



Upstream Battle[®]

Anchor group case study

Turning the tide on flytipping in Ferguslie Park

Upstream Battle[®]

Over last three years Keep Scotland Beautiful's award winning campaign to tackle marine litter from source to sea, [Upstream Battle](#), has been raising awareness, gathering evidence and inspiring action in Glasgow and the Clyde Valley.

Anchor Groups have played a key part of leading the way in gathering evidence on the levels of litter on stretches of the River Clyde and its tributaries. One of the campaign's Anchor Groups, Darkwood Crew, have gone from strength to strength, even throughout a global pandemic.

Darkwood Crew

Darkwood Crew is a constituted group of residents in Ferguslie Park, Renfrewshire who have a very clear aim of 'helping Ferguslie flourish' and with a strong environmental ethos. Ferguslie Park has one of the highest levels of deprivation in Scotland. Darkwood Crew understand that to inspire their local community to take climate actions, they need to prioritise actions which can be achieved, and make them relevant to their priorities. These include promoting the financial savings of recycling and reuse initiatives. They also have led improvements to the gardens of local residents and campaigned for enhancements to greenspaces.

Darkwood Crew are members of Renfrewshire Council's Team Up to Clean Up campaign, a partnership of community groups. The partnership aims to make Renfrewshire a cleaner, more vibrant place to live work and visit. In Spring 2021, Darkwood Crew became an Anchor Group for Upstream Battle campaign. The local waterways; Black Cart Water and Candren Burn are tributaries to River Clyde and being part of the Upstream Battle would help to target reducing litter levels around these areas.

In partnership with:

Thanks for taking part in our Upstream Battle® campaign



Litter picks

As part of their aim of 'helping Ferguslie flourish' through local environmental initiatives, Darkwood Crew organise regular litter picks which have improved the quality of local spaces including the village green.

Following the organised litter picks, local community members have been inspired to litter pick on their own. They post the results from their litter picks on the Renfrewshire Council Facebook group Team Up to Clean Up. This promotes positive community action and alerts the Council waste collection teams to where collected litter needs to be picked up.



Targeted action

Through carrying out citizen science surveys in their role as an Anchor Group on Upstream Battle campaign, Darkwood Crew identified flytipping in local areas as a specific issue that required addressing. They targeted reducing flytipping in three ways:

1. Using their social media site to highlight the issue and drive awareness of local sites where waste was being flytipped.
2. Through funding from Keep Scotland Beautiful, designed, produced and installed large banners to communicate the message that flytipping is not acceptable.
3. Litter picking to maintain the cleanliness of the sites.



Darkwood Crew were keen for the design of the banners to be linked to local identity and to convey the strong sense of local civic pride. An image of a local site with flytipped litter was used with the heading of 'This is your community. Not your dump'.



"We are delighted to be part of the Upstream Battle® campaign and appreciate the support from Keep Scotland Beautiful in ways to reduce local litter levels which contributes to our aim of 'helping Ferguslie flourish'"

Terry McTernan, Darkwood Crew

Get in touch

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