

# SAC Locality Hit Squads

## APSE, Telford 2024

### Paul Dougall

[south-ayrshire.gov.uk](https://south-ayrshire.gov.uk)

# 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



# Questions ???

## Contact Details

**Paul Dougall** | Coordinator Neighbourhood Services |Place Directorate |email [paul.dougall@south-ayrshire.gov.uk](mailto: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](http://www.south-ayrshire.gov.uk)