



# Keep Scotland Beautiful

Update – 20<sup>th</sup> May 2026

**21**  
YEARS



Keep Scotland  
Beautiful

Your charity for Scotland's environment

# National Litter and Flytipping Strategy

## Year 4 Actions

- Targeted behaviour-based interventions
- Empowering communities
- Scope out flytipping campaign with local authorities
- Developing litter data
- Improving consistency of litter data
- Leadership, management, and facilitation of DMG



# Roadside Litter

## Targeted behaviour-based interventions

Develop and implement a regional campaign on roadside litter in collaboration with key stakeholders (local authorities, Transport Scotland, road operators and businesses).

The regional campaign will utilise the methodology, materials, and supporting research developed to date, and will complement and support the forthcoming littering from vehicles provision that will allow enforcement bodies to fine registered keepers for littering.

[KeepScotlandBeautiful.org/roadsidelitter](https://KeepScotlandBeautiful.org/roadsidelitter)





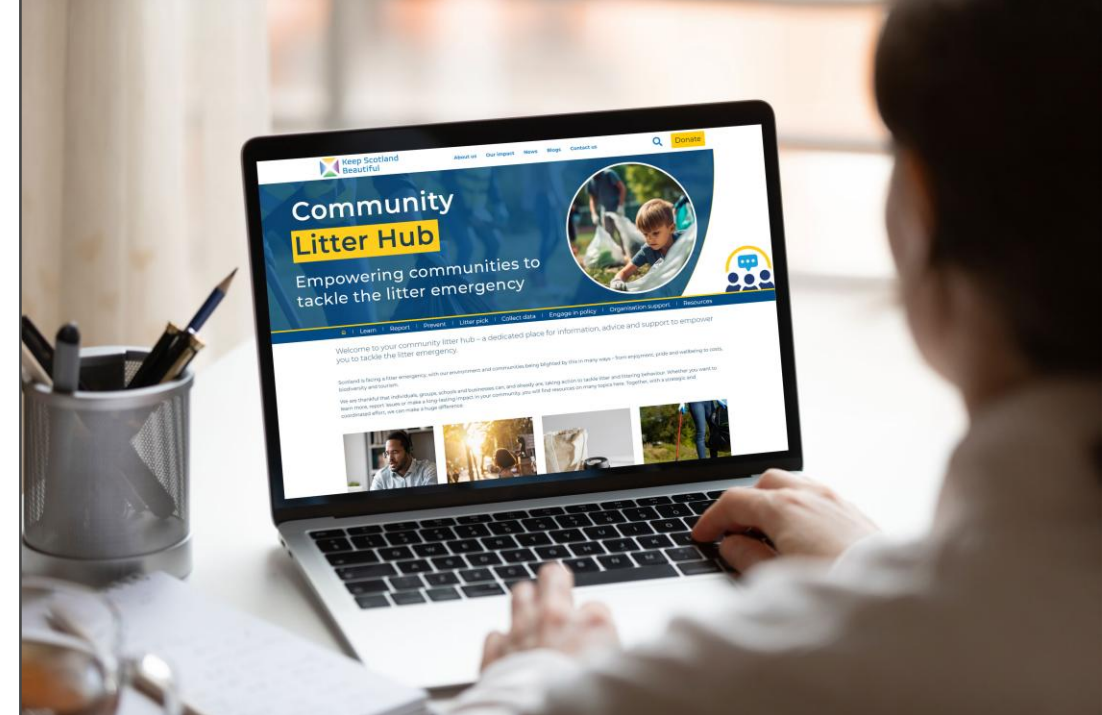
# Community Litter Hub

In collaboration with CRG, develop and deliver four regional engagement events to promote the advice, support and resources available through the Community Litter Hub, engage with community groups and encourage local action.

Maintain the Community Litter Hub, ensuring current content and information is reviewed and updated, review current prevention materials to assess relevance for Hub, guidance and support on flytipping prevention is integrated, and a clear connection made between NLFS and Marine Litter Strategy where appropriate.

Continue to coordinate the CRG to ensure their input to development and delivery of actions.

[KeepScotlandBeautiful.org/Community-Litter-Hub/](https://KeepScotlandBeautiful.org/Community-Litter-Hub/)



## Community Litter Hub

Empowering communities to tackle the litter emergency

Learn more about littering issues, and plan a first step to tackle litter in your community



# New – scope flytipping campaign

Research and review any existing UK or Scottish flytipping campaigns, with a focus on prevention, and engage stakeholders about what support they'd like to highlight and tackle the problem.

Develop and trial a local flytipping campaign in collaboration with key stakeholders (local authorities, duty bodies/statutory undertakers, regional / national organisations).

Alongside campaign ensure the Community Litter Hub has up-to-date materials and signposting to relevant agencies and authorities for the public and groups to find.





# #SpringCleanScotland

## Thank you

2026  
Data so far...

More than 30,000  
people were involved

Events across all  
32 local authorities.



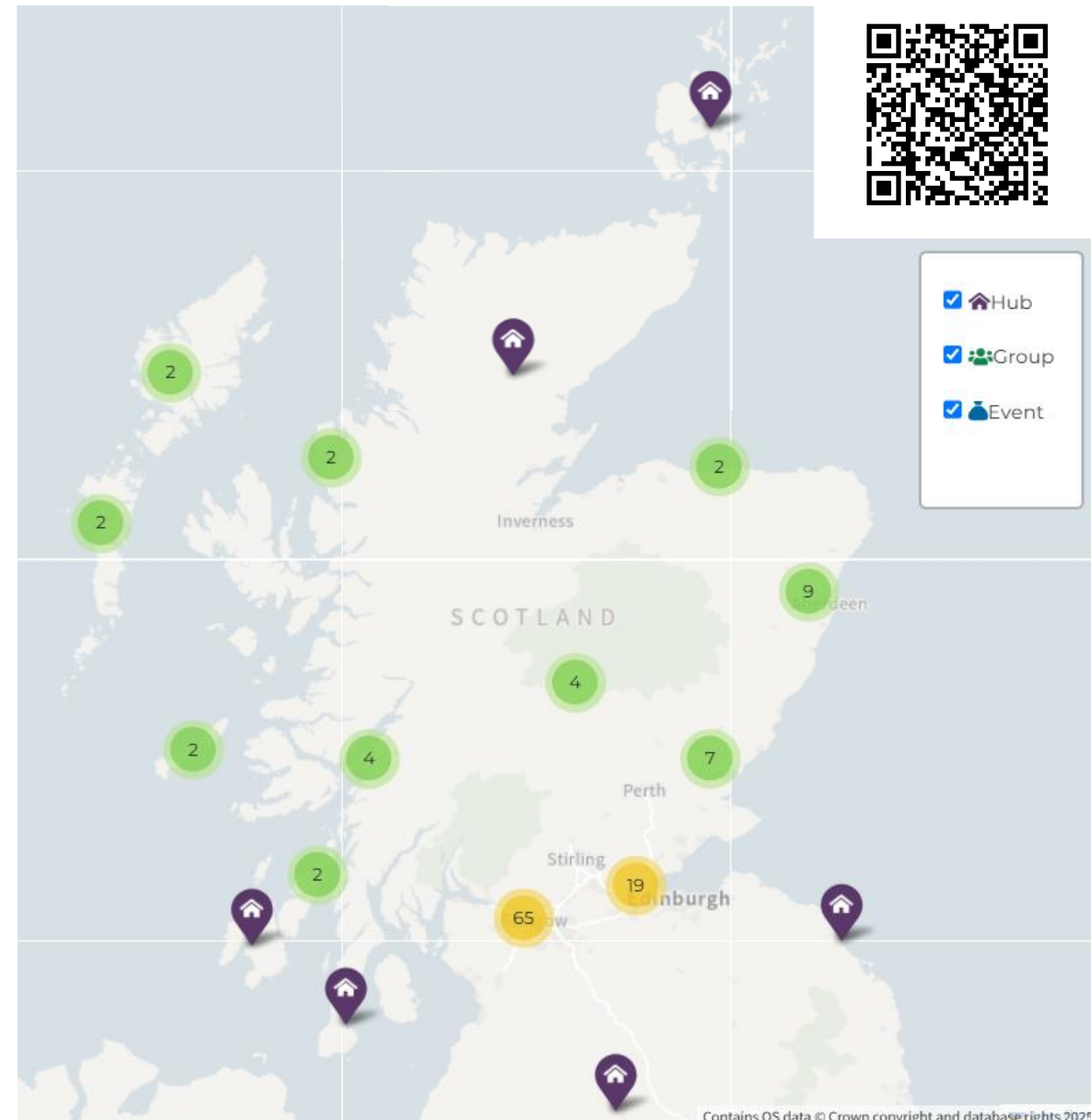
[www.keeptoscotlandbeautiful.org/clean-up-scotland](http://www.keeptoscotlandbeautiful.org/clean-up-scotland)

# #SpringCleanScotland ? to ? 2027



# Clean Up Scotland Hub Network

- Across Scotland we support 120 Community Clean Up Hubs and active groups.
- These are groups, schools or businesses with equipment and knowledge to support your litter picks.



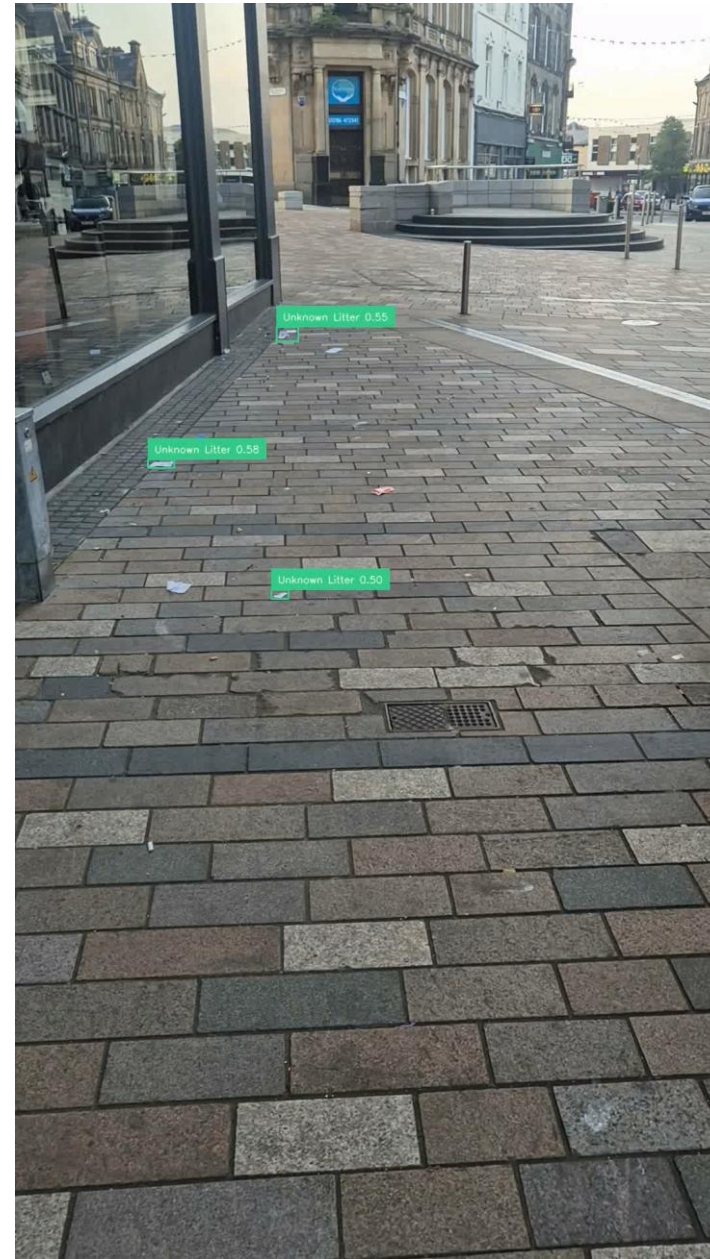
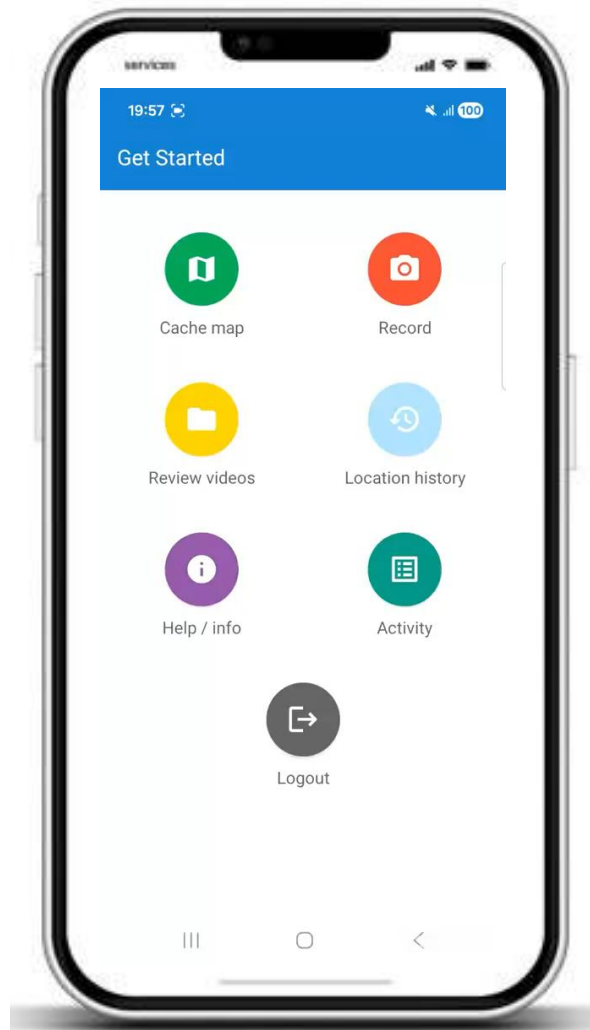


# Litter Data Actions

- Steered by the Data Management Group
- Development of the Litter Indicator Framework
- Transition to more agile data systems/ approaches with closedown of LMS
- Academic research projects
- Facilitation of the Citizen Science Coordinators Group



# AI Software





# Other Updates

- Consultation on the LEAMS programme
  - Inclusion of wider stakeholders
  - Tailored approach to support local reporting while retaining the core KPI national reporting
  - Adoption of interactive dashboards
- LEQ Seminar



**Home**  
**Litter trends****Litter levels****Litter types****Litter hotspots****Weeds and detritus****Other LEQ issues****Explore the map**

# Thank you

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