



Press Release -  
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## **Industrial estates under fire as litter levels rise**

- Navan is bottom of largest ever litter survey, covering 57 towns
- Industrial Estates nearly 3 times more likely than other sites to be litter blackspots
- Resistance to 'Pay by Weight' leading to abuse of recycling facilities

Potential investors in Ireland are being met with a 'landscape of litter' in many areas, according to the largest study of litter levels taken in this country. The survey for Irish Business against Litter (IBAL) revealed one quarter of all industrial estates reviewed were 'litter blackspots'. Carlow emerged as the cleanest town in Ireland, with Navan the dirtiest. The survey is the 1st round of the 2005 IBAL Anti Litter League, which is supported by the Department of the Environment, Heritage and Local Government.

"We're showing not our best face, but a dirty face, to the commercial interests which are vital to our economy," commented IBAL Chairman Dr Tom Cavanagh. "High-tech overseas investors expect industrial estates to be pristine, not focal points for widespread litter and dumping."

"Even the IDA estates are not immune from the blight of litter. And this at a time where competition from other countries for foreign direct investment was never as intense." Lack of litter bins, dumping and general neglect were cited as causes of the poor showing of estates.

23% of the 27 Estates examined by an Taisce were litter blackspots, compared to 9% of sites overall. The blackspots included IDA estates in Enniscorthy and Gorey, parts of which were described as 'riddled with litter', 'hugely neglected' and 'treated with total disregard'.

The survey found over half of recycling centres examined were heavily littered. IBAL believes resistance to Pay by Weight systems is leading to dumping at facilities which are ill-equipped to deal with the added rubbish. "From a positive perspective, Pay by Weight means more people are using these facilities," comments Dr Cavanagh. "Local authorities need to rethink how they are managing them. That said, there is a worrying increase in local businesses availing of recycling centres which are intended for private consumers."

The survey of 57 towns of over 6,000 inhabitants showed 12 areas achieved 'litter-free' status, meaning they are deemed clean to European norms. By contrast, over one quarter of all towns were classed as 'litter blackspots'. Litter levels worsened by 7% to an average of 68. Cities continue to show improvements, especially Cork City and Dublin City Centre, which yielded its best result since being included in the League.

"While we remain some way short of our goal of 80 nationwide, we have progressed from a starting point of just 55," continued Dr Cavanagh. "And there is room for optimism. The rise in litter levels is due in part to 27 towns being surveyed for the very first time. We can expect these towns to raise their performance for the next round of results."

IBAL attributes Carlow's No.1 position to the town's efforts in organising its own 'Mini League', whereby local areas in the town are pitted against each other on a weekly basis, with the results printed in the local papers. "Driven by the local authority, this engenders a real spirit of pride in the locality which is often hard to attain in a large town," he commented. "Authorities struggling with litter problems in larger areas should look to this model."

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### Editors note:

Set up in 1996, Irish Business Against Litter is an alliance encompassing more than 30 member companies, employing in excess of 70,000 staff. Members share a belief that continued economic prosperity - notably in the areas of tourism, food and direct foreign investment - is contingent on a clean, litter-free environment.

As part of the IBAL Anti-Litter League, all towns of population 6,000 and over are monitored independently by An Taisce in accordance with international grading standards.

### IBAL Anti litter League 2005 - Round 1

Ranking	Town / City	Description
1	Carlow	'Litter Free Status'
2	Dundalk	'Litter Free Status'
3	Cavan	'Litter Free Status'
4	Longford	'Litter Free Status'
5	Waterford City	'Litter Free Status'
5	Bray	'Litter Free Status'
7	Mullingar	'Litter Free Status'
7	Dungarvan	'Litter Free Status'
9	Trim	'Litter Free Status'
9	Fermoy	'Litter Free Status'
9	Naas	'Litter Free Status'
9	Enniscorthy	'Litter Free Status'
13	Dunlaoghaire-Rathdown	Moderately Littered
14	Tralee	Moderately Littered
14	Drumcondra	Moderately Littered
16	Swords	Moderately Littered
16	Mallow	Moderately Littered
18	Portlaoise	Moderately Littered
19	Ballina	Moderately Littered
20	Killarney	Moderately Littered
20	Galway City	Moderately Littered
20	Castlebar	Moderately Littered
23	Monaghan	Moderately Littered
24	Terenure	Moderately Littered
25	Drogheda	Moderately Littered
25	Blackrock / Mahon	Moderately Littered
25	Athy	Moderately Littered
28	Thurles	Moderately Littered
28	Sligo	Moderately Littered
28	Midleton	Moderately Littered
31	Dublin City Centre	Moderately Littered
32	Letterkenny	Moderately Littered
32	Skerries	Moderately Littered
32	Arklow	Moderately Littered
35	Wexford	Serious Litter Problem
35	Roscommon	Serious Litter Problem

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37	Maynooth	Serious Litter Problem
37	Cork City	Serious Litter Problem
37	Clonmel	Serious Litter Problem
37	Ballsbridge	Serious Litter Problem
41	Limerick City	Serious Litter Problem
42	Ennis	Serious Litter Problem
43	Tallaght	Serious Litter Problem
44	Youghal	Litter Blackspot
44	Wicklow	Litter Blackspot
44	Kilkenny	Litter Blackspot
47	Cobh	Litter Blackspot
48	Lucan	Litter Blackspot
48	Ballinasloe	Litter Blackspot
48	Athlone	Litter Blackspot
51	Newbridge	Litter Blackspot
51	Nenagh	Litter Blackspot
53	Tullamore	Litter Blackspot
54	Finglas	Litter Blackspot
55	Gorey	Litter Blackspot
56	Mayfield / Dillons Cross	Litter Blackspot
57	Navan	Litter Blackspot

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