



**APSE Scotland
Parks, Grounds, Street
Services and Sports &
Leisure Advisory Group**



2014 Service Award Finalist

**Best Community & Neighbourhood
Initiative**



Litter Costs



Zero Waste Scotland research suggests £53 million spent clearing up litter

Indirect costs of littering to tourism, reduced property values and contributing to health problems = £25 million

Fife Council estimated £300,000 spent clearing up schools litter.

Crews clean same route day after day

Enforcement – letters to parents – Council did not want FPN's.

The Idea

Knew Zero Waste Scotland were offering funding for projects.

What if we could reduce time spent clearing up schools litter ?

What caption would appeal to secondary pupils ?

Celebrity Juice – Keith Lemon





Initial Funding



Application for funding from Zero Waste Scotland – Litter Prevention Innovation Fund.

Applied for £76,000 – Received £26,000

No funding for recycling or waste collection

Waste costs to be found in house

Reduce number of pilot secondary schools

Investigate contamination levels in waste

Pilot Secondary Schools

20 Secondary Schools in Fife

6 Secondary Schools selected



INVERKEITHING
HIGH



BELL BAXTER HIGH
CUPAR



BUCKHAVEN HIGH



DUNFERMLINE
HIGH



AUCHMUTY HIGH
GLENROTHES



BALWEARIE HIGH
KIRKCALDY



Schools on Board

Meet with Rectors / Headmasters / Headteachers.

Improvement in their communities.

Pupil involvement – bin sites

Environment Officers presentation to assembly

Media and competitions for pupils



Operations on Board

- Meet with street cleaning operatives.
- Improvement in their workload.
- Involvement in bin sites – link with pupils
- Decide on lunchtime litter routes
- Decide on times for removing litter
- Conduct baseline surveys
- Input to bin sizes and types



Communications and Branding

Meet with Communications Team.

Discussed idea of Keith Lemon – Bang Tidy

Graphics

Bang Tidy Bob



Bang Tidy
Stickers &
Badges





Monitoring

Contract with Keep Scotland Beautiful

Surveys each term of school year

No clean-up until survey undertaken.

Survey records litter items most commonly dropped –
Baseline Survey – Coca Cola, Irn Bru, McDonalds,
Chinese Takeaway, Chip Wrappers, Sweet Wrappers,
Local Bakers Wrappers

Report at end of project.



School Competitions

Badges, Bags, Pens other freebies

Caption Competition – winners in each school

i-Pad Competition
Create a Litter
Video won by Bell
Baxter



Lessons Learned

Time crews spent in areas did reduce.

Pupils were receptive to advertising and media

Not all the pilot schools had the same enthusiasm

Required more money for recyclates collection

Bins for recyclates could have worked but contamination was high.

Some bins sited too close to households.

To run the same project for all Fife's secondary schools would require the creation of a dedicated **Project Team**.



***Bang Tidy
Bob will
appear
again.....***



Any Questions



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