

A801 Roadside Litter Snapshot



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Roadside Litter Intervention Partnership

- Developing a roadside litter Intervention with KSB and in partnership with Falkirk Council on the cross boundary road A801 M9 Jct 4 Polmont to M8 Jct 4 Whitburn
- Support from KSB under the year 4 National Litter and Fly-tipping Strategy (yearly actions) along with funding to support the intervention
- Follow-on from the A9 (Perth & Kinross Roadside Litter Intervention) with Format being similar
- Launch is in planning for October with project scope to March 2026





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Brief Overview from KSB

One of Keep Scotland Beautiful's Year 3 Actions, as part of the National Litter and Fly-tipping Strategy, is to continue building on the collective learnings both the KSB historic **Give Your Litter A Lift** campaign as well as the more recent 2024 Roadside intervention in Perth and Kinross to roll out interventions across three other local authority roads. The A801 has been identified as one of those routes.

The intervention and on-going learning will also support with the development of a communications pack that will be available to other partners across Scotland.

All this work is to help reduce roadside litter and provide support and guidance for a campaign that can be activated nationally, particularly ahead of the strengthened enforcement powers now available with the passing of the Circular Economy (Scotland) Act.

From 'The Scottish Litter Survey' in 2024 showed that 56% agree that there is more roadside litter in Scotland than there was 12 months ago

Data Outcomes

- Increased audits of the route
 - Baseline audit
 - Baseline litter pick
 - Is the litter transient
 - HGV / Haulage litter
- Use of Epicollect5 for all data capture
 - Trail of new-way to gather LEAMS data as part of the wider roadside litter campaign's
 - Task Ops Staff and gather feedback from them as the end users
- Composition Analysis of baseline litter pick and then duplicate with at the end of the campaign
- Monitoring of impacts made with public comms / media

Thank you

