Litter Prevention

THE JOURNEY SO FAR AND WHERE WE’RE HEADING
8 months in review: key activities this season
Events

The Spring Clean

- 5 volunteer events delivered in April and May
- Supported a number of partner events

“Litter Fix” edition

- All staff 10:02 – discussing and solving key litter issues
Partnership working

Argyll and Bute Council West Loch Lomond joint delivery

- Supported A82 multi-day clean up
- Swapped some duties over summer to improve service delivery

Keep Scotland Beautiful Roadside messaging trial

- Stirling University Masters student and Callander community monitoring and evaluation
- Reduction of 0.2 bags of litter at sites with the signage
Other collaborations

- Perth and Kinross flytipping forum
- Stirling Council increased litter picking presence at Loch Earn
- Zero Waste Scotland non-statutory body support development
- Mountaineering Scotland’s “Tak It Hame” campaign
What to do when you need a poo

Pilot project to reduce irresponsible toileting and associated litter

Loch Earn North

3 Lochs Forest Drive

Suie Field
What to do when you need a poo

Huge communications success:

• 11 print and online media outlets, including The Times, Grough and The Great Outdoors Magazine.

• 3 national radio pieces were also broadcast on BBC Radio Scotland – Kaye Adams Show, BBC Radio Four – Farming Today and BBC Alba – An Là.

• Over 19,000 website hits over July – mid Sept.

• Suie Field poo bin video is our second most viewed video on Facebook, being shared 140 times and watched by 45,000 people.

• Speaking at British Mountaineering Council’s AGM and Cairngorms Autumn Ranger Gathering
Now in a review period

In no particular order:

• Litter data analysis: lessons learnt and informing the future
• Argyll & Bute Council joint working review
• Flytipping enforcement evaluation
• Human waste project evaluation report and recommendations
• “Improvement focused” litter prevention ranger and land operations projects
And planning

- Community Litter and Waste Summit: 11\textsuperscript{th} March
- Year of Coast and Waters 2020 litter campaign

And of course:
- Our litter prevention strategy!
The challenges we face

• Multiple types of litter, so we need to prioritise and specifically target.

• Likewise, the places we see litter are all different so we need to take in individual considerations whilst striving for consistency.

• There’s a patchwork of responsibility across the National Park, so we must work in collaboration with other agencies.
National litter context

Litter is at the worst it has been in a decade
But public consciousness is now at an all time high

Just heard that 99.3% of all tents were taken home. That is absolutely incredible... HUGE thanks to the record numbers who loved the farm and left no trace! #Glastonbury2019
We’re seeing an increased focus on prevention of waste.

Tackling the “throw-away” culture is a critical part of becoming a net zero society and responding to the climate emergency.
Building a litter prevention strategy for the National Park

Waste reduction

We will champion waste reduction initiatives, both across our own estate and by sharing this vision with stakeholders across the National Park.

Engagement

We will use clear, consistent and compelling messaging to communicate our ambitions on litter and waste prevention, focusing on promoting personal responsibility.

Infrastructure

We will collaborate with partners to strengthen the litter and waste prevention infrastructure, ensuring everyone understands what to do with their waste, wherever they are in the National Park.

Enforcement

We will uphold robust enforcement strategies, designing these as a deterrent to future behaviour by highlighting the negative consequences of littering and flytipping.
Thoughts, discussion and questions

• How does this land with you?
• Any surprises?
• Where are your perceived areas of priority?