

**PERTH AND KINROSS COUNCIL****Environment Committee****25 March 2015****Litter Action Plan****Report by Executive Director (Environment)**

This report proposes the adoption of the 2015-2020 Perth and Kinross Council Litter Action Plan.

The Litter Action Plan provides a co-ordinated approach which will contribute and influence changes to achieve a cleaner environment and help maintain civic pride in the area.

**1. BACKGROUND / MAIN ISSUES**

- 1.1 In June 2004, The Environment Committee approved a revitalised approach to tackling litter (Report EH/6/1(a) refers), which largely focussed on enforcement led action.
- 1.2 In the time since this report was approved, there has been a reduced emphasis on enforcement, focussing instead on changing behaviours through education and awareness.
- 1.3 In 2013, the Scottish Government launched a litter consultation in which invited the public, Local Authorities and other stakeholders to comment on how they wanted to shape the approach towards tackling litter.
- 1.4 The outcomes of the consultation led to the launch of the first National Litter Strategy in 2014. This was seen as an appropriate time to review the Council's local litter strategy and develop a Litter Action Plan in line with the National Strategy.
- 1.5 The local Litter Action Plan in Appendix 1 has been written to reflect the main drivers from the National Plan taking into account the current issues, procedures and resources in Perth and Kinross Council.

**2. PROPOSALS**

- 2.1 The Committee is asked to approve the Perth and Kinross Council Litter Action Plan in Appendix 1. This is modelled on the national template.
- 2.2 The Plan focuses on three main intervention themes;
  - Information - improving the sources, consistency and nature of messages

- Infrastructure - improving the facilities and services provided to reduce litter and promote recycling
- Enforcement - strengthening the deterrent effect of legislation

2.3 Recognising our role as a delivery partner in helping to reduce litter and influence behaviour, this plan outlines how the Council will contribute, where relevant, to each of these intervention themes.

2.4 This will be achieved by taking action both as a Council and by partnership working with other stakeholders.

2.5 This Plan will be reviewed in line with the National Litter Strategy in 2020 to ensure that we are fulfilling our actions and help us identify areas where we can make further progress.

### 3. CONCLUSION AND RECOMMENDATION

3.1 The Scottish Government published its first National Litter Plan in 2014 with the aim to reduce litter and fly tipping incidences as well as increase recycling from litter. In order to achieve this, many actions have to be taken to highlight the issues to the public, encourage changes in behaviour and, where all else fails, tackle with enforcement.

3.2 Changes to the act of littering and flytipping along with attitudes to these will not happen overnight, but the multi-disciplinary approaches laid out in the draft Perth and Kinross Council Litter Action Plan, together with the delivery of the National Litter Strategy, will help to reduce the current levels and encourage personal responsibility for actions.

3.3 It is recommended that the Environment Committee approve adoption of the 2015-2020 Perth and Kinross Council Litter Action Plan (Appendix 1).

#### Author(s)

Name	Designation	Contact Details
Claire Leishman	Senior Project Officer	Ext: 76433
Bruce Reekie	Waste Services and Community Greenspace Manager	Ext: 76448

#### Approved

Name	Designation	Date
Jim Valentine	Executive Director (Environment)	16 March 2015

If you or someone you know would like a copy of this document in another language or format, (on occasion, only a summary of the document will be provided in translation), this can be arranged by contacting the Customer Service Centre on 01738 475000.

You can also send us a text message on 07824 498145.

All Council Services can offer a telephone translation facility.

## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	<b>Yes / None</b>
Community Plan / Single Outcome Agreement	<b>Yes</b>
Corporate Plan	<b>Yes</b>
<b>Resource Implications</b>	
Financial	<b>None</b>
Workforce	<b>None</b>
Asset Management (land, property, IST)	<b>None</b>
<b>Assessments</b>	
Equality Impact Assessment	<b>Yes</b>
Strategic Environmental Assessment	<b>Yes</b>
Sustainability (community, economic, environmental)	<b>Yes</b>
Legal and Governance	<b>None</b>
Risk	<b>None</b>
<b>Consultation</b>	
Internal	<b>Yes</b>
External	<b>Yes</b>
<b>Communication</b>	
Communications Plan	<b>Yes</b>

### 1. Strategic Implications

#### Community Plan / Single Outcome Agreement

1.1 The proposals relate to the delivery of the Perth and Kinross Community Plan / Single Outcome Agreement in terms of the following priorities:

- (i) Giving every child the best start in life
- (ii) Developing educated, responsible and informed citizens
- (iii) Promoting a prosperous, inclusive and sustainable economy
- (iv) Supporting people to lead independent, healthy and active lives
- (v) Creating a safe and sustainable place for future generations

#### Corporate Plan

1.2 The proposals relate to the achievement of the Council's Corporate Plan Priorities:

- (i) Giving every child the best start in life;
- (ii) Developing educated, responsible and informed citizens;
- (iii) Promoting a prosperous, inclusive and sustainable economy;
- (iv) Supporting people to lead independent, healthy and active lives; and
- (v) Creating a safe and sustainable place for future generations.

## 2. Resource Implications

### Financial

2.1 There are no resource implications arising from the report.

### Workforce

2.2 There are no workforce implications arising from the report.

### Asset Management (land, property, IT)

2.3 There is no land, property or IT implications arising from the report.

## 3. Assessments

### Equality Impact Assessment

3.1 Under the Equality Act 2010, the Council is required to eliminate discrimination, advance equality of opportunity, and foster good relations between equality groups. Carrying out Equality Impact Assessments for plans and policies allow the Council to demonstrate that it is meeting these duties.

3.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:

(i) Assessed as **not relevant** for the purposes of EqIA

### Strategic Environmental Assessment

3.3 The Environmental Assessment (Scotland) Act 2005 places a duty on the Council to identify and assess the environmental consequences of its proposals. The matters presented in this report were considered under the Environmental Assessment (Scotland) Act 2005 and no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

### Sustainability

3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions.

3.5 The proposals have been assessed in terms of the requirements to manage litter in a co-ordinated manner which will contribute and influence changes to achieve a cleaner environment as well as help maintain civic pride in the area.

## Legal and Governance

- 3.6 The Head of Legal Services has been consulted on the proposals contained within the report.

## Risk

- 3.7 There are no risks arising from the report.

## **4. Consultation**

### Internal

- 4.1 The Head of Education - Secondary and Inclusions, Regulatory Services Manager and the Finance & Support Services Manager have been consulted on the proposals in the report.

### External

- 4.2 In 2013, the Scottish Government launched a litter consultation in which invited the public, Local Authorities and other stakeholders to comment on how they wanted to shape the approach towards tackling litter. The outcomes of the consultation led to the launch of the first National Litter Strategy in 2014

## **5. Communication**

- 5.1 The communications in relation to the Litter Action Plan are outlined in the Information Section.

## **2. BACKGROUND PAPERS**

Litter Enforcement Report, Environment Committee, June 2004  
(Report EH/6/1(a))

## **3. APPENDICES**

Appendix 1: Litter Action Plan

# Perth and Kinross Council

## Litter Action Plan

### 2015-2020



# Contents

3. Introduction
4. Signatory
5. Background
6. Purpose of the Plan
7. Information
7. Actions on Information
8. Actions on Information Example
9. Case Study 1 - Perth and Kinross Council Involvement in National Campaigns
10. Infrastructure
10. Actions on Infrastructure
11. Actions on Infrastructure Example
12. Case Study 2 – Introduction of Recycling on the Go
14. Enforcement
14. Actions on Infrastructure
15. Partnership Working
15. Actions on Partnership Working example
16. Case Study 3 - Perth and Kinross Council and Keep Scotland Beautiful
17. Summary

## Introduction

Perth and Kinross is home to 147,000 residents and on average host to 1.9 million<sup>1</sup> visitors who come to the area to appreciate the natural environment, take part in many activities and sample the culture and fine food on offer.

In recent years, Perth and Kinross has been the focal point of many major events. Both the Olympic Torch and the Queens Baton Relay made their way through from north to south, visiting many towns and villages en-route. There have been two Royal visits, one of which marking Perth's reinstatement to City Status and we have been fortunate to host one of the world's biggest sporting events, The Ryder Cup which was held at Gleneagles in September 2014, was watched by 500 million viewers in 183 countries.

LEAMS (Local Environmental Audit and Management System) is a Statutory Performance Indicator of street cleanliness for local authorities in Scotland. The LEAMS process is structured so that all authorities carry out exactly the same monitoring programme to enable full comparison between the results obtained. Perth and Kinross Council have constantly scored highly; 97.7% in 2012/13 and 96% in 2013/14 of streets were found to be 'acceptable' or higher for cleanliness.

The 2013/14 Perth and Kinross LEAMS annual report published by Keep Scotland Beautiful highlighted that the most common source of litter was from the general public in particular pedestrians. It was also noted that cigarette ends were observed on most streets and that the areas of highest density were where the most litter was found. In 2014 a cleanliness report written by Keep Scotland Beautiful stated that 98.3% of streets surveyed in Perth and Kinross were 'acceptably clean, however small or minor incidences were noted in the majority of sites monitored and identified that the general public are the source of most litter.

Unfortunately, litter and flytipping is an everyday occurrence, detracting from the beauty of the area and potentially leaving a less than favourable impression for residents and visitors.

The report indicated that a good level of cleansing service provision was in force and despite not recording many significant littering issues, the majority of streets did record items which is a potential problem if the level of service should drop.

The protection and enhancement of the Perth and Kinross environment is of great importance to communities, visitors, businesses and the Council.

This Litter Action Plan provides a co-ordinated approach to which these groups will contribute and influence changes to achieve a cleaner environment and help maintain civic pride.

---

<sup>1</sup> taken from 2013 Global Tourism Solutions UK STEAM (Scarborough Tourism Economic Activity Monitor) Final Trend Report

**Signatory**

**Name**

---

**Position**

---

**Signature**

---

**Date**

---



## Background

In 2013 the Scottish Government launched a [consultation](#)<sup>1</sup>, to ask the public and stakeholders to contribute towards shaping a strategic approach to tackling litter and the incivility of dropping litter.

The intention of the consultation was to bring together the good work already being carried out across Scotland and shape a National Litter Strategy with leadership on waste prevention and fresh action to tackle litter and flytipping and to increase recycling.

The consultation asked for opinions on matters on subjects such as communication, enforcement and infrastructure to mention a few. It was also an opportunity for land managers to demonstrate good practice, for example, the prevention of accidental litter arising from litter and waste collections.

The consultation [responses](#)<sup>2</sup> were analysed and this shaped the final document.

1. <http://www.gov.scot/Publications/2013/07/6925>
2. <http://www.gov.scot/Publications/2014/02/8418>

## What is the purpose of this plan?

Perth and Kinross Council share the Scottish Government's vision of a litter free Scotland, as laid out in the [National Litter Strategy](#)<sup>3</sup>, recognising the social, environmental and economic benefits of achieving a cleaner greener Scotland.

The National strategy outlines 3 intervention themes:

- Information - improving the sources, consistency and nature of messages
- Infrastructure - improving the facilities and services provided to reduce litter and promote recycling
- Enforcement - strengthening the deterrent effect of legislation



Recognising our role as a delivery partner in helping to reduce litter and influence behaviour, this plan will outline how the Council will contribute, where relevant, to each of these intervention themes.

This will be achieved by taking action independently and by partnership working with other stakeholders.

This Plan will be reviewed along with the National Litter Strategy in 2020 to ensure that we are fulfilling our actions and help us identify areas where we can make further progress.

3. <http://www.gov.scot/Resource/0045/00452542.pdf>

## Information

Information primarily concentrates on communicating efficiently, providing constant and improved messages for the public. The goal is to send key messages that engage the public and motivate behaviour change.

The National Litter Strategy defines Information as follows;

1. **Communication** - explaining why people should do the right thing with waste.
2. **Education** - encouraging long-term positive attitudes to waste and littering.
3. **Local community action** - helping people to take responsibility for their areas.

Currently in Perth and Kinross, information is provided by Waste Awareness Co-ordinators. They carry out activities within schools and communities, supporting a change of attitude towards litter, recycling and waste and include the following;

- **Communities** – working with schools to focus on the resource issues and environmental concerns around waste, recycling and litter.
- **Schools and Eco Schools** – education about litter from an early age to instil responsible attitudes into their adult years.

As well as community and school based activities, the Education and Awareness Co-ordinators deliver local and national litter campaigns using the media toolkit provided by Zero Waste Scotland (see case study 2 for an example).

## Actions on Information

- *Deliver communications campaigns to discourage littering behaviour e.g. Keep Scotland Beautiful and Zero Waste Scotland campaigns and toolkits to engage staff, customers, general public and communities around the importance of litter and flytipping prevention*
- *Encourage and support community groups to devise their own Community Litter Action Plans*
- *Continue to share and develop best practice with other stakeholders through the Local Environmental Quality Network, Transport Litter Group, National Fly Tipping Forum, LEAMS seminars etc*
- *Promote litter activities that are undertaken via media and social networking releases(see case study 2)*
- *Promote best practice to events organisers on litter prevention, waste containment and management through the Commercial Waste Events Business Pack and guidance*
- *Continue to promote Clean Up Scotland & Clean up Perthshire Campaigns*

- *Support and promote the Eco Schools programme through LEAMS for schools (see Action on Information example)*
- *Explore the use of FlyMapper. 'FlyMapper is an app and web based system which allows flytipping incidents to be quickly and efficiently recorded in the field and for the status of each incident to be tracked' This system helps present accurate data with spatial distribution, scale, type and clear up costs of materials flytipped. It then provides useful information at a local level to allow interventions and campaigns to be targeted directly where the issues arise*
- *Continue to provide information on recycling and disposal routes to stakeholders.*

### **Action on Information Example – LEAMS for Schools**

Litter in and around schools is an issue that needs to be regularly addressed. Whilst education and awareness has been carried out in all nurseries, primary and secondary schools since the early 1990s, it is still apparent that vast amounts of litter is dropped by school age children, particularly secondary school. The current style of presentation and education with younger students (nursery to primary 7) works well, but it is recognised that secondary school age students are a more difficult audience to reach to encourage behavioural changes.

In 2013, Waste Awareness Co-ordinators from Waste Services started to work with one senior school in Perth to trial a new approach to tackling the school litter problem. It was hoped that this would capture the student's imagination, promote different ways of thinking about litter and the problems it causes, as well as developing a self-help resource which schools could use for many years.

The programme that was selected was 'LEAMS for Schools' (Local Environmental Audit and Management System). The LEAMS programme is a recognised monitoring system managed by Keep Scotland Beautiful aimed at measuring litter standards throughout Scotland.

All Scottish local authorities use LEAMS to assess the cleanliness of their streets and the data collected is reported to the Scottish Government as a statutory performance indicator. The information gathered is also used for identifying 'hot-spot' areas which require intervention such as additional cleaning or additional litter bins.

LEAMS for Schools is based on the standard LEAMS format and requires students to carry out the surveying, identifying where issues lie, and taking responsibility for action to improve the overall cleanliness. LEAMS for schools is an opportunity to develop Litter Education in schools and to engage with secondary schools and is flexible enough to fit into the current Curriculum for Excellence.

It is intended, following the review of the trial LEAMS for Schools that it is further rolled out to all secondary schools in Perth and Kinross Council.

## Case Study 1

### Perth and Kinross Council Involvement in National Campaigns

Perth & Kinross Council actively participate in national litter campaigns. In August 2013, during the Litter Week of Action, the Scottish Government launched the **Flingin's Mingin'** campaign. This particular campaign was aimed at the 17-25 age group, and specifically targeted litter thrown from vehicles, or left at the side of the road.

Using the media toolkit provided by Zero Waste Scotland, Perth & Kinross Council created a dedicated page on their website using headers and banners. In addition, a series of social media posts were created to compliment the campaign, examples of which are below.

#### Flingin's Mingin' Social Media Updates

- 50 tonnes of litter are collected from the roadsides of Scottish motorways every month #FlinginsMingin
- Chewing gum does not degrade! Chew it, wrap it, bin it #FlinginsMingin
- There are an average of 7 bottles and cans on every 100m stretch of road in Scotland #FlinginsMingin
- It takes 12 years for a cigarette end to break down, so put your butt out, and bin it #FlinginsMingin
- Discarded drinks cans can puncture tyres #annoying #expensive – don't fling it, bin it #FlinginsMingin
- Over 250 million pieces of litter are dropped in Scotland every year, many of which could have been recycled #FlinginsMingin
- A staggering 22 tonnes of cigarette litter is dropped every day in Scotland – much of which happens on the move. Stub it out, and bin it #FlinginsMingin

## Infrastructure

Infrastructure focuses on the provisions of facilities and services which help to reduce litter and promote recycling. Behaviour can be influenced by the way infrastructure such as litter bins are located, serviced and designed.

Facilities must be designed to be accessible, making it easier for people to do the right thing with waste. Opportunities for recycling - increasing facilities in public places (such as Recycle on the Go) and increasing the range of commonly recycled materials.

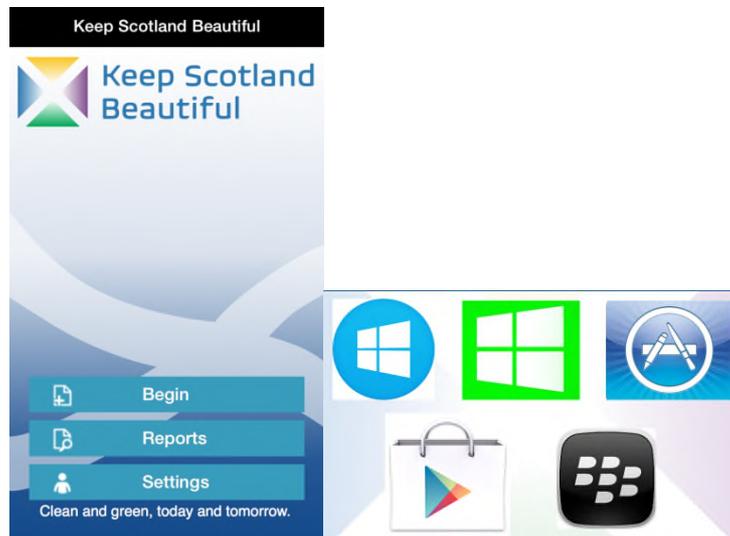
Since 2011, Perth and Kinross Council have been improving facilities for the public to dispose and recycle litter. Considerable investment has been given to replacing old and unsuitable litter bins, resulting in excess of 500 new/replacement litter bins being provided.

In addition to this, recognising that litter can hold valuable recycling commodities, Recycling on the Go bins have been installed in several locations where there is heavy footfall or vehicular traffic. See case study 2 for an example.

## Actions on Infrastructure

- *Continue to deliver the litter bin replacement programme to include the following;*
  - *evaluation of locations of existing public litter bins, consulting with local communities, operations, businesses and other stakeholders to optimise positioning of litter bins for best effect*
  - *Procure bins best suited for purpose, taking into account new styles and market developments*
  - *installation of improved bins and more provision for public use*
  
- *Continue to provide Recycling on the Go facilities and where possible roll out further units*
- *Support small scale community events with free-to-hire waste/recycling/litter bins*
- *In conjunction with SEPA, offer advice and support to landowners blighted by flytipping by investigating a landowner fly-tipping disposal scheme*
- *Install creative/preventative barriers at sites prone to flytipping that are the responsibility of Perth and Kinross Council*
- *Contribute and advise through planning processes and regeneration projects best practice for litter prevention and management of litter, waste & recycling*
- *Investigate use of 'Fly-Mapper' and use of GIS for mapping flytipping incidents*
- *Adopt and promote use of Keep Scotland Beautiful's 'Love Clean Streets' App which provides the public with a simple and instant reporting tool which could help stop multiple reports of the same incident being received. The reports are made public, therefore others can see action or information easily and it would allow for 'hot spot' areas to be identified and therefore be targeted with intervention and enforcement. See Case Study 1*

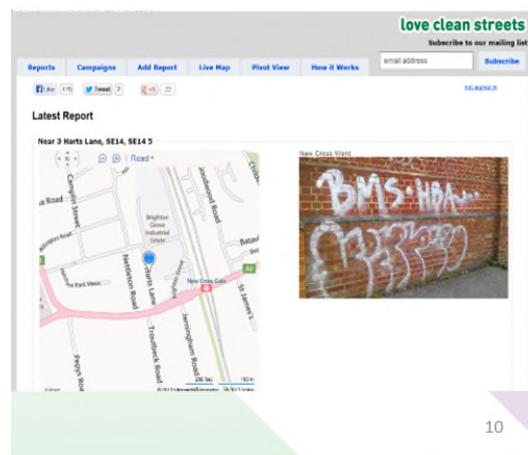
## Actions on Infrastructure Example - Adopt and promote use of Keep Scotland Beautiful's Love Clean Streets App



The Love Clean Streets App is based on the award winning Lewisham Council mobile phone App. Residents can report environmental issues such as, fly-tipping or litter through their mobile phones. Local authorities can then manage and respond as appropriate.

### How the App would work in Perth and Kinross

1. Reports are sent via the KSB app to the Customer Service Centre by members of the public
2. The local authority actions remedial work on the issue, if appropriate
3. Administrator allocates report and the assigned user receives notification and can edit the report
4. Report is made public and user is notified



5. Report is updated during progress keeping the 'reporter' and public informed on progress
6. Report is closed once completed with the resolve
7. Love Clean Streets is available to use anywhere in the country now and free to download and use. It has a simple single page administration for Local Authorities

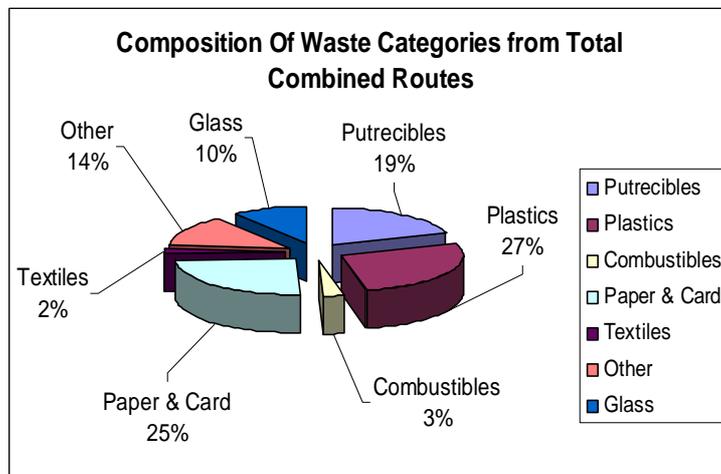
## Case Study 2

### Introduction of Recycling on the Go

Waste and recycling is disposed of away from home when shopping, travelling or visiting places of interest. This waste potentially contains 'valuable' recyclates such as cans, glass, plastics and paper which ordinarily would end up in landfill.

In 2009, Perth and Kinross Council undertook a study on the composition of the average city centre litter bin and found that up to 76% of the waste could be classed as recyclable.

The main categories of waste identified during this analysis were;



These figures established that a trial of Recycling on the Go (RotG) should be implemented.

In 2012, there was opportunity to bid for funding through Zero Waste Scotland and following a successful application, Waste Services were awarded money to purchase 10 larger scale units as shown in the photo below.



These units are capable of containing large volumes of Dry Mixed Recyclates and are emptied by a Refuse Collection Vehicle when collecting Dry Mixed Recyclates from domestic and commercial properties.

The units have been placed in areas of large footfall; bus terminus, car parks, shopping areas and have been well used.

## Enforcement

The National Litter Strategy intends to strengthen the enforcement system - with effective laws and procedures that deter offenders.

For some, the realisation that there are financial penalties for littering and flytipping, and a risk of being caught, is a significant motivator. Effective legislation, enforcement and related communication are vital to reinforcing the deterrent effect.

Currently there are no dedicated Litter and Waste Enforcement Officers in Perth and Kinross Council, although there are several Officers who are authorised to issue Fixed Penalty Notices. These officers have other substantive duties such as animal welfare, community waste and operational functions, which means there is little opportunity to dedicate to litter enforcement.

## Actions on Enforcement

- *Review of current approaches to enforcement and identify any opportunities for trialling new approaches e.g. authorisation for Parking Attendants to issue Fixed Penalty Notices for littering*
- *Support Zero Waste Scotland and Keep Scotland Beautiful with developments in enforcement reviews*
- *Continue to provide enforcement training via Keep Scotland Beautiful to ensure authorised staff are up to date with legislation and best practice*
- *Support local and national enforcement campaigns and agencies*
- *Support Loch Lomond and Trossachs National Park Byelaws to restrict wild camping and anti-social behaviour. Investigate the wider use of sub Byelaws across Perth and Kinross*
- *Work with colleagues in Education and Children's Services in using restorative practices in schools as a way of encouraging children to take responsibility for their litter behaviours*

## Actions on Enforcement Example - Review of Current Approaches

It is recognised that without some deterrent in the form of enforcement, information and infrastructure may not work for those who are not prepared to change their behaviour voluntarily.

There are currently 15 Parking Attendants who are on duty between the hours of 07:45 – 20:00 Monday to Friday and 08:15 – 17:00 Saturday and Sunday and cover the whole of Perth and Kinross, but especially busy areas where the majority of litter is dropped. It is proposed to explore the possibilities of authorising these Parking Attendants so they can issue Fixed Penalty Notices for littering.

## Partnership Working

Partnership working is a valuable tool for tackling difficult issues and achieving more efficient and effective use of resources. There are many organisations that have a vested interest in litter, or have to deliver objectives in relation to the subject. Perth and Kinross Council have, over the years, formed a strong working partnership with Keep Scotland Beautiful and this can be seen in case study 3.

As well as this partnership, Perth and Kinross Council will continue to work with the following and any new groups/bodies that are developed;

- *Keep Scotland Beautiful*
- *Zero Waste Scotland*
- *Local community groups e.g. community councils, tenants associations, bloom groups*
- *Land Managers e.g. Network Rail, land factors/owners, National Union of Farmers*
- *Enforcement agencies e.g. Police Scotland, Scottish Fire and Rescue Service, Scottish Environmental Protection Agency*

## Actions on Partnership Working Example - Restorative Justice

In 2014, Perth and Kinross Council developed a partnership with Restorative Justice to remove chewing gum from pavements. Battery powered machines which use harmless, biodegradable chemicals and steam were purchased and Restorative Justice provided the manpower to use them.

This successful partnership has helped improve the look of the area and means that a long term solution has been found to tackle the blight of chewing gum staining on our pavements.

Waste Services will further explore areas where Restorative Justice can work in partnership to tackle environmental incivilities such as graffiti removal, cleaning up of 'orphan land' blighted by litter and flytipping, and installing preventative measure to discourage further incidences.

## Partnership Working Case Study 3

### Perth and Kinross Council and Keep Scotland Beautiful



Keep Scotland Beautiful, the environmental charity, launched a nationwide mass-engagement campaign [Clean up Scotland](#) in 2013. The campaign aimed to empower communities to carry out clean-ups to help rid Scotland of litter. 2014 was a major year for Scotland; Commonwealth Games in Glasgow, Ryder Cup at Gleneagles and Year of Homecoming.

Clean Up Scotland looked to include the public, voluntary and private sectors, local authorities and other statutory land owners in activities ranging from signing a simple pledge to organising a clean-up in their local area. It also highlighted the issues that affect many communities, such as litter, dog fouling, flytipping, flyposting, graffiti and abandoned cars. Both the national and local level campaigns will contribute to the long term behavioral changes needed to stop the act of litter and encourage a zero tolerance to environmental incivilities.

Perth and Kinross Council signed the campaign pledge in November 2012 at Holyrood and then took forward a local level campaign known as Clean up Perth and Kinross. This focused on local clean ups (in place of the more traditional Spring Clean campaigns), litter around schools and common routes to schools.

Clean Up Perth and Kinross was launched in March 2014 at Gleaneagles Station in conjunction with the Community School of Auchterarder, Keep Scotland Beautiful, Scotrail and Auchterarder in Bloom.



In 2014, Clean Up Perth and Kinross supported 32 local clean-ups and 1642 volunteers helped clear the landscape of litter.

The local campaign is on-going and community groups, volunteers, schools, nurseries etc are supported by having the opportunity to borrow litter picking equipment, being provided with bags and a free uplift of bags and other waste collected.

## Summary

The Scottish Government published its first National Litter Plan with the aim to reduce litter and flytipping incidences and increase recycling from litter. In order to achieve this, many actions have to be taken to highlight the issues to the public, encourage changes in behaviour and where all else fails tackle with enforcement.

Changes to the act of littering and flytipping and attitudes to these will not happen overnight, but the multi-discipline approaches laid out in the Perth and Kinross Council Litter Action Plan, together with the delivery of the National Litter Strategy, will help to reduce the current levels and encourage personal responsibility for actions.

