



JOSEPH  
**MCNALLY**  
 JOINERY LTD

OH Doc No: 23

Rec'd From: Joseph Mc Nally  
 on behalf of NMAJ Belvedere  
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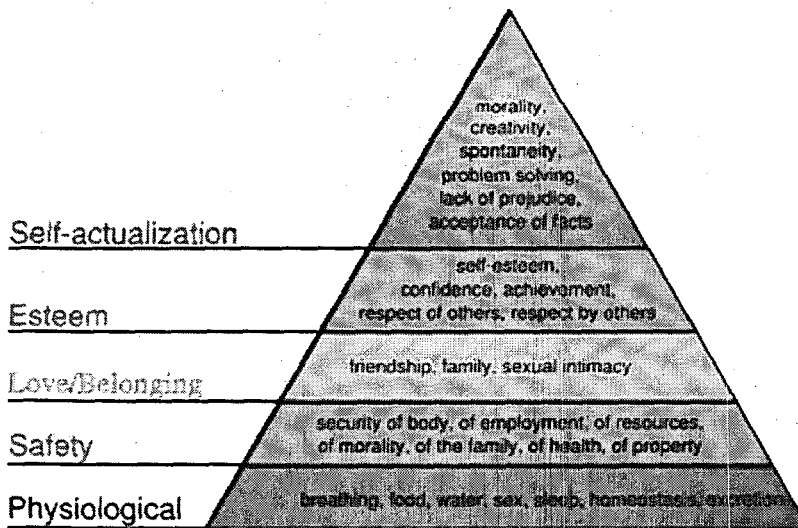
**Objection to proposed Landfill at Nevitt, Lusk, Co Dublin.**

Mc Nally Joinery was established by Joe and Breda Mc Nally in 1979, to serve the needs of the local off standard joinery market. They started off with a small team making Doors and Windows but gradually grew into one of the leading manufacturers of Off Standard and Specialist Joinery nationwide. As the company grew and is now staffed by second generation family, so too did the standard of quality and attention to detail, which afforded the company to win prestigious Irish Joinery Awards in 1999, 2000 and 2003.

Mc Nally Joinery currently employs 70 craftsmen, who are primarily living in the locality and is one of the largest local employers and any negative impact on this business from the proposed landfill could result in a major economic impact on the local community.

The most important asset for any company is the human assets and this is more prevalent in a highly skilled craftsman based industry. Retaining and motivating your team is the most difficult challenge that a company faces.

I refer you to "Maslows Theory" which is a seminal academic theory on the psychological & physiological needs of mankind.



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## **Deficiency needs**

The first four layers of the pyramid are what Maslow called "deficiency needs" or "D-needs": the individual does not feel anything if they are met, but feels anxious if they are not met. The deficiency needs are: Physiological, Safety, Love/Belonging, and Esteem needs.

Physiological needs can control thoughts and behaviors, and can cause people to feel sickness, pain, and discomfort. (Source wikipedia.org)

Odour from a landfill can result in above needs not been met.

**Providing your employees with a safe & healthy working environment is vital for the success & survival of this business. Having a Landfill site adjacent to our facility is not congruent with providing a location of choice for existing, potential employees or customers visiting our showrooms.**

We have invested many millions in training our employees, developing our facility and acquiring the latest machinery in order to meet market demands.

If the proposed landfill gets permission, this will certainly result in damaging our business which we have worked tirelessly over the years to develop and could ultimately result in its closure.

### **Summary**

- **The proposed landfill is a major threat to our livelihoods and those of our employees/families and this has not been considered in the EIS.**
- **Ultimately we are responsible for providing a safe environment for our employees and we will not be able to guarantee this in the future should the landfill go ahead.**
- **In addition it is most frustrating as Fingal County Council have not proven the "Need" to have this landfill and the Environmental/Economic destruction to our local business and community is too high a price to pay for a landfill that is not needed.**

Bernadette McNally  
Sales & Marketing Manager.  
March 10, 2008