



# TIDY Northern Ireland

## COUNCIL NEWSLETTER

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## Northern Ireland Litter Summit

The most comprehensive Litter Summit ever staged in Northern Ireland will be hosted by TIDY Northern Ireland later this year. With millions of pounds spent annually cleaning the litter off our streets TIDY Northern Ireland is inviting councils and other key players to the first NI Litter Summit to share best practice and raise the bar on tackling littering and related issues.

Tailored towards specific litter issues that directly affect the province, speakers from around Northern Ireland, the UK and the Republic of Ireland will share their successes and lessons learnt from past campaigns, enforcement drives and educational activities. TIDY Northern Ireland is in the



business of changing behaviour and this summit will explore the evidence available to demonstrate what approaches work best in achieving this.

Topics addressed will include

- Encouraging Public Involvement
- Effective Enforcement
- Litter monitoring & tar-

geted campaigns

- Legal Issues
- PSNI/Council partnerships
- Litter and its effects on anti-social behavior
- How councils & businesses can work together
- Running an effective litter campaign

Date: **Friday 2<sup>nd</sup> October 2009**

Venue: Pump-House, Northern Ireland Science Park, Queen's Road, Queen's Island, Belfast. BT3 9DT

Anyone wishing to book a place at the Northern Ireland Litter Summit should contact TIDY Northern Ireland on 028 90 736 920 or email [nigel.frazer@tidynorthernireland.org](mailto:nigel.frazer@tidynorthernireland.org)

## First Province-wide Litter Level Survey

Councils throughout the province spend a significant proportion of their annual budget tackling the litter problem, but there has never been a comprehensive Northern Ireland wide survey to identify exactly how big the problem is. This year, for the first time, the Northern Ireland Environment Agency has commissioned TIDY Northern Ireland to carry out litter level surveys in all 26 council areas to identify the amount of litter



on our streets.

On completion of the survey, litter levels found within each of the 26 named council districts will be published.

All the litter surveys will be carried out by experienced TIDY Northern Ireland staff and will record litter on 40 'transects' within each borough and cover eight different land use types.

## Record Breaking Year for Eco-Schools in Northern Ireland



Moneynick Primary School were one of 49 schools to receive a Green Flag this year.

This year saw an impressive 49 nursery, primary and post-primary schools in NI being awarded the prestigious Eco-Schools Green Flag; an increase of over 50% on the previous school year. Eco-Schools is an international programme promoting environmental awareness and action in schools. It works by involving the whole school together with members of the local community - parents, the local council, the media and local businesses. The prestigious Green Flag is awarded to schools who meet the top level criteria for each of the seven elements of the Eco-Schools management process.

Over the past few years virtually every council in Northern Ireland has been supporting this excellent programme both financially and through the invaluable support of staff. Many have also organised celebratory events for their successful schools. There are many benefits for everyone involved in this programme. For example, Eco-Schools achieve an estimated 65% reduction in waste going to landfill. The three year funding contracts most councils entered into with TIDY Northern Ireland are due for renewal in April 2010. We will be in touch soon to discuss the increases in funding required

to support the growing numbers of schools: nearly 100 new schools registered this year and the programme has grown three-fold in the past three years.

TIDY NI would like to thank local council officers throughout NI for their tremendous support for schools undertaking the Eco-Schools programme and we look forward to another successful year next year!

For more information about the Eco-Schools programme visit our new website at [www.eco-schoolsni.org](http://www.eco-schoolsni.org)

*“town and city centres proved to be the cleanest areas with only 2% of these locations failing to meet standards”*

## No Improvement in Northern Ireland Litter Levels

For the first time in four years Northern Ireland's streets have failed to show an improvement in litter levels.

Since 2005 TIDY Northern Ireland's Borough Cleanliness Survey has recorded an annual im-

provement on the amount of litter strewn across the roads of the province, but the

trend of previous years has not been replicated in 2008. While detritus levels have reduced to produce a marginal improvement in overall cleanliness, more than one in ten streets still recorded unacceptable litter levels, a figure matching that of 2007.

Despite attracting a high volume of people, town and city centres proved to be the cleanest areas with only 2% of these locations failing to meet standards.

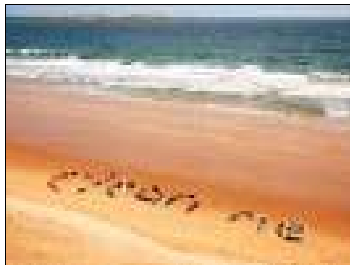
Low density residential areas were next on the list with 4% failing, while peripheral retail developments were shown to be the dirtiest areas of the province with a 13% failure rate. 11% of recreational areas also failed to meet the required cleanliness standards.

The full results of the survey can be downloaded from the TIDY Northern Ireland website.



# Rewards for Coastal Protectors

TIDY Northern Ireland in association with Coca-Cola is now seeking your nominations for Northern Ireland's very first Clean Coast Awards. Open to individuals and groups these awards acknowledge the vital role volunteers play in protecting our fragile coastal environment.



If you know a group that deserves recognition for their tireless work carried out on coastal clean-ups, or is there is an individual in your group who you think is so inspiring they deserve to be recognised for their contribution to protecting the Northern Ireland coastline; then TIDY NI wants to hear from you. This is your chance to say a big thank you to all involved and you can nominate as many groups or individuals as you like.

The awards for both committed groups and hard working individuals celebrate the often unrec-

ognised volunteering that goes on all around Northern Ireland throughout the year. The awards will be presented at Stormont on Thursday 22<sup>nd</sup> October at an event that will celebrate the achievements of these unsung heroes.

So, who are you and your colleagues going to nominate? It can be any group, individual or business that has helped protect and conserve our coastline. Don't miss the chance to say thank you to these deserving coastal guardians. Awards including 'Best Part-

nership', 'Best Youth Group Award', 'Project of the Year Award' and 'Coastal Enthusiast of the Year Award' and six more are waiting to be won (please see [www.tidynorthernireland.org](http://www.tidynorthernireland.org) for a full list).

A panel of judges will select the ten winners who will each receive either £200 worth of equipment for their group or £100 worth of equipment for each individual winner.

All you have to do is take a few minutes to fill in a simple entry form! Entries must be submitted by **Monday 21<sup>st</sup> September**, there is no entry fee and entrants should be aged 12 and over. For more information and to download an entry form please click on <http://www.tidynorthernireland.org/beaches/clean-coast-awards-200-/index.php> or phone 028 90 736 920.

“the awards recognise the vital role volunteers play in protecting our fragile coastal environment.”

## Councils Reward Eco-Schools

This is the first year that TIDY NI has officially asked Councils to celebrate the awarding of schools receiving their Green Flags by organising an event with the schools and we are pleased to report that it has been a great success. So far 12 of the Councils have organised events ranging from the Lord Mayor or Chairperson of the council calling out to the school assembly to the Council getting all schools in their area to one centralised awards ceremony. Each Council adopted the best approach for themselves but the one constant throughout all of the events was the sense of joy, satisfaction and achievement that all of the pupils had on receiving their flags in this

way and from the youngest pre-school pupil to the eldest sixth form pupil they all appreciated this extra recognition and got another wonderful memory from the Eco-Schools project.

Ian Humphreys, Joan Peden and Colin Latham from TIDY NI attended the majority of these events and are grateful to the Councils for the time and effort taken to organise them. Unfortunately, four of the Councils were unable to organise events but the flags were delivered to the Schools involved and we shall try to work in partnership with the Councils involved to organise an event in September.

This has been a great first year for this and we hope to con-



tinue with the Councils taking ownership of the flag presentation as not only is it good for the pupils and schools but it also highlights the excellent work being carried out by the Councils themselves in supporting Eco-Schools and getting across the important environmental education messages.

Mayor of Newry and Mourne District Council, Councillor John Feehan, rewards the district's Eco-Schools.



## TIDY Northern Ireland

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### Submit Your Stories

If you have carried out any litter campaigns or wish to share any litter experiences, submit your stories and we will consider publishing them in a future edition.

### Cigarette Costume Highlights Litter Issue



TIDY NI has recently acquired a cigarette costume which is available for hire to any councils wishing to promote cigarette litter campaigns.

Following the introduction of the public smoking ban cigarette litter in town centres has increased significantly, and this attention grabbing costume is a unique way of generating publicity for any initiatives designed to address the problem.

## TIDY Northern Ireland Programme Contacts:

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Beaches — Blue Flag, Clean Coast, Seaside Awards:	<b>Jennifer Smyth</b>	<a href="mailto:jennifer.smyth@tidynorthernireland.org">jennifer.smyth@tidynorthernireland.org</a>

## TIDY NI & Councils - Lets Team Up to Clean Up

Not everyone, it seems, wants a cleaner greener Northern Ireland. For here, just as in the rest of the UK, a high percentage of people still think it is acceptable to drop litter on our streets, let their dogs foul and throw rubbish from their cars. TIDY Northern Ireland works closely with councils to develop robust multi-faceted approaches to tackle this and other local environmental quality issues. We understand that there is no quick fix and that for the foreseeable future councils will be spending the greater proportion of cleansing budgets on just that – cleaning up after people. However, investing in a broader range of actions including education, media campaigns, public involvement and, for those who ignore all this, enforcement, results in a greater effect in changing behaviour.

Unfortunately, litter louts in some areas of Northern Ireland have little chance of being fined for their actions. A Northern Ireland Environment Agency backed piece of research carried out by TIDY Northern Ireland found that over a quarter of all councils issued under one fixed penalty notice a month for littering during 2008; four others issued over 100 fines. The result is an unacceptable postcode lottery allowing many people to continue ruining the enjoyment of tourists, destroying our chances of attracting inward investment and daily impacting on the quality of life for us all.

TIDY Northern Ireland is calling on all councils to consider increasing their investment in the full range of actions in order to bring

about the behavioural change needed to gradually reduce litter levels and overall cleansing costs. We are also asking councils to work with us at a national level. Northern Ireland wide campaigns, public engagement and education work offer a more efficient way to get across a clear, consistent and effective message. If you want to explore this with TIDY NI please get in touch with Ian Humphreys on 028 90 736925 or email [ian.humphreys@tidynorthernireland.org](mailto:ian.humphreys@tidynorthernireland.org)

Full details of the enforcement performance of each of the province's councils can be found on the 'Latest News' section of the TIDY Northern Ireland website, [www.tidynorthernireland.org](http://www.tidynorthernireland.org)