

Update

National Litter and Flytipping Strategy



APSE Conference – 22 May 2024

Presentation by Keep Scotland Beautiful,
Zero Waste Scotland and SEPA



Agenda

Where are we now?

Update on actions in Year One Action Plan

Plans for Year Two Action Plan

Engaging with stakeholders

Q&A



Where are we now?

Strategy Delivery Group

Informal agreement on Year Two Action Plan

Impact of Circular Economy Bill

Next Steps



Paul Wallace

Campaigns and Social Innovation Manager, KSB



Reflections on Year One Action Plan

Role of Community Reference Group – litter actions



Targeted behaviour-based interventions

Work with key stakeholders (local authorities, duty bodies and businesses) to collaboratively deliver one or two innovative behaviour-based interventions utilising existing data to identify and target litter types or items (including new and emerging types), evaluating their impact and potential for wider roll-out.



Empowering communities

Create and promote a national online litter hub to provide information, advice and support to community groups and other relevant local organisations on tackling litter and littering behaviour.



Engaging communities

Create and deliver a community-focused litter education programme for communities and other relevant local organisations that will raise awareness and develop the capacity and capability to tackle littering behaviour at a local level.



Reflections on Year One Action Plan

Data actions



Set up Data Management Group (DMG)

Including scope, purpose, scoping members based on skills required, invitation of members, drafting Terms of Reference and establishing reporting mechanism to the SDG.



Developing litter data

Building on existing litter data collection and analysis, engage with a wider range of stakeholders and ensure a common approach to data management, analysis and use.



Improving consistency of litter data

Actively promote and improve the quality and consistency of citizen science to support litter data collection and complement existing programmes.



Plans for Year two Action Plan

Litter actions



Targeted behaviour-based interventions

Use qualitative and quantitative data to identify, develop and implement an innovative intervention, e.g. how a group of councils collectively could assess effectiveness and costs of intervention to tackle roadside litter using new littering from vehicles provision.



Empowering communities

Further develop and expand Hub to widen range of information, advice and support available to community groups and other local organisations (including peer support) to enable them to tackle litter and littering behaviour.



Engaging communities

Implement a phased roll out of education programme nationally to build capacity and capability in community groups and other local organisations to tackle litter and littering behaviour.



Plans for Year two Action Plan

Data actions



Data Management Group (DMG)

Facilitation of DMG to support litter and flytipping data actions, from 15-19, recognising it provides a key resource for the development of these actions.



Developing litter data

Improving collection, analysis and use of data, based on initial activity completed in Y1, linking with the data strategy and development of the Litter Monitoring System, including the prioritisation of data sets collected in Y1 and the use, relevance and data sharing agreements. Also building on identified gaps in data collection in Y1, defining options for collecting the missing data and potentially engaging with academics to research the cause and effect of littering, utilising current litter data.



Improving consistency of litter data

Progress key recommendations identified in the Y1 Citizen Science report, anticipating link to and informing policy, improving continuity and quality and promoting citizen science.



How can you get involved?

Work with us to roll-out Y1 Intervention or develop Y2 Intervention

Help us to develop the online community hub – local links and content

Work with us to roll-out and further test education programme

Support our work on data



Kim Young

Partner- Prevention & Reuse, Zero Waste Scotland



Future delivery model

(strategy action 14)

- Stakeholder engagement completed
- Options paper completed
- Waiting on approval for next stage
 - Publication of a Strategic Business Case
 - Workshop/s to provide feedback on options

Thereafter:

- Outline business case and selection of preferred option
- Testing



Data strategy

(strategy action 15)

Summary:

- Prevention Data mining exercise completed
- Draft Indicators – high level indicators are being developed
- Priority areas for development to support/design/evaluate interventions and policy
- Recommendations to be approved and next steps agreed



Behavioural Systems Mapping – what causes Litter and Flytipping behaviour?

Litter

Lack of appropriate bins nearby (or they are full)

Not wanting to be inconvenienced

Lack of respect for the local environment

Dropping something by accident

Confusing variety of bins

Flytipping

Lack of awareness about correct waste disposal options

Costs of using disposal sites/services

Distance / difficulty getting to nearest disposal site

Too few proper disposal sites

Desire to make money or avoid costs

What does this mean in practical terms?



Craig Fraser

Senior Policy Officer (National Waste Unit), SEPA



Flytipping Data

Two key actions – Flytipping baseline and live picture of flytipping

Baseline findings:

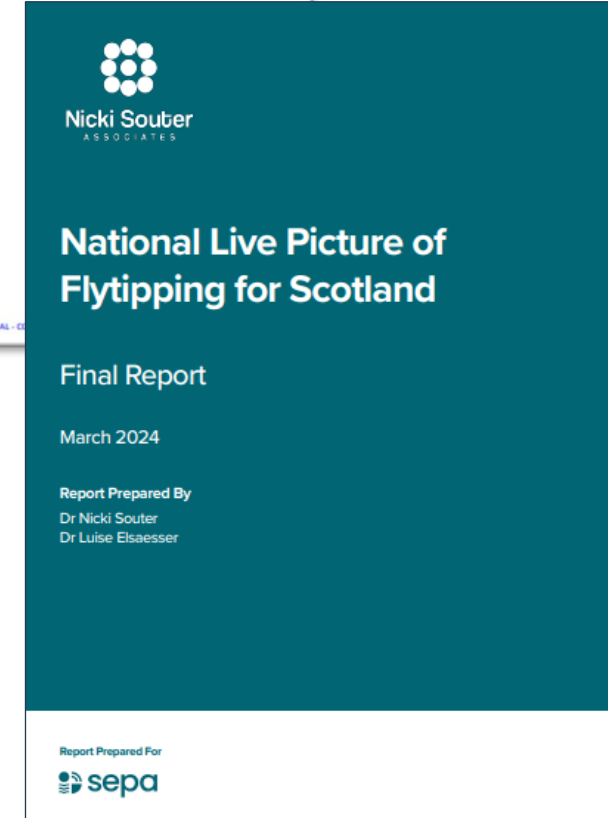
- Data on flytipping incidents and enforcement actions for FY 22/23
- 16 local authorities fed data into the report
- Around 64,000 flytipping incidents reported, 850 FPNs issued
- Inconsistent data collection and incomplete datasets

Live picture findings:

- First stage feasibility study on requirements of a live system
- Assessment of existing systems
- Outline of what a potential system could look like
- Agreement that system should include reporting element

What's been recommended for Year 2 and beyond?

- Data standard to support collection of flytipping data
- Work towards the development of a trial system



Flytipping Response

Three actions – Roles and responsibilities, support for landowners and digital interventions

Roles and responsibilities:

- Not well understood
- Partnership working is impeded by a range of factors including lack of guidance, financial resources, officer capability, various views on statutory obligations of LAs, difficulties sharing evidence and intelligence.
- Despite this some clear examples of partnerships working well
- Year 2 - SEPA trialling an alternative approach (already begun).

Landowner support:

- Landowners Grant Fund – 3 flytipping intervention projects funded
- Guidance document outline – questions to be answered
- Year 2 - ?

Digital Interventions:

- Tackling unauthorised waste collections advertised through social media
- 49% of the 197 operators identified as advertisers were unregistered
- Some registrations received, some profiles shutdown, some wider investigations initiated
- Year 2 – Build on this!



How to get involved

Roles and responsibilities

SEPA needs local authorities to engage with this work.
Partnership working on the right cases with the right evidence for better enforcement outcomes

Digital interventions

Intelligence on potentially unauthorised collectors in your area

Landowners support

Feed into guidance. What can you do to support landowners?

Baseline (if proceeds)

Data standard.

Live picture (if proceeds)

Continue to engage with development of trial system.



Update

National Litter and Flytipping Strategy



Q&A



Engaging Stakeholders

Are you aware of the Strategy and Action Plan?

If yes, have you found it useful?

Have you been engaged or involved with actions as a result of the Strategy?

If yes, where they local or in partnership with a delivery partner for the Strategy?

How would you like to be kept up to date with the work on the Strategy?

Would you like to be engaged or directly involved in future planning?

What would be your top 3 actions/priorities for the next 3 years?



Thank you

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