



Press Release
Monday, 4 January 2010

Bray announced as cleanest town in Ireland

Bray was today announced as the cleanest town in Ireland at a ceremony in Dublin. In the 2009 survey of litter levels in 60 towns and cities by Irish Business Against Litter (IBAL), Bray pipped Cavan as the overall winner of the league for 2009. Both were among a record number of towns (39 towns) to be classed as “litter-free”. The winning town was presented with a special plaque from Dr Tom Cavanagh, Chairman of IBAL.

An Taisce, who conduct the litter surveys, in its report on Bray commented *“Bray has done exceptionally well – the overall presentation of the Main Street speaks volumes – clearly big efforts are being made to encourage people to ‘Shop Local’ and a very attractive environment has been provided. Paving / bins / planting etc. were all in excellent condition and the area was spotless. The Promenade was immaculate – it wasn’t just clear of litter but in impeccable condition.”*

Speaking to local authority representatives at the ceremony, Dr Tom Cavanagh of IBAL said that cutbacks in budgets should not mean a reversal of the progress made on litter. New cleaning technologies and effective enforcement could yield tremendous benefit at minimum cost, he said.

“In particular we need to rid ourselves of the idea that ‘enforcement’ is about fining an individual for dropping a sweet wrapper. It’s more about taking local businesses and other organisations to task for not keeping the areas outside their premises free of litter - areas such as car parks and pavements. If local authorities aren’t comfortable with this, maybe privatisation should be considered.”

He congratulated the local authorities for helping transform our environment in the space of just 7 short years. “Our tourist and food sectors in particular owe a debt of gratitude to those involved in making 39 of the towns ‘litter-free’.”

The IBAL Anti Litter League is the largest litter survey conducted in Ireland, with all areas of over 6,000 population covered over the course of the year, ensuring that the areas covered, have an overall population of close to 2 million people. Sites are graded by An Taisce according to international standards.

IBAL Anti Litter League Final Results 2009

Ranking	Town/City	Status
1	Bray	Clean to European Norms'
2	Cavan	Clean to European Norms'
3	Drogheda	Clean to European Norms'
4	Clonmel	Clean to European Norms'
5	Longford	Clean to European Norms'
6	Wexford	Clean to European Norms'
7	Carlow	Clean to European Norms'
8	Sligo	Clean to European Norms'
9	Celbridge	Clean to European Norms'
10	Blanchardstown	Clean to European Norms'
11	Ballincollig	Clean to European Norms'
12	Dundalk	Clean to European Norms'
13	Mullingar	Clean to European Norms'
14	Trim	Clean to European Norms'
15	Portlaoise	Clean to European Norms'
16	Navan	Clean to European Norms'
17	Roscommon	Clean to European Norms'
18	Dun Laoghaire	Clean to European Norms'
19	Tramore	Clean to European Norms'
20	Shannon	Clean to European Norms'
21	Killarney	Clean to European Norms'
22	Leixlip	Clean to European Norms'
23	Dungarvan	Clean to European Norms'
24	Ballina	Clean to European Norms'
25	Castlebar	Clean to European Norms'
26	Kilkenny	Clean to European Norms'
27	Fermoy	Clean to European Norms'
28	Swords	Clean to European Norms'
29	Balbriggan	Clean to European Norms'
30	Newbridge	Clean to European Norms'
31	Newcastlewest	Clean to European Norms'

32	Midleton	Clean to European Norms'
33	Ashbourne	Clean to European Norms'
34	Thurles	Clean to European Norms'
35	Enniscorthy	Clean to European Norms'
36	Youghal	Clean to European Norms'
37	Monaghan	Clean to European Norms'
38	Lucan	Clean to European Norms'
39	Cobh	Clean to European Norms'
40	Waterford City	<i>Moderately Littered</i>
41	Buncrana	<i>Moderately Littered</i>
42	Tullamore	<i>Moderately Littered</i>
43	Arklow	<i>Moderately Littered</i>
44	Gorey	<i>Moderately Littered</i>
45	Galway City	<i>Moderately Littered</i>
46	Ennis	<i>Moderately Littered</i>
47	Tuam	<i>Moderately Littered</i>
48	Tralee	<i>Moderately Littered</i>
49	New Ross	<i>Moderately Littered</i>
50	Cork City	Littered
51	Dublin City	Littered
52	Naas	Littered
53	Nenagh	Littered
54	Ballinasloe	<i>Seriously Littered</i>
55	Tallaght	<i>Seriously Littered</i>
56	Letterkenny	<i>Seriously Littered</i>
57	Athlone	<i>Seriously Littered</i>
58	Mallow	<i>Seriously Littered</i>
59	Wicklow	Litter Blackspot
60	Limerick City	Litter Blackspot

-ENDS-

***For further information contact Claire or Dawn in Cullen Communications.
Tel 01 6689099/ 087 7819 375 / 087 215 6942 or
dburke@cullencommunications.ie***

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.