



Press Release
Monday, 9 January 2012

Trim announced as cleanest town in Ireland
Call for tax treatment to favour degradable gum

Trim was announced as the cleanest town in Ireland at a ceremony in Dublin today, pipping Swords and Killarney in the 2011 survey of litter levels in 53 towns and cities by Irish Business Against Litter (IBAL). Both were among 38 towns to be classed as “Clean to European Norms”.

This was the first time that Trim, which has been litter free since 2005, had won the IBAL Litter League. It was one of 9 towns to collect a *Sustained Excellence* award for being litter free for 5 years in a row, the others being Killarney, Cavan, Youghal, Fermoy, Castlebar, Ballina, Monaghan and Dundalk.

An Taisce, who conduct the litter surveys, commented in its report on Trim: “The hard work has paid off and the citizens should appreciate what has been achieved. All sites surveyed got the top litter grade. The approach routes were particularly well presented and this very high standard was sustained for all sites surveyed in Trim.”

To mark its success, the town will receive a number of trees for planting locally. These are provided by the Irish Tree Centre, an IBAL member based in County Cork (www.treecentre.ie).

Local authority representatives at the ceremony heard from Prof. Dr Elke Arendt of University City College Cork of advancements made in degradable chewing gum, which, unlike conventional gum, decomposes when deposited on pavements. IBAL Chairman Dr Tom Cavanagh spoke of such a

breakthrough as “a potentially critical milestone in urban litter prevention, and one that needs to be accelerated by a favourable tax policy, be it a tax exemption on the degradable product, or a higher tax on conventional gum.”

IBAL Anti Litter League Finale 2011 Results Table

| Rankings | Town/City | Status |
|-----------------|-------------------------|-------------------------|
| 1 | Trim | Clean to European Norms |
| 2 | Swords | Clean to European Norms |
| 3 | Killarney | Clean to European Norms |
| 4 | Cavan | Clean to European Norms |
| 5 | Dun Laoghaire | Clean to European Norms |
| 6 | Wexford | Clean to European Norms |
| 7 | Youghal | Clean to European Norms |
| 8 | Ballincollig | Clean to European Norms |
| 9 | Waterford City | Clean to European Norms |
| 10 | Fermoy | Clean to European Norms |
| 11 | Cobh | Clean to European Norms |
| | Castlebar | Clean to European Norms |
| | Bray | Clean to European Norms |
| 14 | Naas | Clean to European Norms |
| 15 | Dungarvan | Clean to European Norms |
| 16 | Ennis | Clean to European Norms |
| | Ballina | Clean to European Norms |
| | Nenagh | Clean to European Norms |
| 19 | Longford | Clean to European Norms |
| 20 | Kilkenny | Clean to European Norms |
| 21 | Tramore | Clean to European Norms |
| | Sligo | Clean to European Norms |
| 23 | Drogheda | Clean to European Norms |
| | Monaghan | Clean to European Norms |
| 25 | Tullamore | Clean to European Norms |
| 26 | Kildare | Clean to European Norms |
| 27 | Maynooth | Clean to European Norms |
| 28 | Clonmel | Clean to European Norms |
| 29 | Dundalk | Clean to European Norms |
| 30 | Tralee | Clean to European Norms |
| 31 | Galway City | Clean to European Norms |
| 32 | Roscommon | Clean to European Norms |
| | Newcastlewest | Clean to European Norms |
| | Mullingar | Clean to European Norms |
| | Athlone | Clean to European Norms |
| 36 | Arklow | Clean to European Norms |
| 37 | Wicklow | Clean to European Norms |
| 38 | New Ross | Clean to European Norms |
| 39 | Cork City | Moderately Littered |
| 40 | Mallow | Moderately Littered |
| 41 | Navan | Moderately Littered |
| 42 | Gorey | Moderately Littered |
| 43 | Carlow | Moderately Littered |
| 44 | Limerick City | Moderately Littered |
| 45 | Dublin Airport Environs | Moderately Littered |
| 46 | Tuam | Moderately Littered |
| 47 | Tallaght | Moderately Littered |

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| 48 | Portlaoise | Littered |
| 49 | Letterkenny | Littered |
| 50 | Dublin City | Littered |
| 51 | Tipperary Town | Littered |
| 52 | Knocknaheeny - Cork | Litter Blackspot |
| 53 | North Inner City Dublin | Litter Blackspot |

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