



LETTERKENNY TIDY TOWNS

Our Action Plan

MAY 2021



LETTERKENNY TIDY TOWNS

Caring for our environment

Letterkenny TidyTowns Action Plan

Our Vision

“To greatly improve our sense of community, the quality of people’s lives & our local environment to become a thriving & sustainable town”



Letterkenny TidyTowns has been active in the town for over 35 years and have a strong commitment to excellence, we work hard to make Letterkenny look great – a place where people want to live and visit.

Letterkenny Tidy Towns believe environmental improvement is a vital part of economic generation.

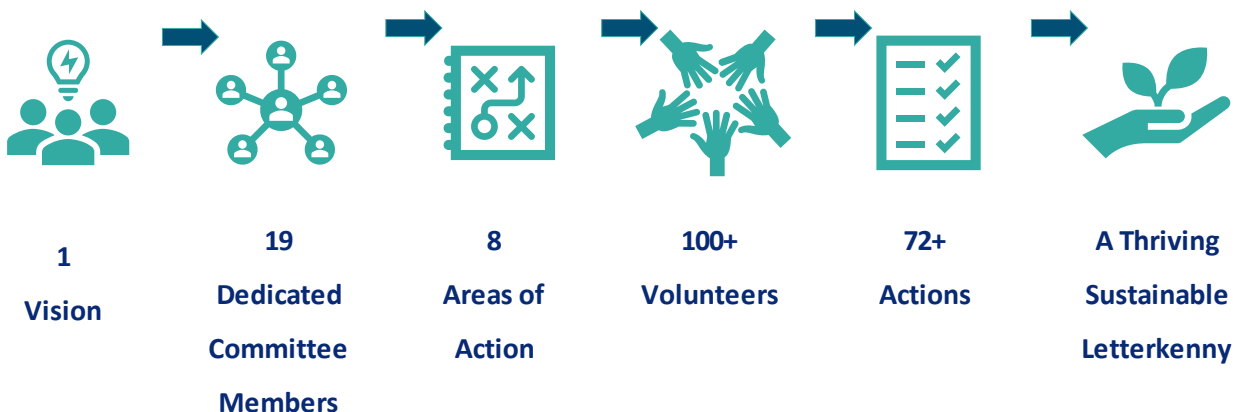
We want our actions to create a Letterkenny that has a thriving local economy, a strong sense of community, is culturally vibrant and inclusive and is built upon respect for the environment. We have created this TidyTowns Action Plan to show you how we hope to achieve our aim of a thriving and sustainable Letterkenny.



LETTERKENNY TIDY TOWNS

Caring for our environment

Creating the Letterkenny TidyTowns Action Plan



Our History

Letterkenny is the largest town in County Donegal, with a population of around 20,000, known as the 'Gateway town' for exploring the many beautiful spots County Donegal has to offer.

Letterkenny is a market town dating from the Ulster Plantation of the seventeenth century. While there is archaeological evidence of Bronze and Iron Age settlements in the vicinity of the modern town, we know that it was a heavily wooded and unpopulated area prior to the granting of 1,000 acres to Captain Patrick Crawford in September 1611 to build his new town as part of the Plantation.

Granted a market patent in 1616, over the following four centuries, the market town of Letterkenny gradually grew and developed into the thriving and bustling urban centre we know today. Economically, Letterkenny has seen a shift away from manufacturing, and a move towards service industry and retail, with many international businesses being well established in the town.



Letterkenny Tidy Towns - Winners of Ireland's Tidiest Town in 2015

Sustainable Development

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go together with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

The Sustainable Development Goals (SDGs) are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace, and justice.

We have considered the SDGs in all our projects and this Action Plan sets out the goals applicable to our projects under each competition category.

Sustainable Development Goals

1 NO POVERTY 	End poverty in all its forms everywhere	10 REDUCED INEQUALITIES 	Reduce inequality within and among countries
2 ZERO HUNGER 	End hunger, achieve food security and improved nutrition and promote sustainable agriculture	11 SUSTAINABLE CITIES AND COMMUNITIES 	Make cities and human settlements inclusive, safe, resilient and sustainable
3 GOOD HEALTH AND WELL-BEING 	Ensure healthy lives and promote well-being for all at all ages	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	Ensure sustainable consumption and production patterns
4 QUALITY EDUCATION 	Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all	13 CLIMATE ACTION 	Take urgent action to combat climate change and its impacts
5 GENDER EQUALITY 	Achieve gender equality and empower all women and girls	14 LIFE BELOW WATER 	Conserve and sustainably use the oceans, seas and marine resources for sustainable development
6 CLEAN WATER AND SANITATION 	Ensure availability and sustainable management of water and sanitation for all	15 LIFE ON LAND 	Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
7 AFFORDABLE AND CLEAN ENERGY 	Ensure access to affordable, reliable, sustainable and modern energy for all	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
8 DECENT WORK AND ECONOMIC GROWTH 	Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	17 PARTNERSHIPS FOR THE GOALS 	Strengthen the means of implementation and revitalize the global partnership for sustainable development
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation		

Our Community

We are very proud to work with and receive support from a wide range of stakeholders in Letterkenny. We are always eager to build new relationships and collaborations where positive benefits for Letterkenny can be achieved.



Education

- LYIT
- Loreto Convent Secondary School
- St Eunan's College
- St Eunan's Secondary School
- Colaiste Ailigh Secondary School
- Errigal College Secondary School
- Ballyraine National School
- Scoil Colmcille National School
- Scoil Mhuire Gan Smal National School
- Letterkenny Educate Together National School
- Woodlands National School
- St Patrick's National School
- St Bernadette's Special School



Spirituality

- St Eunan's Cathedral
- Church of the Irish Martyrs
- Conwal Parish Church
- Trinity Presbyterian Church



Environment & Heritage

- Donegal County Council
- Letterkenny Heritage Group
- An Taisce
- Donegal Historical Society
- Swilly Walk Initiative



Arts & Culture

- An Grianan Theatre
- Fáilte Ireland
- Letterkenny Heritage Group
- Creative Corner
- Letterkenny Farners Market
- Cathedral Quarter



Employment

- Community Employment Scheme
- Community Development Program
- National Learning Network



Social

- Cara House Family Resource Centre
- Men's Shed
- Active Retirement Group
- Residence Associations
- Donegal Volunteer Centre
- Direct Provision Group



Sport & Recreation

- Letterkenny Flower Club
- 5th Donegal Scout Group
- Letterkenny Rovers FC



Business & Corporate

- Letterkenny Municipal Authority
- Letterkenny Chamber of Commerce
- Pramerica
- Magees Chemist
- Brian McCormick Sports
- Optum
- Rotary Club
- Lions Club

1. Community Planning & Involvement

Objectives

The main overarching theme of this category is to further the Letterkenny TidyTowns objective and work in the TidyTowns competition for the benefit of the wider Letterkenny community by:

- Maximising participation from the local community; and
- Engaging with relevant agencies, local groups, interested parties and stakeholders in Letterkenny.

Planning, in this context, is taken to relate primarily to strategic planning and the planning and organising of TidyTowns related projects. It also relates to on-going projects by other stakeholders that TidyTowns can support and assist with.

Priorities

Our priorities are to generate support for, and participation in, TidyTowns efforts throughout Letterkenny, by the provision of information, increasing public awareness and engagement with relevant public agencies, notably Donegal County Council and all relevant stakeholders.





What we do

Community involvement is about gaining support from a wide spectrum of the Letterkenny community. We want to engage with the residents, businesses, and the wider stakeholders in Letterkenny.



*Prizes being awarded
to winners at our
Cleaner Community
Awards*

Community Planning & Involvement – Our Actions

Themes	Actions	Status
Community Participation 	<ul style="list-style-type: none"> Hold a public forum or community consultation with all the stakeholders in the town to develop a new strategic and aspiring plan for Letterkenny Tidy Towns. <ul style="list-style-type: none"> Currently seeking out funding opportunities 	2021/23
	<ul style="list-style-type: none"> Launch our new informative website. 	✓ 2020
	<ul style="list-style-type: none"> Encourage the public, local businesses, schools & community groups to participate in the “Donate an Hour a Year” initiative. 	✓ Ongoing
Working Together 	<ul style="list-style-type: none"> Continue to develop our working relationships with the Letterkenny community. 	✓ Ongoing
	<ul style="list-style-type: none"> Encourage a sense of ownership amongst residents’ associations, community groups and sporting groups in their local area. 	✓ Ongoing
	<ul style="list-style-type: none"> Continue to collaborate with Cathedral Quarter group. 	✓ Ongoing
Celebrate Community Involvement 	<ul style="list-style-type: none"> Organise the 35th Letterkenny Cleaner Community Awards. 	✓ 04/2021
	<ul style="list-style-type: none"> Encourage participation in the Cleaner Community Awards. 	✓ Annually
Growing our Social Media Presence 	<ul style="list-style-type: none"> Utilise social media as a means of increasing awareness and encouraging community involvement. 	✓ Ongoing
	<ul style="list-style-type: none"> Increasing our online interactions year on year. 	✓ Ongoing
	<ul style="list-style-type: none"> Target of 2,000 followers on our Facebook page by September 2021. 	✓ Ongoing
	<ul style="list-style-type: none"> Re-establish our presence on Twitter. 	2021/22
	<ul style="list-style-type: none"> Engage with other local social media influencers. 	2021/22

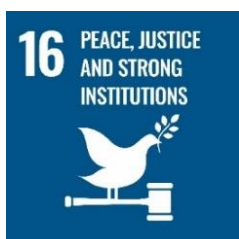
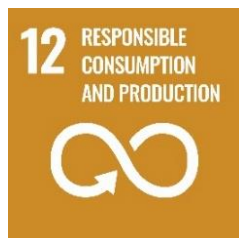
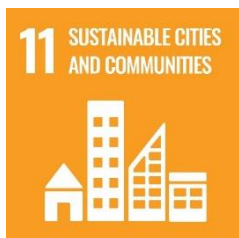
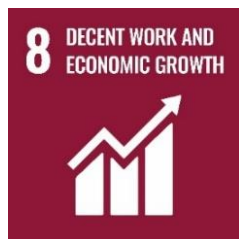
Letterkenny is a large bustling town with a diverse range of community and sports groups as well as residents’ associations and active retirement groups. These groups are a vital source of volunteers, ideas, and feedback for the improvement of our community and implementation of our three-year plan.

Thank you for your continued support.

*Community Prizes -
Odhran McGowan
(Letterkenny Tidy
Towns), Emma Carr
(1st Letterkenny
Scout), Paul Byrne
(Manager Radisson
Letterkenny), Caolan
Boyle (1st Letterkenny
Scout)*



SDG's that link to our actions



2. Streetscape & Public Places

Objectives

Letterkenny has its own special character, with streetscapes, public open spaces, history, traditions and building styles that make up its unique identity. The objectives of this category are:

- Protect and improve the physical and environmental fabric and character of the town.
- Protect and enhance the streetscape.
- Conservation and presentation of heritage buildings and sites.
- Enhancing public amenities; and
- General presentation and quality of the area to include the presentation of buildings and shop fronts.

Priorities

For Letterkenny key streetscapes include Port Road, Lower Main Street, Main Street, Upper Main Street, Church Lane, and the Market Square. A key priority for Letterkenny Tidy Towns is the enhancement of the main shopping streets by:

- De-cluttering the streetscape.
- Improving key sites and structures.
- Protecting the character of the area from inappropriate development, including poor signage.
- Supporting the restoration of heritage buildings.
- Lobbying for improvements on unsightly and derelict buildings in key areas of the town.
- Increasing awareness of and the access to information on the rich local history and built heritage of the area.
- Maximising the benefit of local amenities; and
- Improving pedestrian linkages between key sites and amenities.





View of Letterkenny Main Street

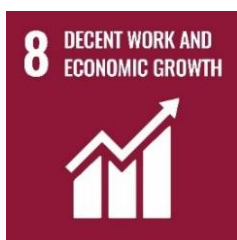
What we do

We work to ensure that the streets, buildings, and public spaces that encompass the physical spaces of Letterkenny are appropriate, well maintained, fit for purpose and accessible for all.

Streetscape & Public Places – Our actions

Themes	Actions	Status
Addressing Dereliction 	<ul style="list-style-type: none"> Map the derelict sites in the town. 	✓ Ongoing
	<ul style="list-style-type: none"> Seek to have derelict sites addressed by the relevant stakeholders (Donegal County Council, business owners, house owners, receivers etc.). 	✓ Ongoing
	<ul style="list-style-type: none"> Enhance the presentation of derelict sites with decorative hoarding and murals, such as our new street art Flight of the Bee mural trail. 	✓ Ongoing
Improving Visual Presentation 	<ul style="list-style-type: none"> Continue to improve visual presentation of Lower Main Street and key buildings in the town centre. 	✓ Ongoing
	<ul style="list-style-type: none"> Continue with the strategic placing of murals. 	• 2020/21
	<ul style="list-style-type: none"> Foster and develop relationships with local businesses to encourage their participation in the Clean Sweep Initiative. 	✓ Ongoing
	<ul style="list-style-type: none"> Promote the Paint the Town Initiative by encouraging businesses to redecorate their premises in a colourful, coordinated manner. 	✓ Ongoing
Educational Signage 	<ul style="list-style-type: none"> Build on the history and heritage of Letterkenny by supporting Letterkenny's Historical Society's campaign of erecting historical information plaques. 	✓ Ongoing
	<ul style="list-style-type: none"> Continue to promote the elimination of unsightly and illegal advertising hoardings within the town centre and on approach roads. 	✓ Ongoing
Improved Accessibility 	<ul style="list-style-type: none"> In consultation with Donegal County Council, seek to enhance local signage, particularly signage that encourages pedestrian connections. 	✓ Ongoing
	<ul style="list-style-type: none"> Both lobby and fund community infrastructure projects. 	✓ Ongoing

SDG's that link to our actions



3. Greenspaces & Landscaping

Objectives

The objectives of this category are to enhance the appearance and environment of the area through appropriate landscaping and planting and to maximise the availability, quality, and amenity value of public open spaces. The importance of access to our green spaces and nature for physical and mental health has been starkly highlighted in recent times. Ensuring we have quality greenspaces and landscaped areas to enjoy in Letterkenny is important to us.

Priorities

Letterkenny has a wide range of open spaces to enjoy from lush green parks to wildflower verges. Key priorities are the maintenance and enhancement of our existing open spaces with include:

- Bernard McGlinchey Park
- Ballymacool Park
- Ballyboe Park
- Famine Garden
- Linear Park

We have an extensive programme of planting, undertake landscaping improvements of open spaces, maintain, and enhance key open green spaces in the town and develop additional public greenspaces, where possible. The presentation and maintenance of key roundabouts in the town is also important in this category.






What we do

We do this through collaboration with Donegal County Council and other stakeholders and through participation in the Community Employment (CE) Scheme. Currently Letterkenny Tidy Towns have 15 CE Scheme workers participating in Tidy Towns related work throughout the town. Tidy Towns volunteers also work to add value and enhance green spaces throughout Letterkenny.



Bernard McGlinchey Park

Green Spaces & Landscaping – Our actions

Themes	Actions	Status
Parks & Green Spaces 	<ul style="list-style-type: none"> Continue to work with the Council to support the enhancement, care and upkeep of Bernard McGlinchey Park, Ballymacool Park, Ballyboe Park, and Linear Park. 	✓ Ongoing
	<ul style="list-style-type: none"> Continue supporting development of Mass Rock area. 	✓ Ongoing
	<ul style="list-style-type: none"> Continue supporting development of Sentry Hill area. 	✓ Ongoing
	<ul style="list-style-type: none"> Support the regeneration of the Market Square as led by Chamber of Commerce and Donegal County Council. 	✓ Ongoing
Year-Round Colour 	<ul style="list-style-type: none"> Improve the infrastructure and visual improvement of flower displays from the Port Road Bridge leading into the Main Street areas. 	✓ Ongoing
	<ul style="list-style-type: none"> Church Lane & TidyTowns provide and maintain the flowers on the buildings of Main Street. 	✓ Ongoing
Roundabouts 	<ul style="list-style-type: none"> Support the excellent work carried out by the Donegal County Council on the maintenance of key roundabouts, in particular, the Dry Arch, Polestar, Station, Hospital, Kiltyoy and Ballymacool roundabouts. 	✓ Ongoing
Pollinator Friendly Towns 	<ul style="list-style-type: none"> Map the pollination areas in the town and identify them by appropriate signage as “Biodiversity Friendly Areas”. 	✓ 2019/21
	<ul style="list-style-type: none"> Biodiversity Map on website. 	✓ 2020/21
	<ul style="list-style-type: none"> Upgraded and improved biodiversity signage in 6 areas of the town. 	✓ 2020/21
Allotments & GIY 	<ul style="list-style-type: none"> Promote the care and upkeep of the town allotment on Lower Ard O Donnell. 	✓ Ongoing
	<ul style="list-style-type: none"> Continue to work on the St Conal’s Community Garden with outdoor beds and Poly Tunnel for the growing of plants and vegetables. 	✓ Ongoing

SDG's that link to our actions



4. Nature & Biodiversity on Our Area

Objectives

The objectives of this category are to ensure there is an understanding of the nature and biodiversity present in the local area, how it is protected and sensitively enhanced. TidyTowns groups should demonstrate appreciation of the most ecologically valuable areas and ensure that any work carried out under the auspices of TidyTowns will never have a negative impact on these. We also have an onus to share our knowledge and awareness of local nature and biodiversity with the wider community.

Our key habitats are:

- **Freshwater habitats:** These are among the most important and probably the most sensitive of habitat types in any area. The River Swilly is a key habitat that we need to protect and enhance.
- **Woodlands, Treelines and Hedgerows:** Mature trees and especially woodlands are among the most valuable habitat types for nature in any area. Long-lived and stable wooded areas provide year-round food and shelter for a surprising range of species from plants, fungi and invertebrates to birds and mammals. Treelines and hedgerows are also valuable 'commuting' habitat for birds and bats.
- **Buildings and Stone Walls:** We have many examples of these habitats. Stonework can be home to a wide variety of lichens, ferns, and plants.
- **Parks and Open Spaces:** As mentioned, we are fortunate to have a variety of parklands and amenity grassland in and around our town. We continue to support the All Ireland Pollinator Plan in relation to biodiversity enhancement through wildflower meadow creation.

Priorities

Our key priorities are:

1. Knowing and understanding nature and biodiversity, habitats, and species in and around Letterkenny.
2. Actions for nature and biodiversity.
3. Awareness raising.

What we do

We incorporate wildlife and biodiversity considerations in our activities, such as planting and landscaping, undertaking relevant research, information, and promotional projects. We support relevant activities by other groups and schools in the town. We have created a habitat map that indicates the location and extent of the habitats and biodiversity areas in Letterkenny.

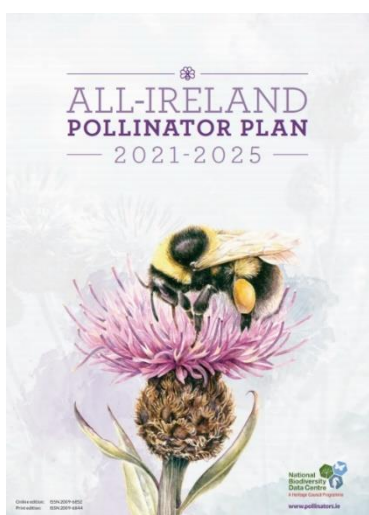
Some of our actions completed during 2019/20 and 2020/21

1. We have made our biodiversity map available online to gain a further audience.
2. We facilitate visits of expert speakers to the schools to increase participation and awareness.
3. We hold wildlife observation competition with the local schools, feeding into the National Biodiversity Centre campaigns.
4. We introduced signage for tree species on hardwood board in the Linear Park and Famine Memorial Garden.
5. We recently got a member of An Taisce to review and detail our biodiversity habitats in detail. This can be found in the Biodiversity Resources Section of our website. It is detailed by location, biodiversity value and land ownership.

SDG's that link to our actions



Gerard McCormick presenting Ryan Watson with his prize in the Errigal College Environmental Art Competition



Letterkenny TidyTowns supporting the All-Ireland Pollinator Plan 2021-2025

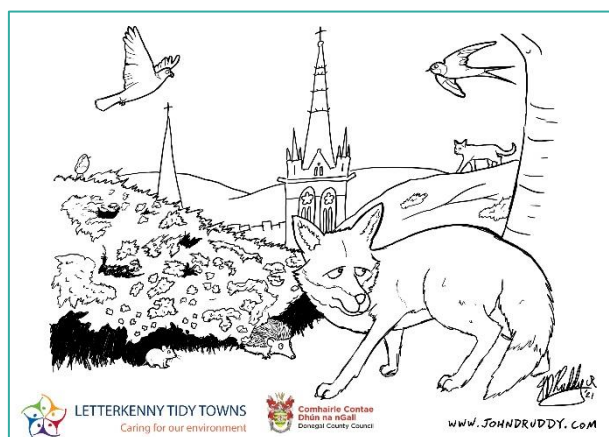
Letterkenny – A Pollinator Friendly Town

Actions	Status
• Several pollinator planting areas have been started (Ashlawn & Glencar Park).	✓ 2020/21
• Produced Biodiversity Register of the Town to show pollinator areas and other biodiversity areas.	✓ 2020/21
• Promotion of Biodiversity Week – ‘Don’t mow let it mow’.	✓ 2020/21
• Establish the ‘Grow your own Pollinators’ programme to encourage the growing of pollinator friendly plants.	✓ 2021/22
• ‘Wildlife of Letterkenny’ Colouring sheets will be available in restaurants when they re-open. TidyTowns will run competitions for completed artworks .	✓ 2021
• ‘A guide to Becoming Pollinator Friendly Letterkenny’ biodiversity booklet launched 2021.	✓ 2021
• We have created biodiversity inspired street art throughout the town entitled ‘Flight of the Bee’ Street Art Trail.	✓ 2021
• Establish pollinator friendly wildlife garden in Sentry Hill.	• Ongoing
• Find out what pollinator friendly plants are grown from seed by DCC and by CE Scheme and put a plan in place to increase the growth of desirable pollinator friendly plants and measure this increase.	• Ongoing
• Work with St Eunan's College to help start their ‘Grow your own pollinators’ programme with a view to rolling it out into the wider community and surrounding local schools.	• Ongoing
• Develop project with the 5th Donegal 1st Letterkenny Scout Group the "Bee Prepared" Project, which is a pollinator project designed to create Bee Hotels and Insects Houses to help improve the local habitat for Pollinators.	• Ongoing

<ul style="list-style-type: none"> Develop Errigal College Polytunnel Project into a wheelchair-friendly Education Centre for growing plants and flowers, teaching science and to use as a sensory garden for children on the autism spectrum. 	2021/22
<ul style="list-style-type: none"> Further develop the Workhouse Garden as a pollinator friendly area by planting wildflowers and other suitable nectar rich plants. 	<ul style="list-style-type: none"> 2021/23
<ul style="list-style-type: none"> We have initiated an Urban Bee Keeping project – ‘Bringing the Buzz back to Letterkenny’. 	<ul style="list-style-type: none"> 2021/23
<ul style="list-style-type: none"> We are planning to refresh the Flora & Fauna map beside Mount Errigal Hotel. 	<ul style="list-style-type: none"> 2021/22
<ul style="list-style-type: none"> Currently seeking funding for an interactive mural trail linked to ‘Flight of the Bee’ street art trail. It is hoped that in the future the Tidy Towns will be able to digitise the trail and connect with other points of interest such as the Cathedral Quarter and linkages to our history and heritage of the town. Considering collaboration with Failte Ireland as a way to draw tourists into both the old and new town centres. 	<ul style="list-style-type: none"> Feasibility & funding proposals in progress
<ul style="list-style-type: none"> Continue to support the community group working with landowners to try and progress the development of the Swilly Walk to utilise the river in our town. 	<ul style="list-style-type: none"> Early planning stages



‘Wildlife of Letterkenny’ colouring sheets drafted and supplied to restaurants by Letterkenny Tidy Towns and also available online at www.letterkennytidytowns.com to print.



Our 'Flight of the Bee' Street Art Trail



Letterkenny Tidy Towns commissioned award-winning artist Karl Porter from UV Arts to produce the educational images centred around the theme of bees and pollination.



FLIGHT OF THE BEE STREET ART TRAIL

Letterkenny Tidy Towns



Join the Queen Bee on her journey around Letterkenny Old Town and New Town Centre as she does her valuable pollination work...



Connects Old & New Town Centre



Augmented reality experience to bring each mural to life



Editable text, pictures, video & sound available for each point of interest



www.letterkennytidytowns.com





This booklet was produced by Emma Carr 1st Letterkenny Scouts & Caolan Boyle 5th Donegal Errigal County – both winners of the 2019 Young Environmentalists of the Year, Jim Mc Cormick Memorial Letterkenny Tidy Towns award. Emma and Cáolan created this booklet towards their Chief Scout Award as part of their work with 1st Letterkenny Scout Group. All the photographs were taken by Emma either in her own garden or around the town in Letterkenny. They both wrote the text as an easy to use guide – please have a look at it on our website.

<https://www.letterkennytidytowns.com/biodiversity-resources>

Urban Bee Keeping – Bringing the Buzz Back to Letterkenny



Letterkenny Tidy Towns and Mark Burn are beginning an exciting collaboration in Letterkenny.

1. Phase 1: Siting of the unique Poly Bug so the native Irish Black Bees can get established in the town. PolyBug has capacity for 5-10 hives

Status: ✓ Complete – caravan in-situ in a location in Ballyraine

2. Phase 2: Relocation of hives to building rooftops in town centre

Status: Planned for 2022

The PolyBug



5. Sustainability, Doing More with Less

Sustainability means meeting our own needs without compromising the ability of future generations to meet their own needs.

Objectives

Sustainable communities are those that promote sustainable living to residents and aim to generate minimal environmental impact. This is beneficial to all, as sustainable communities are economically thriving, environmentally healthy and socially resilient.

Priorities

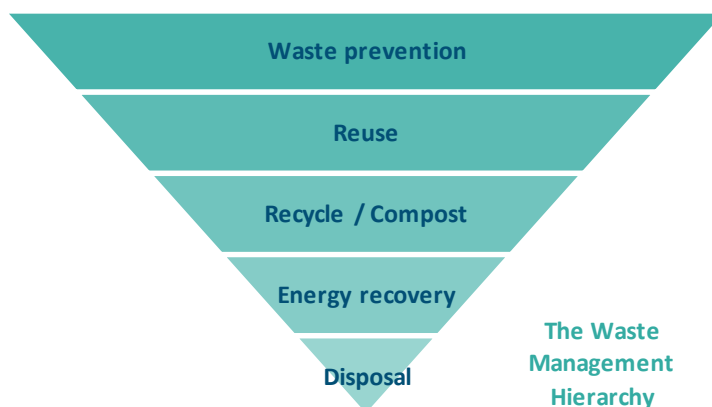
Our priorities in this category are to:

- Encourage residents and businesses to give more thought to our daily behaviours including our waste generation, water consumption, energy usage, material usage etc.
- Support the Shop Local campaign run by the Letterkenny Chamber of Commerce.
- Reuse more, recycle more materials of higher quality and if we can't do that recovering energy from waste, in line with the waste hierarchy.
- Require and get more information on the products and services we buy.
- Consider how energy efficient or eco-efficient are our purchasing choices.

What we do

We work with and collaborate with various organisations in the town in relation to various sustainability issues. For example, in September 2019 we launched the 'Go Green' environmental campaign in collaboration with the Letterkenny Chamber. Go Green will play its part in keeping Letterkenny tidy, encouraging customers to #GoGreen in their everyday lives and promotes Letterkenny as a greener retail destination. The launch of the campaign involved some exciting events, collaborations, and competitions.

We support the local authority Environmental Awareness Officer working together on local green initiatives.





Cllr. John O'Donnell, Chairman of Letterkenny Municipal Area, Leonard Watson, President of Letterkenny Chamber, and members of the Letterkenny Chamber at the launch of the Go Green campaign – a collaboration between Letterkenny Chamber and Letterkenny Tidy Towns



Our committee with our Go Green reusable cups – a campaign developed in partnership with the Letterkenny Chamber

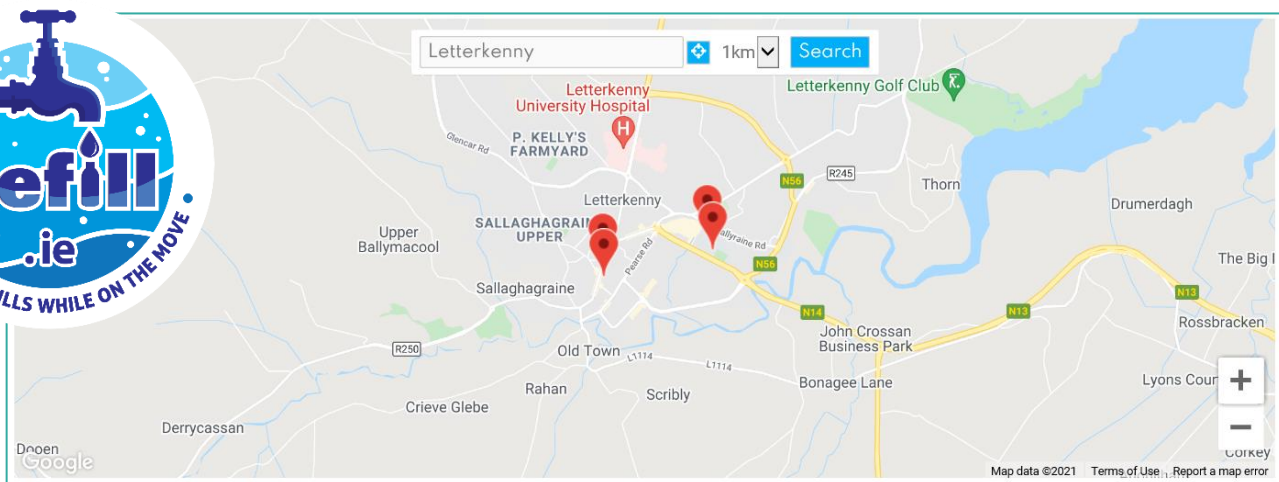
Sustainability – Doing more with less

Themes	Actions	Status
Waste Reduction	<ul style="list-style-type: none"> Waste Minimisation Campaign with businesses. 	<ul style="list-style-type: none"> Annual
	<ul style="list-style-type: none"> Waste not Week 2021 Campaign, focusing on prevention of food waste. 	<ul style="list-style-type: none"> Planned for 2022/23
	<ul style="list-style-type: none"> LYIT - Promote their waste initiatives. 	<ul style="list-style-type: none"> Ongoing
	<ul style="list-style-type: none"> Encourage more local businesses to sign up to Refill.ie – Treble this number by 2022. 	<ul style="list-style-type: none"> 2021/22
Awareness Raising	<ul style="list-style-type: none"> Develop an eye-catching bottle structure to raise awareness on single use plastics and plastic usage as part of Plastic Free July. 	<ul style="list-style-type: none"> Planned for 2022
Reuse	<ul style="list-style-type: none"> Support Reusable Cups Go-Green Campaigns. 	<ul style="list-style-type: none"> 2019/20
	<ul style="list-style-type: none"> Bikes 4 Africa Promotion. 	<ul style="list-style-type: none"> 2020/21
	<ul style="list-style-type: none"> Support and promote the free book exchange campaign by Donegal Youth Service. 	<ul style="list-style-type: none"> Ongoing
	<ul style="list-style-type: none"> Run a 'Conscious Cup' campaign to encourage local cafes / coffee shops to sign up to the Conscious Cup Map. 	<ul style="list-style-type: none"> 2021/23
Recycling	<ul style="list-style-type: none"> Recycling & waste segregation campaign. 	<ul style="list-style-type: none"> Ongoing
	<ul style="list-style-type: none"> Encourage greater use and respect for Bring Bank facilities, reporting fly tipping as necessary. 	<ul style="list-style-type: none"> Ongoing
Sustainable Transport	<ul style="list-style-type: none"> Sustainable Transport Survey. 	<ul style="list-style-type: none"> 2019/20
	<ul style="list-style-type: none"> Love 30 campaign – we supported a campaign to get the speed limit reduced to 30km per hour in areas around schools. 	<ul style="list-style-type: none"> Ongoing – to 2022
Reducing Poverty & Inequalities	<ul style="list-style-type: none"> Support local charities by promoting their work. 	<ul style="list-style-type: none"> Ongoing
	<ul style="list-style-type: none"> Continue to encourage local support to Mary's Meals - they provide life-changing meals to some of the world's poorest children every day they attend school. 	<ul style="list-style-type: none"> Ongoing
	<ul style="list-style-type: none"> Letterkenny Lions Club provided food donations for the Letterkenny food bank. 	<ul style="list-style-type: none"> 2021
	<ul style="list-style-type: none"> Celebrate local businesses who provided lunch to the elderly during the pandemic such as the Honeypot café – ChefAid. 	<ul style="list-style-type: none"> 2020
Support & Well-Being	<ul style="list-style-type: none"> Men's Shed project – reusing materials to create products, furniture upcycling etc. 	<ul style="list-style-type: none"> Ongoing

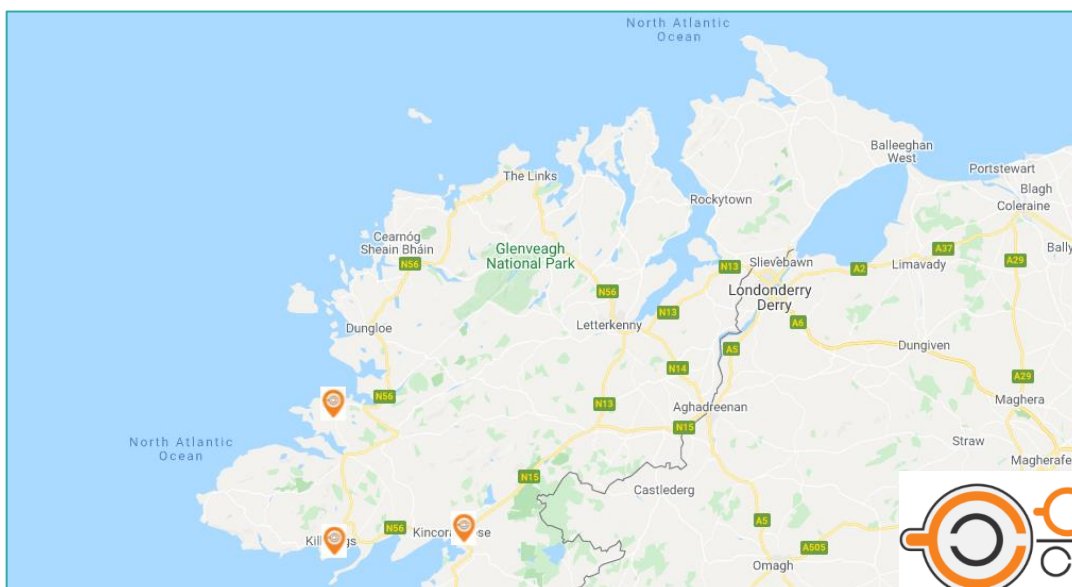


Plant boxes made by the local Men's Shed out of recyclable materials

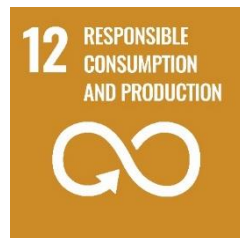
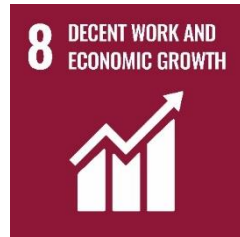
Letterkenny Tap Map (currently 4 locations in Letterkenny)



Co. Donegal Conscious Cup Map (currently only 4 locations in Co. Donegal)



SDG's that link to our actions in this category



6. Tidiness & Litter Control

Objectives

This category carries the most emphasis in terms of scoring in the competition. It relates to the presentation of the town in terms of litter control and tidiness.

Priorities

In relation to Tidiness key priorities include we try to improve include:

- Excessive or inappropriate signage.
- Visual clutter from private operators.
- Excessive overhead wires.
- Graffiti.
- Traffic congestion and improper parking arrangements.
- Poor weed and plant control.
- Vacant / Derelict / Undeveloped Sites and Graveyards.
- Presentation of curtilage areas.
- Presentation of street furniture.

In relation to Litter Control key priorities are:

- Absence of litter, fly-tipping and illegal dumping.
- Litter control strategies for the town
- Regular litter patrols.
- Participation in the National Spring Clean.
- Partnership and community involvement with litter control.
- Engagement and awareness raising with schools and youth organisations in relation to litter control.
- Lowering the incidences of dog fouling.
- Presentation of bottle banks and litter bins.

What we do

Our volunteers work hard to keep the town and its approach roads litter free.

We devise projects to enhance the appearance areas and initiatives to enhance the appearance of the neglected and unkept prominent buildings in the town. We encourage the upkeep of buildings, premises, and features. We discourage street clutter and illegal signage.



Litter picking near the Polestar roundabout

We do this by

Regular Litter Picks

Our litter picks are invaluable.

Thanks to:

- Our Volunteers
- CE Scheme

Education & Awareness

Education and awareness on litter and tidiness is via:

- School liaison officer

Reporting Illegal Dumping

Donegal County Council is the first port of call for complaints from members of the public regarding littering & illegal dumping of waste through the Council's Call Centre (074) 91 53900.

To make a complaint out of hours, use:

EPA Hotline Dump the Dumpers **1850 365 121** or online at www.fixyourstreet.ie

Maintenance

On-going maintenance is generally conducted by:

- CE Scheme
- Donegal County Council
- Glenard Plant



Getting organised for one of our Sunday litter picks!

*10:30am Every Sunday
– All Welcome!*

Tidiness and Litter Control

Ongoing Actions

- We have a team of volunteers who participate in our regular litter picks and litter management control plan.
- We regularly support national initiatives such as National Gum Litter Campaign and the National Spring Clean.
- We regularly monitor and report fly-tipping and illegal dumping.
- Regular weed control along footpaths and public areas.
- Regularly monitor the presentation of amenity and directional signs and report any defects to Donegal County Council.

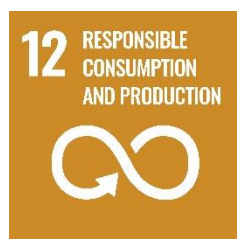
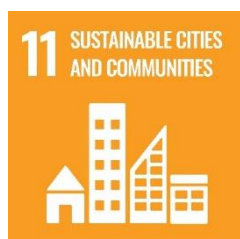
Our actions 2019 to 2021

- ✓ We have improved old signposts at Ard O Donnell.
- ✓ We have improved the bollards at Errigal College.
- ✓ We have increased the number of litter pickers and volunteers by using Social Media and the website.
- ✓ We have a WhatsApp group co-ordinated by a volunteer from the Volunteer Centre linking in with the litter Warden in relation to our regular litter picks.
- ✓ We have launched our Litter Warrior Campaign (May 2021).

Our future aims for this category

➤ Build our Junior and Senior Litter Warrior campaign on our social media platforms.	• 2021-2023
➤ Our aim for the future is to further grow the number of volunteers and build our litter pick community.	• 2021-2023
➤ Encourage greater uptake of the National Spring Clean amongst residents.	• 2021-2023

SDG's that link to our actions



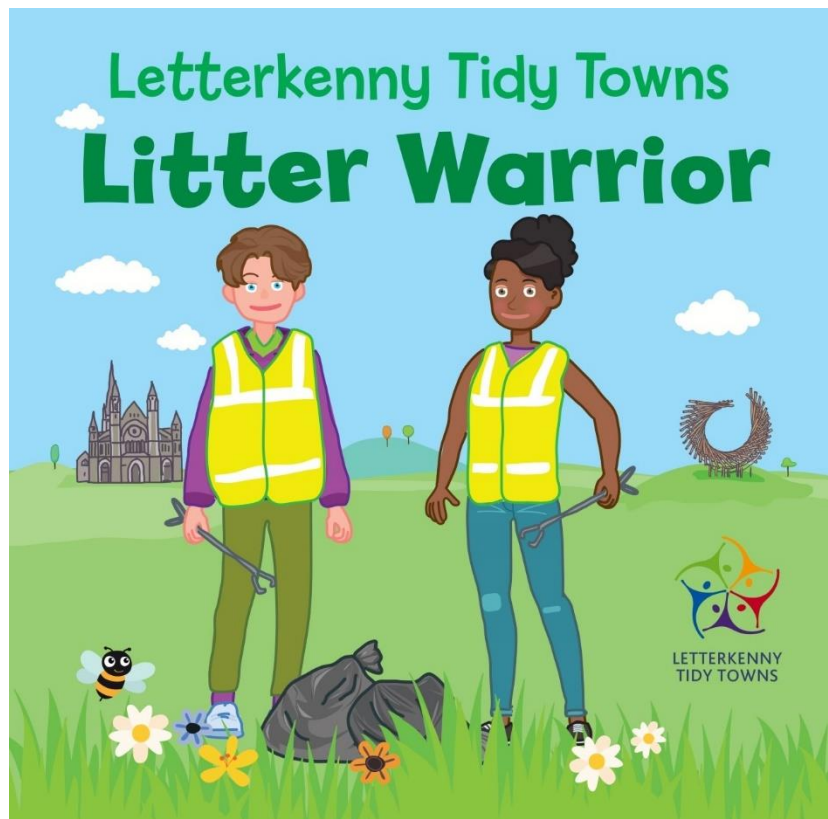
Junior Litter Warrior



*Junior Litter Warrior
Programme – this is run in
conjunction with local
National Schools*

Senior Litter Warrior

*Senior Litter Warrior
Programme is run in
conjunction with local
secondary schools.*



7. Residential Streets & Housing

Objectives

The objectives of this category largely embrace those outlined in earlier categories, but with specific reference to residential areas. Private dwellings along approach roads, within residential estates and within the town centre are assessed on the presentation and maintenance of individual buildings including their gable walls, rear façades, roadside boundary walls / fencing, together with their private open space. Public open spaces within residential estates are also considered and include their range of functions as well as their maintenance and presentation.

Priorities

Key priorities include the upkeep of opens spaces in housing areas, with particular emphasis on mobilising action through individual residents' associations.

What we do

We work on projects related to litter and tidiness with emphasis on residential areas and opens spaces within housing areas. We place particular emphasis on mobilising action through individual residents' associations. We have strong support from several active residents' associations in the town. We reward efforts in our annual Cleaner Community Awards.



View of Ballymacool Terrace

Some of our actions

- Cleaner community campaign
- Support Residents Associations by encouraging participation in Cleaner Community Campaign Competition.
- Showcase residential projects
- Continue to work closely with the Cathedral Quarter Committee to regenerate the historical Church Lane and to create a real hidden treasure for tourists in the heart of Letterkenny.

Planned actions

In 2021/22 we plan to organise a large-scale tree planting scheme. This will have two elements:

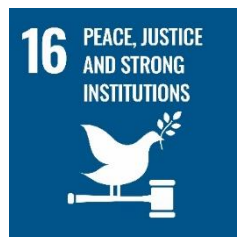
1. Pollinator friendly apple trees – we will work with a local garden centre to offer a discount to anyone purchasing a tree so long as they provide their Eircode so we can map where it has been planted to feed into our biodiversity map of Letterkenny.
2. Native tree species – we will organise a large-scale tree planting event with residents' associations as one of our climate actions.
3. A rotation of Letterkenny TidyTowns 'Helping Hand' teams to visit estates to be set up to carry out brief but regular and focused tasks in selected estates.

Our most powerful weapon in the fight against climate change: **Trees**

Trees are the ultimate carbon capture and storage machines. Like great carbon sinks, woods and forests absorb atmospheric carbon and lock it up for centuries. They do this through photosynthesis. The entire woodland ecosystem plays a huge role in locking-up carbon, including the living wood, roots, leaves, deadwood, surrounding soils, and its associated vegetation.



SDG's that link to our actions





*Winner of the Small Garden Competition (The Charlie and Rose Devlin Award) in 2020
Located in Wolfe Tone Place*

8. Approach Roads, Streets & Lanes

Objectives

This category considers all aspects of approach roads, streets, and lanes. First impressions of the town can be strongly influenced by the appearance and condition of its approach roads, therefore maintaining approach roads to a good standard is particularly important under this category. Furthermore, the road network in our towns facilitate the movement of cars, public transport vehicles, cyclists, and pedestrians. As a result, the appearance, functionality, and the convenience that roads, streets, and lanes offer motorists, cyclists and pedestrians are primary considerations under this category.

Priorities

Key priorities include litter management, addressing tidiness issues, the management of verges and open spaces on approach roads and engagement with the local authority and other stakeholders to address issues relating to approach roads and streets and lanes.

What we do

We work with national and local authority to address issues relating to approach roads and streets.

Some of our actions

- Monitor illegal signs and to lobby Donegal County Council to have a co-ordinated and consistent approach to signage on approach roads and within the town centre.
- Monitor vacant sites on approach roads for illegal dumping and graffiti.
- Encourage a balanced management of tidiness and protection of wildlife habitat protection to our approach roads.
- Participate in Donegal County Council Approach Road Scheme and Adopt a Road Scheme.



Voluntary clean-up at the boundary of Meadowbank and Ballyboe Park

SDG's that link to our actions



Future for Letterkenny

Letterkenny 2040

Letterkenny 2040 aims to re-energise and connect the historic Letterkenny town centre with a focus of transition to a vibrant, accessible, and liveable place.

€13.6m has been awarded under the Urban Regeneration Development Fund (URDF) supported by €4.5m match funding committed by Donegal County Council for regeneration projects in Letterkenny town centre. The projects relate to priority areas for regeneration and development including:

1. **The further enhancement of the Cathedral Quarter and Church Lane** – The proposals include for a re-imagined Market Square that will host homecomings, festivals etc. adding to the experience of the town centre as an attractive, liveable, and quality urban space. The re-invention of Church Lane also forms part of the project with the idea being to achieve a more accessible, user friendly safer space getting the right balance between car movement and pedestrians. A green open space has also been included in the plans for the Cathedral Quarter with the hope of providing an area of calm within a bustling town centre surrounded by walkways, cycleways, and a space to gather and to meet.
2. **The re-purposing of the Courthouse** – The former courthouse is a protected structure in the town. A new contemporary extension will transform the way that people engage with this historic building from the street and internally.
3. Strategic land assembly towards:
 - a. **Regeneration of Lower Main Street** – Renewal of Lower Main Street is required to attract people back into the town bring breathing life and vibrancy back into these streets. There is currently a proliferation of vacant and derelict properties, few residents and no public space.
 - b. **Advancement of a Regional Transport Hub** – The need for a Regional Transport Hub in Letterkenny has long been recognised. This founding will identify the preferred site for the location of the transport hub.
 - c. **Enhancement of 'LK Green Connect,' walking, cycling and parkland infrastructure** – This will deliver a network of linkages from Donegal County Museum on High Road, through the Regional Cultural Centre and **An Grianán Theatre** opening up future sites between Port Road and Pearse Road. Plans will see link-up between retail parks, the Public Services Centre on Neil T. Blaney Road and Letterkenny Institute of Technology.

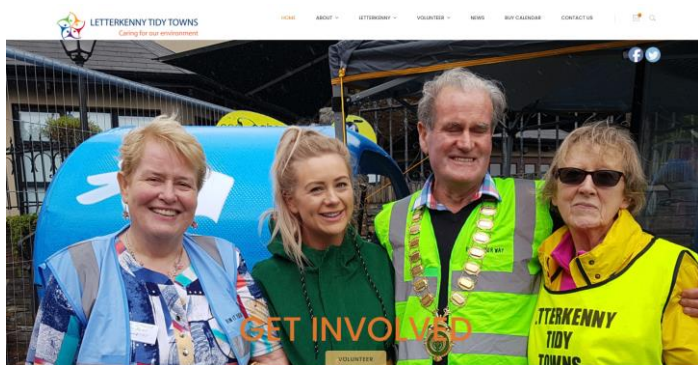
'Letterkenny 2040 Phase 1' is a transformational urban regeneration project of scale providing for a series of inter-related regeneration measures gravitating along Main Street in the historic town centre. This project is a strategic step in Letterkenny's longer-term regeneration goal to transform the core of the Regional Cross Border Centre as a great place for people and business as well as a place where public life can thrive.

Connect with Us

This plan has been produced to better inform those in Letterkenny of the wide-ranging work conducted by Letterkenny TidyTowns.

The plan does not include all the work carried out by Letterkenny TidyTowns but serves to highlight to you our key projects. Some of our actions cross-cut various TidyTowns categories. This Action Plan is supplemented by a detailed three-year schedule of activities that address all aspects of the Tidy Towns Competition categories and provides us with a direction of travel over the next few years. We hope this Action Plan gives you a better understanding of what we do – if you feel you could lend a hand with any of our projects in any way, big or small, or may have any ideas of future projects, please do not hesitate to contact us.

Social Media Channels



Website www.letterkennytidytowns.com

Email lktidy@gmail.com

Phone Gerard at (074) 9121409
 Brian at (074) 9127833

Let's Minimise Waste!



End food waste
 $\frac{1}{3}$ of the food we buy ends up in the bin.
This can cost the average household up to €1,000 a year
See stopfoodwaste.ie



Leave your car at home.
Use Town Bus!



Letterkenny Tidy Towns will advise on waste water collection.



Power of One - Turn off lights



Use brown bin kerbside collection



Always make a shopping list. That way you are less likely to bring home food/packaging that ends up in the bin.



Beware of clever marketing tricks.
3 for the price of 2 offers often leads to unwanted waste especially if the waste is perishable.



Avoid prepacked foods whenever possible. *eg. buy loose fruit & veg and not the packaged variety*



Avoid disposables such as cleaning wipes, paper nappies & aluminium foil



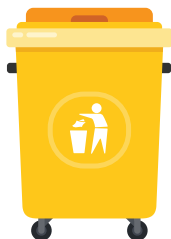
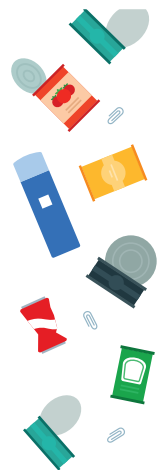
Eliminate junk mail.
Contact the Irish Direct Marketing Association at 01 8304752 and make junk mail a thing of the past.



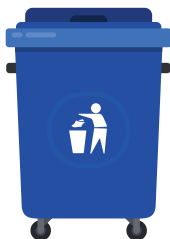
Engage with Letterkenny Tidy Towns 'Waste not Week'



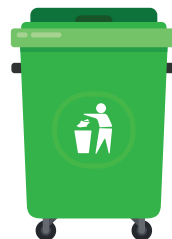
PLASTIK



METAL



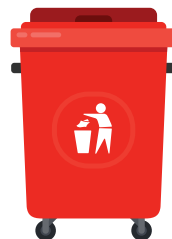
PAPER



GLASS



ORGANIC



E-WASTE

LETTERKENNY TIDY TOWNS COMMITTEE PAINT THE TOWN 2021

in association with



**Do you have a business in Letterkenny?
Do you plan to redecorate your shop front
or premises this year but don't know where to start?**

LETTERKENNY TIDY TOWNS & LA MAISON ARE HERE TO HELP!

Why Apply?

1. Professional advice and assistance from a professional interior designer will be offered
 2. You can choose up to 3 color options
 3. Discounts will be offered from participating paint suppliers in Letterkenny
- You will be contributing to an improved attractive & colorful street scape.

How will it work?

1. Letterkenny Tidy Towns will appoint La Maison to meet with you
2. The designer will return to you with up to 3 possible color schemes
3. You can then purchase your paint
4. Book your painter for a fresh look

If you are interested please fill in your details below and return to:

Eileen Sweeney, Magee's Chemist, 27 Upper Main Street, Letterkenny. Tel: 074 91 21409

Business Name: _____

Business address: _____

Contact Person: _____



LETTERKENNY TIDY TOWNS
Caring for our environment



**Letterkenny
Chamber**
Advancing business together



Letterkenny Tidy Towns



Ní neart go cur le chéile

Co-chairpersons:
Gerard Mc Cormick
Brian Mc Cormick

Committee:

- Ann Scanlon
- Anne McGowan
- Anne Marie Lockhart
- Charlie Grant
- Denise Curran
- Donnan Harvey
- Dorothy Toye
- Eoghan Megannety
- JG Kelly
- Margaret Cullen
- Morag Kelly
- Neil Blockley
- Neily McDaid
- Pat McDonagh
- Radoslav Cincala
- Rob Queen
- Sarah Lockhart
- Seamus Gallagher
- Tom Crossan

This Action Plan was kindly supported by:



An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development



pobal

government supporting communities

Community Awards & Categories 2021

1. Shop Front, Irish, English or Bilingual:

Adjudication will cover all Shop Fronts, Traditional or Modern with emphasis on hand painted fascia signs and excluding plastic outside signs lit from within.

2. Retail Outlet:

Adjudication will cover general appearance outdoors e.g. Fresh Paint, Floral Display, Design, Colour, Maintenance, Litter Control, Tidiness and Appearance Indoors. Cleanliness and Facilities for Disabled.

3. Public House:

Adjudication will cover general appearance outdoors e.g. Fresh Paint, Floral Display, Design, Signs, Maintenance, Tidiness, Appearance Indoors, Cleanliness and Facilities for Disabled.

4. Hotel, B&B, Guesthouse:

Adjudication will cover general appearance outdoors e.g. Floral Display, Design, Colour, Maintenance, Tidiness and Appearance Indoors. Cleanliness and facilities for Disabled.

5. Restaurant, Coffee Shop, Tearoom:

Adjudication as no 4.

6. Public Building Award

7. 3 Best Kept Areas

with emphasis on Tree Planting, Shrubs, Flowers and promoting the Natural Habitat of Wild life.

8. Best Kept Estate Entrance

9. Best Flower Display with emphasis on Colour and Presentation encouraging Wild life.

RESIDENTIAL GARDENS

10. The Seán Higgins Memorial Award (Large Garden)

Adjudication will cover Planting, Colour including Shrubs, Grassy Areas, Flower Borders Encouraging Wild Life. Entries / nominations Invited.

11. The Charles & Rose Devlin Memorial Award (Small Garden)

Adjudication will cover Planting, Colour including Shrubs, Grassy Areas, Flower Borders Encouraging Wild Life. Entries / nominations Invited.

12. Wildlife-friendly Garden The May McClintock Memorial Award

Sponsored by An Taisce
Entries / nominations Invited.

13. Young Environmentalist/s of the year 2021

The Jim Mc Cormick Memorial Award

Sponsored by Letterkenny Tidy Towns Committee

(young person/s whose work best demonstrated good environmental practice in Letterkenny this year).
Entries / nominations Invited.



Entry Form for Garden Competitions

Name

Address

Tel:

Type of Garden: Large Residential: ☐ Small Residential: ☐ Wildlife-friendly: ☐

The winner in each category receives a trophy and voucher for Alcorns Florist

Entries before 31st August 2021 to

lktidy@gmail.com

Entries can also be made by accessing
Letterkenny Tidy Towns Facebook page

or Secretary, Letterkenny Tidy Towns Committee,
c/o Magees Chemist, 27 Upper Main Street,
Letterkenny.

