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**Dún Laoghaire-Rathdown County Council
Litter Management Plan, 2027-2029**

Introduction

This Litter Management Plan is presented by Dún Laoghaire-Rathdown County Council for the period 2027 to 2029.

The Plan sets out our objectives for preventing and managing litter in the County. The Plan focuses on four pillars, and related actions, with the over-arching objective of a consistently cleaner environment through:

- Litter Prevention and Control
- Community Engagement and Awareness
- Operations
- Enforcement

Our goal is to protect and enhance our natural and built environment through education and awareness, monitoring, and enforcement.

As a Council, we emphasise the need to work with our citizens, communities, businesses, and visitors to prevent litter in the first instance.

Our Environmental Awareness team work with schools, community and residents' groups on litter prevention and educational initiatives. Our Green Business Officer works with businesses and business groups to find solutions to litter issues in their areas and to remind them of their obligations in relation to litter and waste.

Our Environmental Enforcement Wardens patrol the county, educating people on litter, raising awareness of the problems it causes, and issuing fines where appropriate. Our street cleaning crews work throughout the County to deliver clean towns, villages, beaches, parks, and open spaces for everyone to enjoy.

The residents, businesses and visitors to the county have an important role to play in keeping the county litter-free. The Council would like to acknowledge the hard work of the local Community Groups, Residents Associations and Tidy Town groups in assisting the Council in keeping their areas free from litter – it is of great importance and is hugely appreciated.

Why Protect Our Environment?

Dún Laoghaire-Rathdown County Council has a population of 233,860 and covers a land area of approximately 12,731 hectares, stretching from Booterstown marsh to the north, Shankill and north Bray in the south, with Glencullen and Rathfarnham to the west. It encompasses the towns of Dún Laoghaire and Dundrum and the business hub of Sandyford Business District. Stretching from the mountains to the sea, the County offers a blend of Victorian coastal heritage, scenic mountain landscapes and thriving urban centres.

It is a county rich in cultural heritage with key visitor attractions including Marlay Park and House, Cabinteely Park and House, Fernhill Park, Blackrock Park, Dún Laoghaire Harbour, and Killiney Hill; every year we welcome thousands of visitors to our County, whether it is for key events such as the Dalkey Book Festival or the Marlay Park Concerts, or to discover the Urban Splash trail, or to visit our beaches, coastal walks, or parks.

The county has significant economic advantages through its proximity to Dublin City, as well as its access to major arterial transport routes of the M50, N11 and N31, as well as being traversed by the Luas Green Line, the DART line and various bus routes including the A, B and E spine north/south routes and the S4, S6 and S8 cross county east/west routes.

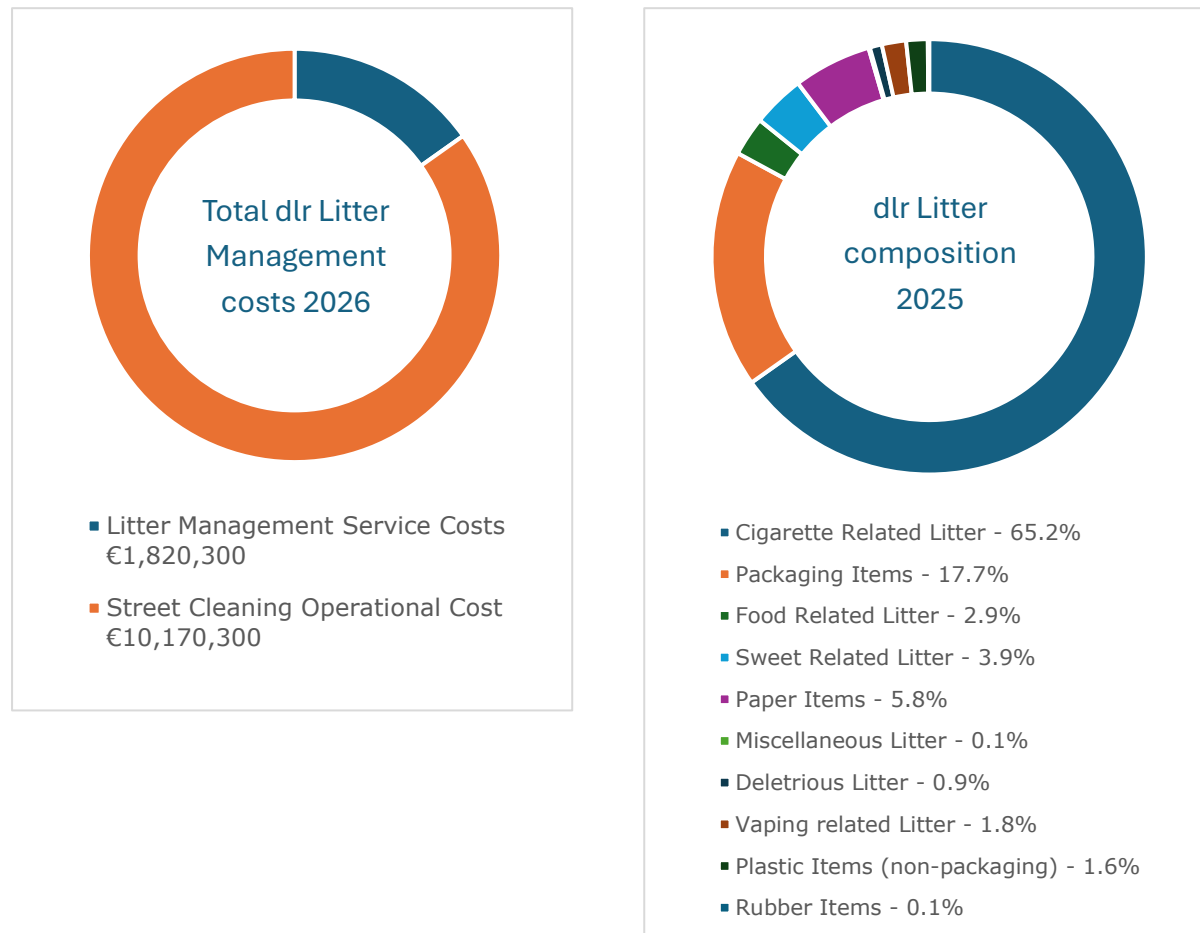
What is Litter?

Litter is defined in the Litter Pollution Act, 1997 as *'a substance or object, whether or not intended as waste that, when deposited in a place other than a litter receptacle or other place lawfully designated for the deposit, is or is likely to become unsightly, deleterious, nauseous or unsanitary, whether by itself or with any other such substance or object, and regardless of its size or volume or the extent of the deposit'*.

Simply put, this means that any item, regardless of size, which is disposed of improperly (i.e. not deposited in a litter bin or authorised waste facility) and is likely to become unsightly or unsanitary is considered litter. In short, litter is waste in the wrong place.

The Effect of Litter on the County

The Council recognises that litter is a significant environmental problem – it is a visible form of pollution and creates an overall negative and misleading impression of an area, is a serious threat to our environment and results in significant costs to the Council. It can endanger our wildlife, impact our natural environs, impact our economy and give an unwelcoming appearance to our towns and villages.



*Costs include the provision in the 2026 Adopted Budget of:

- E0501 - Litter Warden Service
- E0502 - Litter Control Initiatives
- E0503 - Environmental Awareness Services
- E0599 - Litter Management Service Support Costs
- E0601 - Operation of Street Cleaning Services
- E0602 - Provision and Improvement of Litter Bins
- E0699 - Street Cleaning Service Support Costs

*Litter Composition information taken from the results of the National Litter Pollution Monitoring System (System Results) for Dún Laoghaire-Rathdown County Council, 2025.

Waste Enforcement

The Environmental Enforcement Section includes in its remit the enforcement of the Waste Management Act, 1996, as amended and includes an extensive range of related regulations relating to waste collectors, waste facilities and permits, producer responsibility initiatives, segregation of waste etc. The Environmental Enforcement Section is also responsible for the enforcement of the dlr Bye-Laws for the Segregation, Storage and Presentation of Household and Commercial Waste, 2019.

Waste is defined as any substance or object which the holder discards or intends or is required to discard. There is some overlap between the Litter Pollution Act, 1997, and the Waste Management Act, 1996; unlawful activities can be prosecuted under either act. As fixed payment notices can be issued for the unlawful deposit of litter under the Litter Pollution Act, this is often used as a more proportionate tool for minor cases of litter as no analogous powers are available under the Waste Management Act. The Environmental Enforcement Section works alongside the Environmental Enforcement Wardens and the Litter Control Unit to combat litter and waste issues across the County.

Illegal Dumping and Unauthorised Waste Collectors

Cases of large illegal dumping and unauthorised waste collectors are investigated by our Waste Enforcement team. When a person responsible for dumping of waste is identified, a Waste Enforcement Officer has the power to direct them to take measures to remedy the situation. Where this does not occur, we can initiate a prosecution against the persons responsible.

The Environmental Enforcement Section arranges for the removal of waste where necessary and may recover the associated costs in court. The Section also regularly carries out checkpoints with An Garda Síochána and other agencies for the purposes of detecting unlawful transport of waste, such as 'man with a van' type operators, or waste collectors not abiding by the conditions of their permits.

Household Waste Inspections

All households are required to segregate their waste and dispose of it via a kerbside collection service. Alternatively, households can enter into an official bin-sharing agreement with another household or dispose of their waste at an authorised waste facility (while keeping receipts as proof of waste disposal) such as Ballyogan Civic Recycling Amenity. The Environmental Enforcement Section can require any householder to provide documentary evidence proving compliance with this.

The Environmental Enforcement Section carry out hundreds of inspections each year where complaints or investigations may indicate that a household is not disposing of their waste in a lawful manner. The section also targets multi-unit (apartment) developments to ensure that they are providing adequate facilities to segregate and dispose of waste generated by their residents.

Producer Responsibility Inspections

dlr is responsible for ensuring compliance with a range of producer responsibilities aimed at preventing and reducing waste and litter and at improving recycling within the county.

In an Irish context, these measures are based on the Extended Producer Responsibility model, under which producers, importers, distributors and retailers may be required to finance or provide for the collection, take-back and environmental management of products and packaging at end of life.

Inspections carried out by the Environmental Enforcement Section ensure compliance with relevant legal obligations, including:

- Plastic bag levy - requires retailers to charge and account for the levy where applicable.
- Tyres and waste tyres — producer responsibility obligations operated through Circol ELT for tyre producers and retailers.
- Deposit Return Scheme — supporting the separate collection of in-scope plastic bottles and aluminium or steel drinks containers.
- Waste Electrical and Electronic Equipment (WEEE) — includes registration, take-back, producer reporting and compliance scheme obligations.
- Batteries and accumulators — includes retailer take-back, producer registration and correct management of waste batteries to prevent hazardous substances entering the general waste stream.
- Farm plastics — supporting the collection and recycling of silage wrap and related agricultural plastics.
- Packaging and Repak — packaging obligations with Repak operating as the approved compliance scheme for packaging producers and major producers.

These schemes complement the Council's litter prevention and waste enforcement work by placing responsibility further up the supply chain, encouraging better product design, supporting take-back and recycling infrastructure, and reducing the likelihood that packaging, containers, electrical items, batteries, tyres and other materials will become litter or be disposed of incorrectly.

Single Use Plastics

The Single Use Plastics Directive aims to prevent plastic waste from ending up in our environment, on land, in our waterways, on our beaches and in our seas. It prohibits the sale of single use plastics such as cutlery, straws and stirrers. In addition to their existing obligations associated with packaging, producers of plastic packaging are required to cover the costs of litter clean-up for the single use plastic items such as food and beverage containers.

The dlr Parks & Landscaping section has installed 10 water fountains across their parks to encourage park visitors to refill their own water bottles and help reduce plastic waste as they eliminate the need for disposable plastic bottles.

Legislation

- Litter Pollution Act 1997, as amended
Under Section 10 of the Act, each local authority is required to adopt a Litter Management Plan (LMP) within its functional area. The principal objective of this LMP is to provide information on litter prevention and control activities. This plan must be reviewed every three years.
- Waste Management Act 1996, as amended
- Circular Economy and Miscellaneous Provisions Act 2022
- National Waste Management Plan for a Circular Economy 2024-2030
- European Union (Single Use Plastics) (No. 2) Regulations 2021
- dlr Bye-Laws for the Segregation, Storage and Presentation of Household and Commercial Waste, 2019
- dlr Parks Bye-laws, 2003
- dlr Beach Bye-laws, 2012
- dlr Dún Laoghaire Harbour Bye-laws, 1999

What are the Litter Issues facing dlr?

The following methods were used to evaluate the current litter challenges in dlr:

- Environmental Enforcement Warden Reports
- Complaints recorded on our CRM (customer relationship management) system.
- Surveys carried out under the National Litter Pollution Monitoring Surveys
- Councillors and elected officials' representations
- Engagement with residents' groups, community groups and business groups

Litter contributors and generators in dlr:

General Litter

The Environmental Enforcement Wardens carry out daily patrols across the County, with one Warden assigned to each of the six local electoral areas. All citizens should report instances of litter to dlr by email to info@dlrcoco.ie, by phone on 01 205 4700, or through the 'Report An Issue' function on our website – www.dlrcoco.ie. All complaints are investigated by the Wardens and fines are issued where evidence is found.

Abandoned Vehicles

Abandonment of vehicles is an offence under the Waste Management Act. All complaints of suspected abandoned vehicles in a public place should be reported to the Council, giving the exact location and car details for investigation. Please note – a car that is not taxed or insured is not necessarily abandoned – it may be parked outside the owner's home and, if it is claimed by them, will not be deemed abandoned. These vehicles can be reported to your local Garda Station for investigation.

In 2025, there were a total of 640 complaints of abandoned cars reported to the Council. As noted above, not all cars reported are deemed abandoned. Following investigations of all complaints received, 27 cars were removed from public roads – 19 were deemed abandoned, 7 were voluntarily surrendered by the owner and 1 was burnt out.

Illegal Dumping, including at Bottle Banks

It is every citizen's responsibility to ensure that waste and any unwanted items are disposed of responsibly and legally. Leaving waste adjacent to a bring bank is an offence and is classed as illegal dumping – waste must be placed in the correct bank or receptacle.

Illegal dumping is very expensive to clear away and can be dangerous to people and animals. When evidence is found by an Environmental Enforcement Warden, the offender will be issued with a fixed penalty notice for €250. Failure to pay the fine may result in a prosecution being taken. In more serious cases, the Council can bring a direct prosecution against an offender. The maximum fine that can be imposed by the court is €3,000.

Graffiti

There were 494 complaints in relation to graffiti in 2025 across the County. All instances of graffiti are investigated. If graffiti is on public property it is removed by our contractor. If it is on commercial property, the property owner is issued a notice outlining their obligations under the Litter Pollution Act to keep their property free from litter, and failure to do so may result in their being prosecuted.

The Council, in partnership with the Rediscovery Centre, can supply high quality, water-based remixed paint to residents' associations and Tidy Towns groups, free of charge, for them to tackle graffiti in their areas. Groups registered with the graffiti removal section can email paint@rediscoverycentre.ie with what they plan to paint, the square metre area to be painted and the preferred colours and the paint will be delivered to them.

Storage and Presentation of Bins

Overflowing bins, both residential and commercial, and bins placed in the incorrect locations are an issue in the County, particularly in urban centres. The Environmental Enforcement Wardens issue fines under the dlr Bye-Laws for the Segregation, Storage and Presentation of Household and Commercial Waste, 2019, where bins are placed on public roads or footpaths outside of collection days and where bins are left in a manner to create litter. The Wardens also engage with businesses to find solutions to issues around storage of bins to try to ensure they do not become obstacles to wheelchair users, buggies and other passing pedestrians.

Derelict and vacant properties

A build-up of litter and waste on the land or gardens surrounding derelict and vacant properties is an ongoing problem. The Environmental Enforcement Wardens investigate these complaints and engage with our Property Management Section to identify property owners, or when in charge of the Council, to arrange for the removal of all litter and waste from the land. The Wardens also engage with our Housing Department when complaints relate to vacant social housing units to ensure that the area is cleaned in a timely manner and does not continue to become unsightly while the property is empty.

Illegal Signage

It is illegal to place signage on public infrastructure without the written permission of the Council. In 2025 there were 115 complaints in relation to illegal signage across dlr. All of these were investigated and removed. Where the offender was identified, a fixed penalty notice is issued.

Anyone who wishes to erect signage for an event they are holding in the county can apply to the dlr Traffic Section by email to info@dlrcoco.ie and include the application form to erect a sign to an event on public roads, which is available to download from our website – www.dlrcoco.ie/travel-transport/application-forms

Shopping Trolleys

Abandoned shopping trolleys can be an issue in some areas of the County, particularly where there is a concentration of shopping outlets that have trolleys for customer use. The Environmental Enforcement Wardens engage with these businesses to try to find solutions to trolleys being removed from their premises and, where they deem it necessary, issue fixed penalty notices.

Dog Fouling

People failing to clean up after their dogs is an issue in the County, particularly in our Parks and along our Coastal walks and beaches. The team of 6 Environmental Enforcement Wardens and three Dog Wardens all engage with dog owners to remind them of their obligations to clean up after their dogs. If a dog owner can be identified, a €250 fixed penalty notice will be issued under the Litter Pollution Act.

To help increase awareness and compliance, a stencil pilot has been undertaken along the Dún Laoghaire coast from the Harbour to Sandycove. Stencils have been painted onto the footpaths reminding owners to clean up after their dog and directing them to the nearest bin. A survey of fouling in the area prior to the stencilling found 73 instances of fouling. This was reduced to 14 after the stencils were in place for 6 weeks. It is planned to make the stencils available to Tidy Towns groups across the County so that they can use them to target areas where fouling is noted, as well as to our Parks and Landscaping Section for roll out in our parks. Our Cleansing Section provide dog fouling bag dispensers in various locations across the County that are popular with dog walkers, with 100,000 bags distributed in 2025.

What are my obligations?

As a resident, business owner or visitor in Dún Laoghaire-Rathdown, you have responsibilities when it comes to litter prevention.

Residents / Visitors / Public:

- ✓ Keep private property, which is visible from a public place, free of litter.
- ✓ Pick up after yourself - do not drop cigarette butts, chewing gum, paper, or food on the ground, and encourage others to do the same.
- ✓ Clean up after your dog and always dispose of bagged dog waste in a bin – never leave the bag behind.
- ✓ Make sure each of your household wheelie bins are closed properly so waste does not blow out and become litter
- ✓ Do not toss anything out of the window of your vehicle windows, including cigarette butts.
- ✓ Ensure that household waste following a 'spring clean' for example, is given to collectors with the necessary authorisations to collect such waste or is brought to a recycling centre such as Ballyogan Civic Recycling Amenity - do not use the 'man with a van'.
- ✓ If you witness a litter offence, report it – by email info@dlrcoco.ie, by phone 01 205 4700 or by the 'Report An Issue' function on our website, www.dlrcoco.ie
- ✗ Do not place household waste in a public litter bin.

Businesses:

- ✓ Keep all footpaths up to 100m from your premises litter free – this includes operators of mobile outlets. If your business generates waste, you must ensure it does not create litter.
- ✓ Ensure that transporting material does not cause litter and that the material is sufficiently secured.
- ✓ Engage with the Local Authority on managing litter and waste from your premises.
- ✓ Engage with our Green Business Officer on initiatives to tackle waste in your business
- ✗ Do not place commercial waste in a public bin.
- ✗ Do not erect posters or signage on public infrastructure or property and do not place advertising leaflets on the windscreens of vehicles.

- ✖ Do not dispose of material in an area other than an appropriate waste receptacle or at a facility authorised to dispose of commercial waste.

The Council:

- ✔ dlr will prepare and adopt a Litter Management Plan.
- ✔ We will take all practical measures to prevent, control and ensure the correct disposal of litter.
- ✔ We will promote awareness of litter pollution and its effect on the environment.
- ✔ We will encourage participation from the public and all our communities in preventing and overcoming litter pollution through workshops and awareness campaigns.
- ✔ We will provide appropriate facilities, receptacles and waste bins across the County and arrange for regular emptying and cleaning.
- ✔ We will engage with businesses to remind them of their responsibilities in keeping the areas outside their premises litter free.

Penalties

- **Littering is an offence.** The Environmental Enforcement Wardens can issue a fixed penalty notice of €250 for this offence and a prosecution in court can result in a maximum fine of €3,000.
- A person convicted of a litter offence may be required by the Court to pay the Council's costs and expenses in investigating the offence and in bringing the prosecution.
- Large scale dumping may be prosecuted under the Waste Management Act, with penalties on conviction or indictment of up to €15 million and/or a 10-year prison term.

Objectives of the Litter Management Plan 2027-2029

Our Objectives:

The overall aim of the Litter Management Plan 2027-2029 is to make Dún Laoghaire-Rathdown a litter free county and a place where people want to live, work, visit and do business. To achieve that, our plan has four main objectives:

- Litter Prevention and Control
- Community Engagement and Awareness
- Operations
- Enforcement

Objective 1 – Litter Prevention and Control

dlr will take all practical measures to prevent, control, and ensure the correct disposal of litter, including participation in new initiatives, provision of appropriate facilities and bins for the public to dispose of their waste and enforcement of the law where necessary.

Actions:

- Environmental Enforcement Warden Service
- Compactor Litter Bins
- Signage
- Bring Banks
- Recycling Centres

Environmental Enforcement Warden Service

The dlr Environmental Enforcement Wardens patrol the county 7 days a week, investigating litter offences and monitoring known litter black spots and areas where litter is known to regularly occur. They carry out regular visible walking patrols throughout our towns, villages, beaches, parks and other areas where people congregate, educating the public on litter issues and raising awareness.

As part of their investigations, they regularly engage with businesses, householders and communities to address litter issues and provide advice and support to prevent litter from occurring. Providing advice and, where needed, legal notices, detailing businesses' obligations to ensure their operations do not cause litter, engaging with households whose bins may be kept in a manner to cause litter and discussing the available supports for residents' associations and community groups is a core part of their daily routine. This early engagement can prevent litter from continuing to occur and helps areas to remain litter free.

The Wardens also have the power to issue fines of €250 for litter offences, and failure to pay the fine or repeated instances of littering by the same offender can result in prosecution.

Fines can be issued for a number of offences, including:

- Overflowing bins
- Using public litter bins for disposing of household waste
- Election signage
- Unauthorised signage
- Dog fouling
- Cigarette butts or other items thrown from a vehicle
- Dumping of garden waste

Compactor Litter Bins

Our cleansing and Litter Bin Service provides 452 solar-powered compactor bins that have a significantly higher capacity than traditional litter bins, providing the public with more

capacity in the litter bin service. These bins are placed in high volume areas and their use and locations are reviewed annually to ensure the best usage of these resources.

Signage

The Environmental Enforcement Section provides preventative and informative signage across the county, particularly in areas where litter is a repeated problem and where increased instances of dog fouling are reported.

Signage requests for new locations can be submitted to the Environmental Enforcement Section by email – info@dlrcoco.ie, phone, 01 2054700, or through the Report It Function on our website, www.dlrcoco.ie, and are considered on a case-by-case basis.

Bring Banks

The Council currently provides 34 Bring Banks across the County for glass, cans and textiles recycling. Householders can bring their recyclables to these centres which are free of charge.

All bring banks are inspected regularly by the Environmental Enforcement Wardens and a dedicated cleansing crew member cleans each location as part of a set route.

A full list of Bring Centres is available on the Council's website, www.dlrcoco.ie under the Recycling & Waste Service page.

Recycling Centres

There are three recycling centres in dlr – accepting only household waste – Ballyogan Civic Recycling Amenity along with two smaller recycling centres, Shanganagh Recycling Centre and Eden Park Recycling Centre.

Ballyogan Civic Recycling Centre is open 7 days a week and accepts a wide range of items for recycling free of charge including:

- Paper
- Cardboard
- Polystyrene
- Plastic Packaging and containers
- Glass
- Textiles
- Tetra Pak
- Aerosols
- Printer cartridges
- Light bulbs
- Batteries
- Kitchen Appliances
- Gas Cylinders
- Fire Extinguishers
- Waste Oils
- Electronic and Electrical Waste

- Metals

There are per vehicle charges for wood, bulky items, household construction and demolition waste, soil and stones, gypsum and plasterboard, green garden waste, paints, bleach, cleaning agents and other household hazardous waste, household food waste, and general refuse waste.

Eden Park and Shanganagh Recycling Centres are open Monday to Saturday (closed on Sundays, bank holidays and public holidays) and accepts the following items, free-of-charge:

- Aerosols
- Aluminium Cans
- Batteries - e.g. AA, AAA
- Cardboard
- Glass
- Light Bulbs & Fluorescent Tubes
- Paper
- Plastic Bottles
- Plastic Packaging
- Polystyrene (White only)
- Printer Cartridges & Toners
- Steel Cans
- Tetra Pak Containers
- Textiles

Objective 2 – Community Engagement & Awareness

dlr is committed to raising awareness and increasing education across all of our communities on the detrimental impacts of litter on the environment. Our goal is to minimise litter through effective prevention actions and campaigns, encourage public participation in litter prevention and minimisation, and help ensure a cleaner, healthier and safer environment for all.

The Council recognises that education, awareness and community participation are essential in tackling litter pollution. Through engagement with schools, residents, businesses, community groups and visitors, the Council seeks to encourage positive environmental behaviours, increase awareness of litter prevention and support greater participation in litter prevention and environmental improvement activities throughout the County.

Actions

- Behavioural Change and Environmental Awareness
- Schools Environmental Programme
- Community Engagement & Clean Up Supports
- Circular Economy & Waste Prevention
- Food Waste Prevention
- Gum Litter Task Force
- Dog Fouling Awareness Campaigns
- Bathing Water Quality
- Tidy Districts Competition
- Support our local entrants in the National Tidy Towns Competition
- Anti-Litter Anti-Graffiti Grant
- Paint Partnership with the Rediscovery Centre
- Business Engagement
- Compactor Bin Awareness Wraps
- Communications & Awareness Campaigns
- Going forward

Behavioural Change & Environmental Awareness

The Council recognises that littering is largely influenced by human behaviour and that long-term improvements can only be achieved through education, awareness and positive behavioural change. Through educational initiatives, public engagement, community participation and targeted campaigns, the Council will encourage responsible waste disposal and litter prevention throughout the County.

Schools Environmental Programmes

Schools play an important role in increasing awareness of litter prevention, waste reduction and environmental responsibility among young people.

A range of environmental education initiatives are supported and promoted throughout the County. Current programmes include Green Schools, Picker Pals, Composting for

Schools, ReLove Fashion, the Rubbish Film Festival, the Anti-Litter and Dog Fouling Poster Competition and the Recycled Christmas Decorations Competition.

Education resources, workshops, newsletters and community clean-up supports are provided to participating schools. Opportunities to support new programmes, pilot projects and partnership initiatives will continue to be reviewed throughout the lifetime of the Plan.

Community Engagement & Clean-Up Supports

The Council works closely with Residents' Associations, Tidy Towns groups, Tidy District groups, schools and community organisations to encourage participation in litter prevention and environmental improvement activities.

Support is provided through the Community Clean-Up Scheme, National Spring Clean and other local clean-up initiatives. The Council provides litter pickers, gloves, bags and practical assistance to groups undertaking clean-ups and arranges for the collection and free disposal of waste gathered through organised events.

These initiatives encourage civic pride, local stewardship and active participation in maintaining clean and attractive spaces throughout the County.

Circular Economy & Waste Prevention

Reducing waste generation is an important element of litter prevention. The Council supports national and regional waste prevention and circular economy initiatives that encourage people to reduce waste, reuse resources and adopt more sustainable consumption habits. Through participation in initiatives such as National Reuse Month, Deposit Return Scheme awareness campaigns, textile awareness campaigns, community reuse activities and projects delivered in partnership with the Rediscovery Centre, the Council aims to prevent waste from becoming litter while supporting the transition to a more circular economy.

The Rediscovery Centre is the National Centre for the Circular Economy and works with local authorities and communities to promote reuse, repair and resource efficiency. Through initiatives such as Rediscover Paint and other circular economy projects, community groups are supported in reducing waste, tackling graffiti and improving local environments.

Food Waste Prevention

Food waste prevention forms an important part of the Council's environmental awareness activities.

Working in partnership with the Environmental Protection Agency, MyWaste.ie and the Eastern Midlands Regional Waste Management Planning Office, the Council supports initiatives aimed at reducing household food waste and encouraging food waste recycling.

Activities include Stop Food Waste campaigns, National Food Waste Recycling Week, home composting awareness initiatives and educational programmes designed to promote sustainable food consumption and reduce avoidable waste.

Gum Litter Task Force

The National Gum Litter Taskforce is an initiative that aims to achieve a long-term sustainable solution to the irresponsible disposal of chewing gum litter. The National Gum Litter Campaign uses national and local media advertising to remind the general public to bin their gum responsibly. dlr will continue to work with the Department of Climate, Energy and the Environment in relation to this annual campaign.

Dog Fouling Awareness Campaigns

Dog Fouling continues to be a significant issue within the County. A range of awareness and behaviour change initiatives are used to promote responsible behaviour and reduce fouling such as the Green Dog Walkers Programme.

The Council's Dog Fouling Stencil Project proved a successful way of targeting dog fouling along the Dún Laoghaire coastline. Stencils were placed at a number of locations advising dog walkers to clean up after their dog and directing them to the nearest bin. Following the introduction of the programme, a significant reduction in dog fouling was recorded with the results showing an 81% decrease in instances of fouling in the area. Building on this success, opportunities will be explored to expand the initiative to additional locations and to support Tidy Towns and community groups in implementing similar projects where dog fouling issues are identified.

The Council will continue to participate in the annual Scally the Dog campaign. The campaign uses videos, posters, social media content and other awareness materials to highlight the impact of dog fouling and encourage responsible dog ownership.

Bathing Water Quality

dlr in partnership with UCD and the membership of the Bathing Water Task Force membership (Dublin Bay Local Authorities, Uisce Éireann and the Department of Housing, Local Government and Heritage) have committed significant resources and funding to a project called Acclimatize II. The project is aimed at identifying the sources that reduce water quality in Dublin Bay. This includes microbial source tracking, including testing to identify dog fouling as a source of reduced quality bathing water. Previous project data results were used to create the "Leave Only Paw Prints" campaign.

As part of the Acclimatize II UCD are conducting field research into the prevalence of dog fouling on a number of beaches as part of research. dlr will be launching an updated public awareness campaign using these updated findings. This will include advertisements at bathing locations, public engagement, social media and both engagement and enforcement by both our Dog Wardens and our Environmental Enforcement Wardens.

Tidy Districts Competition

The Council recognises and values the significant contribution made by volunteers and community groups in improving and maintaining the appearance of their local areas.

The Council's annual Tidy Districts Competition is a key environmental awareness and community engagement initiative. The competition encourages residents' associations, Tidy District groups and community organisations to take an active role in improving their local environment through litter prevention, environmental improvement and community participation. It also provides an opportunity to acknowledge and recognise the ongoing work undertaken by volunteers throughout the County.

The competition promotes a range of themes including litter prevention, biodiversity, sustainability, climate action and community engagement. Through participation, groups are encouraged to enhance the appearance of their local areas, support environmental improvement projects and contribute to the development of clean, attractive and sustainable communities.

The work carried out by local volunteers who give their spare time freely for the good of their localities is invaluable in supporting local communities and helping to maintain areas to a high standard of cleanliness.

The Council will continue to support and develop the competition throughout the lifetime of this Plan and encourage participation from communities across the County. Advice, resources and practical support will continue to be provided to groups working to improve their local environment.

Support our local entrants in the Tidy Towns Competition

The National Tidy Towns Competition is organised each year by the Department of Rural and Community Development and the Gaeltacht. The Council works actively with Tidy Towns groups and local groups to publicise and increase awareness of the competition and encourage participation.

The Council will continue to support local Tidy Towns groups through engagement, educational supports and environmental awareness initiatives. The contribution of Tidy Towns volunteers plays an important role in maintaining clean, attractive and vibrant communities throughout the County

Anti-Litter Anti-Graffiti Grant Scheme

The Council supports a variety of anti-litter and anti-graffiti initiatives aimed at improving the appearance of local communities and preventing environmental degradation.

Through the Anti-Litter and Anti-Graffiti Awareness Grant, educational workshops, awareness campaigns and community partnerships, the Council seeks to encourage positive environmental behaviours to reduce litter and graffiti.

Paint Partnership with the Rediscovery Centre

The Rediscovery Centre is the National Centre for the Circular Economy. Since 2004, the centre has been leading Ireland's transition to a circular economy and low-carbon, sustainable future.

Their Rediscover Paint project is a social enterprise that collects unwanted paint from recycling centres, including dlr's Ballyogan Recycling Centre, and reuses it to create new colours. They divert reusable paint from disposal/incineration and provide affordable paint for reuse to the general public and community organisations.

Residents Associations, Community groups and Tidy Towns groups can contact them directly to have paint delivered to their area, which can be used to cover graffiti and help ensure areas stay clean and graffiti free.

Business Engagement

The Council supports an environmental awareness programme for businesses. The Green Business Officer is available to offer advice and discuss options on how business impacts on the environment and actions that can be taken to reduce these impacts, including the obligations of businesses in relation to litter prevention and control. Workshops, conferences and information events are available and held throughout the year on various topics relating to business and the environment. Supports and information on funding opportunities such as the EcoMerit Programme, Green for Micro programme and the GreenStart and GreenPlus funding schemes are all available on our website - <https://www.dlrcoco.ie/environment-awareness-education/green-business-officer>

Compactor Bin Awareness Wraps

The Council uses compactor bin wraps as a means of promoting environmental awareness and litter prevention messages in public spaces.

Many of the Council's solar compactor litter bins display awareness campaigns and educational messaging on issues such as dog fouling, chewing gum litter, anti-litter initiatives, Leave No Trace principles and other environmental campaigns. These bin wraps provide a visible reminder to residents and visitors of the importance of responsible behaviour and litter prevention.

Communications & Awareness Campaigns

The Council will continue to utilise a range of communication channels to promote litter prevention and environmental awareness throughout the County.

These include social media platforms, newsletters, community engagement events, educational resources, bin wraps, pavement stencils, signage and participation in national awareness campaigns. Campaigns will focus on litter prevention, dog fouling, recycling, food waste reduction, cigarette litter, reuse initiatives and circular economy programmes.

These campaigns help raise awareness of litter and environmental issues affecting the County and encourage positive behavioural change.

Campaigns may include national initiatives, Council-led campaigns and pilot projects responding to emerging litter issues identified through litter monitoring, community feedback and operational experience.

Going forward

The Council will continue to review and develop its environmental awareness and litter prevention programmes throughout the lifetime of this Plan. Building on existing initiatives, opportunities will be explored to pilot new projects and expand successful programmes to additional locations across the County.

Particular focus will be placed on reducing cigarette-related litter, supporting community-led environmental action, strengthening engagement with schools and educational institutions, promoting circular economy and waste prevention initiatives and encouraging positive behavioural change through education and awareness.

The Council will continue to work with national and regional partners to identify emerging issues, trial new approaches and develop initiatives that support litter prevention, environmental awareness and community participation.

Objective 3 – Operations

Litter is the most visible form of pollution and its impacts all who live in, work in or visit the County. The main goal of the dlr Cleansing, Waste and Litter Management Operations is to provide a litter free county for all.

Actions

- Operation of the Litter Bin Service
- Tackling Cigarette Related Litter
- Response to Community Requests
- Future plans for our Bin Service
- Operation of our Street Cleaning Service
- Graffiti Removal

Operation of the Litter Bin Service

The Council operates 452 solar-powered Smart Bins, supported by 26 recycling bins, 9 pizza-box bins, 16 metal bins, 13 dog-waste bins, and additional increased seasonal capacity at busy coastal and town-centre locations.

Each year there is a comprehensive review of the locations and operations of all public litter bins in the County. The 2025 review showed that overall collections rose by 13% and the number of locations requiring daily servicing increased, highlighting the efficient locating of bins to capture litter.

From 300 permanent bins in 2015, to 452 in 2026, the service has expanded to include an additional 29 non-smart bins, additional seasonal bins to manage the busy periods and events. Over 10 years the capacity in our litter bin service has grown by 50%, while the population of the county only increased by 8% in that time.

Three Cleansing crews carry out bin collection services seven days a week. Real-time data from our bin system helps teams prioritise busy areas, optimise routes, and address emerging issues quickly.

During the summer, additional coastal rounds, temporary bins, and weekend beach patrols ensure that popular locations remain clean and enjoyable for residents and visitors.

Several recurring pressures influence how the service operates:

- Incorrect use of bins – A portion of domestic and commercial waste continues to be placed in public bins, leading to premature filling.
- Seasonal surges – Warm weather, holidays, and events create significant increases in litter and bin usage, particularly along the coast.
- Vandalism and damage – While incidents reduced in 2025, a small number of locations still experience persistent damage.
- Recycling contamination – High levels of contamination in recycling bins continue to impact material quality.
- Incidents of littering at busy periods have shown that while there is enough capacity in the current fleet of bins, the bins are often not being utilised by the

public with litter being left adjacent to or on top of bins that are not full, particularly at coastal locations.

Tackling Cigarette Related Litter

To help reduce cigarette litter and improve the cleanliness of public spaces, all new Smart Bins are equipped with internal ashtrays. External ashtrays are also fitted to older Smart Bins that do not have internal ashtrays. In addition, pole-mounted ashtrays are installed at identified cigarette litter hotspots to provide convenient disposal points for smokers and help minimise cigarette-related litter in these areas.

Responding to community requests

In the 12 months prior to the last bin review, the Council received 116 requests for new or adjusted bin provision. Following assessment against safety, accessibility, footfall, and operational criteria:

- 39 requests progressed, including new installations, reinstallations and relocations
- 2 requests were deferred due to construction works
- 64 did not meet the criteria at this time
- 11 requests located within parks were shared with the Parks Section for consideration

This transparent process ensures that new bins are placed where they will be safe, accessible, and most effective.

Future plans for the bin service - Looking ahead for 2027-2029

Key priorities for this period include:

- Continuing the replacement of ageing Smart Bins
- Refreshing signage, wraps, and behaviour change messaging
- Maintaining seasonal and event-based response capacity
- Trialling various methods of segregating bottles and cans to increase the rate of recycling in line with the Deposit Return Scheme
- Advancing the composting Smart Bins pilot
- Using data to guide future placement, servicing, and asset care.

An innovative composting smart bin trial is being prepared at the moment. Preparatory work includes a site assessment and the engagement of a consultant. This is an initial trial – there is no current commitment to the roll-out of these bins; the next steps after the initial trial will be determined based on the results seen (positive results in terms of diversion, contamination, usage and operational viability would need to be seen).

dlr remains committed to delivering a clean, attractive public realm for everyone. The ongoing improvement of the street-bin network, supported by strong data, community feedback, and targeted investment, ensures that services evolve to meet changing needs while supporting sustainability and high-quality public spaces.

Operation of the Street Cleaning Service

Street cleaning services operate a 7 day a week rota and there has been significant investment in the staffing levels since 2019, with a 34% increase in staffing levels since then.

These dedicated staff provide street sweeping and litter picking services in all towns, villages, arterial routes, cycle lanes, and areas where people congregate as well as most residential areas across the entire County. The monthly sweeping schedule is published on the Council website and informs residents of which dates their road will be swept.

In larger towns, such as Dún Laoghaire, Blackrock, and Dundrum, town operatives are stationed on-site to respond quickly to issues and carry out routine cleaning and maintenance rounds, ensuring these high traffic areas are maintained to a high standard. The crews here also engage with local groups and businesses to maintaining these areas to a high standard.

Regular “deep cleans” are undertaken in our towns, villages and main arterial routes around the county at key points in the year, such as scheduled events or in advance of busy summer or Christmas periods.

Littering adjacent to schools and littering in the vicinity of fast-food outlets are specific problem areas that receive special attention by the Council. When problem areas are brought to the attention of the Council, these areas are swept as soon as possible while the Environmental Enforcement Wardens engage with the businesses, and the Environmental Awareness Officer engages with the schools to assist in tackling the issue.

During winter months the road sweeping schedule is temporarily suspended as heavy leaf fall areas are targeted. This period usually lasts from November to March. Additional staff are diverted to concentrate on these areas.

The Council also operates a dedicated beaches team that works seven days a week, focusing on coastal locations. This is supported by additional crews responsible for road sweeping and bin collection during working hours and where required additional weekends and bank holidays.

Graffiti Removal

Graffiti is an unsightly and illegal litter offence. The Environmental Enforcement Section investigates all instances of graffiti and works with An Garda Síochána to try and identify offenders.

If the graffiti is on public property it is referred to our contractor for removal – any racist and or offensive graffiti reported to us will be removed within two working days. If the graffiti is on commercial property, the property owner or occupier is contacted and reminded of their obligation to keep their property free from graffiti. Failure to remove the graffiti within a reasonable timeframe may result in prosecution.

Residents Associations and Tidy Town Groups can avail of paint to target graffiti in their area through our partnership with the Rediscovery Centre.

Objective 4 – Enforcement

Enforcement allows those who disregard the law to be fined and, where necessary, prosecuted and brought to justice. Our Environmental Enforcement Wardens play a vital role in enforcement through their investigations of all litter complaints, as well as their ongoing engagement with the public, with businesses and community and residents' groups, providing education and advice on the obligations to prevent litter.

Actions

- Investigations, Fines and Prosecutions
- Engagement with An Garda Síochána
- Provision of CCTV

Investigations, Fines and Prosecutions by the dlr Warden Service

The dlr Environmental Enforcement Wardens provide a 7 day a week service, patrolling the County to monitor and investigate litter offences. Our wardens will thoroughly go through all litter found to find evidence of the offender.

Where an offender is identified a fine of €250 is issued. Over the last 5 years the dlr Warden Service has issued an average of 425 fines each year. Where fines go unpaid, prosecutions are prepared for the District Court where fines of up to €3,000 can be imposed.

Engagement with An Garda Síochána

Throughout the year dlr Environmental Enforcement Wardens and Waste Enforcement staff work closely with An Garda Síochána (AGS) to tackle issues around litter and waste. Our Wardens provide support to Operation Irene throughout the summer, addressing littering and antisocial behaviour along our coast, work with AGS as part of Operation Tombola to help prevent bonfires for Halloween and as part of our regular traffic stops with AGS where and vehicles transporting waste are stopped and required to provide a copy of their waste permit, as well as stopping 'Man with a Van' type operatives to ensure that they are not transporting waste without a permit.

Provision of CCTV

CCTV is being reintroduced in dlr on a phased basis, subject to the approval of our CCTV Oversight Board, as per the National Code of Practice for the Operation of CCTV for the Purposes of Prevention, Detection & Prosecution of Litter Offences. Areas with the highest recorded levels of littering and illegal dumping will be prioritised initially.

Implementation and Monitoring of the Litter Management Plan 2027-2029

Objective 1 - Litter Prevention and Control			
Action	Monitoring & Delivery	Lead Section	Timeframe
Environmental Enforcement Warden Service	Ensure our Wardens carry out their patrols, both covert and visible, 7 days a week, to investigate litter offences, enforce litter legislation and engage with the public to help prevent and control litter across the County	Environmental Enforcement	Ongoing 2027-2029
Compactor Litter Bins	Monitor and maintain the 452 solar powered compactor bins across the county to provide an efficient litter bin service. Regularly clean the bins to encourage usage	Cleansing & Beaches	Ongoing 2027-2029
Awareness Signage	Erect signage in targeted areas to increase awareness of litter laws, discourage dumping and dog fouling	Environmental Enforcement	Ongoing 2027-2029
Bring Banks	Provide a network of Bring Banks across the County to allow our residents to recycle responsibly; inspect and clean these sites regularly and ensure all instances of dumping at these locations are investigated	Recycling Services	Ongoing 2027-2029
Recycling Centres	Provide 3 recycling centres in Ballyogan, Eden Park and Shanganagh to allow a wide variety of recyclables and waste to be disposed of in a responsible and safe manner	Recycling Services	Ongoing 2027-2029

Objective 2 - Community Engagement and Awareness			
Action	Monitoring & Delivery	Lead Section	Timeframe
Behavioural Change & Environmental Awareness	Provide a range of awareness campaigns to encourage the residents, visitors, businesses and communities who use our space to partake in responsible behaviour regarding the disposal of litter and waste	Environmental Awareness	Ongoing 2027-2029
Schools Environmental Programmes	Run an educational programme of workshops for members of our communities to take part in to increase participants knowledge and awareness of litter issues and litter prevention	Environmental Awareness	Ongoing 2027-2029
Community Engagement & Clean-Up Supports	Continue to provide our residents associations, tidy town groups, estate management groups and community groups with bags, gloves and litter pickers to facilitate	Environmental Awareness	Ongoing 2027-2029

	community clean ups and ensure all bagged waste gathered is collected for disposal		
Circular Economy & Waste Prevention	Support and promote waste prevention, reuse and circular economy initiatives including National Reuse Month, Deposit Return Scheme awareness campaigns, textile awareness initiatives and projects delivered in partnership with the Rediscovery Centre	Environmental Awareness	Ongoing 2027-2029
Food Waste Prevention	Support and promote food waste prevention initiatives including Stop Food Waste campaigns, National Food Waste Recycling Week, home composting awareness initiatives and educational programmes encouraging food waste reduction	Environmental Awareness	Ongoing 2027-2029
Dog Fouling Awareness Campaigns	Run regular dog fouling awareness campaigns such as Scally the Dog and Leave only Pawprints and engage with Tidy Towns groups on the roll out of the dlr anti-dog fouling stencil project	Environmental Awareness	Ongoing 2027-2029
Bathing Water Quality	Continue to work with our partners UCD and the bathing Water Task Force to improve water quality, particularly from dog fouling in coastal areas	Cleansing & Beaches	Ongoing 2027-2029
Gum Litter Task Force	Participate and engage in the Gum Litter Task Force Campaign	Environmental Awareness	Annually
Tidy Districts Competition	Run the Tidy District Awards and host an awards ceremony to acknowledge the work of local groups who participate in the competition	Environmental Awareness	Annually
Support our local entrants in the National Tidy Towns Competition	Provide advice and supports to our Tidy Towns Competition participants, including targeted cleansing activities in their areas, to work towards improved results and a cleaner environment	Cleansing & Beaches	Ongoing 2027-2029
Anti-Litter Anti-Graffiti Grant	Continue to fund workshops that emphasise an anti-litter message and provide supports for targeted graffiti removal	Environmental Awareness	Ongoing 2027-2029
Paint Partnership with the Rediscovery Centre	Facilitate residents' associations, community groups and Tidy Towns groups to access free of charge paint through the Rediscover Paint Project as part of our partnership with the Rediscovery Centre to help keep their areas free from graffiti	Environmental Awareness	Ongoing 2027-2029

Business Engagement	Continue to engage with businesses across the county to encourage best practices in waste management and litter prevention and educate businesses on their obligations under the litter laws to prevent litter as a result of their activities.	Green Business	Ongoing 2027-2029
Compactor Bin Awareness Wraps	Utilise our compactor bins as awareness tools through bin wraps that promote our environmental awareness and litter control campaigns	Cleansing & Beaches	Ongoing 2027-2029
Communication & Awareness Campaigns	Continue to utilise a range of communication channels to promote litter prevention and environmental awareness throughout the County, including social media platforms, newsletters, community engagement events, educational resources, bin wraps, pavement stencils, signage and participation in national awareness campaigns	Environmental Awareness	Ongoing 2027-2029
Community Engagement & Awareness 2027 to 2029	Continue to review and develop its environmental awareness and litter prevention programmes throughout the lifetime of this Plan. Building on existing initiatives, opportunities will be explored to pilot new projects and expand successful programmes	Environmental Awareness	Ongoing 2027-2029

Objective 3 - Operations			
Action	Monitoring & Delivery	Lead Section	Timeframe
Operation of the Litter Bin Service	Ensure regular monitoring, emptying and maintenance of all litter bins across the county	Cleansing & Beaches	Ongoing 2027-2029
Tackling Cigarette Related Litter	Provide dedicated ashtrays on all new compactor bins, engage with businesses where cigarette related litter is generated outside their premises and run targeted campaigns to help reduce cigarette litter across the county	Cleansing & Beaches	Ongoing 2027-2029
Response to Community Requests	Review and consider all requests from the public for additional bins and the locations in which they are requested in line with the Litter Bin Request criteria	Cleansing & Beaches	Ongoing 2027-2029
Future plans for our Bin Service	Regularly review the number, use and locations of the litter bins in the annual Litter Bin review and present this report to both Area Committees.	Cleansing & Beaches	Annually

Operation of our Street Cleaning Service	Provide a street sweeping and litter picking service in all towns, villages, arterial routes, cycle lanes, and areas where people congregate. Publish the Road and Cycle Lane sweeping schedule on our website. Provide additional seasonal services as required	Cleansing & Beaches	Ongoing 2027-2029
Graffiti Removal	Provide a graffiti removal service for all graffiti on public property. Engage with utility companies to ensure timely removal of graffiti from their infrastructure.	Environmental Enforcement	Ongoing 2027-2029

Objective 4 - Enforcement			
Action	Monitoring & Delivery	Lead Section	Timeframe
Investigations, Fines and Prosecutions	Provide robust enforcement of all Litter Laws including dlr Bye Laws regarding litter and waste. Investigate all instances of littering reported to dlr and, where an offender is identified, issue fixed penalty notices. Where necessary, pursue offenders in Court	Environmental Enforcement	Ongoing 2027-2029
Engagement with An Garda Síochána	Work with An Garda Síochána to enforce litter and waste laws. Participate in traffic stops to target 'man with a van' type illegal waste collectors and participate in AGS campaigns and operations to prevent littering and waste, such as beach litter in the summer months and bonfires at Halloween	Environmental Enforcement	Ongoing 2027-2029
Provision of CCTV	Roll out CCTV to areas where litter is a particular problem, in line with the national Codes of Practice for CCTV and with approval of the dlr CCTV Oversight Committee	Environmental Enforcement	Ongoing 2027-2029