



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 initiative of The Pure (Protecting Uplands and Rural Environments) Project which aims to foster a greater appreciation and awareness of our country roadscapes by rewarding and acknowledging local community efforts. The competition encourages communities and groups living in rural areas to adopt a mile stretch of road (approx. 1.6 km), and keep this area litter/rubbish free, research information about their local wildflowers, trees, animals, built/social/cultural heritage, history, and the folklore. The Pure Mile is the perfect opportunity for communities and groups who want to improve and enhance the areas they live in, and recreate in. A large number of communities go the extra mile by repairing and painting old traditional gates, cleaning up farmlands and entrances, erecting bat and bird boxes, trimming hedges (outside of bird nesting season) and much more. 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 Mile to the wider community. To see a short film on the Pure Mile, and to find out more about the competition, log on to 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 along the Mile or people from the area
- » Community or residents group
- » Primary and Secondary School Students, e.g., a class project on their local area, a clean up project, a natural or built heritage feature, a social history project, etc.
- » Special Interest Groups, i.e., walking groups, cycling groups, scout groups, and many more, can adopt a mile of road in the uplands and organise a number of litter picks

ALL WORK IS CARRIED OUT AFTER ENTERING THE COMPETITION

How to enter The Pure Mile Competition

To enter The Pure Mile Competition just complete the attached Application of Interest and post or email it to The Pure Project – all the 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 Competition?

- » To help clean up your local area
- » Improve and enhance your local area
- » Get to know your neighbours, especially newcomers to the area
- » To clean up the Wicklow/Dublin uplands

- » Brings communities together
- » To celebrate and rediscover the beauty of your local area
- » To explore and uncover the folklore, social history and wildlife of your local area
- » To highlight your local area to others
- » To be featured in The Pure Mile Calendar
- » To be in with a chance of winning one of the numerous Pure Mile Awards

There are a number of awards

Best Pure Mile (Overall Award)	Best Community Effort
Best Litter Free Mile	Best Education Award
Best Anti-Dumping Initiative	Best Natural Heritage Mile
Best Clean Up The Uplands	Best Built/Social/Cultural Heritage Mile

GROUPS CAN ENTER ALL OF THE ABOVE CATEGORIES, OR THEY CAN JUST ENTER ONE OF THE CATEGORIES, E.G. BEST LITTER FREE MILE, BEST ANTI-DUMPING INITIATIVE, ETC. OTHER AWARDS MAYBE BE ADDED, OR AWARDS MAYBE ALTERED

What do we get if we win?

A selection of photographs from each area will area feature in The Pure Mile Calendar. 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, and each of the other award winners will receive €300.

What type of road is suitable for entry into The Pure Mile competition?

The Mile should be either a local primary, local secondary or local tertiary road. 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, check with your Local Area Engineer (contact details below). The road should also be safe for walking. As this competition has a rural focus no more than 25% of the Mile should be of urban character.

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-

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



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litter awareness campaigns/projects, etc. This is a good way of involving the local children and local schools. We also encourage Special Interest Groups, i.e., walking groups, cycling groups, scout groups, etc., to adopt a mile of road in the uplands and arrange a number of litter picks throughout the year – see below for details.

THE Pure PROJECT WILL PROVIDE ALL GROUPS WITH BAGS, GLOVES AND LITTER PICKERS AND 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, signage, bags, gloves, litter pickers, and remove any rubbish collected. 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 is ideally suited for all types of special interest groups, e.g., walking groups, cycling groups, scout groups, and many more, who want to contribute positively to the Wicklow/Dublin Uplands. Groups can adopt a mile, or miles of road, in the 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, signage, bags, gloves, litter pickers and remove any rubbish collected.

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, etc., related to the research collated, and involve residents, local children, schools, scout groups and special interest groups, etc. To see what past groups have done log on to http://www.countywicklowheritage.org/category/co_wicklows_pure_miles

Natural Heritage

Natural heritage includes hedgerows, trees, wildflowers, streams, lakes, rivers, bogs, mountains, woodlands, birds and animals in the area, and all other natural elements that make up our environment. 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. Leave areas uncut or allow wildflowers to go to seed before cutting back. Install bird or bat boxes in suitable locations, plant native trees or shrubs (ideally from locally collected seed). 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.

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.

“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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Things to Consider

All Pure Mile groups differ. Some groups just want to concentrate on doing litter picks and clean up their area, others 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 on it, 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
- » Record all litter picks, talks, information nights, walks on the mile, cleaning up of entrances, etc.
- » 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, tress, 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

Signage for the Mile

Pure will provide TEMPORARY weather proof 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

Judging of The Pure Mile

Judging of The Pure Mile starts in November and finishes in August/September of the next year. The Pure Mile is judged on works carried out during the above dates.

Keep in regular contact with the Pure Mile Manager – all details below – he will be happy to assist.

The Pure Mile is judged on the following marking systems.

The Best Anti-Dumping Initiative is judged on, the type of campaign/initiative and results, degree of illegal dumping, activities to reduce dumping, clean-ups, amount of rubbish collected, reduction in dumping, public awareness and public involvement, etc.

The Best Clean Up The Uplands is judged on number of litter picks, numbers involved, number of bags collected, etc.

Best Pure Mile (Overall Award)	
Litter Free	20%
Community Effort	20%
Education	20%
Natural Heritage	20%
Built/Social/Cultural Heritage	20%

Contacts for the Pure Mile

- **Ian Davis**
The Pure Project,
Tel: 0404 45547 Web: www.pureproject.ie
Email: 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.

All applicants and groups involved in the Pure Mile must have public liability insurance, either under their own existing insurance, or through the Pure Mile insurance policy.

Below are a list of Resources and Contacts that may be useful. 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, and the Pure Mile Photo Gallery, which can be all found on www.pureproject.ie.

To see what other Pure Miles of Wicklow have done in the past it is also worth looking at http://www.countywicklowheritage.org/category/co_wicklows_pure_miles

Pure Project	0404 45547	www.pureproject.ie
The Pure Miles Of Wicklow	www.countywicklowheritage.org/category/co_wicklows_pure_miles	
All Ireland Pollinator Plan	051-306240	www.pollinators.ie
An Taisce	01 454 1786	www.antisce.org
Bird Watch Ireland	01 2819878	www.birdwatchireland.ie
Coillte	01 2011111	www.coillte.ie
Crann	01 6275075	www.crann.ie
Department of Environment	01 888 2000	www.environ.ie / www.askaboutireland.ie
Heritage Council	056 777 0777	www.heritagecouncil.ie
National Parks and Wildlife Service	01 8882000	www.npws.ie
Wicklow Mountains National Park	0404 45800	www.wicklowmountainsnationalpark.ie
Wicklow County Council	0404 20100	www.wicklow.ie
Wicklow County Library Service	01 2866566	www.wicklow.ie
Wildflower Identification		www.wildflowersofireland.net

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

Pure, Wicklow Mountains National Park, Kilafin, Laragh, Bray, Co. Wicklow.
Phone: 0404 45547 Email: info@pureproject.ie Web: www.pureproject.ie



Breith Comarskáid, Gaíomhaisne
or both in Máiréada & Cionbheath
Department of Communications,
Climate Action & Environment



Comhairle Contae
Atha Cliath Theas
South Dublin County Council



dlr
Comhairle Contae County Council



COILLTE
GROW-TRANSFORM-SUSTAIN



An Roinn Ealaíon, Oidhreacht,
Gníothaí Réigiúnacha, Tuailte agus Gaeltachta
Department of Arts, Heritage,
Regional, Rural and Gaeltacht Affairs



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