

Monday 9th January 2012

DUBLIN CITY BID DISPUTES IBAL LITTER SURVEY FINDINGS

Dublin City Business Improvement District (BID) is today (9th January 2012) disappointed that once again IBAL has presented misleading and untrue information on the cleanliness of Dublin City Centre and has included residential areas in its survey, presenting them as Dublin City Centre.

Following the last IBAL survey announcement in August 2011, Dublin City BID pointed out that the presentation of these findings was deeply misleading and that it jeopardised tourism revenues and jobs in the city at an already vulnerable time.

Reacting to the IBAL survey, Richard Guiney, CEO of Dublin City BID said: *'Because of dramatic media grabbing statements like this, a tourist considering visiting Dublin could be misled into believing that Dublin City is 'dirty' when this is not the case. The majority of Dublin's main tourist areas are recorded as clean. While there are areas outside the Business Improvement District area which are regarded as unclean, we note again that these are mainly in private or residential areas for example, in basements which cleaning organisations cannot access. It's also important to point out that these surveys are a snapshot of a point in time and are not representative of the true situation on the streets.*

The methodologies being employed in this survey do not meet industry standards and important policy decisions should not be based on such amateur misinformation. At a time when the vast majority of city centre businesses are working together to present Dublin City centre as a leading tourist destination we would encourage the Department of the Environment, Community and Local Government to consider their support and funding of IBAL based on these continuous inaccuracies. We would also ask the Department and other supporters of IBAL such as the Irish Hotel Federation to re-examine the methodologies used to conduct these surveys as well as the areas being surveyed'.

Dublin City BID itself surveys 115 streets in the city centre on a daily basis for litter and provides rapid response cleaning service in addition to the cleaning services of Dublin City Council. In 2011 alone, Dublin City BID's own cleaning crew responded to 5,100 calls from businesses within the district and removed unsightly waste. This is in addition to poster and sticker removal and scheduled lane and side street washing. The Dublin City BID area has been found both nationally and internationally to be clean.

One of the first items Dublin City BID addressed on its inception was cleanliness within the city. Since 2008 there has been a strict and robust agreement in place with Dublin City Council on the maintenance of cleanliness within the city's commercial district and because of this the area has improved. The cleaning carried out by Dublin City BID is in addition to that provided by Dublin City Council (DCC) which is responsible for cleanliness levels in the city centre. Dublin City BID has put an agreement in place with DCC which outlines the minimum amount of cleaning that must take place in the BID area. Dublin City BID monitors this baseline agreement which is consistently delivered upon by Dublin City Council.

In addition to litter Dublin City Business Improvement District actively removes unsightly graffiti within the district. In 2011, 7,100 square metres of graffiti was removed by Dublin City BID's crew, an area the same size as the pitch in the Aviva Stadium.

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About Dublin City BID

Dublin City BID is a not for profit organisation charged with creating a welcoming and economically viable city environment. It represents 2,500 businesses in the city centre and works with its partners to enhance the appeal of the city centre as a place for shopping, recreation and business development by increasing footfall and improving overall trading performance.