



**Press Release
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'Litter Free' Tallaght receives award as most improved town in Ireland

In advance of next week's publication of final results of the annual IBAL Anti-Litter League, South County Dublin Mayor Marie Corr has accepted a special recognition award for Tallaght as Ireland's most improved town over the past 12 months. This acknowledges the area's rise from 'litter blackspot' this time last year to 'litter free' status.

The award was presented by Dr Tom Cavanagh, Chairman of Irish Business Against Litter (IBAL). Dr Cavanagh said Tallaght's achievement was 'a spectacular example of the success of the litter league initiative' and that the citizens of the area should look forward to enjoying environs that are on a par with their European neighbours.

IBAL sees Tallaght as a model for other areas needing to improve their cleanliness ratings. The success stems from South Dublin County Council developing a Litter Management Plan for 2008. This involved a comprehensive and independent litter survey of the wider Dublin area to help identify black spots. Cleansing operations were re-organised. Various anti-litter initiatives were established, as was a grant scheme for community organisations carrying out related projects. Critically, litter enforcement levels were increased dramatically, with 2,927 fines handed out up to November 2008.

"Tallaght's success did not happen by accident. It arose from a conscious decision by the local authority to bring about permanent change that will have significant benefit for both the community and business life," commented Dr Cavanagh.

An Taisce, who carried out the survey, applauded Tallaght's 'fantastic result in the final survey' where it was among the highest ranked areas. Particular praise went to Tallaght Village and Belgard Square, and to the Blessington Road and Old Bawn Road.

The winner of the 2008 Anti Litter league, which involved An Taisce monitoring 55 towns across the country, will be revealed at a ceremony in Dublin on Monday next. Ireland's cleanest town in last year's programme was Dundalk.

-ENDS-

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Editors note:

Set up in 1996, Irish Business Against Litter is an alliance of companies sharing 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, An Taisce monitors all towns of population 6,000 and over, independently in accordance with international grading standards