

# Developing Scotland's National Litter and Flytipping Strategy

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#YourSayOnLitter #YourSayOnFlytipping




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Keep Scotland  
Beautiful



# Outline

- Background
  - Proposed actions to tackle litter
  - Proposed actions to tackle flytipping
  - Next Steps
- 



**70%**

of Scots are concerned  
about litter and flytipping  
in their area.

## Background

- National Litter Strategy published in 2014.
- Review completed in 2019
- Marine Litter Strategy also available for consultation

# National Litter Strategy Review

- Summarised action from the previous 5 years
- Outlined good practice case studies
- Recommended priority areas for future strategy.
  - Focus on Flytipping
  - Set in the context of current political landscape
  - Ownership of actions
  - Monitoring and Evaluation

# Strategy Development

- Developed in partnership with Zero Waste Scotland, Keep Scotland Beautiful and SEPA
- Consultative Approach
- New National Litter and Flytipping Strategy focuses on:
  - Behaviour Change
  - Services and Infrastructure
  - Enforcement
- Data and research are an important part of each theme.

# Behaviour Change - Litter

Ensure individuals and organisations have greater awareness of problems cause by litter and are motivated to behave responsibly.

Proposed actions include:

- Conduct research on behaviours that lead to littering
- Develop a sustained national anti-littering behaviour change campaign



**88%**

of Scots agree that  
litter is a problem  
across Scotland.

# Services and Infrastructure - Litter

Ensure Scotland's services and infrastructure are fit for purpose, encourage responsible behaviour and prioritise action and innovation that proactively prevents litter.

Proposed actions include:

- Improve consistency of data collection
- Increase use of citizen science
- Explore use of flexible and innovative interventions
- Establish an action focused group to encourage collaboration between duty bodies
- Create a litter hub to provide information to community groups



**Have your  
say on litter  
and flytipping  
in Scotland**

## **Enforcement - Litter**

**Ensure there is a strong and consistent enforcement model that promotes positive behaviours and acts as a deterrent**

Proposed actions include:

- Conduct an evidence review of enforcement practices
- Explore:
  - Raising fixed penalties
  - Alternative penalties
- Review and develop further guidance on enforcement best practices



# Behaviour Change - Flytipping

Improve flytipping messaging to ensure individuals and businesses are confident in their responsibilities in disposing of waste.

Proposed actions include:

- Conduct research on behaviours that lead to flytipping
- Develop a sustained national anti-flytipping behaviour change campaign
- Create a single information point containing advice on disposal of commonly flytipped materials

# Services and Infrastructure - Flytipping

Ensure there is a resilient national framework which provides services that are effective for preventing and tackling flytipping

Proposed actions include:

- Improve data collection
- Review Dumb Dumpers and ensure that there is a fit for purpose mechanism for citizen reporting
- Support information and resource sharing through a flytipping forum
- Explore flexible and targeted approaches to waste disposal
- Provide guidance to private landowners



**70%**

of Scots are concerned  
about litter and flytipping  
in their area.

## Enforcement -Flytipping

Ensure there is a strong, consistent enforcement model that is fit for purpose

Proposed actions include:

- Conduct an evidence review of enforcement practices
- Raise fixed penalties to max
- Explore civil penalties
- Take powers to enable seizure of vehicles used in flytipping
- Review and develop further guidance on enforcement best practices

# Next Steps

Closes 31 March 2022

- Consultation responses will be analysed
- Published on website (where permission is given)
- Responses will shape final strategy.



The majority of unwanted materials that end up in the marine environment originated on land.



**Thank you**  
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**#YourSayOnLitter #YourSayOnFlytipping**