other agencies to deliver local environmental services tailored to meet the differing needs of the communities that they serve.

We are core funded by Environment and Heritage Service, with the rest of our funding generated through private partnerships and the provision of our products and services.

2.0 PROGRAMMES

2.1 Borough Cleanliness Survey

Eleven councils signed up for the 2006 Borough Cleanliness Survey, although only nine actually undertook surveys. Results showed an overall improvement in cleanliness standards from the previous year, with the majority of councils matching or surpassing their targets for Litter Pollution Index (LPI), Detritus Pollution Index (DPI) and Cleanliness Pollution Index (CPI).

Peripheral retail developments stood out as the land use type that needs the most attention. Almost a quarter of transects surveyed in these areas fell below the required standard of cleanliness. In contrast, areas of low-density housing returned the best figures, with a transect failure rate of just 8%.

It was no surprise that the survey identified cigarette litter and chewing gum as the two main litter types, with confectionery litter a close third. Dog fouling is regarded by the public as the most abhorrent form of litter, but it was only found on 3% of transects throughout the survey. Conversely, cigarette litter in town/village centres was present in over 80% of transects and the introduction of the public anti-smoking legislation may boost that figure even higher over the coming months.

2.2 Tidy Business

North Down Borough Council ran a very successful TIDY Business programme in 2006 with 40 businesses in the Bangor and Holywood areas receiving awards, five of them gold awards. The feedback from both North Down Council and the participating businesses was very positive. TIDY Northern Ireland received significant local publicity following the awards presentations.

Coleraine Borough Council and Derry City Centre Initiative have now signed up for the programme, so there will be at least three TIDY Business Schemes running in 2007. It is hoped both Cookstown District Council and Laing O'Rourke will also join the programme in 2007.

2.3 TRANSLINK

TIDY Northern Ireland has carried out Local Environmental Quality surveys at Translink rail locations and three of the bus stations.



Highlights

- TIDY Northern Ireland was involved in an interview on Graffiti at Belfast City Hospital halt with the Environmental Manager of Translink. It will be shown on the UTV Home series later this year.
- We are developing an anti-fly tipping campaign with Translink. This will be based around a flyer and poster campaign, and initially engage the communities within the hot spot areas of Belfast.
- TIDY Northern Ireland and Translink organised Larne Harbour Environmental Day. The day received good coverage from local newspapers and Expresslines, and was popular with the Senior Environmental Team as it raised the environmental profile for Translink.
- At the end of the 2005/2006 school year TIDY Northern Ireland teamed up with the Biodiversity Officer at Newtownabbey Borough Council to run a Poetry competition for all Primary schools in the Borough. The subject of the poems focussed on Sustainable Transport and there was good participation from the schools.
- Following meetings with the Loughs Agency and Magilligan Field Centre, Translink is offering reduced fares to schools/groups attending those centres. This programme is to be further developed with other organisations.
- TIDY Northern Ireland completed a chewing gum litter campaign in Ballymena in October targeting the main secondary schools in Ballymena and the newsagent at Translink's Ballymena Bus/ Train station. Surveys were conducted at the Translink station to monitor the success of the campaign. Gum-wraps were handed out to pupils and given out from the newsagents with each packet of chewing gum bought.
- TIDY Northern Ireland has proposed the ban on sale of chewing gum at all Translink facilities. Senior Management agreed with the proposal, which is to be moved forward with on-site retailers.

2.4 TIDY COMMUNITIES

TIDY Northern Ireland is continuing to review its work within communities, and it is hoped that there will be a formal structure in place for a TIDY Communities programme by the summer of 2007. During the past year most of the community related activities involving TIDY Northern Ireland were one-off schemes rather than part of an overall community strategy.

2.4.1. HIGHLIGHTS

- TIDY Northern Ireland ran a fast food litter campaign with some success.
- Along with Translink staff at Larne, TIDY Northern Ireland organised a litter pick and tree-planting event on the 16th March. This involved children from a local primary school.
- A new partnership was formed with a group of teenagers from Greenisland local church. A week long tidy/ clean up and painting work was undertaken on Greenisland station at the end of August and the results were astounding. Both the locals and Translink staff were pleased with the work, which received good coverage in local newspapers and the Translink company magazine.

2.5 ECO-SCHOOLS



The interest in Eco-Schools has been extremely high and the total number of schools registered on the programme is 293 - 22% of all schools in Northern Ireland. Although the majority are primary schools, there are a significant number of post-primary schools. It is pleasing to note 12 special schools and 21 nursery schools have become involved.

All newly registered schools are forwarded a Welcome Pack. This includes a welcome letter outlining the contact details of their local council officer and schools in their area who have attained a green flag and a "Going for Bronze" information sheet, encouraging them to work towards their first Eco-Schools award. The Eco-Schools NI ***Tidy Up! Bulletin*** is also distributed to all the schools and is made available on the TIDY Northern Ireland website.

2.5.1 Highlights

- The Biodiversity topic was launched during the year - the ninth Eco-Schools topic. The material can be viewed on the TIDY Northern Ireland web site and has proved to be one of the most downloaded items on the site.
- Six local schools were invited to the Civic Building at Banbridge District Council to celebrate their success in achieving Green Flags.
- Dunseverick Primary School Bushmills was chosen as the winner of an Eco-Schools competition to win a wind turbine. Seventy schools throughout the UK entered the competition. The TIDY Northern Ireland CEO attended the launch which was covered by BBC TV, UTV and GMTV plus the local printed media.
- Eco-Schools NI teamed up with Wheeled Waste Container Manufacturer Taylor who launched a pilot scheme in Northern Ireland using their new CowBins to collect card and paper waste. Schools in three council areas had to compose a poem about recycling and the environment. There were six 500 litre recycling bins for schools to

win. SITA will collect and weigh the contents every fortnight for approximately 3 months and will display the results on a website.

- Eco-Schools was represented, and a paper delivered, at the EEF conference on "Environmental Education: Are we doing any good?" at Lough Neagh Discovery Centre on 11 October 2006.
- A half-yearly Eco-Schools Report was produced for all 26 councils. On a monthly basis local council officers are notified of details relating to new schools registered in their council area.
- In a pilot scheme all schools in the WELB area were forwarded Eco-Schools promotional leaflets through the WELB mail shot system. The result has been a doubling of school registrations in that area.

2.5.2 Sustainable Development Strategy

Eco-Schools is now an integral part of the Sustainable Development Strategy for NI (SDS) and is one of the specific targets in that strategy – 25% of all schools in Northern Ireland are to be Eco-Schools flag accredited by the end of the 2009 academic year.

2.5.3 Curriculum Links

The Eco-Schools programme has achieved international and Northern Ireland recognition as the recognised delivery tool for Education for Sustainable Development (ESD). It is the preferred ESD programme for all five Education and Library Boards and is a Curriculum Objective in the Revised Northern Ireland Primary Curriculum and a Key Element at Post-Primary level. By 2008 it will become a statutory requirement that School Development Plans should incorporate the promotion of ESD.

2.5.4 Evaluation of Eco-Schools

An evaluation using questionnaires with schools involved in the programme was undertaken in March 2007. There was a response rate of 15%, and the results will be available shortly.

2.5.5 Assessors

An Assessors training day was held in November. Twelve new assessors attended, bringing the total number of trained assessors who have passed through the CRB (Criminal Records Bureau) process to 50.

In March a training day was held at the University of Ulster. This was very well received and it is hoped this will result in the recruitment of a number of new assessors.

2.5.6 Delivery Partners

We now have 18 delivery partners for Eco-Schools in Northern Ireland. Each topic has at least three supporting partners. The full list of delivery partners are:

- Action Renewables
- ARENA Network
- Bryson Charitable Group
- Conservation Volunteers NI
- ECO-UNESCO
- Groundwork
- The Loughs Agency
- The National Trust
- NIE
- OSM (IRL) Ltd - recycling
- Recycool - recycling
- RSPB
- Sustrans
- The Woodland Trust
- TIDY NI
- Travelwise – DRD Roads Service
- Ulster Wildlife Trust
- Young Co-operatives

2.5.7 Eco-Schools Statistics

	No
No of assessors	50
Total no of schools	293
Total Bronze Awards	119
Total Silver Awards	70
Total 1 st Green Flags	82
Total 2 nd Green Flags	43
Total 3 rd Green Flags	29
Total Permanent Flags	18

2.5.8 Funding

Funding from EHS for the Eco-Schools Admin Officer Post (part-time) has been extended for a further three years until March 2010. The grant is being given by the Natural Heritage grants section of EHS with the support of the Corporate Communications Section of the agency. However if the programme is to achieve the target set out in the SDS, additional staffing is required. The target is to progress 25% of all schools in Northern Ireland to Flag stage by 2009 - this equates to 325 schools and at present there are 81 schools at this stage. Additional funding is required and TIDY Northern Ireland is actively seeking financial support to meet the demands placed on the programme, as without it the target is almost impossible to achieve.

- All 26 councils have been asked to contribute to supporting the Eco-Schools Admin Officer post over the next three years. The minimum requested contribution from each council is based on the number of schools in each council area. To date the majority have agreed to assist in the funding of the post with only two refusing to assist.
- A further proposal has been submitted to EHS which recommends that the current post of Eco-Schools Admin Officer be re-assessed to the level of Information Co-ordinator to better use the skills and experience of the post-holder. The current project funding plan includes direct costs of an Eco-Schools Manager, and an Admin Assistant, who would be able to take on the Administration of the programme.
- It is hoped that a decision on this additional funding will be confirmed by September 2007.

2.6 BLUE FLAG BEACH AND MARINA AWARDS

The UK Jury sat at the end of January 2007 and they have recommended the following beaches/marinas to be awarded the Blue Flag in 2007 in June 2007:



Carrickfergus - Carrickfergus Marina
Coleraine - Portrush West, Portrush East, Whiterocks
Down - Tyrella
Limavady - Magilligan Benone
Moyle - Ballycastle Beach and Marina
National Trust – Portstewart
Newry & Mourne - Cranfield West

2.6.1 The Future of Blue Flag

A number of meetings were held over the spring and summer of 2006 with the beach operators and ENCAMS explaining that unless funding was forthcoming for a Marine Officer, 2007 will be the last year the Blue Flag will be awarded in Northern Ireland, making it the only country in Europe not to have the award. This news received considerable media coverage.

A further series of meetings with interested parties continued throughout the intervening months with no firm decision yet taken, although we are fairly confident that an officer's post will be supported in some form by 2008. The Tourist Board and a potential private sponsor attended the meeting and stated that if the operators were willing to support the work of the officer they would also be willing to consider offering funding the programmes. At present the situation is still unclear as we await the decisions from the various operators/sponsors as to whether they are willing to contribute.



2.7 ATTITUDINAL SURVEY - EHS GRANT FUNDED

A survey was conducted throughout Northern Ireland, with 1,900 interviewees quizzed to determine their attitudes to litter. The survey was conducted in two parts, with the first survey completed at the end of 2006. The analysis from the second survey will be available in June 2007.

3.0 MEDIA COVERAGE

TIDY Northern Ireland has achieved substantial media coverage throughout the year valued at £1,555,219. Coverage has been received from the majority of the print media and all radio stations and the two TV stations (see Appendix 2)

4.0 WEB SITE

The web site is a major success of the organisation with regular changes to the home page news section and articles on all programmes and campaigns.

The website was revamped in November with a more detailed statistical package installed. The current statistics are set out below:

	Website Hits	Files Viewed
TOTAL (Aug - Nov)	4,174	1,430
December	12,705	10,548
January	39,850	25,007
February	40,850	15,324
Total	97,579	52,309

APPENDICES

APPENDIX 1

EHS PERFORMANCE OUTCOME TABLE FOR 2006/2007

In the funding document 2006/2007 an outcome table was set out. Below is the present state of work. As can be seen some work has been undertaken.

Target 1 - 1 additional TIDY Business programme by March 2007

We are pleased to report that Coleraine Town Centre Management has purchased the programme and therefore **the target has been achieved.**

Target 2 - Provide EHS with a detailed report by March 2007 on TIDY Business. The report should include promotion material and criteria developed for councils and Town Centre Management's and a list of those contacted and successful purchases.

This report was submitted in February 2007 and therefore **the target was achieved.**

Target 3 - TIDY Northern Ireland to undertake 3 additional NEAT (TIDY Communities) programmes by March 2007

To date work is being undertaken with three community groups as part of the Translink programme. Therefore, **the target was achieved.**

Target 4 - Provide EHS with a detailed report on NEAT (TIDY Communities) Programme by March 2007. The report to include a list of the communities contacted, successful purchases and the information and equipment supplied to them

This report was submitted in February and therefore **the target was achieved.**

Target 5 - Provide EHS with a detailed report by March 2007 on the anti gum litter campaign. This report to include per and post campaign survey results in the areas targeted to measure its success.

This report was submitted in February and therefore **the target was achieved.**

Target 6 - Provide and agree with EHS by September 2006 an outline of the policy recommendation which TIDY Northern Ireland proposes to share with government.

A policy recommendation has been presented to EHS **the target was achieved.**

The proposal was 'To encourage all councils and other large land owners formally report, using the Borough Cleanliness Survey on the cleanliness of the areas they control, thus bringing them into line with other parts of the UK.'

Target 7 - Provide 1 policy recommendation made and shared to Government by March 2007

The proposal was subsequently submitted to the DoE Policy Department. No response has yet been received and therefore whether this will be adopted is unclear, but as far as TIDY Northern Ireland is concerned **the target was achieved.**

Target 8 - Achieve £1.4m worth of media coverage.

The coverage to date is to the value of **£1,555,219**. This **target was achieved**.

Target 9 - To achieve 6000 web site 'enquiries' and 400 requests for information.

The site is very successful and the results to the end of February are **97,579** enquiries (visitors browsing the site) with **52,309** files viewed/requests (downloads). **The target has therefore been exceeded.**

Target 10 - Demonstrate value for money to EHS by securing an additional 30% of funding from other sources by March 2007.

Additional income generated amounts to over £91,000 and **the target was achieved**.

Target 11 - To conduct 2 qualitative 'on the street' surveys relating to litter issues by March 2007 and produce 2 reports following the completion of each survey analysing the general public's reaction to litter.

The first part of this survey work has been completed and a report on the second will be produced in May.

APPENDIX 2

TIDY Northern Ireland has received media coverage from the following sources.

Television:

- UTV (Blue Flag & Eco-Schools)
- BBC N.I. (Glass Litter & Eco-Schools)

Radio:

- BBC Radio Ulster (Seaside awards, Litter & Attitudinal Survey)
- BBC Radio Ulster – Stephen Nolan Show (Blue Flag & Glass Litter)
- Downtown (Blue Flag & Attitudinal Survey)
- Cool FM (Attitudinal Survey)
- Belfast City Beat (Attitudinal Survey)
- Q105 (Attitudinal Survey)
- BBC Radio Foyle (General Litter)
- U101 Radio (Glass Litter)
- Wish FM (Eco-Schools)
- Q Network Radio (Blue Flag)

Newspapers:

- Belfast Telegraph (Blue Flag & Attitudinal Survey)
- News Letter (Blue Flag)
- Derry Journal (Blue Flag, Seaside Awards & Attitudinal Survey)
- Ballymena Guardian (Beaches & Eco-Schools)
- Newtownards Chronicle (Attitudinal Survey)
- County Down Spectator and Ulster Standard (Litter, Beaches, Blue Flag, TIDY Business & Attitudinal Survey)
- Tyrone Times and Dungannon Gazette (Attitudinal Survey)
- Ballymoney & Moyle Times (Seaside Awards, Blue Flag & Borough Cleanliness Survey)
- Craigavon Echo (Borough Cleanliness Survey)
- Newtownards Spectator (TIDY Business & Attitudinal Survey)
- Northern Constitution (Seaside Awards)
- Coleraine Chronicle & Leader (Borough Cleanliness Survey)
- Surveyor (General)
- Larne Gazette & East Antrim Times (Beach Awards)
- Larne Times & East Antrim Times (Blue Flag & Translink)
- Waste Management (Attitudinal Survey)
- Co Down Outlook (Beaches & Seaside Awards)
- Newry Reporter (Seaside Awards)
- Corby Citizen (Fly Tipping)
- Mourne Observer (Blue Flag)
- Coleraine Times (Eco-Schools)
- Irish Examiner (Blue Flag)

Online:

- UTV Online (Seaside Awards & Blue Flag)
- BBC News Online (Blue Flag, Glass Litter & Attitudinal Survey)
- N.I. News Online (Seaside Awards & Blue Flag)
- Surveyor Online (General)
- Belfast Telegraph Online (Blue Flag & Attitudinal Survey)
- 4NI TV Online (Blue Flag)
- IrishExaminer.com