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Tidy Towns Newsletter

Issue 2020-4



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WELCOME

Dear Tidy Towns Committee,

Welcome to our fourth newsletter for 2020. We hope you, your families and wider communities are all doing well as we have now thankfully entered phase 3 of the roadmap for reopening the country. It has been a tough journey but there is light at the end of the tunnel and hopefully, very soon, we will be able to start back doing what we do, although a little different, but we will get there.

Following the recent formation of the new Government, the Tidy Towns unit will remain within the Rural and Community Development portfolio and our new Minister is Ms Heather Humphreys T.D. We wish her every success in her new role and look forward to working with her. We send our best wishes to Mr Michael Ring T.D. who gave tremendous support to Tidy Towns groups in recent years and we wish him well in the future.

As the country reopens for business, we need to think local; the old saying goes, “**Keep your town in business by keeping your business in town**”. We should all try to shop local and support our home-grown industries and SME's, every Euro spent in our locality helps to sustain and generate local employment. It is only if we all work together, that we can all emerge from the lockdown and continue to prosper. Remember all the local shops and business owners who have sponsored you or supported you throughout the years, now is our chance to repay that support and generosity.



<https://www.facebook.com/OfficialSuperValuTidyTownns>



<https://twitter.com/TidyTownnsIre>

Inistioge – Looking forward to 2021

Inistioge have benefited greatly from involvement in the Entente Florale competition in 2018, representing County Kilkenny in the National Pride of Place Awards in 2019 and were delighted to be chosen to compete in the 2020 Ireland's Best Kept Competition. Then along came lockdown, but the community of Inistioge look forward to competing in 2021.



During the Covid 19 public health emergency every business in Inistioge was closed, except our excellent, and vital, local shop and Post Office. On 25th March, our CE workers were stood down as not doing 'vital' work. Our concerns on how to maintain the village and its extensive public spaces without their input were addressed that evening when two workers offered to return as volunteers for the duration of the emergency. This was/is community, Inistioge-style. Other volunteers worked individually to maintain areas, our Hon Sec Rosemary working away in the Millennium Garden or the long borders at the River Park becoming a welcome sight in our deserted village.

We were of course blessed that within metres of our front doors we had the most beautiful river and woodland walk. Woodstock Gardens walks were open and mercifully well-within the 2 km limit. Never a more beautiful spring. Never a spring so much appreciated. We know how fortunate we were in a time that was

so much harder for so many.

At the height of the lockdown in March and April, the strong links that maintain our community and TidyTowns work were unbroken. The Whats App group was a great source of information, fun and support. The social highlight for many of us was the socially-distanced queue at the organic fruit and veg van which we arranged to call to the village once a week.



A socially-distanced committee meeting in the car park on 23rd March decided that the colours of our displays, window boxes and hanging baskets would be needed more than ever this spring and summer, despite so few visitors and, of course, no TT judges. It was the right decision, even if all our fund-raising opportunities have disappeared. So as restrictions were lifted we welcomed the

opportunity to get back to a bit of socially-distanced weeding, planting, watering, painting and the socially-distanced cuppa afterwards. It has been a happy return to something like normality.

We have been cheered too by the commencement of renewal works by Kilkenny County Council on the Square and River Park under the Town and Village Renewal Scheme. It is a blessing that the works are continuing while visitor numbers are so low.

Covid restrictions saw two at-home dads take charge of the poly tunnel and raised beds in our small Community Garden. Fergus and his little boy Aran have potatoes, radishes, strawberries, peas and tomatoes flourishing. Rodrigo's pumpkins, salad leaves, chard, sunflowers, cornflowers, sweetpea, and rescued roses thrive while his boy Amaru has created a highly-successful scarecrow. Rodrigo hopes the pumpkins can be an opportunity for some creative carving for village children come Hallow E'en. He is also charmed by opportunities for foraging in the Nore valley and the woods. So far we have benefited from his elderflower cordial and marmalade of 'Egyptian oranges and elderflower pollen'! He is a chef and is planning to open a café in the village later this year. We all look forward to that. Like him, we live in hope, as we must, as the whole County does.



Dunboyne For Pollinators



Pupils from Dunboyne Senior Primary School help to launch the 2019 Supervalu TidyTowns Competition.

As with all TidyTowns associations, our volunteers are continually active. We wanted to adopt a biodiversity project but wondered if we had the personnel. In 2018, following some research, we discovered the All-Ireland Pollinator Plan. We had little knowledge about the topic but were prepared to learn. The website and resources clearly illustrated the current danger to our

bee population and subsequently to humanity. We knew that if we were to make any impact we would need to engage with our community in a cohesive manner. The strength of the plan for any community is the clarity of the Actions for Pollinators. For information see; www.pollinators.ie



Our aim was to raise community awareness about the plan and to encourage Dunboyne residents to carry out Actions for Pollinators. We started tentatively by planting pollinator friendly plants in our village and erecting signage to inform residents and visitors about the project.



To launch our initiative, we planned a competition in Dunboyne Senior Primary School. We presented our plan to Dunboyne and District Credit Union and it provided us with a grant to fund the competition. The Credit Union embraced the project and sponsored a pollinator friendly bed on their premises.

We met with An tUasal Liam O’Laighin, Principal of Dunboyne Senior Primary School. In our initial meeting with him we presented the simplicity of the All Ireland Pollinator Plan, the readily available teacher and child friendly resources. We assured him that if the school was to pilot the project Dunboyne TidyTowns would support the school in implementing the initiative. The school community embraced the project. We presented the All Ireland Pollinator Plan Junior Version to Ms. Caitriona Lordan, STEM Team Leader and Ms. Mairéad Donohoe, School Garden Coordinator.



Pollinator friendly plants were donated to the school garden. Twenty junior pollinator workshops were provided to classes by a member of Dunboyne TidyTowns. The pupils were asked to carry out at least one action for pollinators at home. This was the basis for a competition funded by the grant from our credit union. During Biodiversity Week in 2018 the pupils displayed 100 pictures of actions for pollinators in Dunboyne Library. With the help of TidyTowns members pupils recorded their

actions on the Actions for Pollinators database on the All Ireland National Biodiversity Data Centre site. Thanks to the generosity of our credit union the competition has become an annual event. In 2019 there was a huge number of actions carried out by pupils from Dunboyne Senior Primary School and from Gaelscoil Thulach na nÓg. In 2020 we were unable to organise the competition in time for Biodiversity Week. However, we hope to include three primary schools in the competition later this year.



Allium in heathers in St. Peter’s GAA Club Dunboyne



Logo designed by Hannah Shen Dunboyne College of Further Education

To further embed Dunboyne for Pollinators in our community, a plan to plant 2020 spring flowering pollinator friendly bulbs and plants was devised. In 2018 bulbs were distributed to school pupils to plant at home and again the actions were recorded on the Actions for Pollinators Database. In Autumn 2019 snowdrop, crocus, hyacinth and allium bulbs were planted. Thanks to a preschool, four primary schools, a second level school, First Meath Dunboyne Scouts, Rehabcare, Dunboyne and District Credit Union, Dunboyne GAA Club, twelve residents' associations, a faith community and Dunboyne TidyTowns. Funding from the Community Environment Action Fund through Meath County Council made this possible.

Supervalu opened a store in Dunboyne in April 2019. While the store was in construction TidyTowns met with Stephen Nally of Supervalu and introduced him to the All-Ireland Pollinator Plan. We asked if Supervalu would consider planting pollinator friendly plants when landscaping. We were delighted to see such a spectacular display thanks to Ciara Croffy, Project Manager and Stephen Nally. The pollinator friendly landscaping has encouraged others to embrace the plan. Pupils from Dunboyne Senior Primary School presented and displayed their project on opening day. It is great to see the bee hotel constructed by First Meath Dunboyne Scouts taking pride of place in the pollinator friendly flowerbeds.



Well done to everyone in Dunboyne. Make sure to look out in the August issue for more from Dunboyne. "Sisters are doing it for themselves", read articles from sisters Ciara and Niamh Sutton on their activities to protect our pollinator friends.

Ballincollig TidyTowns

Pride is the word most prevalent in the minds and hearts of all Ballincollig TidyTowns Members when it comes to dedicating so much of their time to make Ballincollig the town it is today.

Fifty-five years ago this month Ballincollig TidyTowns was set up. In that time the community has seen the 'Village' transform from a one-sided garrison town to a suburb of Cork City. Ballincollig has undergone a huge growth in population with more than twenty thousand people made up of a diverse range of nationalities.



The National Tidy Towns Competition is important to us as it highlights what can be done when a group of people from a community such as ours, come together and work for the betterment of everyone. It is imperative to us as a group to generate an affectual ethos for the next generation. Our members work every week throughout the year and each

week is filled with a variety of work. Our local schools are encouraged to take pride in their community and work with us during the school year. We have Transition Year students who take part in the weekly Litter Pick as part of their Gaisce programme. Our CE/TUS Workers work tirelessly with us several days a week throughout the year. Residents in the various estates do their bit in keeping their places immaculate. Employees from businesses in the community give over several hours a week to work on projects with our Members. Watering the plants and work on projects is carried out every Tuesday and Thursday night from Spring to late Autumn. In recent years, Biodiversity, the Pollinator Corridor and Pollinator Friendly Plants are words that are constantly on our lips and reflect in the work we do in Ballincollig. Our members vary in age. Young and old all come together and work with respect for one another. Lasting friendships are formed while working together and gathering for a cuppa after the Litter Pick is a very important part of Tidy Towns.

Ballincollig has done well in the Tidy Towns Competition and think it is important to share their ideas and support other Tidy Towns groups. They have a page on their website 'Innovative Ideas' which contains ideas that other tidy towns groups can take on board. They feel honored in putting forward ideas that may help other communities. The idea of 'all boats rise together' is very important to Ballincollig Tidy Towns.

The Ballincollig Tidy Towns' website was given an overhaul in the past year and it now contains several pages that are updated frequently. We are also on Facebook, Instagram and Twitter. Each week Ballincollig Tidy Towns puts out a Newsletter in the weekly community newsletter which is also posted on our website. Our weekly community newsletter stopped production during the pandemic but we continue to publish it each week on the website www.ballincolligtidytowns.ie



Prior to the Coronavirus and the lockdown Ballincollig Tidy Towns had organised the flowers for the year. We as a group felt it was important for the community to go ahead and plant them both as a mark of respect to those who lost their lives and to all the frontline workers who worked so hard to keep us safe and in a position to live our lives without too much upheaval. So, while adhering to social distancing we planted all the flowers throughout Ballincollig and the flashes of colour have lifted everyone's spirits.

Ballincollig Tidy Towns began its journey fifty-five years ago. We are looking forward to getting back to a new normal and continuing on with that journey.

Clonakilty First Autism Friendly Town in Ireland

Another first for Clonakilty! Clonakilty's journey to becoming Autism Friendly began in 2015 when Scally's SuperValu became the first retailer in Ireland to implement changes in-store ensuring members of the Autism Community could enjoy a better shopping experience. Since then the entire community has got behind the initiative. The work that has been done during this journey has created a conversation around autism in the town and made Clonakilty a better place for autistic people and their families to live, work and visit. Not only are locals saying how much more inclusive and accessible Clonakilty is but tourists with autism have shared how much they have enjoyed visiting a town that accommodates their needs.



In October 2018 Clonakilty was accredited as Ireland's First Autism Friendly Town in collaboration with AsIAM and Musgraves SuperValu, a massive achievement. Following a four-month journey which saw businesses, organisations and community groups undergo training and organisational changes to ensure accreditation was achieved.

Clonakilty TidyTowns Co Chairperson at the time Catherine O'Connor was a member of the steering group and an Autism Committee member that worked closely with SuperValu and AsIAM on this journey. At the official launch on 9th October 2018 Mr Adam Harris paid tribute to the strong local community spirit in Clonakilty and the willingness of people to become engaged with the process.

As part of the Town Plan 2018-2021, Tidy Towns group committed to installation of a sensory garden near the Model Railway Station and this was officially opened on 6th April 2019 in conjunction with Autism Ireland and AsIAM. Several volunteers from Clonakilty TidyTowns were involved in the planning and construction of this sensory garden and none more so than their Co Chairperson and still in this role Mike Deasy.



Mike along with local horticulturist Marleen Drijkoningen planned and built this garden with the help from the local CE (community employment) scheme and in partnership with local Cork County Council workers. Located on the grounds of the West Cork Model Railway the sensory garden was developed to create an environment within the community that would enrich the lives of children and adults living with Autism by providing opportunities to play and explore in a safe and secure space.

The garden features elements that appeal to all five senses using a range of materials and plants. Exploration in nature improves physical, sensory and emotional health and supports overall well-being and parents have commented that their children have found the garden captivating and engaging, asking to return again and again.

To find our more information visit; <https://www.clonakilty.ie/autism-friendly-town> and for more informtion on the services provided by AsIAM, visit; <https://asiam.ie/> .

Well done to all involved and continued success to you all in Clonakilty.

Bere Island TidyTowns



The TidyTowns group on Bere island were disappointed like so many other groups that the TidyTowns competition was cancelled for 2020. Each year they set out their work plan with the competition in mind, this spurs on the committee to showcase the island to the many walking groups, returning holiday home families and general tourists. They focus on the

ferry entry points in ensuring aesthetically it looks colourful in the seating areas with good signage and nothing unsightly to see. This is replicated in other areas of the island including the Church, grotto and amenity areas.

The group are concerned by the covid 19 outbreak as a large proportion of resident islanders are the elderley and have been thankfull in the early stages that a total lockdown was made by the government on entry to the island by anyone apart from full time residents. Bere Island TidyTowns are determined to make the best of things this year and will continue to improve the islands appearance by the projects being undertaking as if it was a normal year for TidyTowns. They take great pride in entering and as they put it themselves, have been blessed by years of winning the Islands section.



To next year with confidence from all in Bere Island TidyTowns!!



<https://www.facebook.com/OfficialSuperValuTidyTowns>



<https://twitter.com/TidyTownsIre>

COVID-19 and Sustainability

Debbie Nesbitt is an independent adjudicator on the National TidyTowns panel and works as an environmental consultant for RPS www.rpsgroup.co. As the Country slowly tries to get back to a sense, Debbie has reflected on some sustainability issues differently through the 'Covid-19 lens' and wants to share some of her personal learnings from the coronavirus (Covid-19) pandemic with the wider TidyTowns community.

1. Essential Travel – 'Essential travel' has now a different meaning today than it did before the virus hit our shores. Many of us no longer need to make long commutes into our offices or workplaces. Many cars have been parked up most days albeit for the weekly jaunt to the main town for our weekly grocery shop for niceties, treats and goods we cannot get at our local shop/s. Most other items like fruit, vegetables and meat can be bought locally from the local butcher or in some cases, direct from the farmer. Buying local and seasonal is working for many and of course shopping local helps reduce the distance your food has to travel from farm to fork meaning less greenhouse gases. Many of us are walking and cycling more and local authorities are realising that streets and towns perhaps can be more easily adapted for cyclists when there's not as many cars on the roads. Now is the time to be louder in our advocacy for sustainable travel to help make it easier to cycle and walk to school and work.

2. Open spaces and natural amenities – The importance of our local parks, open spaces and natural amenities that TidyTowns groups and local authorities are maintaining has come to the fore. The social distancing measures implemented to contain the spread of coronavirus has highlighted the critical importance of high-quality green spaces within communities and indeed housing developments. Getting that daily walk and breath of fresh air has never been so important, both mentally and physically. The limitations imposed by Covid-19 lockdown have brought to the forefront the need to be clever about improving access and creating pockets of green and blue spaces to protect our wellbeing, and that of the wildlife. We have seen the positive impacts of streets that have been pedestrianised to aid with social distancing such as New Street in Malahide.

3. Remote and flexible working is possible – Many of us are lucky that we have the services and technologies that allow us to work from home. The pandemic has triggered a drop in air pollution levels across Europe showing us how changes like working from home a few days a week can impact positively on reducing carbon levels. Of course the farmers have still been as busy as usual therefore the agri-sector have also a positive environmental spin on their carbon impact. Unfortunately the hospitality and food service industries have taken a battering while other businesses are being adaptable, innovative and resilient. For example, we have seen cafes and restaurants not normally selling food on the go, serve takeaways from their premises. Perhaps we should consider the environmental impact of this increase in fast food-related packaging as the amount of ready-to-eat food and drink that is eaten on the go increases? Aside from the

environmental impact of this potential litter, there are the costs of picking it up and disposing of it.

4. We can work together and get jobs done – Never have I known this to be as true as at this time. The Community involvement and optimistic spirit shown by many TidyTowns groups deserves recognition. Many other committees have been looking out for their elderly neighbours and those cocooning by offering to help with shopping and other errands. An Taisce's annual Spring Clean may have been moved to the month of June but there has been many TidyTowns still continuing with their litter picks with social distancing measures and guidelines being adhered to.

5. Social connectivity is still important – Many of us have been upskilling with new technology just to connect and speak with family, friends and neighbours. Social media has allowed us to stay connected to our loved ones. Many TidyTowns groups are active online continuing to engage with their community and spread positive messages, for example, Castleconnell TidyTowns have recently shared their 12th Wildflower Wednesday tweet via their TidyTowns Twitter account.



Many of us have changed outlooks and agendas and how we all react to the return to normality or the 'New Norm'. We have been innovating and it is all good stuff. My fear is that when we as a country go back to 'business as usual' how can we move forward with these learnings? Here are my suggestions on how TidyTowns groups can continue to push the wider sustainability agenda;



Influence Keep pushing matters that are meaningful to your village or town and the people who live there, on all the social media outlets and local press.



Equip Ensure your volunteers have the knowledge and the tools they need to make a difference. Cobh TidyTowns offered free litter picking equipment to residents who wanted it without the need to congregate for work, while Ennis TidyTowns recently ran a free 'Wild about Ennis' Biodiversity Lecture Series.



Mobilise Now more than ever we need to spread the positive TidyTowns message. Put out a call to action and encourage more volunteers from Generation X's, Y's Z's and Millennials etc to get involved.

Every Can Counts is an on-the-go recycling programme. Our aim is simple, to engage with and encourage more people to recycle their drink cans when they're out and about. We offer free recycling packs to businesses and organisations, with everything you need to start increasing your drink can recycling right away. <https://everycancounts.ie/>



What Planet Are You On? RTE - Is Back.

What Planet Are You On?. Presented by Maia Dunphy will return to RTÉ One television later this year.

Does your shower run a little longer than it should? Does the green bin give you a headache? Is the electric kettle always on boil? Is the family car never off the road? Then they want to hear from you!

They are looking for 4 households from across the country to take on the challenge of doing their bit for climate change. This is a great opportunity to learn how by making small changes the entire household can have a positive impact on Planet Earth.

Over the course of four weeks, with the support and help of the “What Planet Are You On”? experts, each household will learn where they are going wrong by taking on the challenges to make improvements inside and outside of their home in the areas of water, waste, energy and food. With €5,000 up for grabs for the most improved household – could your household take on the challenge? For more information and how to apply visit www.rte.ie/whatplanetareyouon or email wpayorte@gmail.com.

In accordance with Government and HSE Covid-19 guidelines all production and crew members are committed to personal safety during all production and will abide by all Government and HSE advice and regulations with regards to Covid-19 restrictions and guidelines throughout the production process.

Carney Tidy Towns - Sligo



Due to Covid19 Carney Tidy Towns Committee have been maintaining their lovely village whilst adhering to social distancing. The group have come up with this idea for kids, especially the little ones to paint stones in their gardens for all

the 2020 fairys.

The village is blessed to have a new 2Km loop walk which goes through Colite Woods and some of the creative fairys have made a visit which has been very positive amongst the children who are obeying social distancing



Some of the wonderful work done by the Children in the village of Carney in County Sligo.

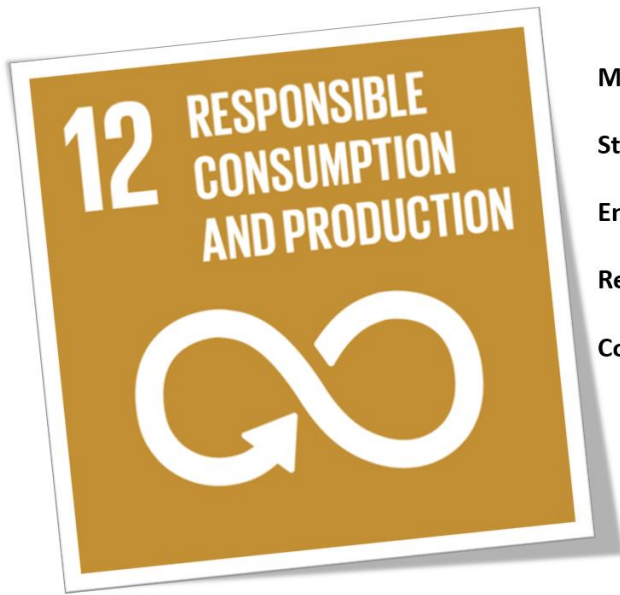
Very inviting homes here for all the Fairy visitors along their Loop Walk.

To see more check them out on Facebook.

Well done to all involved.



SDG 12 – Responsible Consumption & Production



My Waste

Stop Food Waste Programme

Environmental Policy -Ditch the disposables

Reuse, Recycle, Upcycle

Conscientious Consumerism think Local



Remember we can all play our part in achieving the Sustainable Development Goals. For example with regard to Goal 12 dealing with Responsible Consumption and Production, think

about reusing, recycling. Look at developing a “Stop Food Waste” programme in your community. We can make a huge difference on a Global Scale if we all act at a Local Scale.

Community Gardens Ireland

Community Gardens Ireland (CG Ireland), an organisation that was created in 2011 as an online support network. They are a voluntary, independent, inclusive group that works with all agencies and groups that promote environmental awareness and support community gardening and food growing in all parts of the island of Ireland.



Community Gardens Ireland aims to promote, facilitate and enhance community gardening and food growing, sustainability and environmental initiatives. They support, represent and promote the work of new and existing community gardens throughout Ireland and Northern Ireland by providing information, guidance and advice, enabling the gardens to flourish and develop strong and positive reputations; helping to empower local people of all ages, backgrounds and abilities to make positive impacts on their surrounding areas and strengthen their communities.

Further information on Community Gardens Ireland can be found by visiting their website <http://cgireland.org/> or on their social media pages;

<https://twitter.com/CommunityGrdns> <https://www.facebook.com/cgireland.org/>

You can also email them at info@cgireland.org

School's Out!!

School Holiday season is now upon us and we can all set aside the home schooling. Hopefully the sun will shine for us all but in the event of there being an odd "wet day", we have included a few puzzles for the young or not so young who may have an hour or two to pass.

Why not try our Wordsearch with lots of words you will be familiar with from being involved in the SuperValu TidyTowns competition. We also have the Leave No Trace Breakdown Game, see if you can figure out how long it takes our discarded pieces of litter to decompose in the natural environment, it should make us all think and encourage us all to dispose of our litter properly and of course to reuse and recycle where possible. Maybe Sudoku is your thing, if so here is one to test you out.

Answers to the puzzles will all feature in the August Issue and if you have any riddles or puzzles or brain teasers that you think everyone else would enjoy, please send them in and we will do the rest. Enjoy.

Sudoku

		2	8		6			3
	4	8		5				7
	5				7		6	8
		3		6		8		
	7		5			1	3	
1		5		3	2		9	4
			2			3		1
		4			1		2	
2	1	7		4	3			9



The Breakdown Game

Here's a quick example of our breakdown game. If you throw these things away, how long will they stay in the environment? See if you can work out how long these items take to decompose if they are not disposed of properly. Answers in the August Issue.



400-500 years



10-20 years



2 months



1 million years



2 years

M	C	G	L	E	N	T	I	E	S	H	Y	R	G	E
R	A	S	D	Q	S	U	I	Y	S	T	E	N	G	G
O	T	I	R	A	D	N	T	D	I	G	I	R	B	A
F	E	L	A	D	C	I	W	S	I	T	P	R	O	L
Y	G	V	W	J	N	D	R	O	N	E	O	D	I	L
R	O	E	A	U	N	E	N	I	T	N	S	W	S	I
T	R	R	M	D	V	A	A	O	Z	Y	D	T	I	V
N	Y	M	S	I	L	P	R	E	S	I	D	E	N	T
E	O	G	D	C	O	M	P	E	T	I	T	I	O	N
C	O	O	I	A	G	N	I	T	N	A	L	P	T	R
H	I	L	F	T	V	O	L	U	N	T	E	E	R	H
B	B	D	N	O	Q	E	E	T	T	I	M	M	O	C
S	U	P	E	R	V	A	L	U	H	E	L	I	X	X
E	L	B	A	N	I	A	T	S	U	S	R	K	D	I
L	A	D	E	M	R	U	O	V	A	E	D	N	E	A
L	A	D	E	M	R	U	O	V	A	E	D	N	E	A



- | | |
|--------------|-------------|
| ADJUDICATOR | HERO |
| AWARD | MEDAL |
| BIODIVERSITY | PAINTING |
| BRONZE | PLANTING |
| CATEGORY | PRESIDENT |
| COMMITTEE | REGIONAL |
| COMMUNITY | SILVER |
| COMPETITION | SUPERVALU |
| ENDEAVOUR | SUSTAINABLE |
| ENTRYFORM | TIDIEST |
| GLENTIES | TIDYTOWNS |
| GOLD | VILLAGE |
| HELIX | VOLUNTEER |

SDG's with Ennis TidyTowns



Last month we brought you a very informative fact sheet prepared by Ennis TidyTowns on their Community Cup Initiative.

We are delighted to bring you another in the series, this time on their Car Idling Project which won them the Clean Air Award in 2018.

Here we see how Ennis TidyTowns took an issue and turned it around and gained support from the wider community, we can't do everything on our own but we can do great things together.

We also see how this one project earned them a national title in one of the Special Awards.

BACKGROUND TO IDEA

- To create an initiative that was practical and would have a meaningful impact at a local level, but could be delivered by other groups for a larger National impact.
- The project was informed by criteria set out in the Clean Air Special Award, now the Climate Action & Air Quality Award.
- A committee member noticed 'car idling' signs whilst on holiday and thought we could apply this to Ennis, in a more innovative manner.
- We referenced impacts to children's health resulting from car idling fumes as well as impacts to air quality and climate change - dual message.

HOW IT WAS DELIVERED

- To communicate the message in a clear and engaging way we worked with a graphic designer as there was a lot of complex information.
- To ensure it was a 'sustainable' project we optimised the image for circulation on smartphones - via parents WhatsApp groups and school circulars. We also shared widely on social media. There was no physical print run, such as posters.
- The image was sent via email to all schools in the County through the Clare Education Centre.
- An Clár as Gaeilge kindly translated the image into Irish for Gaelscoileanna.
- In total the project cost €140.

RESULTS

- The project was a huge success locally and widely distributed throughout Ireland.
- It won the Clean Air Special Award in 2018 and we were invited to present our project at the Mary Robinson 'Creative Responses to Climate Change' Event.
- It led to a more detailed study (Masters Thesis) of Car Idling which we partnered on with NUI Galway.
- The imagery is free to use so please get in contact if you'd like a copy!

SUSTAINABLE DEVELOPMENT GOALS (SDG) ACHIEVED



Communication is key and here we see how social media was used to get the message out there. It also delivers on no less than four of the SDG's.

We would encourage all groups to look closely at the 2021 Special Awards and enter as many as you can. Great prizes to be won and each project can also be referenced under the relevant category in the main competition where the adjudicator may award additional marks for your work done.

Leave No Trace

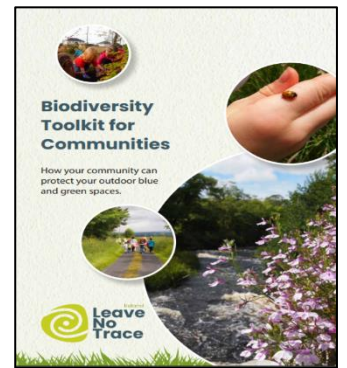


Summer is here; long days, short nights, mild weather and a variety of flora and fauna reminds us of the beauty and resiliency of life in Ireland. Outdoor recreation continues to play an important role in supporting the physical and mental well-being of society now more than ever. As we see the easing of restrictions, Leave No Trace Ireland encourage people to enjoy the outdoors responsibly. Learn about the latest guidance on

responsible outdoor recreation on our website <https://www.leavenotraceireland.org/>. We also invite you to explore our online library of educational resources at www.leavenotraceireland.org/resources/educational-resources.

We are delighted to share our new educational leaflets for walking, cycling, water sports, community engagement as well as festivals, events and adventure races available on the website. We have a Biodiversity toolkit especially for TidyTowns community groups that will support you to embed the Leave No Trace ethos into your local TidyTowns group. Get your copy at the link below;

www.leavenotraceireland.org/resources/educational-resources/community-resources-tidy-towns.



The COVID-19 lockdown and restriction of movement demonstrated to the world that access to green areas is essential for mental health. The demand and level of visitation to green spaces has risen dramatically in recent months. Unfortunately, the levels of

littering and illegal dumping have also risen as a result of carelessness and uninformed individuals. Already local communities and TidyTowns groups are feeling the effects of increased littering in popular recreational areas like beaches, woodlands and parks.

Leave No Trace Ireland want to support all TidyTowns groups to combat the new challenges posed by the lockdown. Leave No Trace Ireland want to invite all groups to join for free as official members of Leave No Trace. Working together, we can protect our environment for future generations. Find out more details on how to join your TidyTowns group for free by visiting; www.leavenotraceireland.org/membership-account/membership-levels

At Leave No Trace Ireland, we pride ourselves on having a wide variety of fun, educational activities to keep young people engaged with the environment. These educational resources can be found on our website. Activities can be tailored and adapted to suit a variety of age groups, there is something to suit everyone. Make sure to checkout the Breakdown game in this issue and rememebr to be responsible in the

outdoors. **Love Nature.** 

Tell us “Your Story”, so we can tell everyone else!!!

As referenced in previous newsletters we would like to feature some of the great work you do throughout the year, so if you have any news features or projects you have undertaken and have some photographs or video clips to share with us, we would be delighted to hear from you. Please forward any items of interest to us at tidytowns@drcd.gov.ie **please note** only forward material to us if you are happy for us to share in our newsletter or on our website or social media forums.

The logo for SuperValu, featuring the word "SuperValu" in white, bold, sans-serif font on a red rectangular background.

To reward those who share their photographs or stories with us for our newsletter, our best feature in the recent issues will receive a SuperValu Gift Card. Get those stories and photographs together on how your projects and initiatives are making a real difference to your area, be it in tidiness, sustainability, biodiversity or inclusivity, especially as we deal with the challenges presented to us by Covid-19. We would love to hear from you. We will announce the winner in the August Issue.

As the roadmap to recovery progresses, we want to remind all volunteers to adhere to the advice issued by the Government and the HSE and to stay safe.

We wish each of you and your communities and families all the best, as we continue to deal with the current situation. TidyTowns volunteers continue to demonstrate their resilience and commitment to their areas and to the country, this is evident from the many stories featured in the recent newsletters, keep up the good work everyone, you are real champions for sustainable community development. If you are a TidyTowns group and have not been receiving the newsletter electronically or perhaps got a new email address, please notify us so we can update our records. Here in the TidyTowns unit, we are happy to help in any way we can, so please keep in touch through the website or social media or feel free to call or email the office, we would love to hear from you.

Anne, Helen, John and all the team in The TidyTowns Unit

Department of Rural and Community Development
Government Buildings, Ballina, Co Mayo

Email: tidytowns@drcd.gov.ie
Tel: 076 100 6836

The logo for SuperValu TidyTowns. It features the word "SuperValu" in red, "TidyTowns" in a large, blue, stylized font, and a colorful circular icon with four human figures in green, orange, blue, and red. Below the main text is the tagline "Caring for our environment" in a smaller, red font.