

# Litter Prevention

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THE JOURNEY SO FAR AND WHERE WE'RE HEADING

# 8 months in review: key activities this season

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# 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

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## 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<sup>th</sup> March
- Year of Coast and Waters 2020 litter campaign

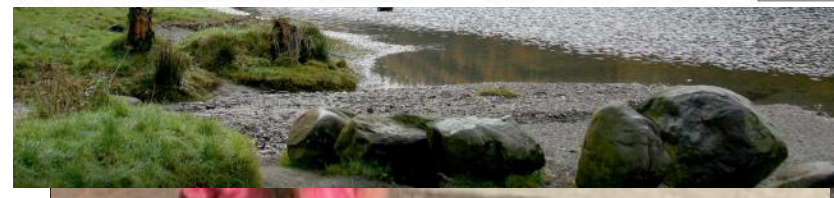
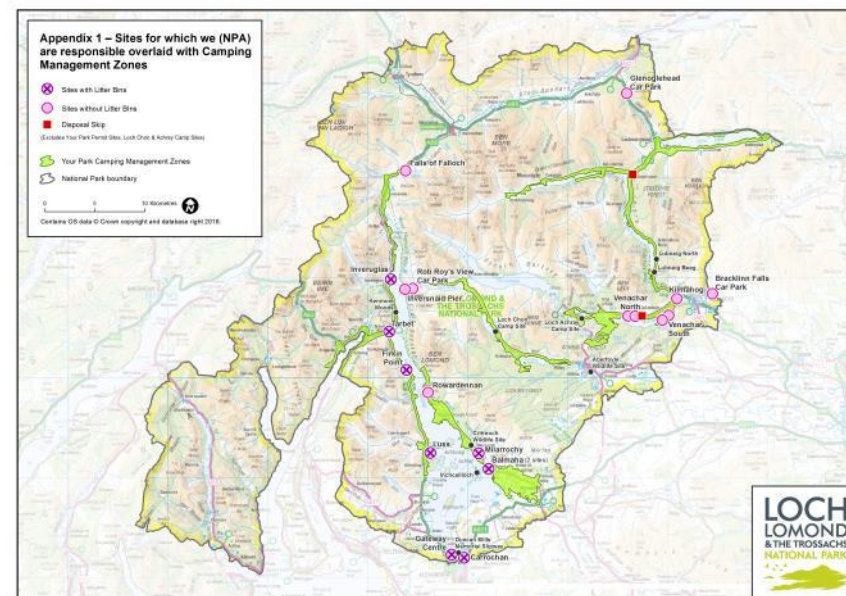
And of course:

- Our litter prevention strategy!

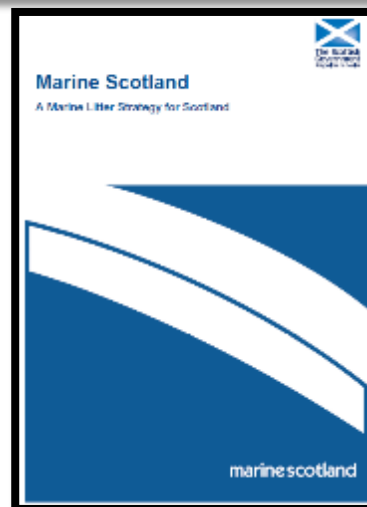
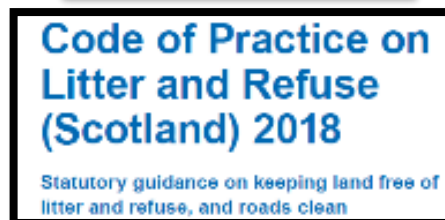
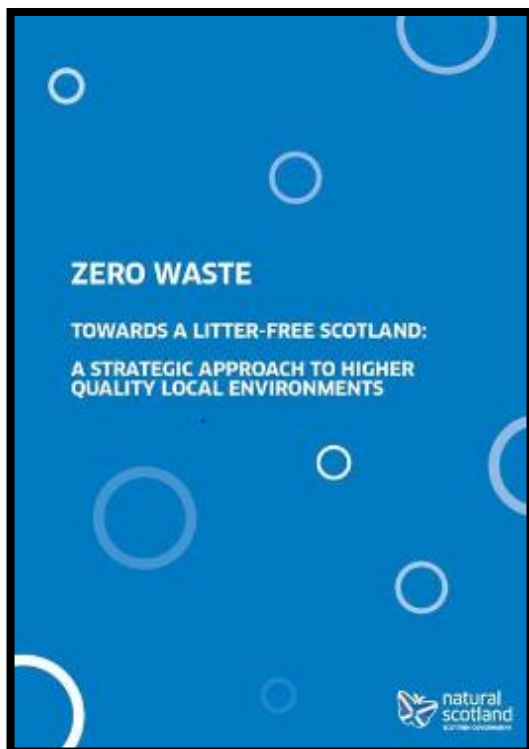


# The challenges we face

- 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



Emily Eavis ✓

@emilyeavis

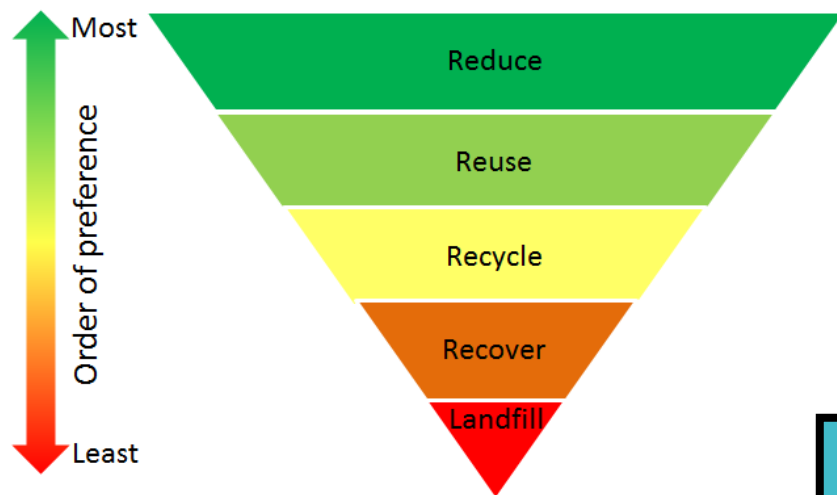
Follow

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](#)

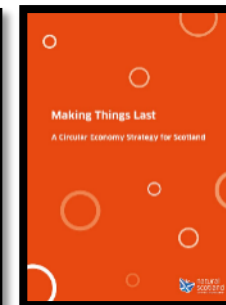


7:17 am - 2 Jul 2019

# We're seeing an increased focus on prevention of waste



**Litter**



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

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