# SAC Locality Hit Squads

APSE, Telford 2024

**Paul Dougall** 



## **South Ayrshire**

- Population 112,550
- Urban /Rural Authority
- 59,304 households





## State of the Nation

In December 2020 Keep Scotland Beautiful published

"Time for a new approach to tackling litter"

Public consultation took place between December 2021 and March 2022

Analysis was published in July 2022.

This is being used in the development of the new Strategy which is due to be published during 2023



### What Does the Data Tell us



#### 1 in 10 sites have unacceptable levels of litter

67% of the public believe that litter is a problem in their local area

81% of respondents in the most deprived neighbourhoods report that they often see litter, compared to 68% in the least deprived neighbourhoods



### What Does the Data Tell us



The impact of litter on animals and the environment was deemed the most concerning consequence, followed by the negative perception of an area it creates

4 in 5 people want to see more action taken

50% of people believe overall litter levels have stayed the same in the last 12 months



## What have South Ayrshire Done About this?

- Introduced 4 locality based hit squads
- 1 team in the South Maybole, Girvan and outlying areas
- 2 teams in the North Ayr, Prestwick, Troon and outlying areas
  - 1 team in Wallacetoun an area of Ayr with high deprivation
- Working hours of 0745 to 1600 Monday Thursday and 0745 to 1530 on a Friday



## **Our Teams**







## **Equipment**



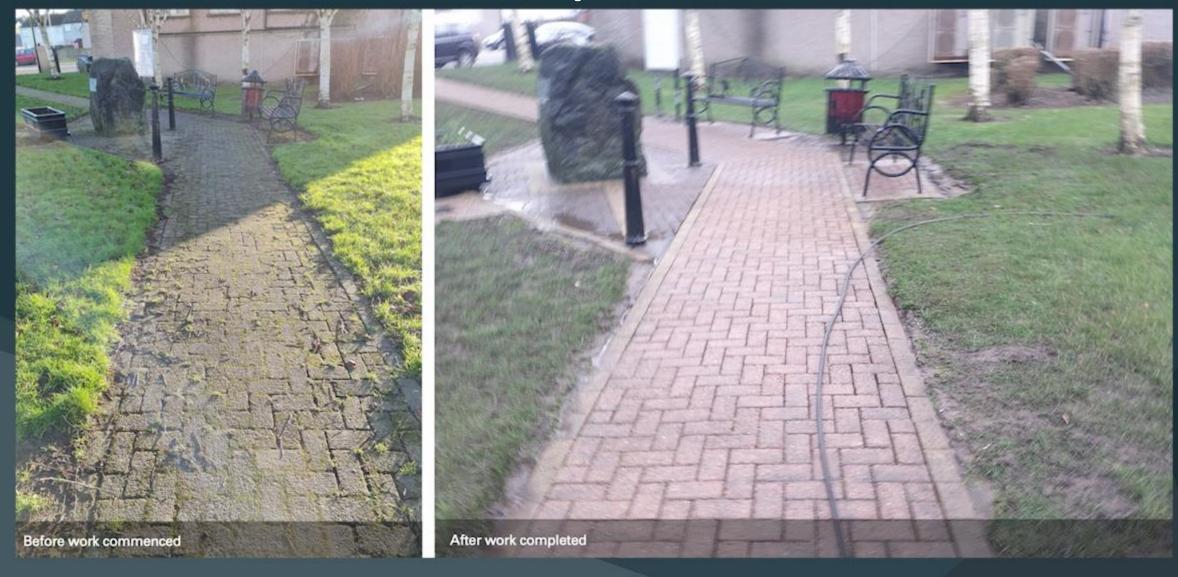
Specialist equipment was purchased to enable a variety of activities to be carried out including litter picking, power washing, weed removal and clearing of fly-tipping.

All employees were trained in the use of the machinery to ensure work was carried out to a high standard.

During 2022 they carried out area improvements throughout the district to improve the aesthetics of South Ayrshire.



## **Impact**



## 2023 Achievements

The areas shown above are a snapshot of the work undertaken by the Locality Hit Squads. Work was also carried out in the undernoted areas

Wallacetown, Ayr

Mossblown village

Seafield, Ayr

Kincaidston, Ayr

Main Street, Girvan

Stair Park, Girvan

Maybole Town Centre

Swan Court, Maybole

Dundonald

Coylton

Longbank Drive, Ayr

River Walk, Ayr

Park Circus, Ayr

Ayr Town Centre

Coral Glen, Maybole

Bryants Close, Maybole

Minnoch Crescent, Maybole

Maidens

Mount Charles Crescent, Ayr

Campbell Court, Ayr

The work undertaken by the teams is being highlighted on social media and we have had a fantastic response from our residents who are delighted with the improvements.



#### **2024 Planned Works**

Following the work carried out throughout the area we have received requests from residents and Elected Members in areas that they feel require attention and a works programme has been developed for 2023.

#### The areas selected are shown below

Galloway Avenue/Gould Street, Ayr

Blackfriars Walk, Ayr

Kincaidston Drive, Ayr

**Troon lanes** 

Mossbank, Prestwick

Sheltered Housing Units, Troon

Castleview, Dundonald

Low Road/High Road, Ayr

Craig Tara to Co-Op at Doonfoot, Ayr

Symington

Mossblown

Lane behind Prestwick Academy

Coach Park, Cromwell Park, Ayr

Muirhead, Troon



## **Biggest Impact to Date**







## **Biggest Impact to Date**



SOUTH
AYRSHRE
ACOUNCIL
Comhairle Siorrachd Àir a Deas
Making a Difference Every Day

## **Questions???**

#### **Contact Details**

Paul Dougall | Coordinator Neighbourhood Services | Place Directorate | email paul.dougall@south-ayrshire.gov.uk | Direct Line: 01292 559418 | South Ayrshire Council | Neighbourhood Services Operating Centre | Walker Road | Ayr | KA8 9LE | www.south-ayrshire.gov.uk

