

Keep Scotland Beautiful supports North Lanarkshire Council



Introduction

Scotland is facing a litter emergency. The [Scottish Litter Survey](#), which we published last year, highlighted the negative impact litter is continuing to have across the nation. Litter remains a significant issue of public concern with 67% believing that litter is a problem in their local area, and 87% thinking that it is an issue across Scotland.

The National Litter and Flytipping Strategy published by the Scottish Government in 2023 set out a refreshed approach to tackling litter and flytipping in order to protect and enhance Scotland's environment. We look forward to continuing to work with North Lanarkshire Council and other local authorities across Scotland as we lead on the development and delivery of a number of actions as part of the Strategy's Year 1 Action Plan.

Keep Scotland Beautiful and North Lanarkshire Council have collaborated to build capability and capacity within local communities to encourage practical, local action to change behaviours and improve the standard of local environmental quality. In addition to local activity, we have also linked to our national campaigns, incorporating area-wide interventions on roadside litter.

“Collaboration between local councils and community groups will be crucial in tackling Scotland's litter emergency. Our most recent Spring Clean Scotland challenge saw more than 30,000 people across the country join us to clean up the areas we love and so we know there is a real appetite for positive change. We are thrilled to work with North Lanarkshire Council to ensure that those who wish to improve their local area have the resources they need. I'd like to thank our supporters who made this possible and look forward to seeing even more positive results in the future.”



Barry Fisher

Chief Executive, Keep Scotland Beautiful

North Lanarkshire keeping Scotland beautiful



20 Community Clean Up Hubs



122 Community litter picks



Community workshop



Regional Litter League winner
(1st Runner up Nationally)



56% of Spring Clean events in SIMD 1-3



Estimated 3,730 Spring Clean volunteer hours



Ranked 5th in Spring Clean Scotland 2023



Area wide roadside intervention



Cross-border roadside intervention

2022 - 2023



Roadside Litter

More than half of the litter recorded on our streets comes from people eating and drinking. Nationally an estimated 50 tonnes of litter is abandoned on Scotland's roadsides each month.

Phase One

The first partnership between Keep Scotland Beautiful and North Lanarkshire Council focused on roadside litter. Supported by McDonald's and Costa Coffee the campaign, based on successful iterations of our Roadside Litter Campaign, was rolled out across North Lanarkshire. We focused on hot spots where roadside littering is a particular problem and around takeaways. This area-wide intervention involved digital communications and materials by our corporate partners McDonald's and Costa Coffee.

Crossborder collaboration on Roadside Litter

Following on from the successful partnership launch with the [Give Your Litter a Lift, Take It Home](#) campaign at the start of 2022, Keep Scotland Beautiful coordinated Phase Two, a [cross-border fortnight of action](#) with neighbouring councils: South Lanarkshire, Glasgow, East Dunbartonshire and Renfrewshire in October 2022. Over the course of two weeks shared and highly littered roads were jointly cleaned by local authorities.



Building capability and capacity

A primary objective of this partnership was to build capability and capacity within local communities to play a more proactive role in tackling local environmental quality issues.

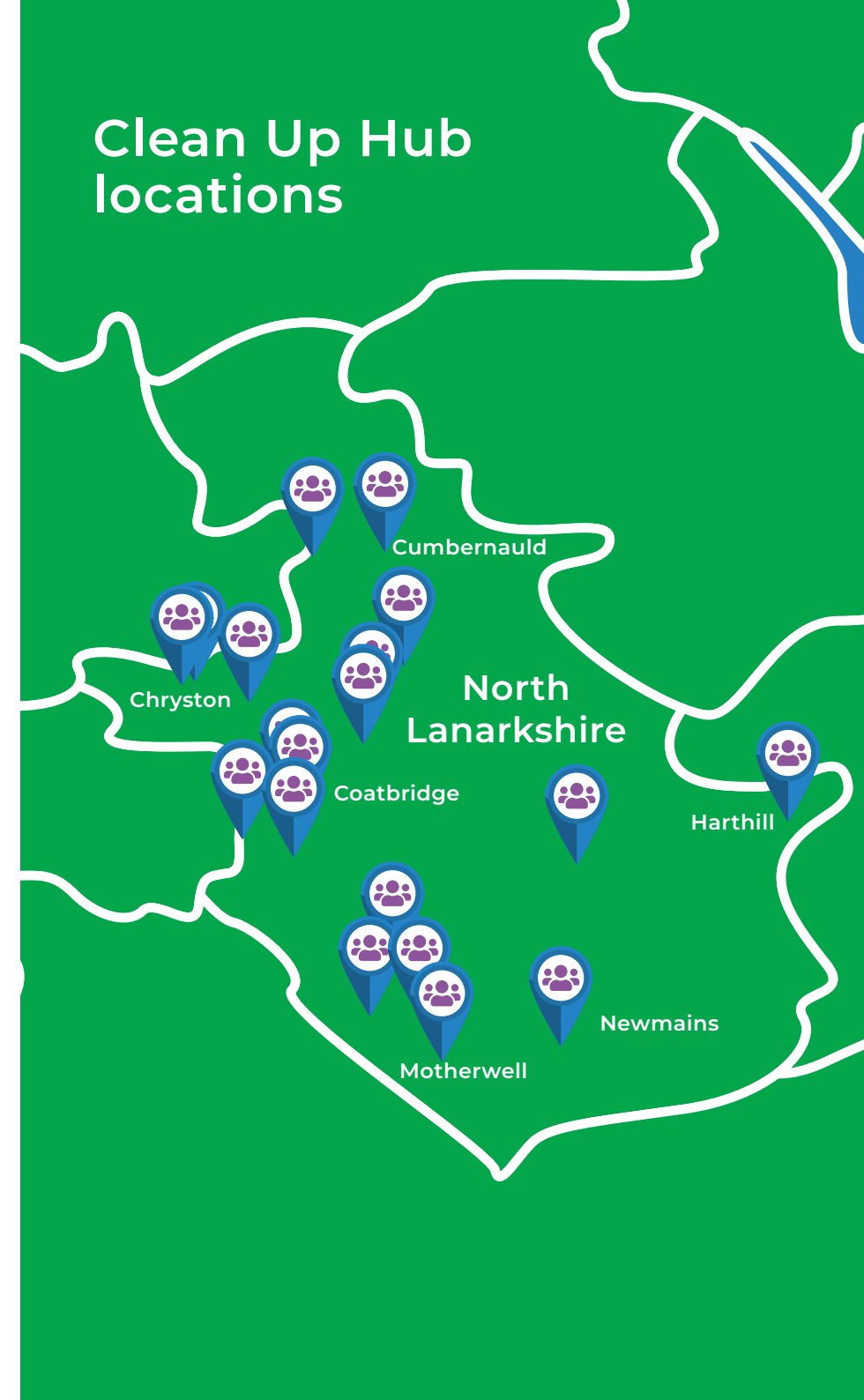
Access to equipment and a lack of guidance to build confidence is often a barrier to getting communities involved in litter picking. Growing the Community Clean Up Hub Network in North Lanarkshire increased the resources available to local litter picking volunteers while also creating a local support system for volunteers new and old.

In May 2022 North Lanarkshire had one Community Clean Up Hub based in Glenboig and managed by the Glenboig Development Trust. As of May 2023, there are 20 Community Clean Up Hubs managed by individuals, groups, and organisations.

A challenge to building a structured plan to increase capability and capacity is ensuring that support is available and appropriate for all volunteers both those associated with groups and those volunteering on their own. Through engagement in North Lanarkshire, it has become apparent that there is a rising number of solo litter pickers. Community Clean Up Hubs serve as a way for solo litter pickers to engage with the wider community and allow them to feel connected without joining or establishing a community group. Without this relationship determining the impact of solo pickers and establishing how best to support them is difficult. Community Clean Up Hubs have shown they can be used to grow and maintain healthy relationships across the community.

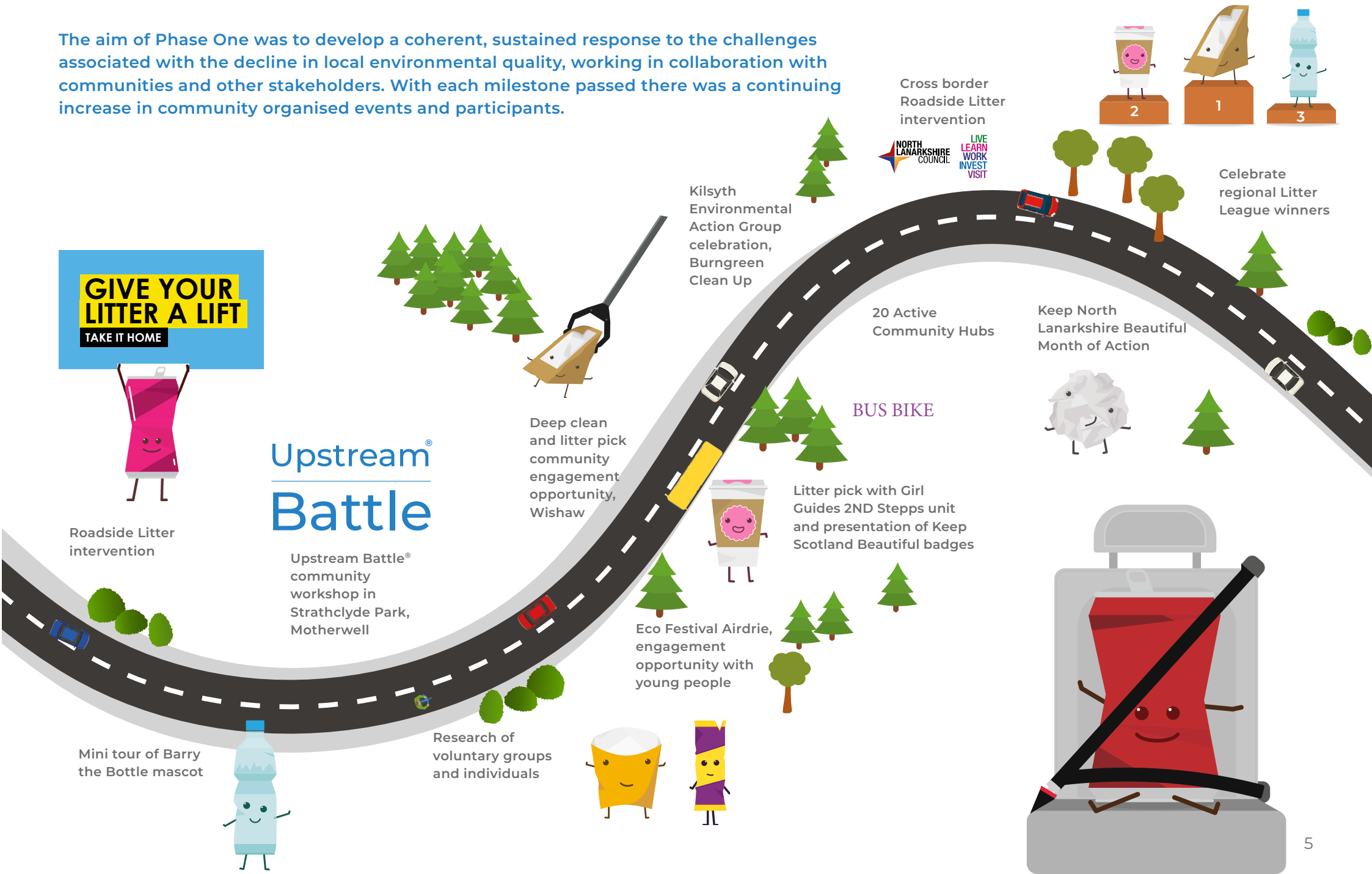
In addition, the Keep Scotland Beautiful Clean Up Scotland online members site has been utilised by volunteers to team up and collaborate using a shared account allowing them to track their activities to ensure they do not duplicate efforts and extend the impact resulting from their clean-up activities.

Clean Up Hub locations



Phase One 2022-2023 milestones

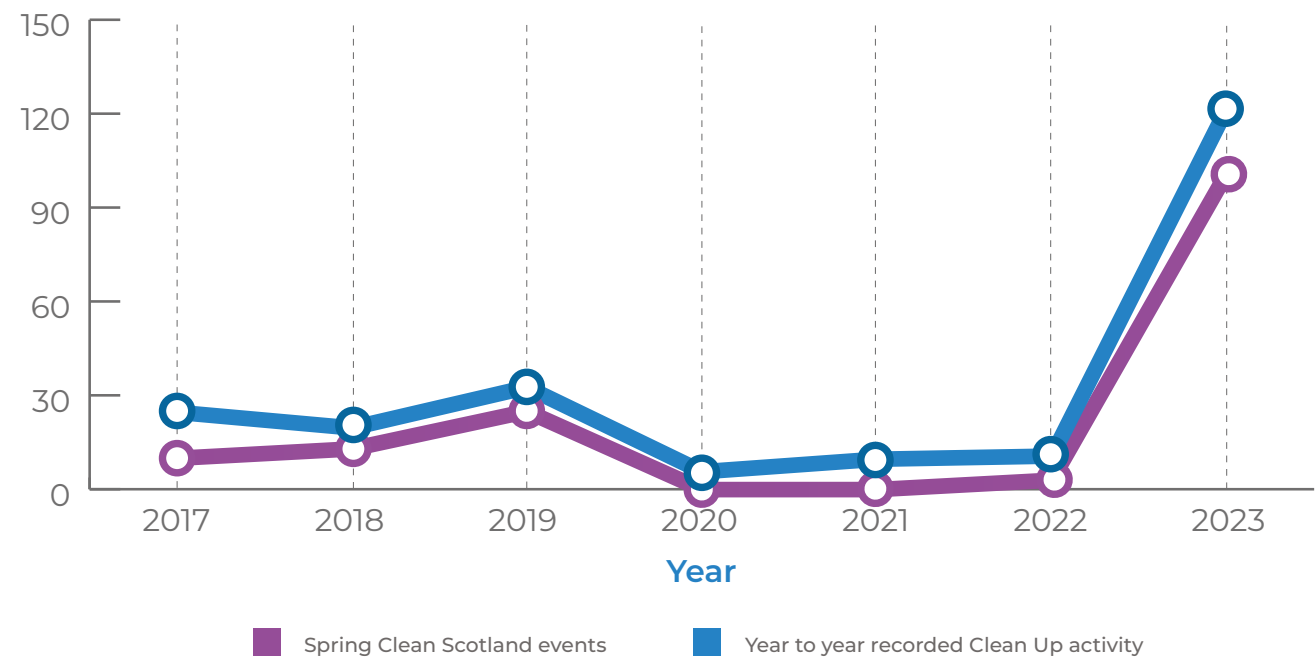
The aim of Phase One was to develop a coherent, sustained response to the challenges associated with the decline in local environmental quality, working in collaboration with communities and other stakeholders. With each milestone passed there was a continuing increase in community organised events and participants.



Volunteer impact

The data collected in North Lanarkshire during the collaboration period indicates not only a willingness from communities to get involved in tackling local environmental issues, but highlights that through engagement with individuals and by providing resources, communities are willing to be part of the solution. In the first quarter of 2023 significantly more clean ups took place than in previous years combined and this improvement stems from the growth and engagement of the local community litter picking network established in collaboration with the Community Clean Up Hubs.

Volunteer events



As well as an increased number of events the engagement work with groups and individuals has resulted in volunteers taking a more coordinated approach to tackling litter with some individuals adopting areas during the campaign and others seeking out new areas to litter pick.



Spring Clean Scotland Year	Ranking
2017	10th
2018	11th
2019	6th
2022	6th
2023	5th

Community engagement highlights



Eco Ambassadors Airdrie youth event

As part of our engagement in North Lanarkshire we attended a youth organised eco event with our mascot Beanie. This was an opportunity to engage young people on the issues of litter and chat about solutions and steps they could take to tackle local issues. young people from across the community attended the event which was also filmed by YouthLink.



Cumbernauld community clean up

We partnered with Cumbernauld Living Landscape to clean up litter dropped and flytipped at Scottish Wildlife Trust's Seafar Woods. Alongside the project's Nature Ninjas and members of the local community, 132 bags of litter were removed from the nature reserve. Nature Ninjas continue to work on a variety of projects that improve environmental quality in Cumbernauld for both nature and the community.



Upstream Battle® community workshop

People from a wide range of backgrounds attended an Upstream Battle workshop we hosted with Scottish Water on 16 March. Countryside Rangers, schools, community groups, businesses and individuals from Lanarkshire came together to commit to helping improve the quality of our marine environments at the event, which focused on source to sea litter. They pledged to take action including joining a litter pick, topping up water bottles from the tap, doing litter surveys and encouraging others to join in.

Quotes and volunteer impact

“The guidance and resources we received meant that I decided to set up LoveNLitterpickers which is a shared members account where we can share details of our solo picks. This means that we don’t duplicate efforts and can have a wider impact in local areas. It has really made a difference for some of us who were hitting the same areas just days apart.”

Diane Kirkpatrick, Group Manager of LoveNLitterpickers

“Being part of the Clean Up Hub network has been very beneficial for our community. We are now seeing people take pride and ownership of the community and through small efforts our community is becoming a better place.”

Teresa Aitken, Operations Manager at Glenboig Development Trust

“I borrowed kit for a community pick during Spring Clean from a local Hub. I had never organised a litter pick before the Hub was able to support me by supplying not just the tools but the guidance including offering support to arrange an uplift of waste by the council.”

Samuel Wilcox, volunteer litter picker



Conclusion

Tackling the litter emergency and wider decline in local environmental quality requires collaboration and a coherent and sustained response.

This report highlights the benefits of bespoke solutions being developed in partnership to address national challenges with specific local nuances. Our work with North Lanarkshire Council included supporting roadside litter interventions in a cross-border collaboration between five local authorities over a two-week period and driving forward a community engagement programme which successfully built capability and capacity in the area.

The community engagement activities saw the number of active community Clean Up Hubs jumped by 19 from one to 20 in a year, and Spring Clean volunteer numbers rose exponentially - with more people litter picking in 2023 than combined from the previous five years before. This engagement happened because of the targeted support, encouragement and recognition communities were given.

We would like to thank everyone involved in this partnership, in particular the volunteers from North Lanarkshire communities with whom we and North Lanarkshire Council collaborated.

Sustaining interest and levels of engagement will be challenging, but the Clean Up Hubs have allowed local volunteers to connect and create an online solution through our members site to ensure their efforts are maximised.

We look forward to continuing to work with North Lanarkshire Council and other local authorities across Scotland alongside their communities as we continue to work towards our vision of a clean, green, sustainable Scotland.

Join us as we work with you to inspire everyone
to keep Scotland beautiful.





We support the Sustainable Development Goals.

Keep Scotland Beautiful is your charity for Scotland's environment. We work with you to help combat climate change, reduce litter and waste, and protect and enhance the places we care for.



Keep Scotland
Beautiful

T: 01786 471333 E: info@keepscotlandbeautiful.org



www.keepscotlandbeautiful.org

