

Clean Up Scotland Newsletter

Spring Clean time again

With the changing of the clocks, spring has sprung in Scotland. Whilst litter is a year round problem, spring has always been a good time to kick start the cleanliness of your local community.

Before flowers are in full bloom and bushes are at their fullest, it is often easier to collect those hard to reach pieces of litter. Additionally, once you have Cleaned Up, spring is a perfect time to think about planting to make your local environment more colourful, or fixing street furniture to improve the area even further.

There are two ways to take action this spring. The first is to get yourself and a couple of friends some #2MinuteCleanUp bags. With these recycled, reusable and recyclable bags, you can tackle grot spots 2 minutes at a time and make collecting litter part of your daily routine. Find out how to order yours [here](#).

Or, if the problem is larger, perhaps it is time to think about organising a group Clean Up. We have a range of resources available, but the bright, recycled tabards continue to be a favourite to those organising Clean Ups. You can find out how to register your event [here](#).



Events registered throughout April and May are being kindly supported by Greggs with free treats for all volunteers. With over 60 events across Scotland already registered for Greggs treats, find out how to get free treats for your event [here](#).

Additionally, our partner company, Helping Hand Environmental, are offering 15% off all orders from Keep Scotland Beautiful order forms before the end of April. If you are thinking of investing in equipment, you can find the order forms [here](#) and quote CLEAN16 when ordering.

Scotland's local environmental quality in decline



The need for community action against litter is highlighted in our new report, which shows that after many years of improvement, the quality of our local environment is starting to deteriorate.

Speaking on launching the report, **Derek Robertson**, Chief Executive of Keep Scotland Beautiful, said: "We can now confirm that deterioration has begun, and the trend will be firmly downward unless strategic action is taken quickly. We all have a part to play in changing the behaviour of those in our society who act irresponsibly and create the problem, and in supporting the national effort that is required to make a real difference across the length and breadth of Scotland. However, we are calling for an overarching plan, which involves the public and private sectors, along with communities, to maximise the results of that effort."

The actions of those supporting the Clean Up Scotland campaign are a huge part of the solution. A key part in litter reduction is changing the behaviour of the unthinking minority who drop litter

and creating a society which does not accept this anti-social behaviour.

With over 583,000 supporting Clean Up Scotland so far, a tangible impact on litter has been made over the course of the campaign. Whilst litter has a huge visual impact upon our environment, we cannot forget the additional indicators which are interlinked in creating a clean, green and sustainable environment. The acknowledged indicators of 'local environmental quality' are litter, dog fouling, flytipping, graffiti, detritus, weed growth and flyposting. Whilst out on your next Clean Up, keep your eyes open for these other indicators, and consider how interlinked they are in your local community. If litter and another of the indicators goes hand in hand, is there any way for you to tackle that, alongside the litter?

You can read the full story and report [here](#).

#2MinuteCleanUp proves popular in West Lothian

Pupils from Blackridge Primary School have called upon members of the local community to join them in taking action against litter and improve the local environment as part of Clean Up Scotland's #2MinuteCleanUp initiative.



The school project, which saw primary three pupils design letters asking all Blackridge Primary parents to take two minutes out of their busy lives and pick up litter on their way to work, school or the local shops, aims to bring big environmental improvements to the local area.

Julie Ross, Head Teacher, commented: "It is vital that we all learn about how we can make a difference in the world, starting on our own doorstep. Our project allowed the pupils to engage in a range of environmental topics and learn what they can do to help make Blackridge a cleaner, greener place - from waste and recycling to local environmental quality.

"We hope that the pupils' actions will set a fantastic example to both parents and the wider community and will encourage them to also take part in the Two Minute Clean Up."

The winning design from Brooke, P3, will be used as part of our #2MinuteCleanUp promotional material. If you would like to get involved, you can get your free bag [here](#).

Litter Pick Plus feedback survey

The [Litter Pick Plus](#) toolkit has already proved popular with over 300 downloads. If you have seen the toolkit, we would love to hear your thoughts on it, so we can develop it even further. Take part in the short survey to give us your opinion [here](#).

120 volunteers take part in Beith Clean Up



Three lorry loads of litter was cleared from Beith and surrounding districts, by 120 volunteers taking part in their annual Clean Up. The event was supported by the North Ayrshire Streetscene team who coordinated the collection of bags.

The group was recently featured in the [Litter Pick Plus toolkit](#), as they began the transformation of an unused site into a community garden after last year's Clean Up. The work has continued this year, with planters and flowers being installed in the near future and bird and bat boxes to follow.

Tenth Annual Ayrshire Beach Clean



The Rotary Clubs of Girvan, Alloway, Ayr, Prestwick, and Troon have been hosting beach cleans for the past 9 years, and this year will mark the tenth annual beach clean.

Since the Clean Ups began the combined efforts have made a huge difference, with a reduction of 40% in the litter found on Ayrshire beaches over the past eight years. However, given this winter's stormy weather, a large haul of water borne litter is anticipated. You can get in touch with the Rotary Clubs for more information, or you can check the [Clean Up Scotland events map](#) for Clean Ups in your area.

Calton Hill gets Cleaned



Calton Hill in Edinburgh has been the subject of The Old Waverly Hotel's recent Clean Up, where staff and volunteers collected 27 bags of litter.

Carlton Hill is a popular tourist attraction, offering stunning views across the city. Having a clean environment ensures that visitors get a good first impression of the area, and helps to support Scotland's tourist economy, which is worth over £4 billion a year.

£80 dog fouling fine from 1st April

The increased fine for dog fouling is in place from the 1st April. Rising from £40 to £80, the fine increase aims to encourage even more dog owners to responsibly clean up after their dogs.

What do all these people have in common?



They all pick up after their dogs!

Grab it, Bag it, Bin it – any bin will do!

We have a range of posters available for download to share this message in your community. These can be downloaded [here](#).

Tweet of the month



STVEdinburgh

Mar 16, 11:28pm via Buffer

This woman is keeping Scotland beautiful buff.ly/1WroMol
@CleanUpScotland #LiveAtFive



3 retweets 4 likes

Last month's Hero of the month, Janet Clark, took STV reporters out on a litter pick, explaining what she is doing to Keep Scotland Beautiful. You can watch the story [here](#).

