



# **Litter and Waste Prevention Strategy**

## **2020 - 2023**

### 1. Introduction

This plan sets out the strategic approach to tackling litter and waste both on the Loch Lomond & The Trossachs National Park Authority's own estate and across the wider National Park, by working in partnership with others. It places waste prevention at the heart of its approach, outlining the need to tackle litter as a symptom of the wider global climate emergency, and not in isolation.

Litter, incorporating flytipping, is a longstanding environmental challenge for Loch Lomond & The Trossachs National Park. Sadly, it is not a unique issue to the National Park, with national indicators showing a downward trend for local environmental quality across the country.<sup>1</sup> However, against the backdrop of the National Park's beautiful environment, litter stands out in stark contrast. It damages important habitats, impacts the unique landscape and people's experience of it, and takes significant resource to clear up. This is why the National Park Authority committed to leading the way to tackling litter in Our [5-Year Plan](#).

To effectively address litter, as a society, we must prevent it before it has entered our environment. Whilst we will continue to reactively clean up litter, this strategy outlines the National Park Authority's approach to breaking the cycle of littering through prevention. In addition to being a standalone issue, litter is inextricably linked with waste reduction and by extension to our collective response to the global climate emergency. A number of strategic documents explain the benefits of waste prevention in the face of climate crisis, and this is neatly summarised in '[Protecting Scotland's Future](#)', the Programme for Government 2019-2020, which calls for a radical rethink of the way we use and reuse materials. Minimising the amount of resources, energy and materials required to produce things in the first place has obvious climate benefit, which counts toward ending Scotland's contribution to climate change, but it also effectively limits the amount of waste that might end up as litter.

Scottish Government's [National Litter Strategy](#) outlines three cornerstones to litter prevention, which are mirrored within our plan: effective engagement, appropriate infrastructure and proportionate enforcement. In addition, we will embed a waste reduction ethos into this plan, as it is fundamental for meeting both our climate change and litter reduction objectives.

Litter and waste are not issues that we can tackle alone. Whilst this plan outlines the work of the National Park Authority in the coming years to 2023, true success will only occur when our partners join us in making this long term vision a reality. So, to deliver this plan, we will draw together and lead a steering group of relevant local stakeholders and national experts, to work towards a rolling action plan to shift the paradigm on litter and waste in the National Park.

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<sup>1</sup> [Local Environmental Quality in Decline: Keep Scotland Beautiful, 2017](#)

## 2. Vision

The long term vision this strategy sets out is that:

*'Loch Lomond & The Trossachs National Park is a litter free environment, where all stakeholders are invested in preventing waste and taking action to tackle 'throwaway' culture.'*

In this long term vision:

- The National Park Authority lead a coalition of partners on a zero waste journey, driving action to challenge throwaway culture and maximise the reduction, reuse and recycling of resources.
- All stakeholders, including partner organisations, businesses, communities and visitors, appreciate the impacts of litter and waste within the National Park, and are motivated to actively reduce this.
- Litter and flytipping no longer blight the natural environment; important habitats and landscape qualities are better protected, improving human and animal welfare as a result.

## 3. Background

### 3.1 National context

Whilst the National Park faces a unique set of challenges (see section 3.3), the issue of litter is certainly not unique to the area. [Keep Scotland Beautiful](#) report that nationally, litter continues to be at the worst recorded levels in over a decade. A combination of political, social and economic factors has interacted to cause this decline, indicating the complexity in effectively tackling litter. The factors that are at play across Scotland are, of course, relevant to the National Park, so this strategy and the actions deriving from it should also be considered within this wider context.

Therefore, our work on littering is closely aligned with ambitions outlined by the Scottish Government within the 2014 National Litter Strategy, [Towards a Litter free Scotland](#), which recognises the social, environmental and economic benefits derived from a cleaner Scotland. This also outlines the need to focus first on prevention and work in a collaborative, cross-sector manner. The national document outlines three cornerstones to litter prevention: information, infrastructure and enforcement. These themes are mirrored within this strategy.

In 2019, the National Litter Strategy was brought for review by a steering group of experts, led by Zero Waste Scotland. The National Park Authority have advised as part of this steering group and support the continued efforts towards improving litter prevention across Scotland.

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Successful delivery of a National Park litter prevention strategy will also support the aspirations of the national [Marine Litter Strategy](#) (also due for review in 2020), minimising the amount of litter entering the marine and coastal environment, a particular issue for sealochs within the National Park.

The ambitions of the Scottish Government in tackling the climate emergency are clear, and one of the target areas to achieve these is by tackling throwaway culture. The 2016 circular economy strategy, [Making Things Last](#), outlined a new economic model for Scotland which values resources and keeps materials in use for as long as possible. Litter is a direct loss to the circular economy as it is materials and resources which have not been captured for reuse, repair or recycling. For example, some of the benefits of the forthcoming deposit return scheme are estimated at 31,000 fewer plastic bottles littered every day, adding up to a £61m saving on tackling the indirect costs of littering. Reframing litter explicitly within this strategy to ensure it is considered in this manner further emphasises the urgency with which we need to approach this environmental issue.

### 3.2 National Park Authority: committed to tackling litter

The National Park Authority's fundamental aims are outlined within the National Parks (Scotland) Act 2000, which guide all of the work we undertake. The first aim is to 'conserve and enhance the natural and cultural heritage of the area'. We see litter as a direct threat to this: litter damages natural habitats, negatively affects people's experience of the landscape and needlessly diverts resources away from other conservation activities.

The commitment to tackle litter is expressed as one of our priority actions within Our [5-Year Plan](#), which explicitly sets the context for this renewed strategy on litter prevention:

'Working in collaboration, we will support a Marine Litter Strategy and drive the development of a cross-organisation National Park Litter Strategy which better utilises our collective capacity with our partners to deal with the litter generated by visitors. We will invest our passion, commitment, resources and powers to deliver positive behaviour change to prevent and reduce litter in the National Park.

However, the issue of litter is ubiquitous and impacts every strand of our work outlined within our [National Park Partnership Plan](#): with challenges arising within our visitor experience activities; the negative consequences felt in our conservation work; and cascading impacts on the opportunities within community life and rural development.

The particular outcomes that this strategy will help to deliver are:

- **Outcome 1:** The Park's natural resources are enhanced for future generations: important habitats are protected, restored and better connected on a landscape scale.
- **Outcome 2:** The Park's special landscape qualities and sense of place are conserved and enhanced with more opportunities to enjoy and experience them.

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- **Outcome 8:** The most popular parts of the National Park which experience pressures are managed to ensure that the quality of the environment, visitor experience and community life are protected and enhanced.

Further benefits are likely to cascade to outcome 9 (increasing opportunities for engagement, volunteering and education) and outcome 13 (the Park's communities are supported to influence and deliver actions that improve their quality of life and place).

In addition, improving the management of litter within the National Park will also support the delivery of specific operational plans, particularly the [Wild Park](#) biodiversity action programme and our broader [visitor engagement and enforcement policies](#).

### 3.3 Particular pressures in the National Park

The National Park spans 720 square miles of some of the country's most magnificent landscapes, from high mountain terrain, beautiful woodland and spectacular lochs. The beauty of the National Park is enjoyed by more than 15,000 people who live here and an estimated four million people visiting annually – making it one of Scotland's most popular countryside destinations.

The rurality, yet accessibility of the National Park combine to create unique pressures in tackling litter and waste. The majority of our visitors arrive by car from the central belt and are accustomed to the infrastructure and supporting services from an urban environment. Moreover, the demand for these services varies throughout the year, though generally peaking in mid-summer at some extremely popular sites. Building in responsive and flexible infrastructure and services to deal with these pressures is time consuming and logistically challenging.

One of the other unique pressures within the National Park is the patchwork of responsibility for litter and waste. There is an understandable misconception that the National Park Authority is responsible for all litter, but this is far from the case. The National Park covers four local authority areas, public or charitable organisations' land (such as Forestry and Land Scotland, RSPB or Scottish Natural Heritage reserves) and a number of private estates or farms - all of which have differing equipment, schedules and policies on waste management. Unfortunately, this can lead to some inconsistencies and subsequent confusion when it comes to dealing with litter and designing interventions to prevent it.

Due to the complexities of the place and the different activities happening across the National Park, littering manifests in many different guises. Common littering types are associated with:

- 'Honeypot' sites, characterised by large accumulations of litter left after a large influx of people;
- Camping, particularly around fire sites and associated flytipping of tents etc;
- Roadsides, both thrown from windows and bags left in laybys;
- Marine litter, washed up on our sealoch shores;
- General flytipping of commercial or household waste.

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Whilst this is not an exhaustive list of littering types in the National Park, it does allow us to begin understanding the common pressures.

The National Park Authority already commits significant resource towards litter management. In 2017/18, litter cost the Authority alone an estimated £860,000: predominantly in litter collection and disposal, and in engaging our visitors with litter prevention messaging. This figure will be a fraction of the total cost of litter to the National Park – both in direct costs (e.g. to local authorities in litter and waste collection) and indirectly in ‘disamenity’ to the environment, tourism and local communities. This strategy draws together this existing work with future goals, providing a framework to work with our collation of partners, to better tackle the issues in a targeted and joined up manner.

## 4. The Litter and Waste Prevention Strategy

### 4.1 Strategy delivery

Litter is not a problem the National Park Authority are responsible for alone. Across the National Park there are a number of stakeholders integral to litter and waste management: from the four Local Authorities, to other public and private landowners, to businesses and communities working and living here. Effective litter prevention and a systemic shift towards waste reduction will require collaboration from all parties.

This strategy has been written by the National Park Authority, having spent time working with and understanding the positions and needs of stakeholders who have a role to play in delivering a vision of a litter free National Park. The strategy (which acts as a guiding plan for litter and waste prevention) aims to create the best outcome for the National Park as a place. To achieve the changes that are needed to deliver on the vision set out will require the buy-in of stakeholders across the National Park. In order to facilitate this, the National Park Authority will draw together these stakeholders into a steering group for this strategy, who will agree priorities for action and work to deliver on them. By agreeing projects to form an action plan, specific objectives can be set and monitored throughout the period this strategy covers (2020 - 2023).

### 4.2 Underlying principles

In order to make this strategy a success, we will:

- **Place waste reduction at the heart of litter prevention.**

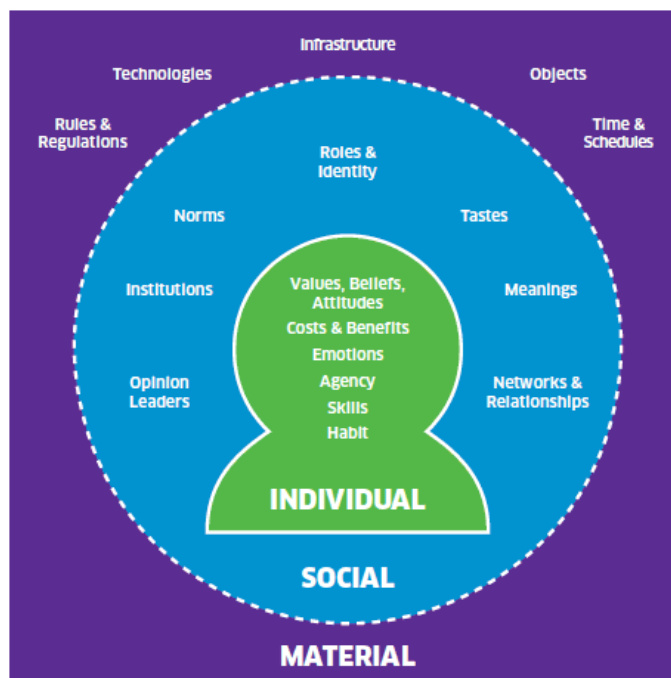
Litter is perhaps the worst symptom of a ‘throwaway’ or linear society, where we take, make and dispose of items with little regard to the resources used to make them in the first place. In light of the global climate emergency, we cannot consider litter as a standalone issue - it is intrinsically linked to the wider waste context. Scottish waste management legislation is underpinned by the [waste hierarchy](#), which places prevention as the preferred option. Working at the top of the waste hierarchy to reduce waste, as well as tackling littering

behaviours directly, provides us with a multifaceted way of breaking the cycle of littering at source.



- **Focus on innovative solutions to changing behaviour.**

Littering is a long-standing, national issue with no 'silver bullet' to solve it, so to change these ingrained behaviours we must seek out innovative solutions. We will utilise principles from across different disciplines such as service design, behavioural economics, and the '[Individual, Social, Material](#)' model of behaviour change.



We are willing to try out new ideas, so that we can learn from them and share that knowledge with others. By monitoring and evaluating our interventions at pilot scale we will have a greater understanding of what is effective in reducing litter, from which to scale up.

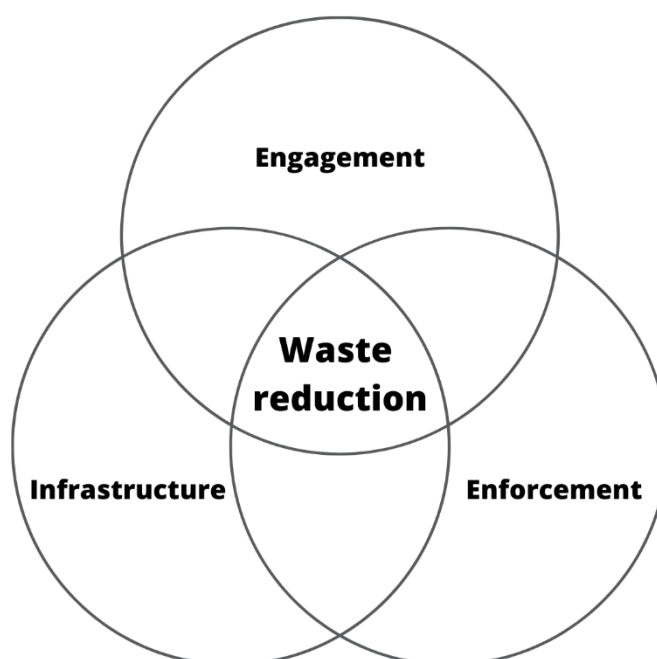
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We will engage with national litter and waste experts to ensure that the National Park Authority and partners lead the way in litter and waste reduction.

### 4.3 Strategy structure

This strategy's structure mirrors that of the existing National Litter Strategy, with the added focus on reducing waste. All of the pillars of the strategy (waste reduction, engagement, infrastructure and enforcement) are complementary and designed to link into each other for overall maximum impact.

Each pillar has its own three priorities for action, creating a twelve point framework through which we will structure our subsequent work on litter and waste over the coming three years.



- **Waste reduction:** we will champion waste reduction initiatives, both across our own estate and by sharing this vision with stakeholders across the National Park to encourage similar action.
- **Engagement:** we will use clear, consistent and compelling messaging to communicate our ambitions on litter and waste prevention, focusing on changing behaviour by 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.



## 5. The priorities

### 5.1 Waste Reduction

#### 5.1.1 Waste reduction ambition

The National Park Authority will champion waste reduction initiatives, both across our own estate and by sharing this vision with stakeholders across the National Park to encourage similar action.

We will start the journey towards a 'zero waste National Park', championing a step change from the current 'take, make, dispose' consumption model towards promoting a [circular economy](#), which aims to eliminate waste, keep materials in use for as long as possible and regenerate natural systems. We will seek to reduce consumption of single use or disposable items within the National Park, and instead work with stakeholders to maximise opportunities to reuse and recycle.

This ambition guides all subsequent work within the litter and waste portfolio, with all priorities aiming towards, or complementary to this long term vision.

#### 5.1.2 Waste reduction context

The Scottish Government has made a clear commitment to ending Scotland's contribution to the climate emergency. Shifting how waste is managed nationally is an integral part of this plan. Already, a number of steps have been made towards the radical shift in how resources are used; from consulting on a Circular Economy Bill, announcing a deposit return scheme for Scotland, to signing up to increasing the target for recycling nationally. All of these actions are welcomed by, and relevant to, stakeholders within the National Park.

As a public body, the National Park Authority report all actions to lower our climate impact as part of Climate Change Action Plan reporting. Since starting this reporting, we have eliminated the use of single use cups and cutlery within our offices and have carried out a number of staff engagement and awareness-raising sessions on reducing waste and recycling appropriately.

Alongside our own actions, there are a number of stakeholders within the National Park who have taken their own measures to reduce waste. A number of businesses within the National Park are voluntarily stepping away from single use plastics (for example, by banning straws or moving towards compostable alternatives), communities are seeking to reduce waste by promoting reusables instead of single use plastic and Local Authorities are engaging experts on moving towards a local circular economy.

Through this strategy, we will seek to draw together existing actions into a cohesive journey for the National Park, and inspire others to join our zero waste journey.

### 5.1.3 Waste reduction - key priorities

1. Reduce avoidable waste across the National Park Authority's estate.

We are committed to continuous improvement in our own zero waste journey, and to engage with others effectively and authentically, we must lead by example and hold ourselves accountable. We will complete an audit across our estate and create a subsequent business waste reduction plan, to enable us to take measured and meaningful steps towards improving our internal waste practices.

2. Engage with stakeholders from across the National Park to share our passion for zero waste and to support their own waste reduction journey.

The people who live and work in the National Park have already shown a clear interest in waste reduction, so we will engage with them to draw out their aspirations and support them, where appropriate, to achieve these. In particular, businesses (especially those who supply takeaway, disposable or single use packaging items) are critical to changing the status quo on waste, as they have a significant role to play in engaging the public and facilitating zero waste actions. Communities within the National Park are a key stakeholder and through our networks and resources, we will seek to support and celebrate their own waste reduction projects.

3. Promote waste reduction through external communications channels to inspire visitors toward their own 'zero waste' visit to the National Park.

With more than four million people coming to the National Park every year, visitors can play a significant role in reducing waste. By sharing our vision for a zero waste National Park, we will encourage visitors to consider their behaviour before they have even entered the National Park and support them to reduce their own impact where possible. In addition, we will facilitate waste reduction discussions as part of our formal and informal educational visits, through our climate emergency educational resources.

## 5.2 Engagement

### 5.2.1 Engagement ambition

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

### 5.2.2 Engagement context

Effective engagement and communications allows us to tell our story about litter and waste prevention, share why we are so passionate about protecting the National Park's environment and encourage everyone to play their part. It is critical for pulling together all of our litter and waste prevention work into a package that is engaging and understandable for all audiences.

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We have consistently promoted the ‘take your litter home’ message to our visitors, encouraging them to take personal responsibility for the waste they have produced, though this is not consistent across all areas of the National Park. This message will remain at the heart of our litter prevention communication, and we will continue to reinforce this to ensure that people come to the National Park with a plan for how they will pack their litter and waste back out.

From sharing messaging via social media and our website, through to on-site information and signage, we have a wide range of communication channels available. In particular, our in-person engagement has proved one of the most impactful when delivering litter prevention information. Both our Ranger service and Volunteers are critical to this success as they are often the people members of the public engage with first. A series of resources including anti-littering bags and leaflets have been created to better engage with visitors.

In addition, we have had particular success when focussing our communications at specific audiences and single waste behaviours. For example, our human waste campaign took a targeted approach to irresponsible toileting and began conversations changing behaviour around this particularly difficult subject. We will pull this approach into our litter prevention messaging.

Through this strategy we will seek to expand upon the success of our engagement with targeted audiences, focusing on changing behaviours by promoting personal responsibility over litter and waste. Whilst we can deliver these communications ourselves, with the support of the steering group partners reinforcing these, we will hugely increase the reach and effectiveness of the messaging.

### 5.2.3 Engagement - key priorities

1. Focus on specific and targeted behaviour change communications.

In order to increase the success of anti-littering messaging, the communications need to be context specific and targeted at each individual behaviour and relevant target audiences. We will target littering behaviours with specific communications, working within nudge and [‘EAST’](#) framework principles to ensure that the positive behaviour we’re promoting appears easy to adopt, attractive, socially approved and reaches the audience in a timely manner. In addition, we will work with national litter prevention campaign experts such as Zero Waste Scotland and Keep Scotland Beautiful, to ensure that best practice is reflected in the National Park and so we can share our learning with others.

2. Increase litter prevention messaging across all channels.

We want to make littering a thing of the past within the National Park and in order to do this, we must continue to reinforce the unacceptability of littering and promote responsible waste behaviours. We will focus specifically on the unique qualities of the National Park and the impacts litter has on it. From providing pre-arrival information to celebrating and sharing litter reduction successes via social media, through to on-site signage and on-bin messaging, we will ensure that litter prevention messaging is prevalent and consistent across all channels.

3. Increase and deepen engagement with volunteers and scheduled groups.

National Park volunteers are incredibly passionate about preventing litter and we will work with them to increase the opportunities available to support our vision of a litter and waste free National Park. We will equip our volunteers with the training, skills and equipment they need not only to take part in litter picks but also to act as our front line litter prevention ambassadors, sharing our ambitions with the wider public. We will take this approach with scheduled groups attending the National Park as part of their learning journey, and ensure that we have educational resources available to give them detailed and hands on understanding of the impact of litter and the need to reduce waste as part of our response to the climate emergency.

### 5.3 Infrastructure

#### 5.3.1 Infrastructure ambition

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.

#### 5.3.2 Infrastructure context

Litter and waste infrastructure goes beyond just bins. Whilst of course bins play an integral part, infrastructure also incorporates all the supporting systems which enable litter free places. This includes litter and waste management policies, litter picking schedules, monitoring and evaluation processes, networks of litter management organisations and Scottish Government direction on litter and waste.

Reflecting the complexity of the landownership across the National Park, infrastructure for litter is varied, with different stakeholders taking differing approaches (e.g. whether or not to place bins in laybys). Whilst there are various operational reasons behind this infrastructure, for members of the public the lack of consistency can sometimes be confusing or frustrating, and potentially cause littering behaviours.

As a National Park Authority, we have always encouraged our visitors to take personal responsibility for the waste they have produced, and as such, promote a 'take your litter home' message. This 'leave no trace' ethos is commonplace across other National Parks or conservation groups, and seeks to preserve the character of the site and protect the environment. Our infrastructure reflects this ethos, with minimal on-site infrastructure to reinforce personal responsibility for litter.

There are some particularly popular 'honeypot' sites where there are bins. We would promote only placing bins onto a site where the risk of littering is particularly high and where they can be efficiently supported with a servicing plan, as from experience we have found that bins often lead to more issues where people leave litter alongside them. Where we have bins, we will endeavour to promote and support recycling when appropriate.

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Through this strategy we will seek to bring together stakeholders from across the National Park to provide appropriate, fit for purpose infrastructure, supported by effective and joined up service delivery.

### 5.3.3 Infrastructure - key priorities

1. Establish a cross-sector stakeholder and expert steering group, who will drive action from the strategy.

There are many agencies responsible for litter and waste in the National Park, so we will bring together a cross-sector steering group for this strategy, to ensure that all stakeholders are working towards a shared vision of a litter free National Park. The group will comprise of the four Local Authorities, public and private landowners, and representatives for communities and businesses, as well as national litter prevention experts. This group will look to collaborate on actions derived from the strategy to ensure that interventions within the National Park are consistent, reinforced and wide-reaching.

2. Review our infrastructure, in conjunction with our partners, to ensure it is fit for purpose, consistent and effective.

We will review our own infrastructure to ensure that it is appropriate for each place, and establish clear policies on litter prevention in the National Park. In addition, we will work with partners to ensure that infrastructure and services are designed collaboratively, to ensure efficient and effective litter prevention. To enable this, we will work within behavioural economics and service design best practice, to ensure that each site promotes positive litter prevention behaviours.

3. Maintain a regular auditing and review process that enables efficient site management decisions to be made.

In order to monitor the effectiveness of the Camping Management Byelaws, a National Park wide litter monitoring system was established to understand the amount of litter across a range of sites. We will continue to use this established model of monitoring, and will create a decision making matrix and policies which allows us to make site management decisions, in collaboration with stakeholders, where appropriate. We will work with Zero Waste Scotland to ensure that information collected is complementary to the national litter monitoring system (and therefore the four Local Authorities in the National Park), to enable our data to be included within local and national litter and flytipping trends, where appropriate.

## 5.4 Enforcement

### 5.4.1 Enforcement ambition

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

### 5.4.2 Enforcement context

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All Local Authorities in Scotland have enforcement powers available to tackle littering and flytipping. This power is underpinned by the Environment Protection Act 1990 (EPA). As a National Park Authority, we were granted with the powers to enforce against littering and flytipping under sections 33 and 87 of the EPA in April 2015.

The legislation carries the provision to offer Fixed Penalty Notices (FPN), where appropriate, as an alternative to a report to the Crown Office and Procurator Fiscal Service (COPFS). The penalty for flytipping under the FPN provision is currently £200 and for littering it is £80. However, if a FPN is not utilised and the case is referred to the COPFS, this can result in a variety of financial sanctions being imposed by the courts following a successful prosecution.

Applying the provisions available under this legislation carries considerable responsibility to ensure that action pursued is proportionate, consistent, transparent and in the public interest. We only utilise our enforcement powers as a last resort. Wherever possible, engagement with members of the public, to encourage an understanding of the negative impacts of littering or flytipping in order to change behaviour and limit these crimes in the first place, is always the preferred method.

Piecing together enough evidence to take forward these cases can be challenging and take a significant amount of staff time from detection to achieving a conclusion. The majority of the enforcement work undertaken by the National Park Authority has involved abandoned, fly-tipped campsites. These cases have involved direct reports to the Procurator Fiscal and offering FPN to those identified as having allegedly committed the offence. To date, no action has been pursued in relation to littering.

We have developed a robust approach to enforcement, including a suite of bespoke training and educational materials through which we annually train all our authorised staff in how to effectively and consistently deploy these powers. Our in-house procedures have been developed with, and continue to be supported by, Police Scotland, who we have a long-standing partnership with.

In addition to the partnership with Police Scotland, we have invested time developing the awareness of the COPFS and local Justices of the Peace in relation to the work carried out by the National Park Authority. This link is critical in highlighting the challenges experienced when enforcing legislation and gives the staff at the COPFS the insight required to consider the full environmental, social and economic ramifications of littering and flytipping in the National Park. This ongoing communication has proven useful, as the majority of cases reported have been taken forward by the Procurator Fiscal.

Through this strategy, we will seek to work closer with partners to increase the visibility of enforcement cases within the National Park, in order to strengthen the deterrent effect of this work.

### 5.4.3 Enforcement - key priorities

1. Continue to engage with the wider enforcement system.

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As mentioned above, the relationships that we have with Police Scotland and the COPFS are critical when ensuring that submitted cases are taken seriously. We will make continued effort to train relevant officers within these organisations on the public interest in relation to successfully prosecuting littering and flytipping cases, and to maintain links with local Police officers. In addition, we will work with Zero Waste Scotland, Scottish Environment Protection Agency and the Scottish Partnership Against Rural Crime to bring national best practice into the National Park, and share our data to build a Scotland-wide picture of the scale and intensity of flytipping to inform future interventions.

2. Ensure continued quality of enforcement activity internally and with local stakeholders.

We annually review our enforcement work in order to understand what factors lead to successful outcomes and which lead to us not pursuing potential cases. We use this learning to update our training and standard operating procedures before retraining staff to reflect this. Moreover, we will seek to share this information and learnings with the four Local Authorities in the National Park to: coordinate enforcement activity, make best use of resources and to jointly issue communications, aiming to amplify the overall impact of enforcement.

3. Take an innovative approach to increasing the visibility and deterrent effect of enforcement.

The deterrent effect of enforcement relies on the perceived risk of being caught, which acts as a strong motivator to behaviour change. We will seek to take innovative approaches to increase the awareness of the personal impacts linked to littering and flytipping, targeting interventions at the locations and audiences which are at greatest threat. We will utilise similar principles within our enforcement work as our overall engagement work and seek to draw on relevant behaviour change principles to encourage people to act responsibly with their waste.

## 6. Strategy implementation and evaluation

As this strategy is intended to function as a cross-National Park framework, we will bring together a group of stakeholders to assess priorities for action to drive subsequent work. This will be drawn into an action plan, which will outline the specific areas of work, the lead partners for delivery and the relevant indicators of success. Forming the action plan in this way allows it to be responsive not only to the priorities and resources of partners; it will also allow flexibility for national litter and waste policy and practice to shape the ongoing work within the National Park.

The first action plan will be created over the summer of 2020 and be reviewed at the end of each financial year, for the life of the strategy.