



Briefing 17/15

March 2017

Scottish Local Authority Litter Managers Network: Litter Day of Action

To: All Chief Executives, Main Contacts and APSE Contacts in Scotland

For information only to England, Northern Ireland and Wales

Key Issues

The purpose of this briefing is to provide information on the collaborative approach being taken by Scottish local authorities towards litter campaigns. These Litter Day of Action themes will take place throughout 2017/18 and with a commitment from local authorities, Zero Waste Scotland will provide free media/ communication materials to help support the campaigns. The four themes have been agreed by the Litter Managers Network and will consist of:-

- Smoking related litter (June 2017)
- Recreational/ Parks/ Community (September 2017)
- Town centre/ night time litter (December 2017)
- Roadside (April 2018)

1.0 Introduction

Scottish local authorities, with the support of Zero Waste Scotland and APSE, have set up a Litter Managers Network to align key priorities and concerns for litter and flytipping. Following feedback collected during initial Zero Waste Scotland workshops at the end of last year, the following list provides some of the priorities which were highlighted by local authorities:-

- Guidance and Training
- CoPLAR implementation
- Bins v No bins
- Improving the enforcement process
- Education
- Communication
- Flytipping prevention

At the first meeting of the Litter Managers Network meeting, it was agreed that as part of the communication activity, a small short term working group would be formed to look at the potential planning for a "Litter Day of Action".

2.0 Short Term Working Group "Day of Action" outcomes

Three local authorities agreed to volunteer for the working group, these included Dumfries & Galloway Council, North Lanarkshire Council and South Lanarkshire Council. Representatives from each Council met along with Zero Waste Scotland to discuss the progression of a "Litter Day of Action".

Following discussions, it was agreed to take a number of recommendations forward to the full Litter Managers Network. These included:-

- Progress with 4 individual quarterly themes which would take place over the course of the coming year:
 - Smoking related litter (June 2017)
 - Recreational/ Parks/ Community (September 2017)
 - Town Centre/ Night Litter (December 2017)
 - Roadside (April 2018)
- Target each over the monthly period indicated above, with the individual local authorities determining the length of their campaign e.g. one day or one week.
- Encourage all local authorities to do what they can but the priority would be to prompt and promote.
- Link the campaigns to other strategies to increase promotion/ awareness e.g. Keep Scotland Beautiful's Roadside Litter campaign.
- Engage with as many partners as possible including:
 - BiDs
 - Local authority IT departments
 - Educational establishments
 - Enforcement
 - Problem solving groups
 - Trunk Road operators
 - Elected Members
- Zero Waste Scotland to provide support through media/ communication materials as long as there is a commitment from a number of local authorities to participate.

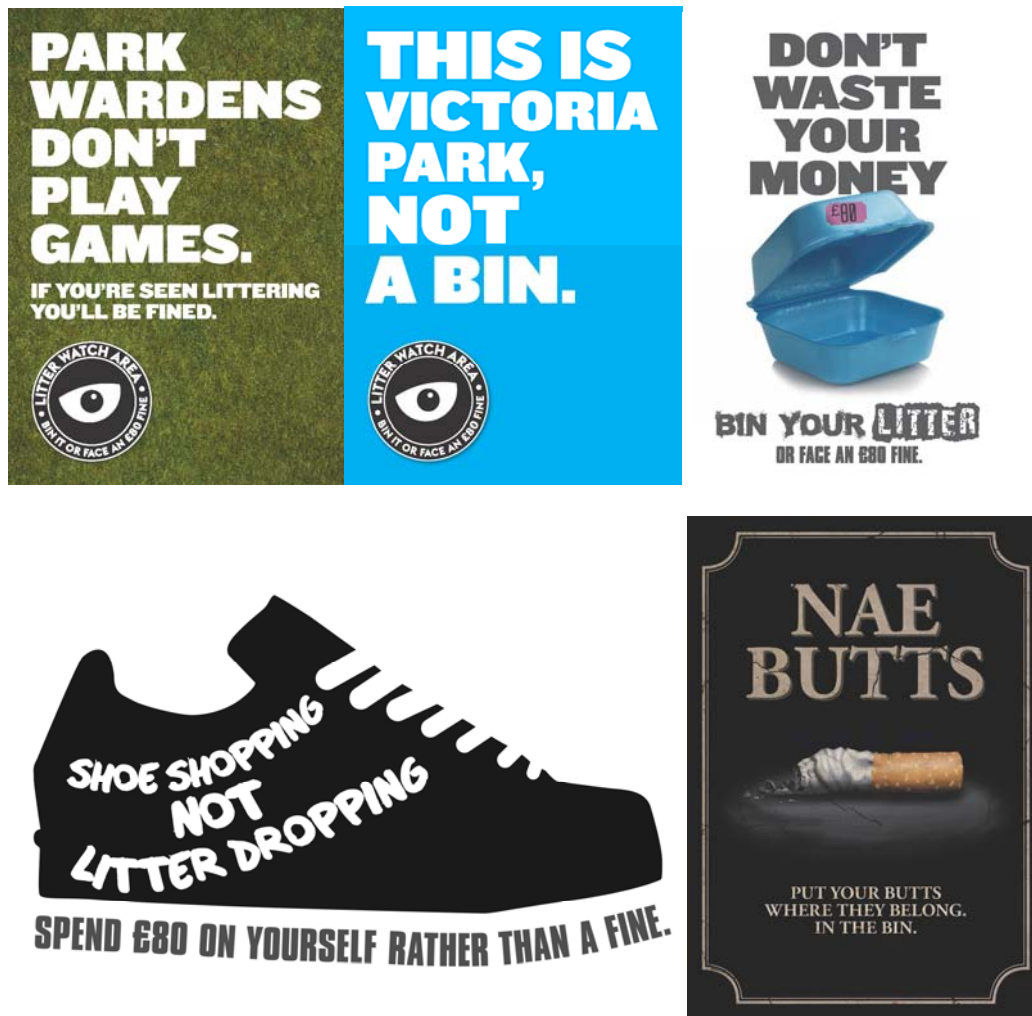
These recommendations were tabled at the most recent meeting of the Litter Managers Network which was held on Wednesday 1st March 2017, where all attendees agreed to take forward the outcomes. It was noted that due to resources and staffing etc each individual local authority will decide whether they will participate in all or specific themes depending on local priorities.

3.0 What to do next?

In order for Zero Waste Scotland to prepare and provide local authorities with communication packs for each theme, please contact Emma Leel on emma.leel@zerowastescotland.org.uk to register your intention to participate. Packs will be provided between 4-6 weeks prior to the campaign month therefore please contact Emma before the end of March to receive your smoking related pack.

As well as the communications packs for the individual themes, Zero Waste Scotland also have a litter communications toolkit ([see APSE briefing 16-20](#)) which provides a number of materials to support organisations in tackling litter. It provides a number of messages and materials which can be used to help communicate information to targeted audiences and help encourage a change in behaviour.

Some examples of the materials available within the toolkit for all are outlined below:-



All of the toolkit communication sections can be accessed free by [clicking here](#)

4.0 Comment from Emma Lee, Sector Manager Litter and Flytipping, Zero Waste Scotland

We are very keen to support Local Authorities to take forward themed campaigns at regular intervals throughout the year. The working group have put a great deal of thought into how this can work in practice and we are keen to be able to support this by utilising the materials we have already produced and providing supporting packs for Local Authorities and their identified partner

organisations. We are particularly keen to explore how the toolkit can be used in ways other than print media – for example via social media, press and PR. We would ask partners to consider new, innovative mediums for communicating messages.

5.0 APSE Comment

APSE welcomes the commitment shown by the working group and all authorities involved in the Litter Managers Network. Although local authorities continue to deliver innovative communication campaigns which are aimed at helping change behaviours towards litter on an individual basis, it is hoped that having specific themed days of action will help increase awareness across Scotland collectively.

As outlined within the briefing Zero Waste Scotland has agreed to provide support through media and communication materials as long as there is a commitment from a number of local authorities to participate. These communication packs will provide a number of materials which local authorities can adopt quickly, reducing the time and resources councils would need to spend preparing their own materials for such a campaign.

APSE continues to support local authorities through our Scottish Parks, Grounds and Streets advisory group, which provide excellent networking opportunities for colleagues to share best practice and innovations as well as looking to collectively work on potential solutions to the big issues facing their services.

APSE Scotland will also once again be hosting our annual Fleet, Waste & Grounds seminar which will be taking place in Aviemore on the 23-26 May 2017. This event is a key date for Scottish local authorities and as part of the programme there will be two seminar sessions dedicated to parks, grounds and streets services. The first will look at managing operational change in street services and will include presentations from the City of London, who will explore benchmarking street cleansing in core cities and Dumfries & Galloway Council, who will look at quantifying improvement in parks and street services under continued budget pressures. The second will see Zero Waste Scotland provide a focus on litter prevention and East Lothian Council will look at the topic of designing with maintenance in mind. As well as the seminar sessions themselves, the next Litter Managers Network meeting will also be held during the course of the event and APSE will once again hold an advisory discussion forum for colleagues within parks, grounds and street services ([click here](#) to view the full programme).

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