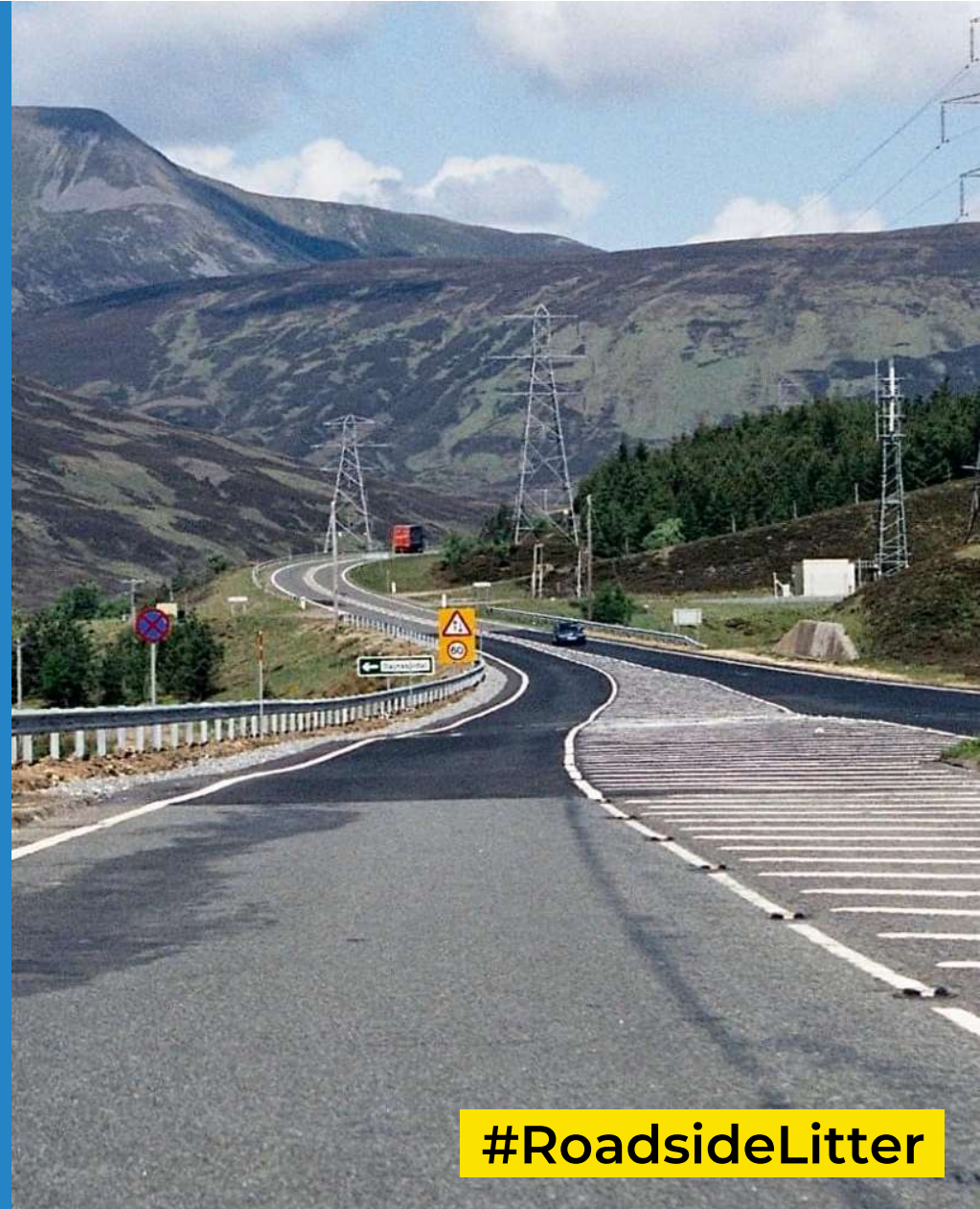


Tackling Roadside Litter

Carly Ramsay
Keep Scotland Beautiful

#RoadsideLitter

Scotland is a beautiful country. Our roads are how we travel and explore it. They are part of the landscape and part of our places too.



What the data showed us

55%

of audited road
sites had a presence
of litter

44%

of littered items
were food and drink
related

91%

agree roadside litter
creates a negative
impression of
Scotland

88%

think roadside litter
is a problem, rising
from 69% in 2016

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Preventing roadside litter

Communications
and engagement

Infrastructure and
servicing

Enforcement

#RoadsideLitter

Communications and engagement

- Consistent and recognisable messaging.
- With ability to localise and tailor
- Materials deployed at the right time and in the right location.
 - At source (drive-thrus)
 - On routes
 - Destinations (with or without bins)
- Engaging a wide audience
 - Not just drivers, but anyone using vehicles (including schools and young people)
 - Target audiences – HGV drivers and tourists



Infrastructure and servicing



Enforcement

We called for a review of the enforcement model in 2020 and welcomed the Litter and flytipping offences - enforcement review published in June 2024

We welcomed the inclusion within the Circular Economy Bill of an additional power to enable the registered keepers of vehicles to be pursued for littering offences occurring from their vehicle.

We know there are barriers to enforcement and we need to work together to ensure when this power comes in authorities can utilise it successfully.



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The background image shows a grassy field with several discarded plastic bottles and a pink cup lying on the ground. In the blurred background, two people are visible: one in a white shirt and another in a blue shirt. A blue rectangular box is overlaid on the center of the image, containing white text. A yellow rectangular box is in the bottom right corner with black text.

National Litter and Flytipping Strategy

Perth and Kinross Intervention

#RoadsideLitter

Objectives

- 1 Re-engage the public on the issue of roadside litter
- 2 Update the design of roadside litter campaign materials
- 3 Gather new data both urban and rural
- 4 Raise awareness of food on the go related litter



Taking Action

Commissioned focus groups with users of the A9

Bus backs in Perth and Kinross

Take it home bags distributed through Enterprise rent-a-car in Perth

Campaign materials displayed in Starbucks Inveralmond Roundabout

Litter Pick at Broxden Roundabout

2 X Litter Picks with KFT community council

Updated physical and digital materials



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Updated Campaign Materials

Given the focus on food and drink on the go being a key target when aiming to reduce roadside litter it was decided that some campaign materials (especially those destined for fast food/take away business) would include the *Enjoy it on your way, Bin it on the go* messaging on both the digital and physical assets.

Starbucks, Inveralmond Roundabout



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Digital content

- During the 24/25 intervention, a variety of content was shared from our own channels and from involved partners.
- We continued to use the litter characters that were a prominent feature of the 2016-18 campaign, but we also tested some new concepts.
- It was highlighted in both focus groups that there was a desire for campaign materials to show comparison style photos.

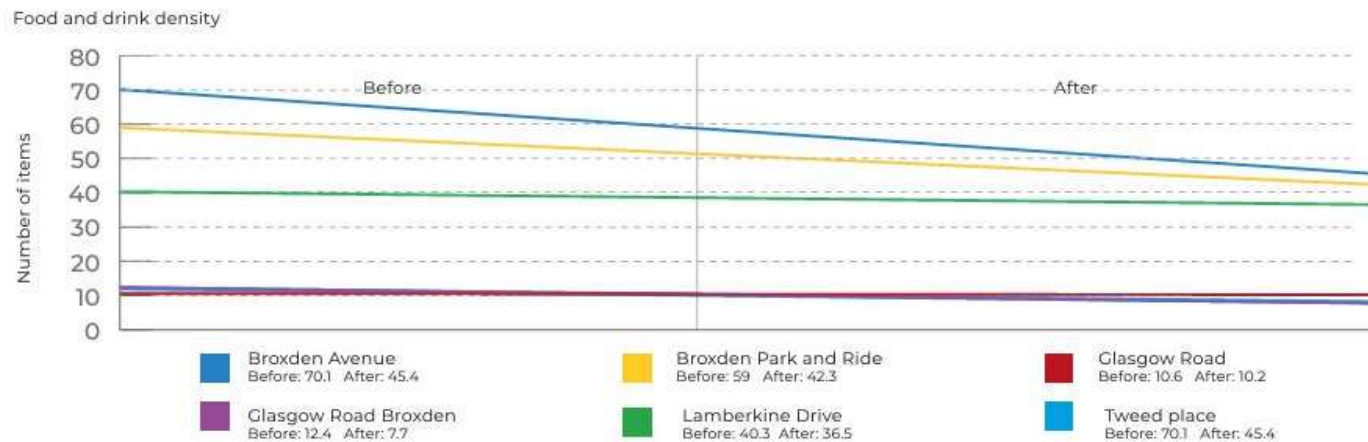
On Facebook this roadside litter post post had **106,583 views, 70,044 reach and 604 interactions**. On Instagram it had **94 likes, 1 comment and 11 shares**.



Our roadside characters got a makeover as we introduced a new character everyday on the run up to Christmas

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Outputs



Before the intervention the average count of food and drink related litter at Broxden Park and Ride was 59 and after the intervention it was 42.3, showing a **decrease of almost 30%.**

Outputs

	Killiecrankie South		Killiecrankie North	
	Before September 2024	After January / February 2024	Before September 2024	After January / February 2024
Total count	12.3	9.2	9.3	35.8
Food and drinks	6.3	3.2	4.8	21.0
Smoking related	0.8	1.8	1.8	5.3
Vaping related	0.3	0.3	0.0	0.2
Drinks related	3.3	1.3	3.0	12.2
Confectionery related	2.5	1.2	1.5	6.7
Fast food related	0.5	0.7	0.3	2.2
Paper	2.0	2.5	2.8	5.8
Dog fouling	0.0	1.3	0.0	3.2
Other	3.0	0.0	0.0	0.3

- Litter counts provide snapshots of the environmental quality in the immediate area and at the time conducted.
- Environmental factors can also have a significant impact on the surveying of data.
- Interventions should continue to be tested and monitored to understand the viability and transferability of their impact.

Outputs

- Qualitative insights from two focus groups held with regular users of the A9 carried out in September 2024 facilitated by Diffley Partnership
- The objective of these focus groups was to gather insight into perceptions of roadside litter in Perth and Kinross, attitudes to the passed circular economy bill regarding the vehicle littering provisions and feedback on roadside campaign design concepts.

Encounters with roadside litter

- Most focus group participants reported seeing at least some litter (on the A9).
- "It's related to traffic and probably the tourist season, the A9 is busier in the summer... and the volume will be higher when the weather's better."

Causes of Roadside Litter

- Most responded with ideas about cultural or societal attitudes.
- A sense that people can "get away" with littering on rural roads, with less chance of being caught compared to on urban ones.

Consequences of roadside litter

- Animals were brought up, both as a nuisance (attracting vermin) and in terms of the harm that they could face.
- Danger to humans both the impact it could have on other road users and those who are tasked with cleaning it up

Enforcement and regulation

- General awareness of fines for roadside littering but lacked knowledge of specific amounts
- Many feeling that the current penalty of £80 was insufficient.

Roadside litter

Tackling roadside litter and preventing the behaviours that lead to waste becoming litter in the first place is no easy task.

It will take collaboration across sectors, sustained investment over a number of years and a combination of, education, interventions, and enforcement to deliver the impact that we all want to see.

But we can no longer afford to do nothing and wait for everything needed to fall into place - we propose to start work today and move forward the actions we can and encourage people to get involved.



#RoadsideLitter

Five-year roadmap

We need a five-year roadmap to tackle roadside litter that will:



Create a coalition of organisations willing to work together to tackle and reduce roadside litter in Scotland



Continue testing messaging and interventions to create collective ownership of prevention and behaviour change campaigns



Facilitate collaboration between the coalition members and communities to increase knowledge transfer and to share good practice

Thank you

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