

#SpringCleanScotland 2025



Overview

**#SpringCleanScotland
brings together people
from all over the country
to tackle litter.**

**As Scotland's largest mass
litter picking activity,**
it inspires and mobilises
thousands of volunteers from
across all sectors to take
action on litter and protect
the places that they love and
value.

This report celebrates and
recognises the volunteers,
community groups, local
authorities, businesses and
schools who took part in this
year's campaign and their
amazing efforts.

CLEAN UP
SCOTLAND

"We know there is a litter emergency in Scotland, but we also know there are people all across the country who are determined to take action and deal with the issue.

"#Springcleanscotland gives us an opportunity to spearhead a collective effort to make a noticeable difference, get as many people as possible involved and help clean up Scotland.

"I'm so impressed to see that more than half of our volunteers this year were young people. It's so inspiring to see the younger generation already taking notice and action of the litter issue in their communities.

"A huge part of Spring Clean is recognising those who have taken part, told us about their activities and helped us understand the depth of the problem we're facing. But we also know that there are thousands more who don't share their efforts and have made litter picking part of their daily life.

"To everyone who has played a part, however big or small, thank you for keeping Scotland beautiful."

Barry Fisher
Chief Executive



Spring Clean launch

#SpringCleanScotland is a key part of our wider year-long **Clean Up Scotland** campaign. We work in partnership with Keep Britain Tidy and Keep Wales Tidy as part of the Great British Spring Clean.

This year we launched **#SpringCleanScotland** in two locations:

PORT GLASGOW, INVERCLYDE - HOSTED BY
GREEN TANGERINE CIC



GLASGOW - HOSTED BY THE BRITISH
DEAF ASSOCIATION



This collaboration of communities and organisations coming together is at the heart of the **#SpringCleanScotland** and set the tone for the following four weeks of activity:

34,027

volunteers including **17,522**
young people

2,763

events across all **32** local
authorities

331

tonnes of litter picked

50,176

bags collected

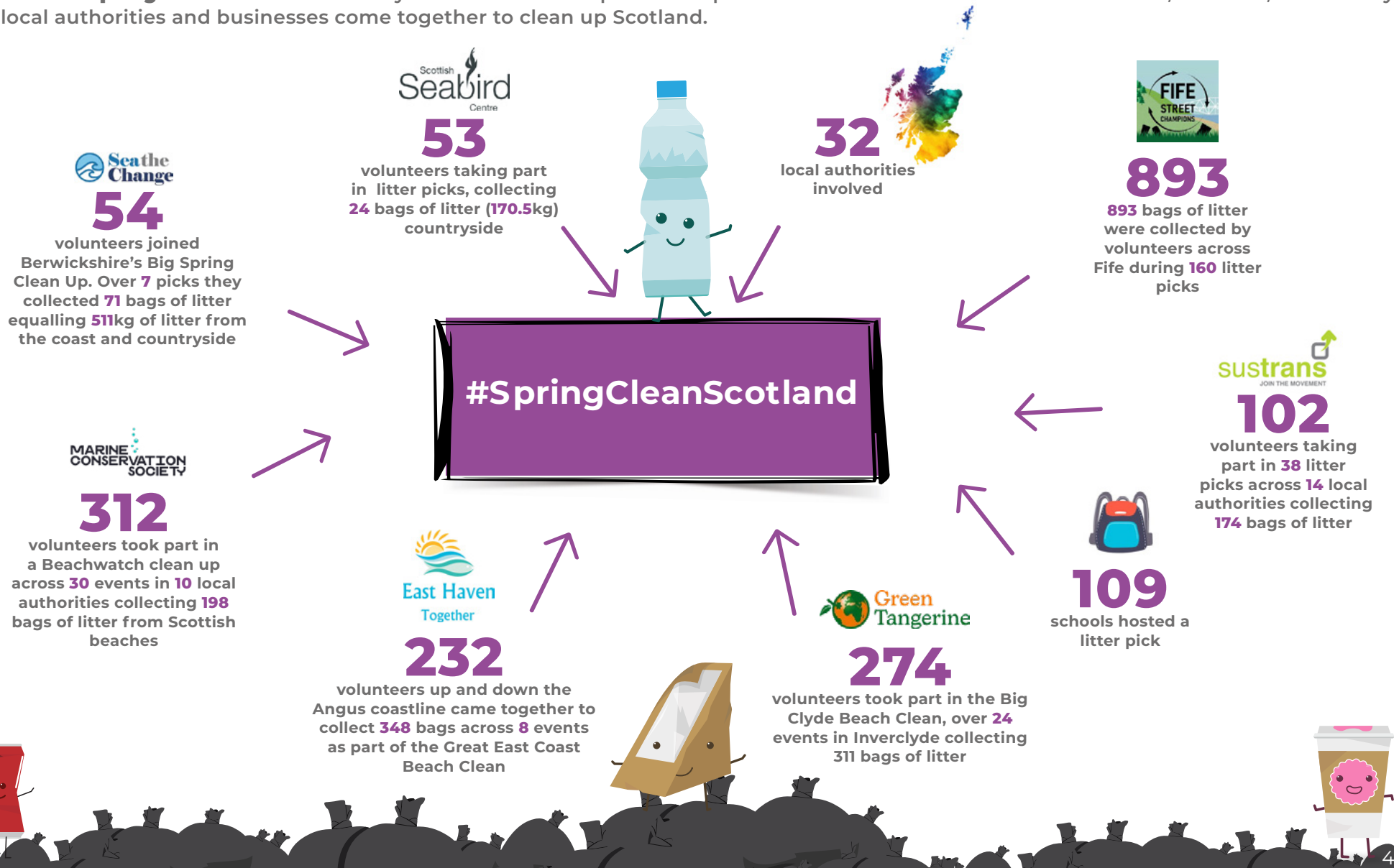
68,054

volunteer hours - worth the
equivalent of **£857,480** (based
on Scottish living wage)

Tackling the litter emergency together

Tackling the litter emergency in Scotland requires collaboration across all sectors both public and private. Over four weeks **34,000** people volunteered and we are proud to support and be supported by them.

The success of **#SpringCleanScotland** annually demonstrates the positive impact for communities when local individuals, charities, community groups, local authorities and businesses come together to clean up Scotland.



#SpringCleanScotland Heroes

As part of our 25th anniversary celebration this year, we wanted to recognise groups who go above and beyond as #SpringCleanScotland Heroes.



Green Tangerine - Big Clyde Beach Clean 2025

Green Tangerine run an annual Big Clyde Beach Clean along our Spring Clean campaign. This year they organised **24** events in Inverclyde, with **274** volunteers picking **311** bags, culminating in a Celebration Picnic, with workshops, nature walks and ice cream!



FARE Community Allotment

FARE Community Allotment borrowed two of our mascots, Spot the Dog and Russell the Sweetie Wrapper; and visited every class at Oakwood Primary to talk about litter and recycling. They then met with **400** children as part of a tour of school visits and held a litter pick with Lochend Community High School.



Fife Street Champions

Fife Street Champions are volunteer litter pickers and other local picking groups across Fife. This year they dedicated their picks – a whopping **160** – to the campaign, many of which were solo or small group efforts and resulted in **893** bags of litter!



East Haven Together - Big East Coast Beach Clean

East Haven Together's annual Big East Coast Beach Clean event coincides with Spring Clean, covering beaches and the immediate surroundings across Angus. This year more than **3.3** tonnes of litter were collected by **232** volunteers across eight events.

#SpringCleanScotland Heroes



West Lothian Litter Pickers

West Lothian Litter Pickers banded together on Facebook to go out and litter pick in areas that are known hot spots for litter. During #SpringCleanScotland they completed **374** litter picks and collected **2,162** bags of litter!



Irvine Clean Up Crew

Irvine Clean Up Crew are a dedicated volunteer-led community group committed to enhancing the quality of life in Irvine, North Ayrshire. This year they took part in **212** individual volunteering sessions and collected **320** bags of litter.



Da Voar Redd Up – Shetland Amenity Trust

The Da Voar Redd Up makes a huge contribution to the protection of Shetland's natural environment and wildlife, clearing Shetland's beaches, coastlines and roadsides of litter and the debris washed up by winter storms. This year **3,019** volunteers took part.



Darren Burns – Dumfries and Galloway Council

Darren Burns contributes significantly to #SpringCleanScotland year after year, encouraging schools, communities and individuals to get involved and take action and celebrating all Dumfries and Galloway's achievements.

Young people Spring Clean Scotland

Litter League

For the third year running, young people across Scotland were encouraged to help tackle the litter emergency and compete for clean-up glory. They were asked to track their bag counts and submit their entry online for a chance to win the National Spring Clean Champion award or one of our six regional awards.

Eleven local authorities had entries from schools or youth groups, with **2,200** young people taking part. The challenge saw entries from primary and secondary schools as well as affiliated and unaffiliated youth groups. Almost **770** bags of litter were picked by young people involved in Litter League across **58** picks which took place both on school grounds and in the wider community.



Live Lessons

Our Education team organised a series of lessons every day for a week, open to all ages, to inspire pupils to join the fight against litter.

The lessons kicked off with a guest appearance by multi-award-winning children's author, poet and playwright Joseph Coelho who took suggestions from the audience to create poems around the topics of reusing and recycling. Yvonne Skipper from the University of Glasgow discussed how the online space is littered with personal information and how to reduce it, an interactive journey with a crisp packet to what its fate could be and how schools have worked with their local community to take on big problems.

A total of **153** schools registered for the Live Lessons (**137** for English-speaking lessons and **16** for Gaelic lessons) with **2,825** pupils attending across **28** local authority areas.

Volunteer impact

Every year we seek to highlight the efforts of volunteers during the campaign and the figures we report for many are only a snapshot of their regular local impact.

As part of this year's campaign, we are celebrating the efforts of the local authority area with the highest number of litter picks recorded over the population of the area. This in no way subtracts from the efforts of other volunteers in other areas of Scotland but highlights just how much can be achieved when we come together to tackle a problem. Renfrewshire is this year's winner and our top 10 table recognises the hard work by volunteers and local authorities calculated again by effort/population.

Top 10 local authorities

1. Renfrewshire
2. Dumfries and Galloway
3. West Lothian
4. North Ayrshire
5. Falkirk
6. Fife
7. South Ayrshire
8. Inverclyde
9. South Lanarkshire
10. Aberdeen City



SHARED GOAL

"I'm delighted Renfrewshire has topped the Spring Clean Scotland Local Authority leaderboard for 2025.

"Everyone has a part to play in improving their local environment and we are lucky to have so many dedicated volunteers who make a positive difference to their neighbourhoods and are committed to changing peoples' attitudes towards littering. I'd like to thank all the volunteers who have given up their time for the betterment of their community.

"As a council we continue to enhance our own street cleaning, gully clearing and litter picking in addition to supporting our dedicated volunteers with the equipment they need to continue to make a positive impact on their local area. We have also committed to continue to invest in the local environment and work in collaboration with communities by making the award-winning Team Up to Clean Up initiative a permanent council service.

"This ranking goes to show how much of an impact we can make when we work together towards a shared goal."

Councillor Michelle Campbell, Convener of Renfrewshire Council's Infrastructure, Land and Environment Policy Board

Feedback

Our survey*, sent to all participants at the end of #SpringCleanScotland, captured the impact this year's campaign had.

As a result of taking part in #SpringCleanScotland:

91%

supported #SpringCleanScotland 2025 to demonstrate to others that we all have a part to play

"You can't just sit back and ignore the mess and expect somebody else to clear it up, the problem is just too big for any one agency or organisation to handle, from the people dropping the litter, those responsible for extensive fly tipping to the ludicrous and excessive packaging of fast food, all of this is interconnected and needs a strategic response. Nevertheless, it's good to be out today and make a difference to my area and show some care for clackmannanshire and scotland."

88%

agree that #SpringCleanScotland demonstrates to others that littering is unacceptable

"It is an activity that is fairly easy to organise and needs to be repeated often to raise awareness and make a true impact."

82%

said they felt part of a national movement that is taking action to tackle litter

"It was fantastic to be part of this national effort to clean up scotland - thanks for everything you do!"

82%

said that they felt more connected to their community

"Really excellent initiative. My community group and local community were really grateful for the litter pick."

"We had a strong response from our community and we will repeat it again."

"Great to see local businesses and communities coming together, to help make a difference."

"I organised our small community's Spring Clean and we got over 60 people from a mixture of businesses and families and all sorts of people."

91%

agree that #SpringCleanScotland reduces the impacts of litter on wildlife, people and the environment

"The event was a great way to highlight the impact a small number of people can have on the environment and local community. It was also great fun!"

*76 participants responded to the survey

In summary

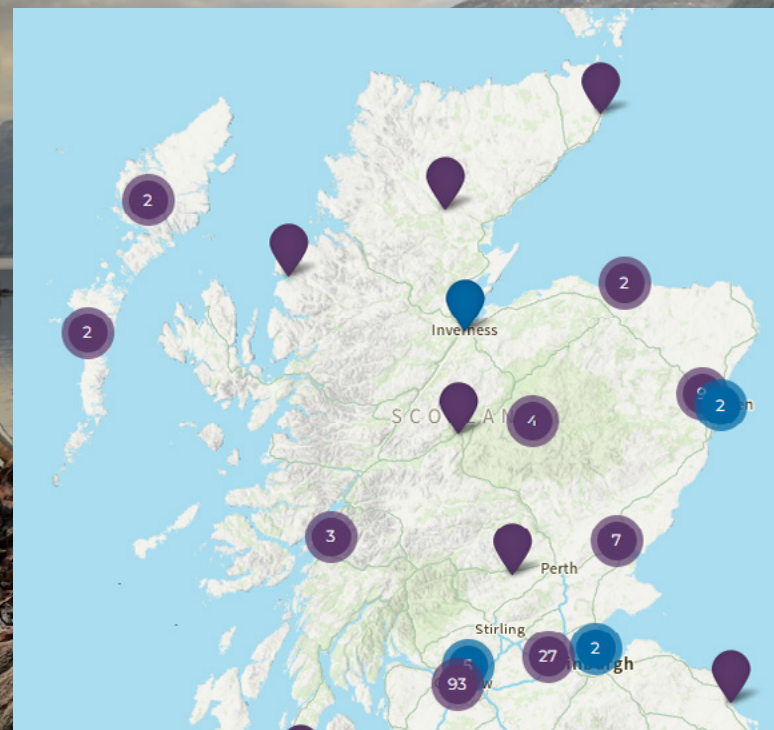
#SpringCleanScotland would not be possible without our volunteers. Your efforts are vital to achieve our vision of a clean, green, and sustainable Scotland.

A crucial part of Spring Clean is the collection of data, whether directly from those involved or through a partner organisation. Thank you to every individual, community group, business and local authority. Your information helps us understand the scale of voluntary community action involved.

However, we also know there are thousands of unsung heroes across Scotland who litter pick on a consistent basis without applause or fanfare. Every day is a Spring Clean for you, and we thank you for your efforts. They are hugely appreciated and do not go unnoticed, by us or your communities.

#SpringCleanScotland is the largest litter picking campaign in Scotland and we want to build on its success every year. In order to do this, we need support from volunteers, but we also need support financially. If your business is looking to help keep Scotland beautiful, please do reach out to ask about our sponsorship opportunities.

Beyond this campaign we will continue to be ambitious, collaborative, and positive and call for others to work with us to tackle the litter emergency. We look forward to supporting more actions through the Scottish Government's National Litter and Flytipping Strategy and the Marine Litter Strategy, alongside the continued development of our campaigns [Upstream Battle®](#) and [Clean Up Scotland](#).



If you would like to get involved and support the Clean Up Scotland campaign, check out our [Clean Up Scotland map](#) for events near you.

Alternatively, take a look at our [toolkit](#) to find out how to organise your own clean up.



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, restore nature and biodiversity and improve places.



Keep Scotland
Beautiful

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