

# SuperValu TidyTowns Newsletter

## Issue 1-2024

The SuperValu TidyTowns competition, administered by the Department of Rural and Community Development and sponsored by SuperValu, supports the Sustainable Development Goals

A Chairde,

Welcome to our first issue of the SuperValu TidyTowns newsletter of 2024. We hope the month of May brings an improvement in the weather!

As the date for receiving entries to this year's competition has now closed, we would advise you to check the SuperValu TidyTowns website @ [www.tidytowns.ie](http://www.tidytowns.ie) to ensure your entry has been received and registered. If, after May 22<sup>nd</sup>, your entry is not listed, please email [tidytowns@drcd.gov.ie](mailto:tidytowns@drcd.gov.ie) and we will look into the matter for you.

In this issue we bring you information on the new Climate and Engagement Campaign, which aims to engage with local communities on climate change. We also bring you some tips on from Murroe TidyTowns on dealing with rainwater and showcase a sustainability event held in February by Carrig-on-Bannow TidyTowns. We also bring you information on this year's Special awards. This edition's poem is very topical, as we come ever closer to the adjudication period!

This May issue will be followed up by another issue in June – which will showcase more of the innovative and inspiring projects you have undertaken throughout the year. We hope to issue the newsletter on a quarterly basis going forward, so please continue to send us in content. We love seeing the fruition of all your hard work and the opportunity to share ideas among our network of groups!

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## Climate and Engagement Campaign

In March this year, Climate Actions Work was launched by the Minister for the Environment, Climate and Communications Eamon Ryan. This is a national engagement and communications campaign to support and encourage action on climate and community resilience over the coming year.

Over the coming year, it will work with groups up and down the country to amplify the huge amount of climate action that is already taking place, to provide support to groups where needed, and to encourage more people to get involved in taking climate actions together.

At the same time, the Government will continue to concentrate on the large, systemic climate actions that will make it easier for people and communities to make more sustainable choices where they are living.

To support community groups particularly, the Government will also make flexible micro-funding totalling €1 million available over 2024 and 2025 to help with smaller administrative and communications costs – the practical things that too often inhibit people and groups from taking action.

In addition, the Government will work with a range of climate communications experts to develop special training, toolkits and advice for groups, including business and professional groups, who want to do more to make their place better and more climate resilient. Over the coming weeks, a creative advertising and social media campaign will also be rolled out to support the engagement campaign and to tell people how they can get involved in their locations.

This campaign will also be underpinned by structures, resources and funding already in place to support local climate action:

- Each local authority has developed a Climate Action Plan, identifying local climate mitigation and adaptation measures that are planned and underway;
- There is a Climate Action Officer and Climate Action Coordinator in place in every local authority, to facilitate and support local initiatives;

- The Community Climate Action Programme is making €27 million available to support the development of low-carbon and climate-resilient communities, with Community Climate Action Officers in place to work with local authorities and community groups.
- The National Dialogue on Climate Action, through its Climate Conversations programme, is identifying barriers to local climate action, and developing tools to evaluate, measure and support climate engagement activities.

## Murroe TidyTowns

Murroe Tidy Towns rainwater collection hint.



Did you know that you can connect additional barrels to your rainwater collection system? We have connected 4 together to give us rainwater for our flower containers around our village.

Gordon Young



## Carrig-on-Bannow Tidy Towns

Carrig-on-Bannow Tidy Towns, south Wexford hosted a sustainability event on Sunday, 4th February 2024 entitled 'Bargains & Bubbles'! The event involved a sale of donated new and preloved high street and high end fashion items complimented with a glass of prosecco upon arrival. Carrig-on-Bannow's objective in hosting the event was to change the mindset of how we shop – attempting to halt the new phenomenon of 'fast fashion' and rethink shopping in a far more sustainable manner.

Carrig-on-Bannow. Many, many shoppers asked will you do this again! The turnout was so good on the day that Carrig-on-Bannow Tidy Towns plan to repeat the event in quarter 4 later this year and have held subsequent successful Facebook Live sales of beautiful left-over pieces from their event. They also donated proceeds from the sale of refreshments to Bannow-Ballymitty GAA Club. Some items will be recycled responsibly and others will be donated to deserving charities.

This initiative complimented the group's sustainable street art achievements in 2023 whereby heart and butterfly sculptures adorn the village school filled with bottle tops saved from landfill. And in quarter 4 last, Carrig-on-Bannow Towns sold shopping tote bags made from full recycled, sustainable materials in an attempt to have the locality rethink use of plastic when out shopping.

Carrig-on-Bannow Tidy Towns believe they have succeeded in playing their part this month in launching a sustainable fashion movement in Wexford to educate people on how to rethink how they shop, minimise waste, help save our environment, make our planet greener and consider sustainable shopping going forward. Fast fashion puts pressure on our planet and is not sustainable. Carrig-on-Bannow Tidy Towns believe that their event succeeded in encouraging people to shop more sustainably in the future and believe their event to be a job well done!



Other voluntary groups got behind the wheel and assisted with event staffing such as members of a south Wexford gardening group, Friends of Cullenstown, etc. which led to increased community involvement and an additional 5 new volunteers joining Carrig-on-Bannow Tidy Towns after the event! There were a number of shoppers who stated they planned on upcycling their purchases by

changing buttons, etc... Rather than throwing away perfectly serviceable clothing and buying new items, shoppers updated their wardrobes, changed their style in a more economical manner reducing their environmental footprint in the process. The event offered an alternative to 'fast fashion' which is wasteful of raw materials, water and energy plus contributes to harmful gas emissions.

Circa 1,500 items were sold on the day and inherently saved from landfill and other environmental hazards. 224 people attended the event, many shopping for the first time in such a sustainable manner. 1 in 6 attendees were from the locality with 5 out of 6 people living 6 to 60 kilometres away, evidencing the appeal of such events to those seeking alternative means of undertaking their shopping in a 'greener' manner. Attendees at the event were encouraged to travel sustainably to 'Bargains & Bubbles' by using TFI Local Link. One lady spent €65 on 4 items worth in the region of €500-600! Many made an outing out of the event too frequenting the other businesses in the village for Sunday lunch, walks on the nearby beaches, etc., all helping with the 'circular economy'.

The group raised a whopping €4,169 which will fund 2024 streetscape projects in the village of

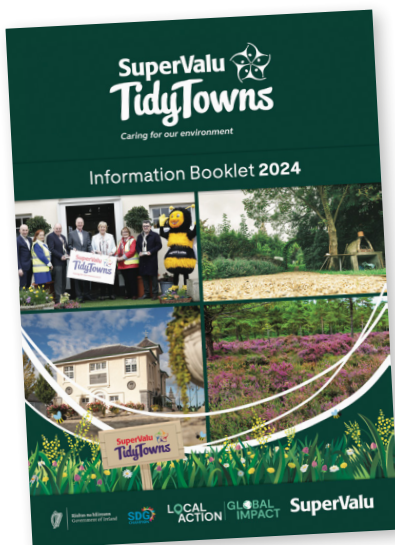


## 2024 TidyTowns Special Awards

The Special Awards attached to the SuperValu TidyTowns competition for 2024 bring an additional level of interest to TidyTowns groups and others who can showcase particular projects they have been working on.

This year we have 17 Special Awards on offer. These awards carry prizes of cash and support to TidyTowns groups and come with a combined value of €64,000. More information on each of these can be found by visiting [www.tidytowns.ie](http://www.tidytowns.ie) and we would encourage all of you to consider entering some of these wonderful awards. Please follow this link to our information booklet for more information on the individual awards: <https://www.tidytowns.ie/wp-content/uploads/2024/03/SuperValu-TidyTowns-Information-Booklet-2024.pdf>

The closing date for the special award entries is later than the main competition June 5<sup>th</sup>. Entry forms should be returned to the sponsors email address given on the entry form. There is the possibility of picking up additional marks in the main competition for works on special award projects. So please remember to tell your Adjudicator in the main entry form if you have entered any of the special awards.



## Poets Corner

### The King of Carrigart by Sarah Boyce

On Main Street Carrigart  
 There lives a working man  
 And anytime you see him  
 It's with a brush in hand  
 When folks pick up the litter  
 His face is all a glitter  
 It makes his hard graft worthwhile.

Columba Boyce's vision  
 Was of a Tidy Town  
 Yet in a sea of litter  
 The place did drown  
 But Columba had a dream  
 And with a shit hot team  
 They built a movement that made  
 Those dreams come true.

1989 – a competition across Ireland  
 Columba got the forms, filled them in by hand  
 No PCs or printers back then  
 All had to be done by pen  
 Ann lit a candle and said a quiet Amen.

July that year came round too soon  
 With plastic bags and cans the hedges were strewn  
 But Elvis and his crew  
 They knew just what to do  
 Rubbish soon disappeared from la rue.

The phone lines buzzed from Malin  
 Down to Mulroy  
 Columba opened the door  
 To a frantic Joy  
 They're in a camper van  
 A woman and a man  
 Jesus Christ, we really need a plan!

They're headed for the park  
 We'd best be quick  
 Come on Columba, go grab your chick  
 Then stroll down the back lane  
 And a view you might obtain  
 Before these judges drive us all insane.

Donnelly dropped the letter through the door  
 From down at the barracks  
 You could hear Columba roar  
 We got first feckin' place  
 You shoulda' seen his face  
 He orbited off into outer space.

On Main Street Carrigart  
 There lives a working man  
 Any anytime you see him  
 Its with a brush in hand  
 When folks pick up litter  
 His face is all a glitter  
 It makes his hard graft worthwhile.

## 2024 SuperValu TidyTowns Competition

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The closing date for this year's special awards will be over three weeks later, June 5<sup>th</sup> and as always, we would encourage you all to look at the information booklet, visit the sponsors websites and entry as many of these special awards as possible, there is over €62,000 in prizes attached to this year's special awards. Thanks to all of this year's sponsors, we very much appreciate your ongoing support.

Thank you also to our main sponsor SuperValu who this year celebrate 33 years of sponsoring the SuperValu TidyTowns competition, this is a fantastic partnership and we look forward to their sponsorship and support in improving the competition in the coming years. Thanks also to their nationwide network of local retailers who give on the ground support to hundreds of TidyTowns committees across the county.

## Keep in Touch

Before we come to the end of this newsletter, we bring you news of a farewell to one of our highly valued and experienced team members – Anne.

Anne has come to the end of her time with us in the Department and will be retiring from the beginning of June. Helen and I would like to take this opportunity to officially thank Anne for all her hard work and commitment over the years.

On a personal note, Anne has been a great support to me since I came on board last year. Helen and I will miss her terribly but we wish her the very best on her well-deserved retirement. We will introduce you to Anne's replacement in our next edition

I know you all too will wish her well as she begins a new life chapter. She has not just been a great source of support to Helen and I but to all groups and Adjudicators alike.

## 2023 Cash Prizes

We have made great progress in issuing cash prizes following the 2023 SuperValu TidyTowns competition. New Revenue guidelines require all groups receiving payment to be registered. Some of our winners in the 2023 competition were not set up correctly on our financial system and we have been in touch with you regarding documentation required in order to receive your prize. We would love to get all prizes paid out to groups as soon as possible, so if you have yet to receive your cash prize, please engage with us with regard to getting your groups set up. We have been in touch with all groups but some have yet to respond, so we will continue to work with you in the coming weeks to get the required material in order for us to process your well-deserved cash prize.

## SuperValu TidyTowns Survey


Watch out for our survey that will be emailed in the coming weeks.


Your input matters, and your committee could **win one of 5 x €100 SuperValu Gift Cards** just by participating.

Well that brings us to the end of another issue, of the SuperValu TidyTowns newsletter. We hope you find the articles of interest and that you continue to share your stories with us.

### Anne, Michelle, Helen & Niamh

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