



Rialtas
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Tionscadal Éireann
Project Ireland
2040

SuperValu 
Tidy Towns

Caring for our environment

Administered by the
Department of Rural & Community Development

Supporting the
Sustainable Development Goals

Think Global – Act Local



SuperValu Tidy Towns Newsletter Issue 2021-3

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Happy St. Patrick's Day 2021

A Chairde,

As we welcome the first signs of spring, we welcome you to the March Newsletter for 2021. We also welcome the recent positive signs of some light at the end of the pandemic tunnel, schools have recently reopened and the roll out of the vaccine programme continues to increase. Whilst the weeks ahead with the longer evenings approaching may beckon us all to the great outdoors, we would please ask that you do so with care, being mindful of the public health advice and to look after yourselves and your volunteers.

Sadly, we will not get to celebrate our national feast day of our patron Saint Patrick this year as a result of Covid-19. Many areas will be putting on virtual events, if you have recordings of previous year's parades, it might lift the spirits to share them on your social media platforms or on community websites, that way your community will still feel united although apart and we can all look forward to extra special celebrations for the national event in 2022.

In this month's newsletter we bring you updates on the Sustainable Development Goals and also update you on the Tidy Towns grant funding. We will also share some important information with you on how the 2021 SuperValu Tidy Towns competition will be administered.

We will share again this month, the contact details for the Community Response Forum helpline that is still very much there to support you, if you need support in any way, help is there, please ask for it if you need it.

Can we ask you to share these details with your wider community so that your residents know that support is there if anyone needs it?

We need to be mindful of those most vulnerable in our community, those in remote areas, elderly residents, those living alone, and those who care for family members or people who may be concerned about being out in public due to health concerns.

If residents in your community need to talk to someone or are looking for emotional support, ALONE can be contacted on 0818 222 024. Even a phone call to these members of your community might be just the lifeline they need to keep connected and know that they are being thought of.

COVID-19 Community Call Forum - Local Authority Helpline Numbers and Email Addresses		
Your Local Authority	Number	Email Address
Carlow	1800 814 300	covidsupport@carlowcoco.ie
Cavan	1800 300 404	covidsupport@cavancoco.ie
Clare	1890 252 943	covidsupport@clarecoco.ie
Cork City	1800 222 226	covidsupport@corkcity.ie
Cork County	1800 805 819	covidsupport@corkcoco.ie
Donegal	1800 928 982	covidsupport@donegalcoco.ie
Dublin City	01 222 8555	covidsupport@dublincity.ie
Dún Laoghaire-Rathdown	01 271 3199	covidsupport@dlrcoco.ie
Fingal	1800 459 059	covidsupport@fingal.ie
Galway City	1800 400 150	covidsupport@galwaycity.ie
Galway County	1800 928 894/091 509 390	covidsupport@galwaycoco.ie
Kerry	1800 807 009	covidsupport@kerrycoco.ie
Kildare	1800 300 174	covidsupport@kildarecoco.ie
Kilkenny	1800 326 522	covidsupport@kilkennycoco.ie
Laois	1800 832 010	covidsupport@laoiscoco.ie
Leitrim	071 965 0473	covidsupport@leitrimcoco.ie
Limerick City	1800 832 005	covidsupport@limerick.ie
Limerick County	1800 832 005	covidsupport@limerick.ie
Longford	1800 300 122	covidsupport@longfordcoco.ie
Louth	1800 805 817	covidsupport@louthcoco.ie
Mayo	094 906 4660	covidsupport@mayococo.ie
Meath	1800 808 809	covidsupport@meathcoco.ie
Monaghan	1800 804 158	covidsupport@monaghancoco.ie
Offaly	1800 818 181	covidsupport@offalycoco.ie
Roscommon	1800 200 727	covidsupport@roscommoncoco.ie
Sligo	1800 292 765	covidsupport@sligococo.ie
South Dublin	1800 240 519	covidsupport@sdblincoco.ie
Tipperary	076 106 5000	covid19@tipperarycoco.ie
Waterford City	1800 250 185	covidsupport@waterfordcouncil.ie
Waterford County	1800 250 185	covidsupport@waterfordcouncil.ie
Westmeath	1800 805 816	covidsupport@westmeathcoco.ie
Wexford	053 919 6000	covidsupport@wexfordcoco.ie
Wicklow	1800 868 399	covidsupport@wicklowcoco.ie

2020 TidyTowns Top-Up Grant Closing Date extended to March 19th



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



The Minister for Rural and Community Development, Heather Humphreys T.D., has announced an extension to the closing date for applications under the €1 million top-up fund for TidyTowns groups. The closing date has been extended to Friday, 19th March, to enable as many TidyTowns groups as possible to apply for this funding.

The Minister allocated €1 million in funding last December to support TidyTowns group across the country, with €1,000 available to every eligible group. In total, there are 987 eligible groups registered across the country. The funding is a top-up to the €1.4 million allocated to TidyTowns groups towards the end of 2019.

While the SuperValu TidyTowns competition could not take place in 2020 as a result of the COVID-19 pandemic, Minister Humphreys has confirmed that the 2021 competition will go ahead, with adaptations as necessary to meet public health guidelines. The launch date will be announced in the coming months.

Encouraging groups to apply for the funding available, Minister Humphreys said:

“Last December, I gave a commitment that the SuperValu TidyTowns competition would proceed in 2021, albeit in a slightly different format due to the COVID-19 restrictions. I also made additional funding of €1 million available to the TidyTowns groups to assist them in their preparations for the competition. I have written to every registered group, through Pobal, advising them how to apply for this funding.

“I want to encourage all groups to avail of this funding. The closing date for receipt of applications was originally the start of March, but in the current circumstances, I am extending this deadline to Friday, 19th March.”

The Minister added:

“I want to take this opportunity to thank the thousands and thousands of TidyTowns volunteers that have given their time and skills so generously over the years. The competition continues to grow in popularity, with a record number of 924 entries in 2019.

“As we continue to deal with the challenges of COVID-19, I am very conscious of the health and wellbeing of TidyTowns volunteers. Their safety is paramount. Social distancing must be maintained and public health advice heeded.

“I hope to be in a position to launch this year’s competition when restrictions around public gatherings and outdoor activities allow. I will keep the situation under review, but in the meantime, we all need to continue to work together to keep one another safe by following the public health guidelines.”

TidyTowns Associated Competitions

Over the years many of you will have been involved in some of the associated competitions that follow on from participation in the SuperValu TidyTowns competition. These include the Ireland's Best Kept Town competition, Entente Florale and the Communities in Bloom competition.

The Ireland's Best Kept Town competition is an all-Island competition held in collaboration with the Northern Ireland Amenity Council. Over the years many groups would have participated and attended awards ceremonies in Belfast and Dublin. This joint venture has been in existence since 1995.



The Entente Florale competition is a European initiative and each year Ireland submits two entries, a village and a town. Ireland has fared out very well in this competition dating back to 1981. Irish entrants have visited many parts of Europe over the years to attend the awards ceremonies and in 2018 Tullamore were honoured with hosting the awards ceremony which saw visitors from across Europe visiting the town for the event. These competitions are a fantastic way to showcase your town or village and also the country to a much wider audience.



The Communities in Bloom was established with the guidance of Britain in Bloom, our own TidyTowns and Villes et Villages Fleuris de France. Communities in Bloom held its first edition in 1995 and 29 participating municipalities were honoured at the first awards ceremonies on Parliament Hill. Each year Ireland submits an entry to this competition and the results are announced at an event in September in Canada.



As a result of the ongoing travel restrictions and in line with public health advice, all of these associated competitions have been cancelled for 2021. We have been in touch with all of the centres who were nominated to represent Ireland in the various competitions, those centres will now represent the country on the National, European and International stage in 2022, and we all send them our best wishes and wish them every success in their endeavours.

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

 <https://twitter.com/TidyTownsIre>

 <https://www.tidytowns.ie>

Remember to share the Newsletter with your wider TidyTowns group and volunteers through your own social media or through email. It's good to keep everyone in the Picture!!!



2021 SuperValu TidyTowns Competition



We very much welcome the commitment from Minister Humphrey's to hold the competition this year, this was again referenced by the Minister earlier this month when she gave an extension to groups to apply for funding as part of the €1 Million top-up funding allocated by the Minister before Christmas.

If you entered the competition in of the years 2017, 2018 or 2019 and have not yet submitted your application form, please do so by March 19th. Pobal, who are administering the funding on behalf of the Department, has contacted all groups. If you feel you are eligible and have not received a form from Pobal, please contact them by E-mail: tidytowns@pobal.ie or by phone: 01 5117099.

We are preparing to launch the 2021 competition once it is deemed safe to do so in line with public health advice. The entry form will be just as it has been in recent years with the exception of the inclusion of the Sustainable Development Goals (SDG's). These will be listed on all of the eight competition categories to assist in identifying which goals apply to the different categories. The TidyTowns unit have been sharing information on the SDG's throughout 2020 and a feature on the goals is contained in this newsletter.

We would encourage all groups to enter the 2021 SuperValu TidyTowns competition, noting that this year we will be asking groups to submit their entry form and associated map and TidyTowns plan via email to us at tidytowns@drcd.gov.ie .

We would also like to inform groups that as a result of the public health advice and travel restrictions in place, adjudication of your SuperValu TidyTowns entry for 2021 will be carried out remotely. This will also remove any anxiety groups may have about when the adjudicator will visit and reduce the need to be ready. We do appreciate that groups are working away in a safe and socially distant manner in some centres and we would encourage you all, if you are carrying out any projects that you continue to abide by the current health advice in place and any restrictions that may be applicable in your area.



The TidyTowns unit were recently invited by Limerick City and County Council to participate in a series of webinars they were hosting to assist TidyTowns groups in preparing for this year's competition. Earlier this month the TidyTowns unit

were involved in one of these webinars, titled, "SuperValu TidyTowns Competition 2021 Entry Process". We want to acknowledge Limerick City and County Council and in particular, their Environmental Awareness Officer Sinead Mc Donnell for the opportunity to share information with so many TidyTowns groups on the 2021 competition. Sinead has kindly shared a recording of the entire webinar with us together with the entire questions and answers section. Please feel free to view this at the following link; [Limerick European Green Leaf](#)

Advice for entries for the EPA Circular Economy Award

The Environmental Protection Agency (EPA) have changed the focus of their award this year to the circular economy. In a circular economy, the value of products and materials is maintained for as long as possible; waste and resource use are minimised, and resources are kept within the economy when a product has reached the end of its life, to be used again and again to create further value. By preventing waste and driving the circular economy, we can make the most of our resources while protecting the environment.

An important piece of advice is that what you are doing under the main competition category, 'Sustainability – doing more with less', may well be relevant to the EPA waste prevention award.

The focus of the EPA award is on preventing waste, and repairing and reusing where possible. Thus, any activities to reduce the use of resources/reduce consumption of resources (materials, water, energy), share resources, reuse, repair & upcycle are all covered by the idea of a "circular economy". It can be occurring anywhere in the community – homes, schools, businesses, or community activities. It covers actions like reuse, repair, exchange/swaps, sharing and restoration. It can be a physical project or an awareness raising activity.



What is NOT covered by our award are things like bring banks, litter picking, and so on.

Other advice for anyone thinking of entering – just because you may have entered the competition before and not won anything, do not let that discourage you. We have plenty of examples of great actions taken by Irish communities in the area of circular economy – we just have not labelled it as such in the past.

Finally, pictures, of course, paint a thousand words, so a few good photos are indispensable. So, if you have been doing something innovative in the area of circular economy, or have a range of actions underway in the 'Sustainability – doing more with less' category, why not enter your work into our competition for 2021.

Examples of relevant activities

Our award winners have featured both single project ideas as well as whole programmes in the area of sustainability.



Some of the admirable actions we have seen from applications for the EPA waste prevention award, which has been running since 2014, include:

- Milltown, Co. Galway's participants had combined annual savings of over €3,500 when they ran a stop food waste challenge in their community.

- Ballycanew, Co. Wexford took steps to reduce junk mail, which included 10 households measuring junk mail amounts before and after putting up “No Junk Mail” signs.
- Moyross, in Limerick ran a stop food waste challenge along with training on cooking skills, nutrition and wellbeing for local residents.
- Carlingford, Co. Louth obtained a set of reusable cups which have been used by a range of local sporting events, community groups, and community events. This ‘library’ of reusable cups is maintained by the community and available for any local event.
- Ballyleague, Co. Roscommon greened a local angling and food festival.
- Carraig Airt, Co. Donegal has a local campaign on how to reduce your household energy bills and carbon footprint.
- Raphoe, Co. Donegal, collecting local donations of paint waste and reusing it in TidyTowns group activities.
- Emly, Co. Tipperary favours permanent perennial planting around the village, cutting down on the amounts of annual bedding being used. This saves on water and annual plants and associated inputs needed.
- Ballon, Co. Carlow’s community Siopa Glas sells various donated items and takes waste.



We encourage all groups to consider the special awards this year. Special awards are only brought into the competition where they align with one or more of the main competition categories, so the work you are already doing, may well fit into the criteria for one or more of the special awards.

If you are entering a special award, please remember to state this in the main competition entry form also under the relevant category. There are some fantastic cash prizes to be picked up each year with these awards and in some cases, expert advice and consultancy form part of the prize.

Please take time to consider these when preparing your material for this year’s SuperValu TidyTowns competition. We will be announcing all the details, including some new awards when the competition is launched shortly.



Bringing communities together by keeping them apart



We were recently contacted by Steven Doody who is involved with a project which has seen thousands of native saplings planted around villages in Co Wicklow and Kildare.

They are currently also involved with a GAA initiative which will see 45,000 saplings planted around 45 club grounds nationwide, with 2.3 million being planted over the coming 3 years

The group are currently seeking expressions of interest from TidyTowns groups who would be interested in planting 1000 native saplings around each village and town. If all TidyTowns groups were to plant, this would equate to circa 700,000 trees being planted. For Groups who may not be in a position to plant this year, the group are taking expressions of interest for November 2020

This planting season they have worked with TidyTowns groups in the villages of Grangecon, Dunlavin and Donard Co Wicklow, Kilmeade, Kill and Celbridge in Co Kildare with over 20,000 saplings being planted.

Links to some of the current projects and project partners are as follows.

<https://kildare-nationalist.ie/2021/02/16/bringing-communities-together-through-trees/>

<https://kildare-nationalist.ie/2020/02/04/orchard-scheme-gets-kildare-kids-planting-trees/>

<https://www.easytreesie.com/>

<https://ewb-ireland.org/>

<https://crann.ie/>

If you have any further questions don't hesitate to contact Steven on 0879245160



Sustainable Development Goals (SDG's)



In September 2015, 193 UN Member States adopted the 2030 Agenda for Sustainable Development titled "Transforming our World". The centrepiece of the 2030 Agenda are the 17 Sustainable Development Goals (SDGs), which reflect economic, social and environmental dimensions of sustainable development.

This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom, it recognises that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

The full version of the "Transforming our World" agenda can be found by visiting;

<https://sustainabledevelopment.un.org/post2015/transformingourworld/publication>



The 2021 SuperValu TidyTowns entry form will feature these goals and the goals that apply to each of the different competition categories will be listed on the entry form as follows;

SuperValu TidyTowns
Caring for our environment

STREETSCAPE & PUBLIC PLACES 60 Marks

3 GOOD HEALTH AND WELL-BEING

11 SUSTAINABLE CITIES AND COMMUNITIES

14 LIFE BELOW WATER

15 LIFE ON LAND

17 PARTNERSHIPS FOR THE GOALS

Buildings: Conservation and presentation of heritage buildings and quality of shop-fronts will be considered, taking account of the design, sustainability, accessibility, usability and suitability of new structures or civic amenity buildings for all people, regardless of age, size, ability or disability. Please highlight the efforts made to address derelict sites and unoccupied buildings even if unsuccessful.

Groups are encouraged to reference any of the goals that their various projects or initiatives aim to deliver. We are not asking you to do anything differently, just to have an awareness that the work you are already undertaking is achieving so many of these goals already.

Recent issues of the newsletter, featured fact-sheets on the SDG's which were compiled by Ennis TidyTowns and kindly shared with us for distribution. Over the next few issues of the newsletter, we will give you a sample of some of the projects you might like to consider under each of the goals, chances are, you already have completed many of these types of projects in recent years. Recent issues of the newsletter can be found by visiting this link on the TidyTowns website;

<https://www.tidytowns.ie/about-us/newsletters/>

Projects that align to the various Sustainable Development Goals are as follows, please be assured that there will be no negative marking if you do not make links to projects, this is the first year of this, so please make an effort.



Support your local Charities & Voluntary Groups

Local Shoe Box Appeal

Take one /leave one behind

Include marginalised individuals



Edible Landscapes

Free Nutrition Classes

Grow It Yourself





Walk in the woods,
volunteering & Connecting

Support local Mental health
Association

Connect in with your community
for change

- Gardening
- Community Check in



Book Swap

Free community Library

Skill Share



Peer Support Groups

Men's Emotional Wellbeing

Support Domestic Violence Shelters



Drink from the Tap!

Refill.ie

Ask the Green school kids!!!

Keep Cup Bottles



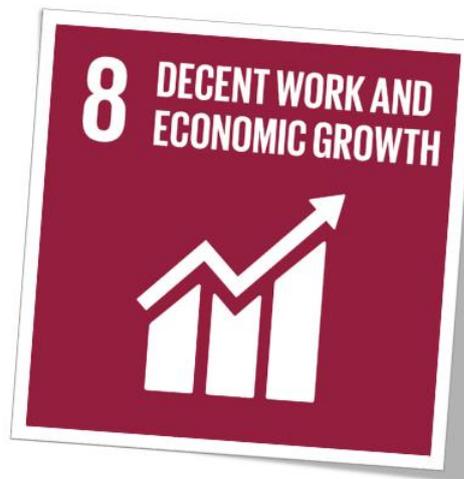


Ask the Green school Kids – Energy Vampires

Energy saving community led initiatives

Learn to read your bills – Workshop

Plug out , turn off



Shop Local

Community based workshops

Community driven activities/festivals



Local Markets

Energy Co-ops

Work with industry in your communities

Such as Supervalu



Look at social inclusion in your area

Join or start a Befriending initiative

Local Information points



SolarStreetBin™ is Reducing Litter in a Town Near You !!

PEL Waste Reduction Equipment have been working with Fingal County Council to install a number of solar powered compacting litterbins across the county. Fingal chose the SolarStreetBin™ and BriteBin™ bin-fill and communications technology after a competitive tendering process was completed and the bins, manufactured in Co. Mayo, are helping the council to improve the efficiencies of the litterbin emptying service throughout the county.



Fingal County Council awarded PEL Waste Reduction Equipment a contract to supply the SolarStreetBin™ in late 2019. It is ideal for car parks, for streets, in public parks, outside retail premises or in any location with large volumes of litter. The product is available in 120 Litre, 240 Litre and 360 litre

capacities with the litter being held in a wheelie bin or in a bag for those customers requiring this option. Additionally, these bins have sensors, which send out alerts once they are full so that they can be emptied and have pedals for hands free opening.

Howth, located in north Fingal County Council was chosen as one of the first installation sites for the SolarStreetBin™. The village is a working fishing port and popular destination for the yachting community and local pleasure boaters. An extensive promenade is surrounded by a large communal park area, which visitors and locals alike use for exercise, picnics and other such social activities. This popularity creates demand for litter capacity and especially during the summer period. Additionally, the park is bordered by a large number of hospitality businesses whose patrons often use the green as a spill over area, which in turn increases demand on the litter management service.



PEL Waste Reduction Equipment continue to work with Fingal County Council has brought the total number of SolarStreetBin™ units across the county to 73. The SolarStreetBin™ can be found in Donegal, Galway, Leitrim, Limerick, Louth, Kerry, Kildare, Mayo, Monaghan, Roscommon and Sligo. PEL Waste Reduction Equipment are delighted to be involved with TidyTowns this year. |

If you would like to learn more about SolarStreetBin™ or PEL Waste Reduction Equipment Call 094 936 6923. Watch out to see how you can win four SolarStreetBins™ for your town in this year's Special Awards competition when the competition is launched.

Contact Details

Each year when your group enters the competition, we capture your contact details on to the TidyTowns Database. In line with GDPR guidelines, this information is retained for three years and then destroyed.

We use the information you provide to us solely for the administration and your information is not shared with any other body unless we first receive your permission to do so.

The information we hold on file enables us to contact you with the details of the competition around launch time, it allows us to advise you of funding that may be available, like in recent years with the €5.2 Million that the Department of Rural and Community Development have made available to TidyTowns groups. It also gives us the details to forward invitations to you to attend any award ceremonies that may apply to your group if you have been successful in the competition.

In order to ensure we have the most up to date details for your organisation, please notify us by email at tidytowns@drcd.gov.ie if any of your details change.

Perhaps you have a new social media account such as Facebook or Twitter that you want to advise us of, perhaps your group have set up a website or maybe the personnel in your group' committee have changed following your AGM.

All of these changes should be notified to us so we can update our records to reflect your current details.

Thank You!



Happy St. Patrick's Day 2021



Keep in Touch

Thank you for reading our March 2021 SuperValu TidyTowns newsletter. We hope you have found the information on some of our special awards of interest and encourage you all to consider entering these when the competition is launched.

We want to remind you to submit your application under the TidyTowns grant funding if you are one of the 987 eligible groups, funding of €1,000 is available to all groups who entered the competition in 2017, 2018 or 2019. If you have not received an application form, please contact Pobal directly by email at tidytowns@pobal.ie or telephone them on 01 5117099. The closing date has been extended to March 19th, so please do get those forms in to secure your funding.

We would encourage you all to view the webinar facilitated by Limerick City and County Council where an update on the 2021 SuperValu TidyTowns competition was given. The link to the webinar is given earlier in the newsletter. If you have any questions, please come back to us.

As always we ask you to continue to share stories with us, the newsletter is there for you all, so please feel free to share your projects and initiatives with us, tell us how your community are dealing with the challenges presented during the pandemic. These will give hope and inspiration to other groups who are experiencing the very same concerns.

We want to assure you though, not to be concerned with regard to the competition. We do hope to receive entries from all registered groups and some new groups who have been in touch. We understand and appreciate you may not have competed as much as you would have liked, but the adjudicators will be very conscious of the challenges you have been facing and continue to face as we deal with the pandemic.

We all must stick firm to the plan, adhere to public health advice, maintain our social distance continue with hand washing and cough and sneeze etiquette. As the vaccination programme continues, we see light at the end of the tunnel and the resilience and determination that is always so evident in TidyTowns groups and volunteers will allow us all to emerge from this period stronger and more united as sustainable and confident communities.

Our sponsors **SuperValu** who have been sponsoring the competition now for 30 years are so encouraged by the articles and stories being submitted by Groups that they have decided to sponsor **SuperValu** Gift Cards as they did last year. We will review all stories submitted from January 2021 and will present some of these Gift Cards in time for Easter so keep those stories coming in.

SuperValu
Real Food, Real People

The Newsletter issues to close on 1,000 groups every month, we encourage you to share it further in your communities through notice boards, WhatsApp groups etc. We also share it with all our sponsors, the national panel of TidyTowns Adjudicators, Heritage Officers, Environmental Awareness Officers, PPN's and a range of other bodies who have expressed an interest in it, not to mention the TidyTowns website, Facebook and Twitter. So you can see by sharing your activities with us, the potential for getting your message out there is endless.

Thank you for your continued support and dedication to the SuperValu TidyTowns competition and may we wish you all a very Happy St. Patrick's Day.

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

Department of Rural and Community Development
Government Buildings

Ballina
Co Mayo
F26 E8N6

Email: tidytowns@dracd.gov.ie

Tel: 076 100 6836



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