



Hotline to cleaners will smarten up city streets

By **Cormac Murphy**

DUBLIN'S streets should soon be a lot cleaner with the introduction of a new rapid response hotline.

Dublin City Business Improvement District (BID) and ARAMARK Ireland have signed an agreement to improve the cleanliness of 115 city centre thoroughfares.

The contract aims to ensure a cleaner, more attractive environment in Dublin's city centre, according to a statement.

ARAMARK will provide additional cleaning services to those already carried out by Dublin City Council.

These include a rapid response hotline facility for businesses in the BID area to report urgent cleaning requirements.

Seasonal street cleaning is provided in the form of power-washing during drier summer months to remove staining, and pavement gritting to assist snow removal during winter.

"The removal of stickers and cable ties from approximately 150 locations around the city will also be included in the service," the statement said.

Dublin City BID will continue to monitor the cleanliness of the streets through its Litter Pollution Index (LPI).

The new deal "represents savings of over 50pc" on a previous agreement.

Dublin City BID chief Richard Guiney said: "We are delighted to partner with ARAMARK in providing this service to businesses in the BID area.

"The service is certain to improve the cleanliness of our city and in doing so will benefit the two thousand businesses in our area."

He added: "The cleanliness of our city is vital to creating a pleasant environment where people want to spend time.

ATTRACTIVE

"A clean and welcoming environment encourages Dubliners and visitors to Dublin to shop and socialise here which ultimately translates directly into economic benefits for businesses in the BID area. We are fully committed to delivering a cleaner, more attractive city."

ARAMARK's Derry Robertson said its crews "will be working seven days to ensure Dublin city centre receives a rapid response to cleaning emergencies".

He said that an emergency clean-up service for hazardous waste and emergencies is also available.