



Litter Prevention Review and Legacy - Appendix 1 – Summary of achievements 2019-2022 by Litter Strategy theme

Agenda Item 9

National Park Authority Board Meeting

13th June 2022

Paper for information

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1. Summary of achievements 2019-2022 by Litter Strategy Theme

Strategy theme	Priority area	Progress / key achievements
Engagement	Integrate litter prevention messaging into a responsible visitor behaviour communications campaign, targeting new and inexperienced audiences to	<ul style="list-style-type: none">Behavioural insights partnership in 2019: working with national charity Keep Scotland Beautiful and a Stirling University Masters student, piloting the use of social psychology insights such as social norming in changing littering behaviours. Signage was

	<p>educate them on appropriate behaviours in rural environments.</p>	<p>shown to reduce litter on the ground and learnings were integrated into subsequent litter and visitor management messaging.</p> <ul style="list-style-type: none"> • Delivery of the award-winning pilot project, 'what to do when you need a poo' and roadshow in 2019: design and implementation of our targeted human waste campaign, trialling a three pronged approach to reducing irresponsible toileting through pre-arrival communications, a trowel loan and human poo bin. The campaign's learnings were presented at the annual Cairngorms Ranger Service gathering as well as the British Mountaineering Council's 'changing behaviours' access conference, and subsequently went on to going on to win Best Low-Cost Campaign at the 2019 UK-wide Comms2point0 UnAwards. This campaign was replicated in 2021 a Chartered Institute of Public Relations (CIPR) Pride Award for Best Low Budget Campaign. • 'Love It Like A Local' Covid-19 messaging: building insights from our prior year's behavioural insights messaging trial, this short life campaign focused on modelling positive, expected behaviours in the National Park, using real people as front people to deliver responsible visiting messaging. • Engagement with VisitScotland's visitor management communications action groups: as a core member on the litter subgroup led by Zero Waste Scotland (alongside Keep Scotland Beautiful), we assisted on the creation of the 'Scotland Is Stunning' campaign. We also led the irresponsible toileting group, sharing our communications approach and key messaging, inspiring its roll out with other stakeholders across Scotland. • Litter was fully integrated into our visitor management campaign for the 2021 season, which saw refreshed messaging and collateral inspiring responsible behaviour delivered across a range of channels as well as through on-site signage. A full
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		summary of the communications reach can be found in the end of season report .
	Increase and deepen engagement with volunteers and scheduled groups, in particular building on our litter picking opportunities to target heavily littered, harder to reach sites across the National Park.	<ul style="list-style-type: none"> • All Staff 10:02 in 2019: allowing all staff from across the organisation to take part in targeted litter picks and discuss solutions to specific litter problems, ranging from camping related waste to marine litter. • Spring Clean 2019: community and volunteering events were delivered within the national Spring Clean window, as well as partnership working with Argyll and Bute Council on the A82. • DataLab MSc Innovation week: working with Masters level data science students to investigate and propose new and innovative solutions to littering problems. • Community Litter and Waste Summit 2020: informing, connecting and inspiring community representatives within the National Park on community-led litter and waste initiatives, aiming to gather feedback on the proposed litter strategy and also encourage ongoing community-led action. • Covid-safe volunteering: following the easing of restrictions in 2020 we trialled out a new method of litter volunteering, which we went on to embed into our 2021 support. This enabled 139 volunteering days in 2021.
	Continue to engage with the Scottish Government and Zero Waste Scotland to support the review of the National Litter Strategy and to assist with the implementation of subsequent projects.	<ul style="list-style-type: none"> • Continued engagement on the national litter strategy review: we contributed to the development of the new draft litter and flytipping strategy through a selected stakeholder review process, which was unfortunately delayed for consultation due to Covid-19. A formal response to this strategy was submitted in March 2021.
Infrastructure	Establish a cross-sector stakeholder and expert steering group, who will drive action from the strategy.	<ul style="list-style-type: none"> • Internal and external consultation to develop the National Park's litter prevention strategy: in 2019 we explored the key issues associated with or perceived to be causing litter and flytipping within the National Park, before turning these insights into the

		<p>National Park's Litter Prevention Strategy, which was subsequently approved by the Board in September 2020.</p> <ul style="list-style-type: none"> • Establishment of shared working with Argyll and Bute Council: a 'best value' approach was taken to sharing some of the litter and grass cutting responsibilities along west Loch Lomond, notably simplifying the responsibilities within Luss village. • A82 clean up: first joint A82 clean up with Argyll and Bute Council was carried out in 2019 which resulted in 124 bags uplifted in 2 days. • Two focused litter group half day sessions brought stakeholders across the National Park together at the end of 2020 and start of 2021 to look at priorities and work planned to tackle litter in the Park. Stakeholders were then engaged on a regional or project specific basis as appropriate, with many moving on to being active members in our NSPRAG or place based visitor management groups.
	<p>Review our infrastructure, in conjunction with our partners, to ensure it is fit for purpose, consistent and effective.</p>	<ul style="list-style-type: none"> • Procurement, installation and management of the Big Belly Bins at Tarbet, Inveruglas, Balmaha and Milarrochy. • Recommenced and maintained service delivery following 2020's lockdown easing, despite significant operational challenges and increased pressure from visitors. • Reopening Covid-safe public toilets through our 2020 and 2021 portaloo roll out: allowing us to provide much needed services and reduce the amount of irresponsible toileting waste at key sites. • Focused service delivery at the start of 2021 with a month long Spring Clean across the entire National Park clearing over 1000 bags of waste, including another focused effort on the A82. • Review of and then enhanced service delivery through our Environment Officers in 2021, increasing cover of National Park estate sites, supporting the Ranger service with their site recovery work and enabling deep cleaning of permit sites.

		<ul style="list-style-type: none"> • Irresponsible toileting management: risk assessment and creation of safe operating practices that enabled us to carry out irresponsible toileting clearance across the National Park, as well as roll out of ‘what to do when you need a poo’ campaign interventions. • Infrastructure updates: review of the bins across National Park estates sites leading to replacements of old units ahead of the 2022 season.
	<p>Maintain a regular auditing and review process, established through the monitoring of our Camping Management Byelaws, which enables efficient site management decisions to be made.</p>	<ul style="list-style-type: none"> • Detailed litter data collection and then full data review completed in 2019/20 for the Camping Management Byelaw report, which provided thorough analysis of the problem. • Ongoing ‘business as usual’ Ranger-led data collection, continuing the work established for the Camping Management Byelaws. • Data collection process established for estates sites: in 2021 we implemented new processes that enabled us to better understand the pressures and work to collect litter and waste from our sites. This is being integrated into the same system utilised by Rangers to function as a single platform from which to analyse litter across the National Park. Management review process is also being explored to enable decisions to be made on the basis of this data. • Litter and bin guidance finalised, outlining the principles behind our waste management practices including why we have bins and how we will respond to littering or flytipping issues across the National Park.
<p>Enforcement</p>	<p>Continue to engage with the wider enforcement system, maintaining our relationships with Police Scotland and the COPFS to ensure that littering and</p>	<ul style="list-style-type: none"> • National Park’s local Partnership Against Rural Crime: sitting underneath Police Scotland’s national initiative established over 2020/21 and officially launched in October 2021. This has a focus on flytipping and will enable joined up regulation, prevention and enforcement across the National Park.

	flytipping cases are reported and taken seriously.	
	Ensure continued quality of enforcement activity both internally through our Ranger Service, with the four local authorities and other stakeholders in the National Park, aiming to coordinate enforcement activity, make best use of resources and to jointly issue communications, aiming to amplify the overall impact of enforcement.	<ul style="list-style-type: none"> • Continued internal training to our Ranger Service, rolling out training to 32 seasonal Rangers in 2020 and 56 in 2021, and ongoing in 2022. • Ongoing and enhanced enforcement activity through visitor management patrolling. Full enforcement detail can be found in the end of season report. • Additional training specifically on the Environment Protection Act and securing productions given to Forestry and Land Scotland officers in 2021, raising awareness of how to manage flytipping instances with the support of the National Park Authority.
	Increase the visibility and deterrent effect of enforcement by highlighting the personal impacts linked to littering and flytipping, utilising positive enforcement cases from the National Park in our communications.	<ul style="list-style-type: none"> • Reactive social media and national press releases where appropriate on enforcement cases: notably, media on one multi-person case in July 2020 gathered significant attention via press outlets and on social media, reaching over 1 million people on Facebook and 162,000 on Twitter. • Media appearance on Landward in 2020 focused on the damaging impacts of camping related flytipping in the National Park, highlighting enforcement as a possible consequence.