



Protecting Uplands & Rural Environments

# The Pure Mile Information Booklet



Your Environment - Your Community - Your Heritage



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## The Pure Mile

The Pure Mile is an environmental, community, heritage initiative, established by the Pure Project. The project encourages communities and groups living in rural areas to adopt a mile, or miles, of road, and keep this area litter/rubbish free, research information about their local wildflowers, plants, trees, animals, and the built, cultural, and social heritage. The Pure Mile is the perfect opportunity for communities and groups who want to make a positive contribution to their locality and environment and assists people in improving and enhancing the place they live in, or recreate in. Special interest groups such as, walking groups, cycling groups, scout groups, businesses, and organisations, can adopt a mile, or miles of road, in the Wicklow/Dublin Uplands and help Pure to Clean Up The Uplands. Pure provide all groups with Pure Mile signage, Pure Mile bags, gloves, litter pickers and Pure Mile high-vis vests, and we also remove all of the rubbish collected by the groups. In Miles where very little physical management is required, groups can focus on local research, or, on initiatives to increase awareness and appreciation of the area to the wider community. To find out more about the Pure Mile log on to [www.pureproject.ie](http://www.pureproject.ie)

## Who enters The Pure Mile Competition?

The Pure Mile is open to all types of communities, groups and organisations;

- » A group of people living in a rural area
- » Community or residents' group
- » Individuals who want to clean up an area
- » Special interest groups, e.g., walking groups, cycling groups, scout groups, businesses and organisations, and many more, can adopt miles of road in the Wicklow/Dublin uplands and organise litter picks and clean ups
- » Primary and Secondary School Students can get involved in environmental projects, natural or built heritage projects, a social history project, or clean-up projects – Pure will provide advice and assistance with all school projects

## PURE WILL ASSIST WITH ALL PROJECTS ALL WORK IS CARRIED OUT AFTER ENTERING THE COMPETITION

## How to enter The Pure Mile

To enter The Pure Mile just complete the attached Application of Interest and post or email it to The Pure Project – all details are on the Application of Interest. When you have submitted your Application of Interest, The Pure Mile Manager will contact you to arrange a meeting and walk the Mile with you.

## Why enter The Pure Mile?

- » To clean up your local area – remove litter and rubbish

- » Improve and enhance the appearance of an area
- » Get to know your neighbours, especially newcomers to an area
- » BRINGS COMMUNITIES TOGETHER
- » Rediscover the beauty of your local area
- » Find out more about the natural heritage of an area
- » Research information about the built, cultural, and social heritage of an area
- » Highlight your area to others
- » Clean up the Wicklow/Dublin uplands
- » All groups feature in The Pure Mile Calendar
- » To be in with a chance of winning one of the numerous Pure Mile Awards
- » The overall winner will receive €1,000 and The Best Litter Free Mile, Best Anti-Dumping Initiative and Best Clean Up The Uplands receive €500, other award winners will receive €300.

## What do groups receive for being involved in the Pure Mile

All groups are invited to the Pure Mile Gala Evening which is usually held in October every year. All groups receive a Certificate of Participation and a selection of native Irish trees. A photograph from each area will feature in The Pure Mile Calendar. Up to €5,000 in prizes is awarded to groups at the Pure Mile Gala Evening in recognition of their achievements and each group receive an official Certificate of Recognition.

## Pure Mile Certificates of Recognition

- » Recognition for Litter Free Mile
- » Recognition for Anti-Dumping Initiative
- » Recognition for Clean Up The Uplands
- » Recognition for Community Effort
- » Recognition for Interpretation
- » Recognition for Education
- » Recognition for Natural Heritage Mile
- » Recognition for Built/Social/Cultural Heritage Mile

**Certificates of Recognition maybe be added, subtracted, or altered**  
Groups can enter all of the above categories, or they can enter one of the categories, e.g. Litter Free Mile, Anti-Dumping Initiative, etc.

## Roads/Areas in The Pure Mile

The Pure Mile Project has a rural focus and no more than 25% of the Mile should be of urban character. Some roads outside of the control of the Council may be entered into the competition once evidence of a public right of way has been given. If you are unsure of the status of your road, or an area, check with your Local Area Engineer (contact details below). The road should also be safe for walking, litter picks and clean ups. Contact the Pure Mile Manager to discuss the suitability of the areas you are considering entering.

“The Pure Mile is a wonderful initiative which captures the imagination of the young and not so young.”





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## Litter Free

This means absence of litter and dumping on the Mile. It also includes the tidiness of farmyards, houses, inside gate ways, fields, ditches, hedges, etc., along the Mile. Groups need to show that they have made an effort to keep their Mile litter free by organising litter picks and cleanups of the area. Groups should also keep a record of how many litter picks and cleanups were organised, how many bags of litter were removed from the landscape and how many people were involved, photos before and after are good way of recording this. Groups can also organise other projects, e.g., scrap collections, waste reduction projects, recycling projects, anti-litter campaigns/projects, etc. This is a good way of involving the local children and local schools. We also encourage special interest groups such as, walking groups, cycling groups, scout groups, businesses, and organisations, to adopt a mile, or miles of road, in the Wicklow/Dublin Uplands and help Pure to Clean Up The Uplands.

**THE PURE PROJECT WILL PROVIDE ALL GROUPS WITH PURE MILE SIGNAGE, PURE MILE BAGS, GLOVES, LITTER PICKERS AND PURE MILE HIGH-VIS VESTS – PURE WILL ALSO REMOVE ANY RUBBISH COLLECTED.**

## Anti-Dumping Initiative

The Anti-Dumping Initiative is for groups and areas that have an illegal dumping problem. In the past, groups collaborated with Pure, and the associated stakeholders in the project, and organised Anti-Dumping Initiatives to reduce frequent illegal dumping in an area. Pure will assist all groups in organising their Anti-Dumping Initiative by providing, Pure Mile signage, Pure Mile bags, gloves, litter pickers, and Pure Mile high-vis vests. Pure will also remove any rubbish collected by groups. We also work with groups in creating public awareness of their Anti-Dumping Initiative and offer support and advice.

## Clean Up The Uplands

The Clean Up The Uplands project was created for special interest groups, e.g., walking groups, cycling groups, running groups, scout groups, businesses, organisations, and many more, who want to contribute positively to the Wicklow/Dublin Uplands. Groups can adopt a mile, or miles of road, in the Wicklow/Dublin Uplands and arrange a litter pick. As one group member stated, 'our group regularly walk in Wicklow/Dublin Uplands and we were appalled by the amount of litter dumped in the area, which is mainly thrown out of cars. Working with Pure, and by adopting this stretch of road, and doing this clean-up, is our way of keeping the uplands Pure and clean, the way it should be.' Pure will assist all groups in organising their Clean Up The Upland day(s), by providing, Pure Mile signage, Pure Mile bags, gloves, litter pickers, and Pure Mile high-vis vests. Pure will also remove any rubbish collected by groups. We also work with groups in creating public awareness of their Anti-Dumping Initiative and offer support and advice.

## Community

If there has been community effort involved in the Mile, you need to demonstrate this. Groups should show that they have sourced information on the natural, built, social or cultural heritage of their Mile – see below for details. Groups should demonstrate that they have researched the local history of the road, the name of the townland, any local stories, customs, fieldnames and folklore, etc. You could also take photos of community clean-ups, litter picks and other events that were organised during the year. Putting up temporary signs highlighting the points of interest (information on various buildings, local history, the various names of the flora and fauna, etc.), along the Mile prior to the judging date also shows community input. Or, you could do a simple leaflet describing what is on your Mile. Do not nail signs to trees within the hedgerow and talk to your local Council Area Engineer if you have any queries on this.

## Education

In the past groups have demonstrated that they have educated people on waste reduction, recycling projects, anti-litter campaigns/projects, and/or, sourced information on the natural/built heritage, social and cultural heritage of their Miles. This research was then made available to the wider community on information/interpretative panels, or by creating information leaflets, booklets, websites, blogs, and social media campaigns. By doing this, groups informed and educated the wider community on their local area, which assists in the preservation and conservation for future generations. To inform others about the area, groups can also host information nights, lectures, talks, walks, related to the research collated, and involve residents, local children, schools, scout groups and special interest groups, etc.

## Natural Heritage

Natural heritage includes hedgerows, trees, wildflowers, streams, lakes, rivers, wetlands, bogs, mountains, woodlands, birds and animals in the area, and all other natural elements that make up our environment. The best thing your group can do is leave areas uncut to help with pollinators (bees, hover flies and insects), or allow wildflowers to go to seed before cutting back. You could make a list of the various plants, wildflowers, and animals that are present on your Mile during the different seasons. Enlist local experts if possible, and involve the local community, residents, schools and children of the area. You could organise walks, talks, or information nights about the natural heritage of your Mile. Install bird or bat boxes, bug hotels, in suitable locations, plant native trees or shrubs (ideally from locally collected seed), which can assist with habitat creation and help us to tackle climate action. Please do not plant non-native trees or flowers into wild verges. Where garden plants are being used to enhance built heritage features, they should be planted in containers only.

**“We got to know a lot of people from the area and learned so much about the history of our new home.”**



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## Built/Social/Cultural Heritage

Built/social heritage can include, stone walls, gates, pillars, bridges, water pumps, old houses and buildings, mills, castles, churches, holy wells, mass paths, ringforts, standing stones, megalithic tombs and other archaeological features. It also includes fieldnames, local stories, history, past events, folklore, and place-names of the area. A good starting point is to make a list of the features that are present on your Mile and find out about the history. You could also contact a local historical group, or a resident who is familiar with the history of the Mile and the general area. Your local library is also worth visiting for historical research, while the local studies section of the County Library on Boghall Road in Bray holds a wealth of historical information. Involve the local community, residents, schools and children. You could organise walks, talks, or information nights about the built, social or cultural heritage of the area.

## Things to Consider

All Pure Mile groups differ. Some groups just want to concentrate on doing litter picks and clean up their area, other groups work on all aspects of the Pure Mile. Groups can select an unspoilt Mile of road, appreciate the road as it is, and do little or no work, pointing out the features of interest along the Mile and inform others about the value and importance of an area.

- » IS IMPORTANT THAT YOU keep a record of activities and work – photographs and videos are a good way of doing this
- » Record all litter picks, clean ups, talks, information nights, walks on the mile, any works carried out
- » Speak to residents and landowners along the Mile and get them involved
- » Involve local children or schools – they could do a special project on the area
- » You can organise regular litter picks on the Mile
- » Record areas that are prone to illegal dumping
- » Find out information on the natural heritage aspects on the Mile, e.g., list of wildflowers and animals, trees, names of mountains and rivers, plant native trees and maintenance of hedging along the Mile
- » You could find out information on the built/social/cultural heritage aspects of the Mile, e.g., old bridges, buildings, houses, forges, mills, mass paths, old schools, ringforts and other archaeological features
- » Find out information on the history of the area, fieldnames and place-names, or folklore associated with the area, past events and stories

**REMEMBER, IF YOU NEED TO CUT HEDGES OR WILD VERGES, ONLY DO THIS BETWEEN 1ST SEPTEMBER AND 28TH FEBRUARY**

## Pure Mile Signage

Pure will provide TEMPORARY weatherproof Pure Mile signs, which groups can put up at the start and end of their Miles. (Groups must talk to the local Area Engineer before they put up any other signage).

No marks are awarded for the signage itself so groups should not erect elaborate signs which may have a negative impact on the aesthetics of the area.

**DON'T FORGET TO TAKE DOWN SIGNAGE ONCE THE COMPETITION JUDGING IS OVER**

## Pure Mile Dates

The Pure Mile starts in November and finishes in August/September of the following year.

## Pure Mile Judging

Judging of the Pure Mile is based on works carried out during the above dates. All groups are requested to return a Check List detailing works carried out during this period, e.g., number of litter picks, numbers involved in litter picks, number of bags collected, awareness campaigns, special projects and events, photos of area, videos of area, etc. There will also be a visual inspection of each area.

**KEEP IN REGULAR CONTACT WITH THE PURE MILE MANAGER – ALL DETAILS BELOW – HE WILL BE HAPPY TO ASSIST**

## Pure Mile Gala Evening

All groups are invited to the Pure Mile Gala Evening which is usually held in October every year. Up to €5,000 in prizes is awarded to groups at the Pure Mile Gala Evening in recognition of their achievements and each group receive an official Certificate of Recognition.

## Contacts for the Pure Mile

- **Ian Davis**  
The Pure Project,  
Tel: 0402 28662 Web: [www.pureproject.ie](http://www.pureproject.ie)  
Email: [info@pureproject.ie](mailto:info@pureproject.ie)
- **Area Engineers – Wicklow County Council**  
Arklow Area 0402 32717  
Blessington Area 045 891222  
Greystones Area 01 2876694  
Tinahely Area 0402 38174  
Wicklow Area 0404 20173

**“We have succeeded, not only in clearing ugly rubbish and fly tipping from the woodlands, but also deterring further illegal dumping.”**



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## IMPORTANT NOTE

All works should be carried out in accordance with the provision of all relevant statutes, regulations and bye-laws and the onus of obtaining all consents, permissions, compliance etc., including consent to enter or interference with land, other property or right of any other person rests with The Pure Mile applicant and group. **All applicants and groups involved in the Pure Mile must have public liability insurance, either under their own existing insurance policy, or, through the Pure Mile insurance policy.** Please contact the Pure Mile Manager to discuss.

## Resources

Below is a list of useful resources and contacts. A good starting point is to check out the Pure Project website and in particular, the section on The Pure Mile, The Pure Mile Short Film, The Pure Mile Photo Gallery, and a selection of Pure Mile Videos, which can be found on [www.pureproject.ie](http://www.pureproject.ie). Also check out the following Pure social media channels, for short films on the Pure Mile Groups, slideshows, photos, and regular Pure Mile and Pure Project updates - [www.facebook.com/Pureproject.ie](https://www.facebook.com/Pureproject.ie) - [www.twitter.com/PureProject1](https://www.twitter.com/PureProject1)

Pure Project	0402 28662	<a href="http://www.pureproject.ie">www.pureproject.ie</a>
All Ireland Pollinator Plan	051-306240	<a href="http://www.pollinators.ie">www.pollinators.ie</a>
An Taisce	01 454 1786	<a href="http://www.antisce.org">www.antisce.org</a>
Bird Watch Ireland	01 2819878	<a href="http://www.birdwatchireland.ie">www.birdwatchireland.ie</a>
Coillte	01 2011111	<a href="http://www.coillte.ie">www.coillte.ie</a>
Crann	01 6275075	<a href="http://www.crann.ie">www.crann.ie</a>
Department of Environment		<a href="http://www.dccae.gov.ie">www.dccae.gov.ie</a>
Ask About Ireland		<a href="http://www.askaboutireland.ie">www.askaboutireland.ie</a>
Heritage Council	056 777 0777	<a href="http://www.heritagecouncil.ie">www.heritagecouncil.ie</a>
National Parks and Wildlife Service	01 8882000	<a href="http://www.npws.ie">www.npws.ie</a>
Wicklow Mountains National Park	0404 45800	<a href="http://www.wicklowmountainsnationalpark.ie">www.wicklowmountainsnationalpark.ie</a>
Wicklow County Council	0404 20100	<a href="http://www.wicklow.ie">www.wicklow.ie</a>
Wicklow County Library Service	01 2866566	<a href="http://www.wicklow.ie">www.wicklow.ie</a>
Wildflower Identification		<a href="http://www.wildflowersofireland.net">www.wildflowersofireland.net</a>

Pure is a partnership project and the first of its kind in Ireland which incorporates statutory and non-statutory organisations, including; Department of Environment, Climate, and Communications, Wicklow County Council, South Dublin County Council, Dun Laoghaire Rathdown County Council, Coillte, National Parks & Wildlife Service, and the Wicklow Uplands Council. Pure was established to combat illegal dumping/fly-tipping in the Wicklow/Dublin Uplands. The project was officially launched in September 2006.

# To report illegal dumping LO-CALL 1800 356 123

Pure Project, Unit 6 B, Riverside Business Centre, Tinahely, Co Wicklow, Y14 R978  
Phone: 0402 28662 Mobile: 087 2518064 Email: [info@pureproject.ie](mailto:info@pureproject.ie) Web: [www.pureproject.ie](http://www.pureproject.ie)



Rialtas na hÉireann  
Government of Ireland

