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na hÉireann  
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Tionscadal Éireann  
Project Ireland  
**2040**



Caring for our environment

Administered by the Department  
of Rural & Community Development



Supporting the Sustainable Development Goals  
Act Local – Think Global



## Happy Easter Everyone

### SuperValu Tidy Towns Newsletter

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Hi everyone,

A very warm welcome to our April and Easter issue of the SuperValu Tidy Towns Newsletter for 2022. We were delighted to see the 2022 competition launched in the last few days by Ms. Heather Humphreys TD, Minister for Rural and Community Development and Mr. Ian Allen Managing Director of SuperValu.

Further information to support you with the entry process is contained later in the newsletter and as always, more details can be found at [www.tidytowns.ie](http://www.tidytowns.ie).

Easter is a time of celebration and we do hope that despite the recent rise in Covid-19 case numbers and all that is happening in the world, you take some time out for you

and your family over the long weekend. Perhaps you have been doing your bit during lent, well if so, it's treat time. It is lovely to see the longer evenings and hopefully the weather will start to improve, great to see the buds appearing and some early plants beginning to appear.

Thank you to all Tidy Towns groups who took part in St. Patrick's Day parades, some photos featured this month, thank you also to those who have been involved in humanitarian efforts to assist those affected by the troubles in Ukraine. We hope the famous Irish "Céad Míle Fáilte" will be extended to all who seek shelter and support in our country in the weeks and months ahead. We have no doubt that Tidy Towns group's will, as always extend that friendship and welcome to new members in their communities.

Just a reminder that the closing date for the main competition and the School Award will be Friday May 20<sup>th</sup>. Closing date for all other special awards will be Friday June 10<sup>th</sup>. Good luck to one and all.

# SuperValu TidyTowns Competition

## 2022 - Launched

Minister Heather Humphreys Launches 2022 SuperValu TidyTowns Competition



The Minister for Rural and Community Development, Heather Humphreys TD, in association with the Managing Director of SuperValu, Mr. Ian Allen, recently launched the 2022 SuperValu TidyTowns competition. In place since 1958, the competition continues to grow from strength to strength. It is administered by the Department of Rural and Community Development and sponsored by SuperValu.

Speaking at the launch of the competition in Ennis this morning, Minister for Rural and Community Development, Heather Humphreys, T.D., said;

*“It is wonderful to be here in Ennis, Ireland’s Tidiest Town, to launch the 2022 SuperValu TidyTowns competition. Seeing the competition back to its normal cycle is very welcome news and no doubt thousands of TidyTowns volunteers across the country are thrilled to see the competition back in full swing.*

*“TidyTowns groups have shown great strength in recent times and have continued to put their shoulder to the wheel in keeping our towns and villages and indeed the country, looking its best, when we needed it most.”*

Minister Humphreys continued:

*“My Department strives to support vibrant, inclusive and sustainable communities throughout Ireland, and TidyTowns is a great way to get involved in community life. I would encourage young and old to get involved in your local TidyTowns groups. You might be surprised at how much you will benefit as well as your community.*

*“The role my Department plays in this competition continues to give me great satisfaction as we support and recognise the work of local communities. I also commend our sponsor, SuperValu, for their continuing support and enthusiasm and for all they do in raising awareness of the competition. Now in their 31<sup>st</sup> year of sponsorship, they continue through their nationwide network of retailers to make the competition one of the best known sustainable and environmental initiatives in Ireland”.*

Also speaking at the launch today, Ian Allen, Managing Director of SuperValu, said:

*“It’s great to be launching this year’s SuperValu TidyTowns competition and even better to be doing so in person following a challenging couple of years for everyone. This year marks our 31st year sponsoring the SuperValu TidyTowns competition and in that time, we have seen it grow along the way.*



*“There is a great opportunity to continue the evolution of SuperValu TidyTowns, enabling us to engage and empower people around the country to create sustainable communities, recognising the value of our biodiversity, and coming together to play our part in response to climate change.*

*“We look forward to working with colleagues, friends and neighbours in communities around the country to make this a reality and we encourage people to contact their local SuperValu TidyTowns committee to join the efforts being made to build more sustainable communities for all.”*

Now well into its seventh decade, the competition continues to attract new entrants and continues to grow. This year again we see some new and exciting special awards with great prizes and all groups are encouraged to consider entering some of these awards. These include an award on Bat Conservation, redesigned awards on climate action and air quality and the continuation of the Young Persons in TidyTowns award.

The closing date for receipt of entries for this year’s competition is Friday 20<sup>th</sup> May 2022. Entry will only be accepted by email to the [tidytowns@drcd.gov.ie](mailto:tidytowns@drcd.gov.ie) address. Entry forms to the SuperValu TidyTowns competition will be emailed to all registered groups or can be obtained from the TidyTowns Unit in the Department of Rural and Community Development (Phone: 01 773 6912) or by visiting [www.tidytowns.ie](http://www.tidytowns.ie) or [www.supervalu.ie](http://www.supervalu.ie).

## **Entering the 2022 SuperValu TidyTowns Competition**

That time of year again, the entry forms are available at [www.tidytowns.ie](http://www.tidytowns.ie). The closing date for the main entry form and the Schools Award is Friday May 20<sup>th</sup>.

Entry to the competition is only by electronic means, email entries should be contained in 1 email and where possible should not exceed 20MB, there is some scope on this but try to keep it to a minimum. The email should contain your entry form, your map and your TidyTowns plan.

This year we are **not asking you to list future projects**, it was time consuming for groups and took up a good deal of space on the form, these projects should be listed in your three or five year plan.

Links are acceptable but should be kept to a minimum and should only be used to support the material in the form, remember, less is more. The Adjudicator has a limited amount of time to review your material, this year we are delighted that the Adjudicators will be back on the streets of all our towns and villages to view your work.

Photos and videos are a great way to show your work, photographs should be clearly labelled so the Adjudicator knows which project they refer to. It is advisable to copy them into the form beside the relevant project. If you are putting them all together as an appendix, be sure to clearly identify each one.

This year we have a wonderful range of special awards, the closing date for each of these has been extended to June 10<sup>th</sup>, (Note the School Award closed May 20<sup>th</sup>). There are fantastic prizes up for grabs with these awards, this year in excess of €68,000 and we would encourage all groups to consider entering some of them, you have nothing to lose. Please ensure to send your entries to the sponsors email address provided.

Please continue to link the Sustainable Development Goals to your projects where possible, there will not be any negative marking if you do not but you may receive additional commentary or marking if you impress the Adjudicator with your forward planning and joining up the dots.

Information on the special awards will be included in the next issues of the newsletter. Please see items of interest further on to help you with compressing files and photographs to help you with submitting your entry to us this year.

## [Saint Patrick's Day Parades – TidyTowns - Out in force](#)

Congratulations to **Rush TidyTowns** who scooped first prize in their St. Patrick's Day parade. This year Rush TidyTowns adopted the theme of 'blooming beautiful Rush' for the St. Patrick's Day parade. The overall theme for the parade was "colour". Children made flower head masks and dressed up as bee's and flowers, even a cactus! All were homemade and sustainable. We planted flowers in our wheelbarrow and 2 bikes which brought more colour and creativity to our float. One bike with Irish colour planting and the other with Ukraine colours. We gifted all the plants to the participating children so they could plant at home to remember their day and our way of saying 'thank you'. We also distributed over 20 dog poop bag dispensers to dog owners on the day. We brought colour and big proud smiles to our community, which they loved. The effort by all was justified in the end as we won 1st prize in the parade.



**Cobh TidyTowns** were bursting with pride with their St. Patrick's Day participation. Great displays of colour and the TidyTowns trophy proudly on show as Cobh are the current holders of the title of Ireland's Tidiest Large Town.



**Kinvara TidyTowns** in Galway put on a great show for their parade along the theme of Leave no Trace. Kinvara were the national winners of the Leave no Trace award in the 2021 competition.



Here are images of the floats for **Ballyboy TidyTowns** in the local Kilcormac St Patricks Day parade in Co. Offaly. Their float started saying goodbye to the anti's and hello to the future which followed three local men dressed as Aunties, Aunty Covid, Aunty Jen and Aunty Viral we had them been driven out of the village on trailers and then following them we had a float which had all the local kids dressed as busy bees building the future Ballyboy. Busy Bees Building Ballyboy. We had lots of fun creating this float and both young and old got involved.



The local St Patricks Day Parade in Fenagh Co Leitrim saw **Fenagh TidyTowns** groups out in style and their theme was Save the Bees. The Junior TidyTowns prepared some of the decorations and they also made 150 wildflower seed packets which were handed out to the crowd as we went along the parade route. The group also re-used some anti-litter winning signs from the anti-litter art competition ran last year to decorate the float.



Well done to **Ennis TidyTowns**, Tidiest Town for 2021 who were out in full SDG colour for this year's parade. No room for litter here.



Here we have a picture sent in from **Castleconnell TidyTowns** entry in the local parade

It features our new water bowser, intended to transfer harvested rainfall from our storage tanks to our various summer planting schemes

It includes the majority of our small Committee.



## Compressing Your Photographs to reduce space & Creating a Zipped Folder

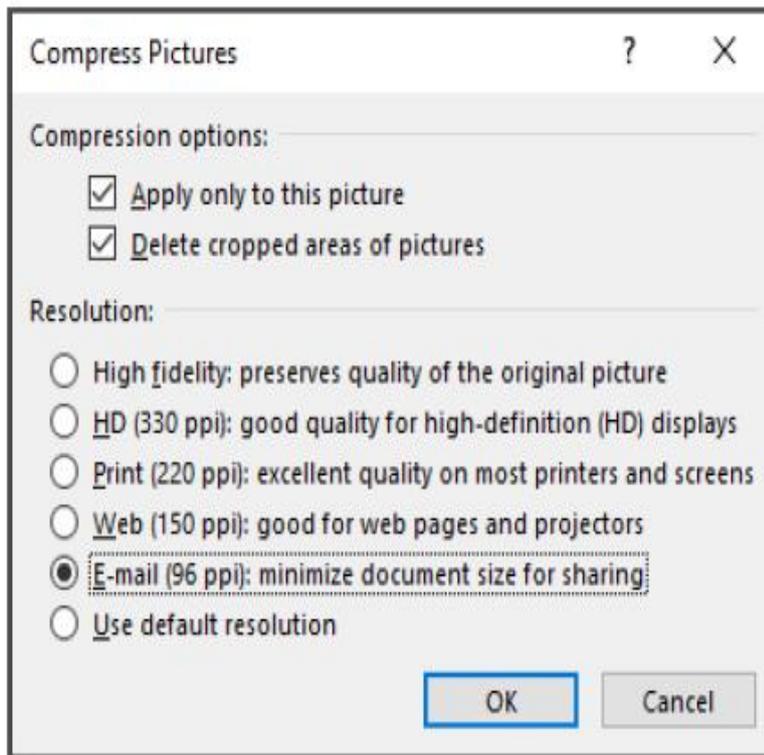
The use of photographs in your entry is encouraged but photographs can take up a good deal of space. We hope the following advice on how to compress photographs for sending via email might help you.

### Windows

1. Select the picture or pictures that you want to compress.
2. Under **Picture Format**, in the **Adjust** group, click **Compress Pictures**.



3. Select the compression you would like for the picture (the smaller the DPI, the smaller the size of the image).

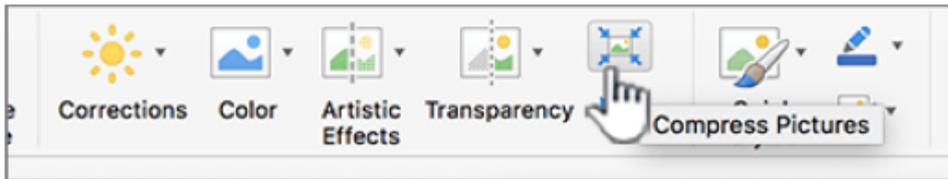


4. Click **OK** to reduce the resolution. If the reduction renders the image unreadable, click **undo** to revert and select a larger DPI.

The illustrations above refer to those who use Windows, the details below will cover the steps for those who use Macintosh operation systems or Apple.

## MacOS

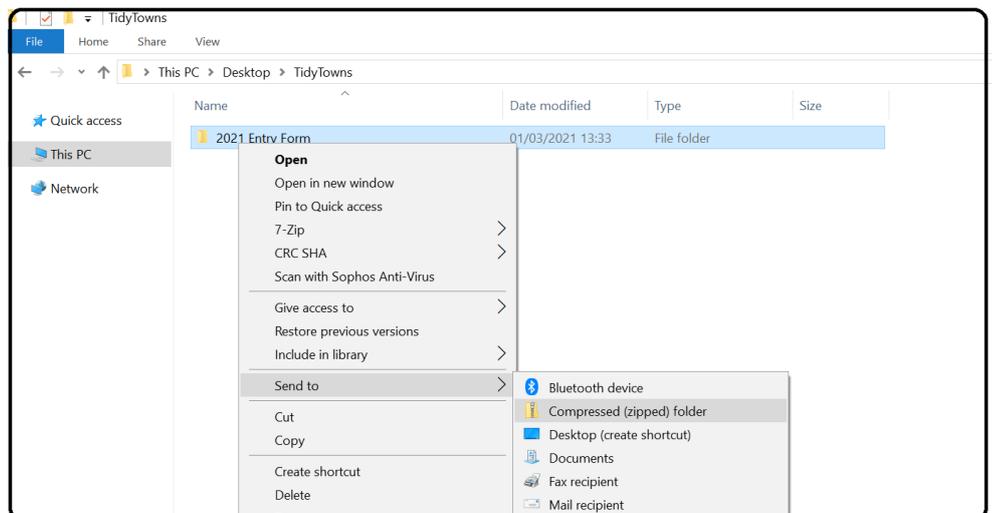
1. To compress all pictures in your document, on the ribbon, select **File > Compress Pictures** (or **File > Reduce File Size**).
2. To compress only selected pictures, hold down **SHIFT**, click the pictures you want to compress, and then click **Compress Pictures** on the **Picture Format** tab.



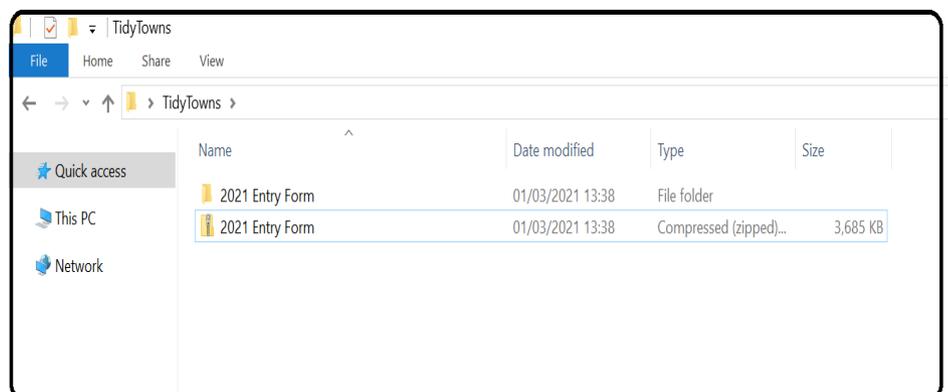
3. Select the compression you would like for the picture (the smaller the DPI, the smaller the size of the image).
4. Click **Selected pictures only** or **All pictures in this file**. If the reduction renders the image unreadable, click **undo** to revert and select a larger DPI.

By compressing photographs in your entry, it will greatly reduce the overall size of your file for submission via email. If you have concerns that your file might be close to the 20MB limit, you can further reduce its size by submitting it as a Compressed Zip Folder.

In order to create a compressed zip folder, right click on the folder that you have saved on your computer and select "send to" then select "Compressed Zipped Folder" as shown here.



This will then create a new folder with the same name as the original folder but it will be compressed, the icon will be a small folder with a zip type image as shown here.



You should then attach this file to your email and send to the TidyTowns unit via the [tidytowns@drcd.gov.ie](mailto:tidytowns@drcd.gov.ie) mailbox.

## Save The Bees

# Help Us Save The Bees

Did you know that one third of the food we eat is pollinated by bees? Yet sadly 30% of our Irish bees are in danger of becoming extinct.

In SuperValu, we take pride in sourcing the best in season fresh Irish fruit and vegetables, but if our hardworking bees were to disappear so to would our fresh strawberries and juicy apples, because they need bees to pollinate them. For the last number of years, we have been working with the TidyTown's unit and the National Biodiversity Data Centre to help deliver the All-Ireland Pollinator Plan.

The SuperValu Save the bees campaign has been created to generate an awareness of the epidemic facing our Wild Irish Bees. To help Save the bees we will be giving every primary school in Ireland educational resources and pollinator friendly seeds so they too can play their part.

We believe that when we all work together to raise awareness of the importance of bees and take simple steps, we will make a positive difference to the biodiversity of our beautiful island.



## TOP TIPS FOR TIDYTOWNS GROUPS TO SAVE THE BEES



- 1. Let the dandelions bloom**  
They provide vital food for hungry bees in spring.
- 2. Make the most of your space**  
Plant pollinator- friendly flowers in any free green areas in your community or in window boxes and outdoor plant pots.
- 3. Reduce mowing**  
Mow every 6 weeks from mid-april to allow flowers like clover to grow and provide food.
- 4. Create safe habitats for bees**  
Remember not all bees live in hives. Bumble bees and solitary bees need safe places to live too. Why not provide some safe places for bumblebees or solitary bees to make their nests in your garden.
- 5. Don't spray**  
The overuse of herbicides is making it difficult for pollinators to find enough flowers to feed from.
- 6. Don't be afraid of bees**  
Wild bees will never attack humans (even if threatened). If one comes near you, just sit still and it will fly off once it realises you are not a flower.
- 7. Record your actions**  
Log your actions on to **pollinators.ie** to help us track the increase in pollinator resources in the landscape! Your save the bees cards will help you to identify the different types of bees in your garden or window box.
- 8. Encourage your local schools to get involved**  
Why not link in with your local primary school and encourage them to enter the SuperValu Save the Bees School Award.



Visit [www.SuperValu.ie](http://www.SuperValu.ie) to find out even more about our beautiful Irish Wild bees and to give your local primary school the chance of **winning a share of €50,000!**



See some exciting colouring pages to keep younger readers busy over Easter. Enjoy

COLOUR ME IN!



COLOUR ME IN!



COLOUR ME IN!



## Sustainable Development Goals (SDG's)

Last month, we brought you some background information on the 17 Sustainable Development Goals (SDGs), which reflect economic, social and environmental dimensions of sustainable development. These were incorporated into the competition entry form last year and will continue to be part of the competition going forward.

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 2022 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 Entry Form 2022

#### Streetscape & Public Places



3 GOOD HEALTH AND WELL-BEING



11 SUSTAINABLE CITIES AND COMMUNITIES



14 LIFE BELOW WATER



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS

#### 80 Marks

**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.

Previous issues of the newsletter, featured fact-sheets on the SDG's which were compiled by Ennis TidyTowns and kindly shared with us for distribution. These in addition to other useful information can be found by visiting;

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

In the March newsletter we gave some examples of the various projects that might be relevant to goals numbered 1 to 10, in this issue, we bring you some helpful hints with regard to the remaining Sustainable Development Goals, 11 to 17.

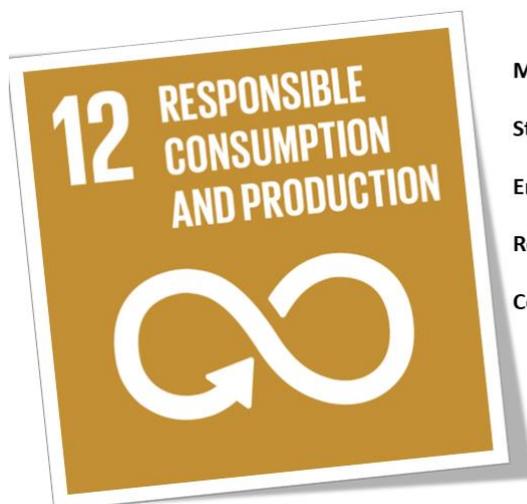
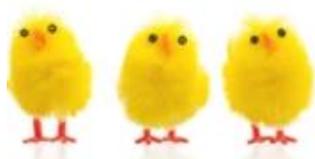


#### Future-proofing your community

Do you have a local Village plan?

Develop and protect our Heritage locally

Tidy Towns is key for developing a strong sustainable community



#### My Waste

Stop Food Waste Programme

Environmental Policy -Ditch the disposables

Reuse, Recycle, Upcycle

Conscientious Consumerism think Local





Climate Action Plans local impacts

Conscious Cup

Single Use Plastic free

The Future is Local



Save the fishes!!

Pollution free rivers, protect the waterways.



Annuals vs. Perennials

Plant a Tree

Traditional Skills workshops

Think Native- what do you know about your local habitat?

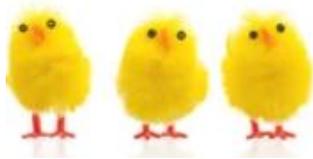


Local Communities are the experts

Comhairle Na nÓg

Local Groups





This is all of you talking to everyone else:

- Social
- Environmental
- Economic
- Tidy Towns Communities can be a centre piece of Partnership for the Goals



We hope you all find this information on the Sustainable Development Goals (SDG's) of use in completing your 2022 SuperValu TidyTowns entry form. It might be a good idea to incorporate them into your TidyTowns 3 or 5 year plan also, that way you have identified which of the goals your projects align with in advance of putting them in your entry form. The following areas might be of further support to you.

<https://sdgs.un.org/goals>

<https://irelandsdg.geohive.ie/>

[www.tidytowns.ie/about-us/newsletters](http://www.tidytowns.ie/about-us/newsletters)



We want to assure those entering the competition, there will no negative marking if you do not reference the goals in 2022, these were only introduced to the competition last year so year on year we will build on them, we would encourage you all to do the best you can.

## PRESS RELEASE FROM WICKLOW TIDYTOWNS

Nature involved in a huge “cover-up”

Wicklow TidyTowns has been doing some ‘deep’ litter picking over the winter, trying to clean out litter that would not be visible during the summer. The group has found that the litter and dumping problem is quite extensive in some areas.

“It has been quite an eye-opening experience” says Andrew Lawless, volunteer with Wicklow TidyTowns. “Nature is unwittingly using all the tools at its disposal – old leaves and branches, grass and weeds, shrubs, soil, and growth – to cover up the littering and dumping carried out by humans. Particularly common is the use of camouflage – brown leaves and branches hiding brown bottles, green growth covering green bottles and cans”



Greenery partially covering up dumping (opposite) that was removed (second image)

5 wine bottles found under a shrub (see below)

Andrew continued that “In some areas there might be a layer of leaves on top of bottles / cans on top of another layer of leaves / cans. While walking on leaves there might a crunch sound indicating cans underneath. In January alone 15 bags of litter/dumping were collected in Wicklow. After sorting, only 4 bags ended up going to landfill with over 400 cans, 150 glass bottles and 200 plastic bottles removed and sent for recycling”



15 bags collected resulted in bottles and cans sent for recycling with only 4 bags sent to landfill. Recycling an aluminium can requires less than half the energy required to make a can from raw material. Glass bottles can be recycled indefinitely. How much valuable materials like these are buried around the country?

Not only is human induced Climate Change having a major impact on Nature and the Environment but Nature, without realising it, is contributing to that impact.

Dealing with waste properly costs little or nothing, just some effort





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



<https://twitter.com/TidyTownsIre>



<https://www.tidytowns.ie>



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

## Keep in Touch

That brings us to the end of another issue of the Newsletter, our 30<sup>th</sup> issue in fact, thank you to all our readers, those who contributed, stories, photos, poems, we really love to hear from you so please do keep sending items into us for future issues.

We wish you all well in the weeks ahead as you put your material together for the 2022 competition, please refer to the Information Booklet on the website and remember as we always say, "sometimes less is more", your Adjudicator will be visiting this year so keep the submitted material reasonable, they only have a limited amount of time to view your submission.

Now more than ever, we encourage you all to access the new Tidy Towns Handbook on the website and to remind you that all issues of the Newsletter are on the Tidy Towns website at <https://www.tidytowns.ie/about-us/newsletters/>.

If you have any questions, please drop us an email or give us a call, we are here to help in any way we can. Good luck to all entrants and once again Happy Easter.

Anne, Helen & John

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Rialtas na hÉireann  
Government of Ireland

Ár dTodhchaí  
Tuaithe  
Our Rural  
Future



SuperValu   
Tidy Towns  
Caring for our environment