



Scotland's National Litter & Flytipping Strategy

The need for a partnership working approach

APSE FLEET, WASTE AND GROUND SERVICES SEMINAR

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Four perspectives

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Kim Young

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Where we are - setting the scene

Timeline:

- Review of 2014 strategy carried out and published
- PMG set up to begin engagement and consultation
- Almost 20 separate engagement events between July 2021 and March 2022
- Consultation closed 31 March 2022
- Analysis of responses due June (3 x expected number)
- Strategy launch later this year



Towards a Litter-Free Scotland - Review

We know we need:

- An agile strategic framework
- Properly defined actions, monitoring and evaluation (how do we know we're getting it right?)
- Improved ownership of and collaboration on actions
- Improved, consistent national data to monitor results
- Separate and distinct actions on litter and flytipping



Partnership working – Zero Waste Scotland perspective

- Getting to this stage has required increased collaboration between Scottish Government, Keep Scotland Beautiful, SEPA and Zero Waste Scotland
- This needs to and will continue
- Need further support and expertise from partners across Scotland
- National collaboration needed for national campaigning- consistent and amplified messaging
- National collaboration needed for monitoring and evaluation on both litter and flytipping





Paul Wallace

Keep Scotland Beautiful



Keep Scotland
Beautiful



A matter of significant public concern



1

70% of respondents believe that litter is a problem locally, and 88% believe that it is a problem nationally. Even among those who do not see litter as a problem in their own community, there is a belief that it is an issue in Scotland.

2

Half of people believe levels of litter to have stayed about the same in the past 12 months. However, 38% report litter becoming more common, especially in urban areas. People report a sharp rise in levels of discarded personal protective equipment and a more moderate increase in food and drinks packaging. Conversely, people report a decrease in plastic bags and chewing gum being littered.

3

There is a clear appetite for greater action to tackle and prevent litter in Scotland; with particular support for improving waste disposal facilities and educational campaigns.

4

Individuals and consumers are considered most responsible for preventing litter, while individuals and local authorities are deemed jointly responsible for cleaning it up.

5

The Scottish population believe litter to have the largest impact on the natural environment and animals. This is especially high among young people. Litter is thought to have a smaller, though still notable, impact on house prices and local economic activity.



Attitudes to litter

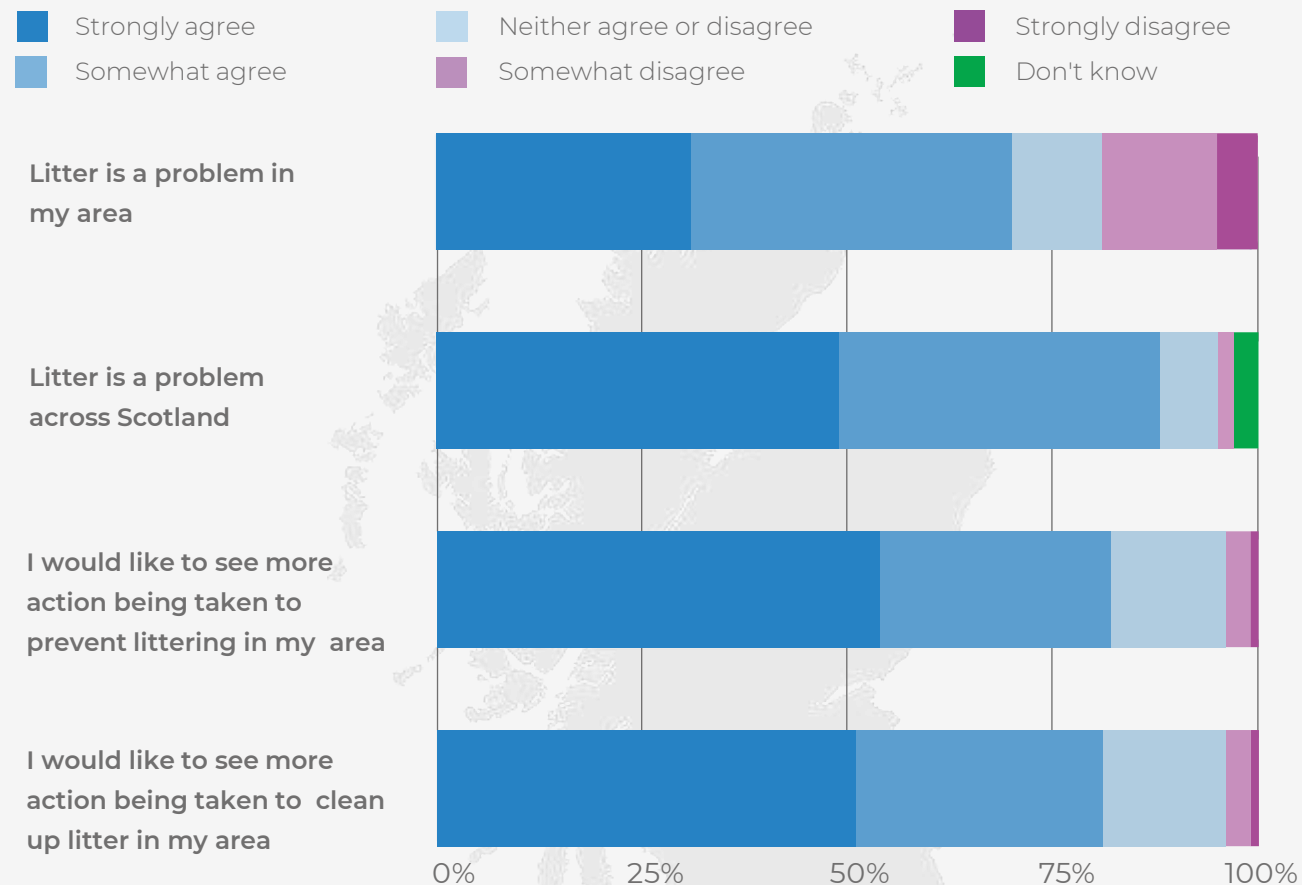
Younger and male respondents were more likely to see litter as a problem, both in their area and in Scotland. 87% of people living in the most deprived communities in Scotland believed litter to be a problem in their area, compared to 63% in the most affluent fifth of neighbourhoods. People living in urban areas were also more likely to report that litter was a problem in their area, with 72% of urban respondents saying so, compared to 60% of rural respondents.

There was less variation with regards to the suggestion that litter is a problem across Scotland, on which there was a stronger consensus, even in those areas that reported lower concerns about local litter levels.

Geographically, respondents in Glasgow were the most likely to report that litter was a problem in their area. Conversely, those in the Highlands & Islands and north East Scotland were the least likely to say so.

Attitudes to litter

Proportions of respondents agreeing and disagreeing with the given statements.



Looking at the list above, how often, if at all, does each apply to you?

Changes in the levels of litter

Perhaps unsurprisingly, PPE has seen the sharpest rise. Litter overall, and most forms of litter are perceived to have become more common, though cigarette butts are largely unchanged, while gum and plastic bags have reduced in frequency.



Changes in levels of littering

Proportions of respondents reporting seeing more and less of certain types of litter.

	More common	Less common	About the same	Don't know
Personal protective equipment (PPE)	77%	5%	16%	2%
Food containers, wrappers and packaging	34%	8%	54%	3%
Drinks bottles and cans	35%	8%	55%	3%
Litter in general	38%	11%	48%	2%
Dog fouling	33%	11%	52%	3%
Single-use (hot and cold) drinks containers	22%	13%	51%	4%
Food waste	18%	15%	61%	6%
Cigarette butts	20%	19%	57%	3%
Chewing gum	13%	20%	62%	6%
Plastic carrier bags	16%	28%	52%	4%

And thinking about the same types of litter, do you think they have become more or less common in your local area over the past 12 months?

What is driving the decline?

An absence of strategic, co-ordinated action across all sectors

Ongoing decline in public resources available nationally and locally to tackle the issue

Large-scale, long-term societal trends around consumption, convenience and single-use

The impact of the pandemic

Why is it so hard to fix?

Litter and poor environmental quality are complex challenges – no one organisation alone can fix

Litter affects different communities differently – we need to recognise this reality

The scope of the behaviour change required cannot be achieved piecemeal

Poorly maintained places likely to attract more litter – a downward spiral we need to end now

Keep Scotland Beautiful perspective

- A **positive and inclusive engagement process** that allowed a proper debate on what is needed to tackle litter and flytipping, **what is working and what is not**.
- Recognition that **collaboration nationally, regionally and locally, across sectors and with communities**, is the only way to effectively tackle the challenges faced.
- Clear support for **actions at a strategic level**, including a **national campaign that can also be deployed regionally**, support for **collaboration and innovation**, and a focus on **improving research and data**.
- A focus on **strengthening the capacity and capability of communities**, including a **national online hub** for advice, information and support, and a **community-focused education programme**.
- The decline in local environmental quality didn't happen overnight, and that to address it we need **sustained, resourced action in the medium to long term**.



Craig Fraser

SEPA



Flytipping – The Opportunity

The Litter and Flytipping Strategy - A chance to focus on flytipping issues

The key themes:

Behaviour Change

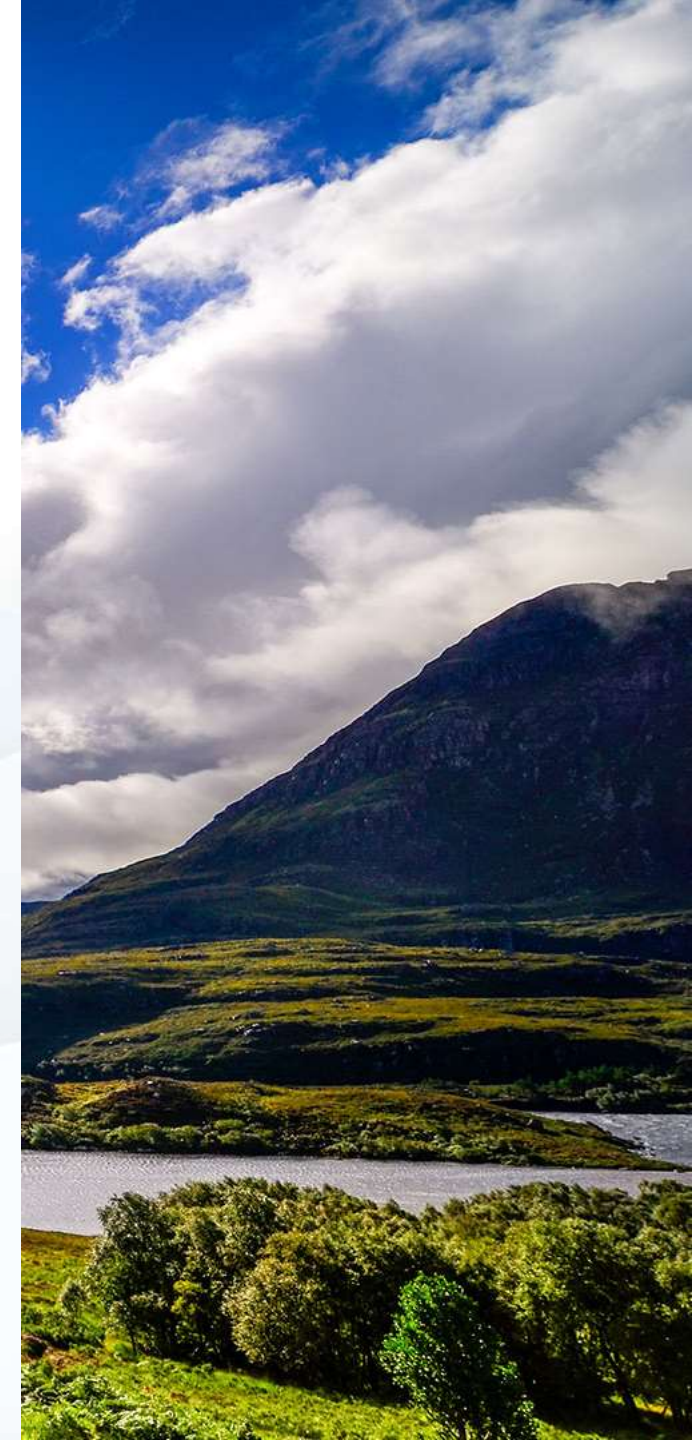
National Campaign

Services & Infrastructure

Flexible waste disposal, support for private landowners, national reporting system

Enforcement

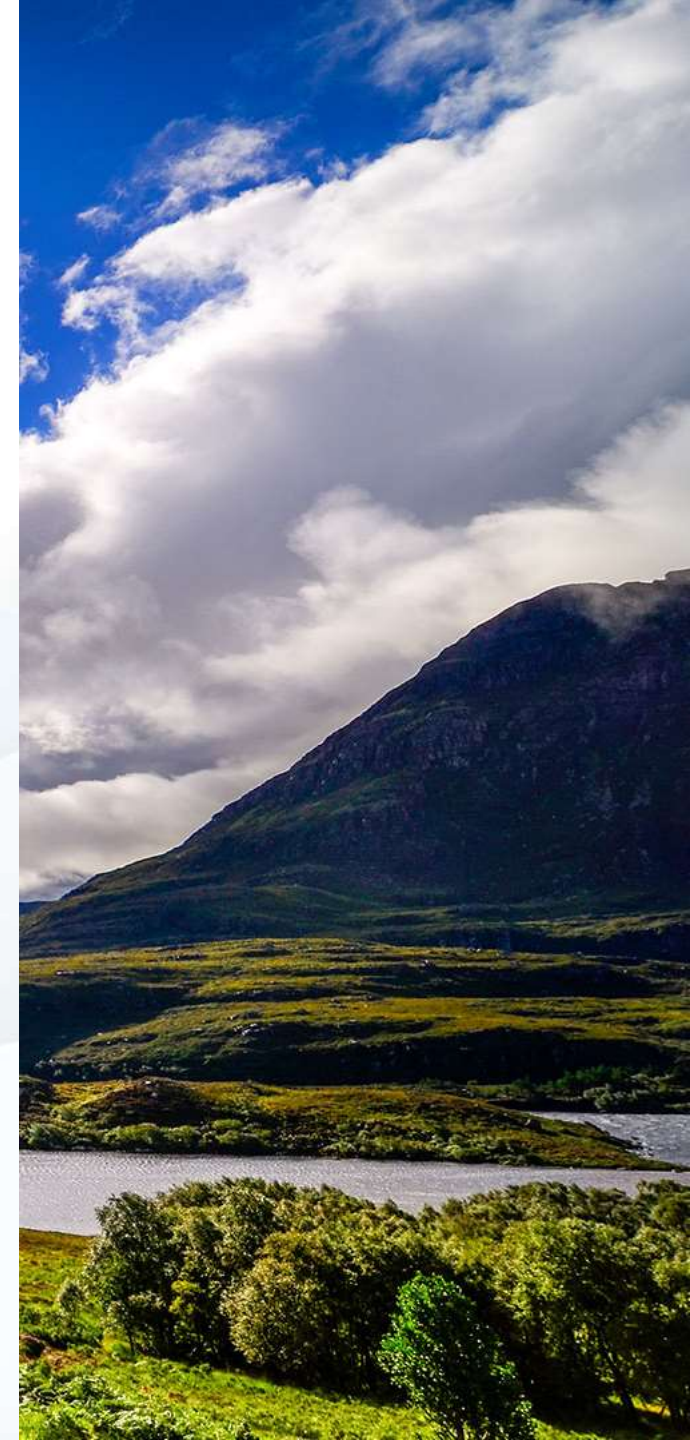
Review of enforcement powers, waste carriers reform, civil powers for local authorities



How we work together

Services & Infrastructure

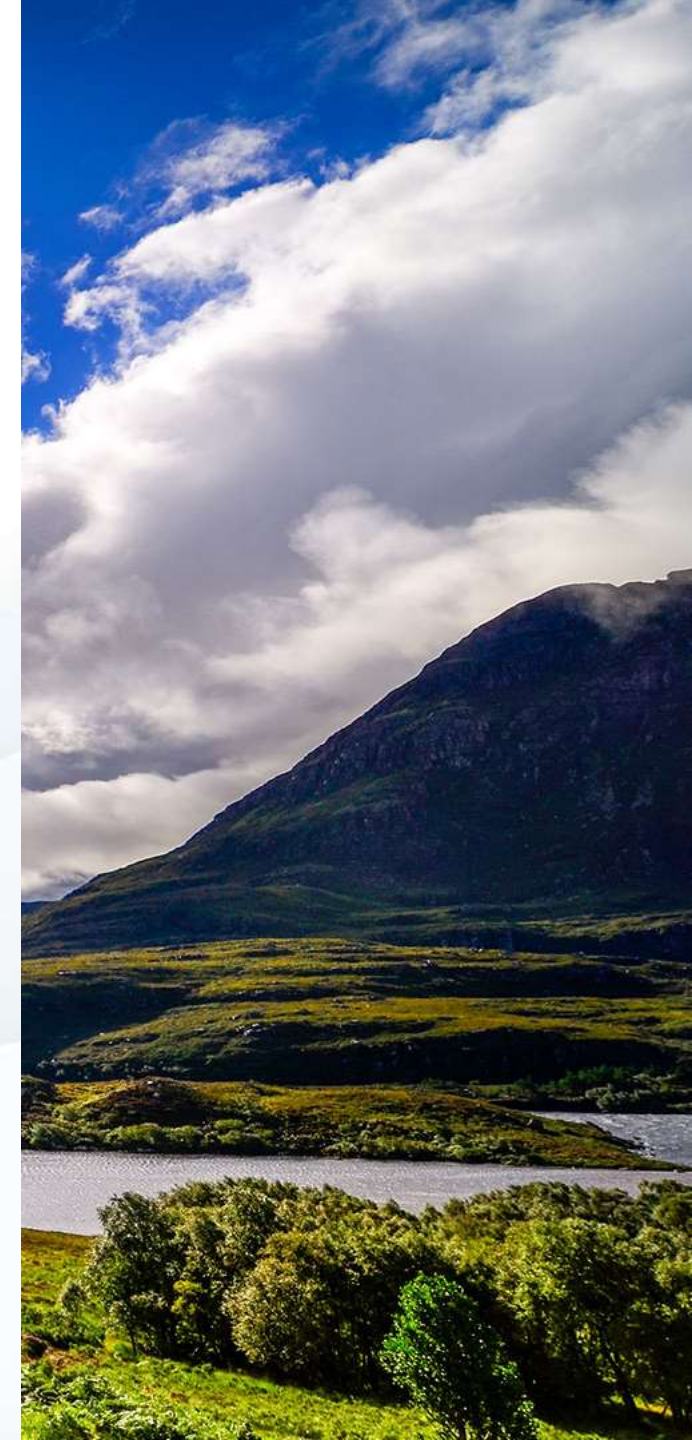
- Flexible waste disposal
- Skips in communities
- Amnesty days
- Where have local authority led initiatives worked?
- What hasn't worked?



How we work together

Reporting & Responding

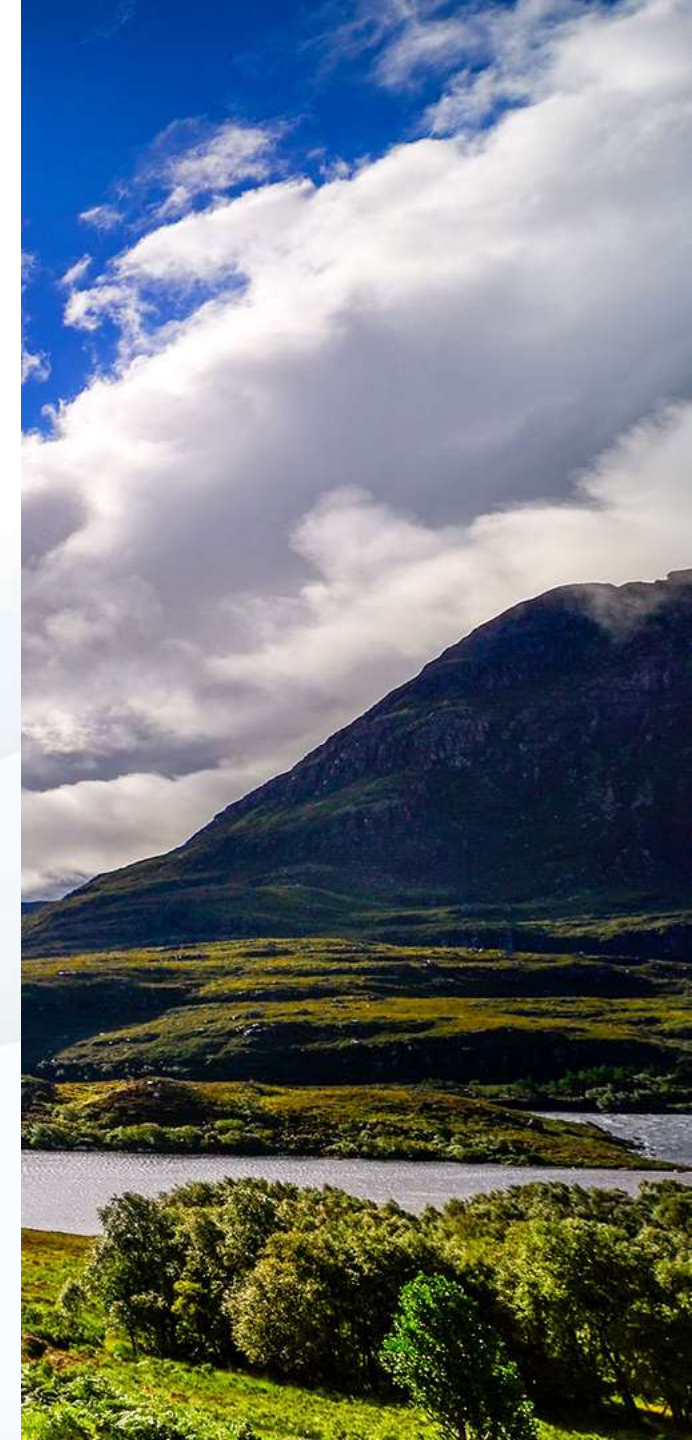
- Setting out roles and responsibilities
- National database for flytipping
- More effective partnership working - SPARC rural partnerships
- Support for private landowners



How we work together

Enforcement

- What enforcement tools do different authorities need?
- How do we make existing tools more effective
- Sharing data on investigations and enforcement



Stephen Egan

Glasgow City Council



Context for Glasgow

- COVID Impact
- Focus on Refuse Collection and other essential works
- Introduction of Bulk Charging – June 2021
- Ongoing Budget Pressures
- 'Cleansing 'Crisis'
- COVID Recovery Plan



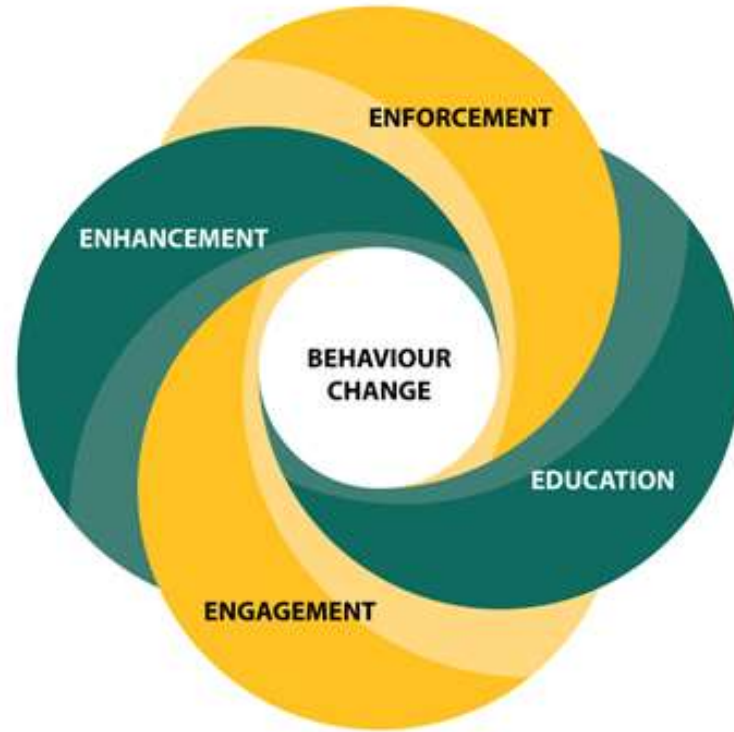
Clean Glasgow Programme

- Board re-established in April 2021
- Quarterly Meetings chaired by Leadership
- Reps from Business, KSB, ZWS – Expansion planned
- Sub-groups reporting into Board
- 'Cleaner, Greener and Better Glasgow'
- People Make Glasgow Greener Brand



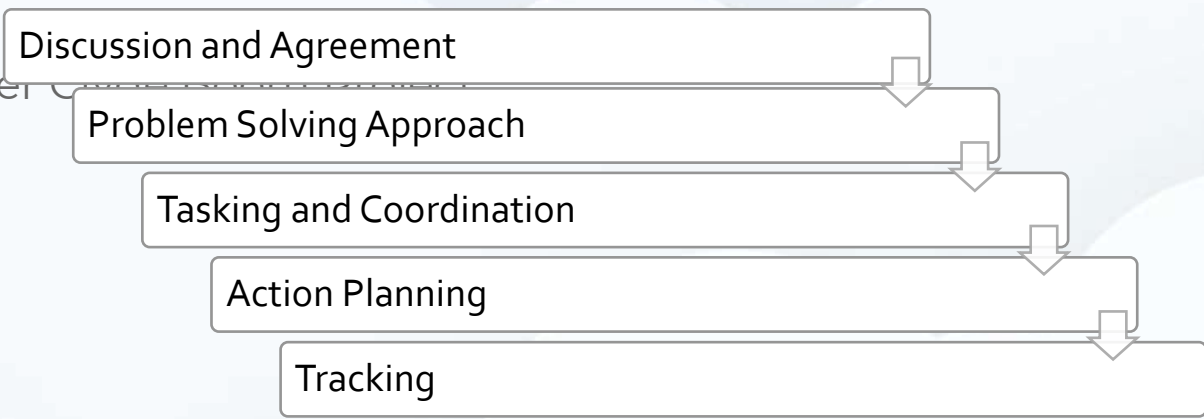
The 4 'E's

- Enhancement
- Education
- Engagement
- Enforcement



Existing Partnership Working

- Internal ETAC - focused use of Data
- Neighbourhood Approach – Coordinators
- KSB – Literate Programme and Upstream Battle
- ZWS – Litter Prevention Plans
- Marine Scotland – River C...



What's Needed in the Strategy

- Review of Enforcement in all areas
- National Litter and Fly Tipping Campaigns
- National Database for fly tipping
- Litter and Fly Tipping 'Summit' each year
- Funding for all of the above





Q&A





Thank you



Keep Scotland
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