



# The Pure Mile Information Booklet

## Protecting Uplands & Rural Environments



Your Environment - Your Heritage - Your Community



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### What is The PURE Mile Competition?

'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. We are looking for groups to nominate a local Mile stretch of road (approx. 1.6 km), which they are willing to keep litter/rubbish free and to manage sensitively. The competition is all about encouraging us to find out more about our local heritage e.g. the history, wild plants and animals, folklore or traditions associated with the local Mile, and using this information to inform better management. Depending on the Mile, good management may include all or some of the following; trimming hedges (outside of the bird nesting season), repairing stone walls, gates and stiles as needed, keeping drains and ditches in good order, maintaining and enhancing the biodiversity of roadside verges and carrying out litter and rubbish clean-ups. In all cases sensitive and minimal intervention is recommended. In Miles where very little physical management is required, groups may wish to focus energy on local research, or on initiatives to increase awareness and appreciation of the Mile among the local community.

### Who can enter The PURE Mile Competition?

The PURE Mile is open to all existing and new community and local groups.

- » A group of people living along the Mile or in the area
- » A community or residents group
- » Groups involved, or thinking of becoming involved, in Green Communities
- » A FÁS or Rural Social Scheme group
- » Primary and Secondary School Students - as part of a class project
- » Special Interest Groups, i.e., walking groups, cycling groups, etc. Why not adopt a Mile in the uplands and enter the competition

**Remember, it only takes one person to get things going!**

### How to enter The PURE Mile Competition

To enter The PURE Mile Competition just complete the attached Application Form and post to The PURE Project – all details on Application Form. All work can be completed after entering The PURE Mile Competition.

### Why would you enter the competition?

- » To celebrate and rediscover the beauty of your local area
- » Because it's fun to work together on improving and presenting your Mile
- » It's a way of getting to know your neighbours, especially newcomers to the area
- » To explore and uncover the folklore, history and wildlife of your local area
- » To be featured in The PURE Mile Calendar
- » To be in with a chance of winning one of the six PURE Mile Awards
- » To highlight your local heritage to others

### What do we get if we win?

A photograph of each Mile will feature in The PURE Mile Calendar. The overall winner will receive €1000. Each other award winner will receive €250.

### There are six awards which you can win

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| <b>Best Pure Mile (Overall Award)</b> | <b>Mile Best Community Effort</b> |
| <b>Best Natural Heritage Mile</b>     | <b>Best Litter Free Mile</b>      |
| <b>Best Built Heritage</b>            | <b>Best Education Award</b>       |

### 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 Road's Engineer (contact details below).

As this competition has a rural focus no more than 25% of the Mile should be of urban character. In choosing your road make sure it has a good mix of natural heritage, built heritage, litter management, and road safety. Stretches of road which are sensitively managed (e.g. avoidance of use of chemical sprays) will be rewarded.

### Can the Mile be broken or does it need to be continuous?

The Mile should consist of a one Mile continuous stretch of road (1.6 km). The Mile does not have to be a straight stretch of road. It can go straight through or turn left or right at junctions.

### What do we mean by natural heritage?

This includes hedgerows, trees, flowers, streams, lakes, rivers, bogs, the birds and animals on the Mile, and all other natural elements that make up our environment. There is an emphasis in the scheme on promoting native species for the benefit of biodiversity. You could make a list of plants and animals present on your Mile. Enlist local expertise if possible, and involve the local community, residents, schools and children. You could organise walks, talks, or information nights about the natural heritage of your Mile. When carrying out activities on your Mile you may wish to consider as appropriate; leaving piles of deadwood in sunny locations as invertebrate habitat; maintaining floral diversity of verges by leaving areas uncut or allowing wildflowers go to seed before cutting back; installing bird or bat boxes in suitable locations, planting native trees or shrubs (ideally from locally collected seed).

### What do we mean by built heritage?

This includes stone walls, gates, pillars, bridges, water pumps, old houses and buildings, mills, castles, churches, and other man made features like this. There is an emphasis on the scheme in encouraging people to identify and retain in good condition, such features where they occur. You could make a list of the features that are present on your Mile and find out about the history. A good starting point is to make contact with 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 a visit to 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 heritage of your Mile.



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### What do we mean by community effort?

You need to demonstrate that there has been community effort in preparing the Mile for entry into the competition.

Groups must show that they have sourced information on both the natural and built heritage of their Mile – see above 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.

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 judges visit, also shows community input. Be tactful - signs can be intrusive. – Do not nail signs to trees within the hedgerow. Be conscious of safety for road users, and be sure to seek advice from the local Council area engineer if you have any queries on this.

Groups should also show that they have undertaken works such as, picking up litter, painting gates (if required), maintaining field entrances, etc.

Groups will need to make temporary start and finish signs for their Miles.

### What do we mean by litter free?

This means absence of litter and dumping, the tidiness of farmyards and other premises (houses etc.) along the Mile. Working with local Green Schools and other environmental friendly initiatives will also be an advantage.

The road should be safe for walking. Road signage should be clear and accurate with verges well managed and drains cleared.

Groups will need to show that they have made an effort to keep their Mile litter free by organising litter picks etc. Where possible The PURE Project will assist in removing collected rubbish.

### What sort of work do groups need to do?

Select your Mile and make sure to measure it accurately.

It may be just a matter of selecting an unspoilt area, appreciating things as they are without trying to modify them too much. Other Miles may require a lot of work.

Make a record of the Mile before you start. IT IS IMPORTANT THAT YOU take photographs, videos, etc. before and after undertaking works.

Keep a record of all works carried out, including all talks and information nights, etc.

Speak to residents and landowners along the Mile and get them involved

Map your Mile. This is easily done. Just get an ordnance survey discovery series map in your local shop.

- » Do you need to tidy up farm yards along the Mile?
- » Do you need to find out more about the built and natural heritage of the Mile?
- » Are there any old field or place names along the Mile?
- » Are there any stories or folklore associated with the Mile?
- » What about planting native trees and hedging along the Mile?
- » On no account should non native trees or flowers be planted into a wild verge. Where garden plants are being used to enhance built heritage features they should be planted in containers only
- » If you need to cut hedges or wild verges, only do this between September 1st and February 28th

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### How will the judges know the start and finish of our Mile?

Put **TEMPORARY** weather proof signs at the start and end of your entered Mile. (Talk to your local Area Engineer before you put up any signs). This is also a good way to involve local children; ask them to design the signage. Please insure that all signage is **TEMPORARY**. 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 Mile.

**Don't forget to take down signage once the competition judging has taken place!**

### How is The PURE Mile judged?

Judging of The PURE Mile will commence in January 2012 and will finish in July 2012. The PURE Mile is judged on works carried out between the above the dates.

The Mile is judged on the basis of the following marking system.

<b>Natural Heritage</b>	<b>20%</b>
<b>Built Heritage</b>	<b>20%</b>
<b>Community Effort</b>	<b>25%</b>
<b>Litter Free</b>	<b>25%</b>
<b>Aesthetics</b> (The overall beauty of the Mile)	<b>10%</b>

### Where can I get help?

- **Deirdre Burns**  
Heritage Officer, Wicklow County Council  
Tel: 0404 20100 Web: [www.wicklow.ie](http://www.wicklow.ie)  
Email: [dburns@wicklowcoco.ie](mailto:dburns@wicklowcoco.ie)
- **Moira Byrne/Jim Callery**  
Environmental Awareness Office  
Wicklow County Council  
Tel: 1890 222 276 Web: [www.wicklow.ie](http://www.wicklow.ie)
- **Ian Davis**  
The PURE Project, Tel: 0404 45547 web: [www.pureproject.ie](http://www.pureproject.ie)
- For works involving Council owned bridges please contact Paul Byrne, Engineer, Roads Section 0404 20100  
[pabyrne@wicklowcoco.ie](mailto:pabyrne@wicklowcoco.ie)
- **Area Engineers – Wicklow County Council**  
Arklow Area 0402 32717 | Tinahely Area 0402 38174  
Blessington Area 045 891222 | Wicklow Area 0404 20173  
Greystones Area 01 2876694







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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 are strongly encouraged to make sure that any activity carried out is covered for public and employer's liability insurance.

### Resources/Contacts

- **An Taisce**  
Tel: 01 454 1786 Web: [www.antaisce.org](http://www.antaisce.org)
- **Bird Watch Ireland**  
Web: [www.birdwatchireland.ie](http://www.birdwatchireland.ie)
- **Coillte**  
Tel: 01 2011111 Web: [www.coillte.ie](http://www.coillte.ie)
- **Crann**  
Tel: 01-6275075 Web: [www.crann.ie](http://www.crann.ie)
- **Department of Environment**  
Web: [www.environ.ie](http://www.environ.ie) Web: [www.askaboutireland.ie](http://www.askaboutireland.ie)
- **Heritage Council**  
Tel: 056 777 0777 Web: [www.heritagecouncil.ie](http://www.heritagecouncil.ie)
- **National Parks and Wildlife Service**  
Tel: 01 8882000 Web: [www.npws.ie](http://www.npws.ie)
- **Wicklow Mountains National Park**  
Tel: 0404 45800  
Web: [www.wicklowmountainsnationalpark.ie](http://www.wicklowmountainsnationalpark.ie)
- **PURE Project**  
Tel: 0404 45547 Web: [www.pureproject.ie](http://www.pureproject.ie)
- **Wicklow County Council**  
Tel: 0404 20100 Web: [www.wicklow.ie](http://www.wicklow.ie)
- **Wicklow County Library Service**  
Tel: 01 2866566 Web: [www.wicklow.ie](http://www.wicklow.ie)
- **Wicklow Family History Centre**  
Tel: 0404 20126 Web: [www.wicklow.ie/familyhistorycentre](http://www.wicklow.ie/familyhistorycentre)
- **Wildflower Identification**  
Web: [www.wildflowersofireland.net](http://www.wildflowersofireland.net)

### Publications

- **Irish Stone Walls**, Patrick McAfee The O'Brien Press 1997
- **Hedging - A Practical Handbook**, A. Brooks BTCV (2000)
- **Conserving Hedgerows**, (free brochure available from the heritage office Wicklow County Council)
- **Conserving and Enhancing Wildlife in towns and villages – A guide for Community Groups** (free brochure available from the heritage office Wicklow County Council)
- **New Hedges For the Countryside**, M. Maclean Farming Press 1992
- **Directory of Traditional Building Skills**, Ulster Architectural Heritage Society (1998)
- **Irish Farming & Wildlife** (ed.) J. Murphy, IWC/Birdwatch Ireland
- **The Irish Heritage and Environment Directory**, Worldwell (1999)
- **A Guide to Habitats in Ireland**, The Heritage Council (2000)
- **The Whole House Book: ecological building design & materials**, Borer & Harris (1998)
- **Don't Throw It All Away**, Friends Of the Earth (1998)
- **Dry Stone Walling**, BTCV (1996)
- **Guidelines on the recognition of Dangerous Trees**, Forest Service (1998)
- **Wicklow Villages – A Historic Guide**, P.Dargan (2011)  
E-mail: [dburns@wicklowcoco.ie](mailto:dburns@wicklowcoco.ie)

To report illegal dumping **LO-CALL 1850 365 121**

PURE, Wicklow Mountains National Park, Kilafin, Laragh, Bray, Co. Wicklow.  
Phone: 0404 45547 Email: [info@pureproject.ie](mailto:info@pureproject.ie) Web: [www.pureproject.ie](http://www.pureproject.ie)

**Photography:** [gerfitzgerald.com](http://gerfitzgerald.com) / [johngriffinphotography.ie](http://johngriffinphotography.ie) **Design:** [gerfitzgerald.com](http://gerfitzgerald.com)