



Clean Up Scotland

Building a network of Community Clean Up Hubs across Scotland
September 2020 - September 2022



Keep Scotland
Beautiful

Your charity for Scotland's environment

Introduction

Barry Fisher, Chief Executive, Keep Scotland Beautiful:

In December 2020 we published our report [*Time for a new approach to tackling litter*](#), which highlighted the looming litter emergency and the need for collaborative action. One of the key issues we identified was the need to engage with, and listen to, communities across Scotland to find out what more we can do to provide them with support and resources to help tackle litter and littering behaviour in their area.

In addition, we anticipate that the forthcoming national Litter and Flytipping Strategy will include proposals for an online hub for communities with resources that will complement our Hub Network.

No one organisation or individual can put a stop to this problem, and it's great to see large and small businesses, housing associations, charities, new and established community groups, and local authorities support our growing Community Clean Up Hub Network.

We would like to thank our private and public sector funders and supporters who helped us establish this successful network across Scotland, and we look forward to continuing to support, grow and celebrate the Hubs alongside our partners to ensure they can continue to help clean up Scotland.



Building a nationwide network

The last two years have been difficult for individuals and groups across Scotland who want to volunteer to help us tackle litter in communities. These groups have faced challenges with coordinating activity and organising group litter picks due to the pandemic.

In June 2020, Keep Scotland Beautiful commissioned a national poll that highlighted a “lockdown effect” on the perception of litter and people’s response to that: 29% of the public¹ believed that the amount of litter got worse over the lockdown period; galvanizing action with online litter picking groups starting up to coordinate action.

During lockdown, local authorities were unable to provide the regular level of support to community litter picking volunteers. To determine how we could provide additional support, we organised online workshops and discussions with these authorities and active community groups. As a result of these discussions, we set up our innovative Community Clean Up Hub Network to drive community action and build capacity within these communities.

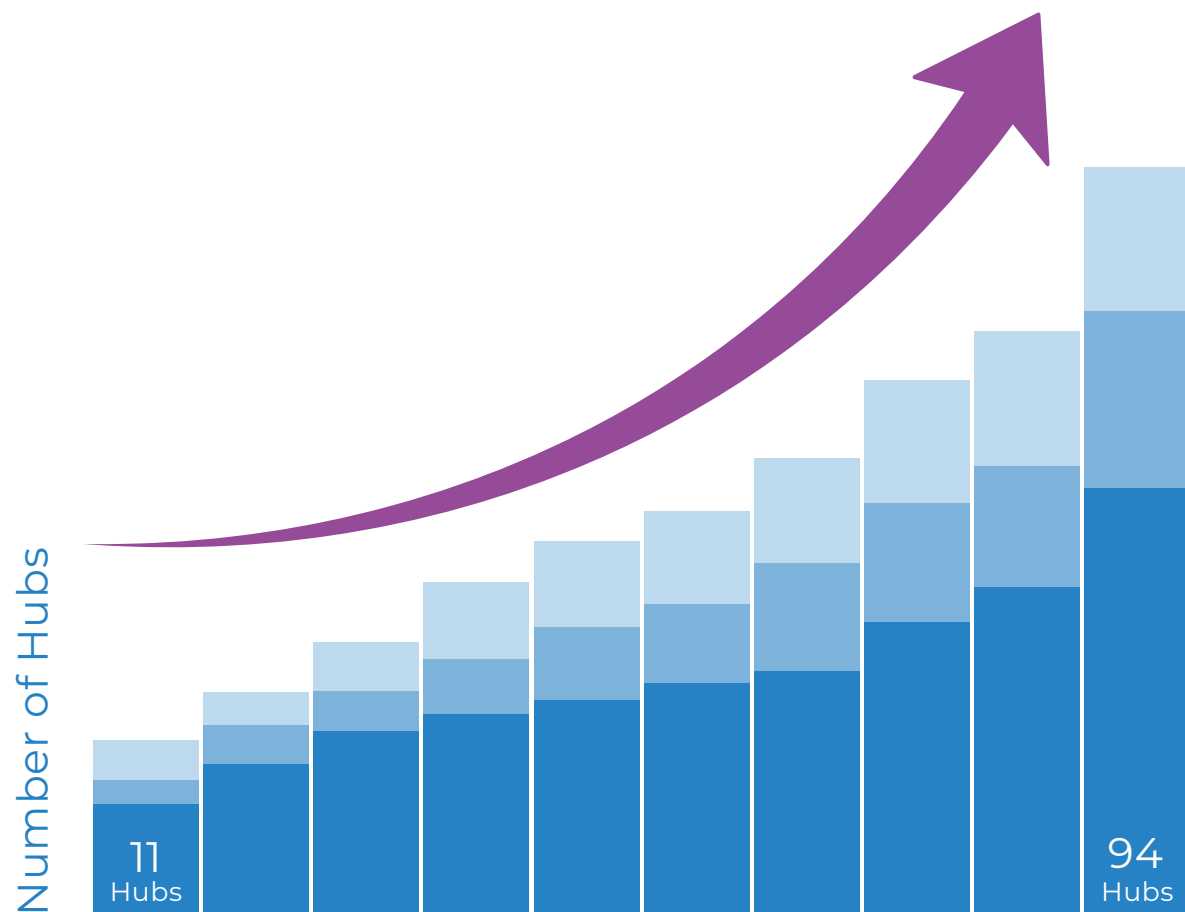
1. Polling undertaken by Mark Diffley Consultancy and Research using the Scotpulse online panel, on behalf of Keep Scotland Beautiful.



What is a Community Clean Up Hub?

There are many groups across Scotland that have years of experience in tackling litter in their local area. It was these groups, whether they were community groups, organisations or businesses, that were initially selected to become Community Clean Up Hubs across Scotland.

These groups have been provided with training, guidance, and litter picking equipment to help them with litter picking locally, but has also allowed them to encourage wider community action through supporting others with litter picking in their area. The Hubs have been added to our [Clean Up Scotland map](#) for people to find and get in touch with.



94 Hubs across **29** local authorities, in **77** different towns and cities.



Hubs are positioned across **coastal**, **urban** and **rural** areas.



24 community founded Hubs.

September 2020 to September 2022

What has been their impact?

The Hubs have been an overwhelming success and the organisers have helped to bring together volunteer groups and individuals who share an interest in tackling litter.



16,440

bags collected by Hubs



101,928 kg

weight of litter removed

Building Resilience in Communities

Communities and individuals are harnessing resources and expertise generated through the Community Clean Up Hub Network to help tackle litter and littering behaviour at a local level.

When asked how we could continue to build on the resilience that the introduction of a Hub in their area produced, groups expressed an interest in being able to connect and collaborate with other Hubs and communities. For those involved with Hub Network, it has become important that groups and individuals take a joined-up approach to building community resilience and that litter is recognised as not being the responsibility of one group alone, or of a single functional team within any organisation.

You can view the Clean Up Scotland map on our website:
www.KeepScotlandBeautiful.org/CleanUpMap

Hub locations



How do we continue to grow and support our Community Clean Up Hub Network?

1

Build capacity through the Clean Up Scotland members site to allow engagement between users. This development will allow the Hubs as well as communities, organisations and businesses working with Hubs to collaborate on projects and events as well as interact with each other more easily.

2

Consider ways to enable access to training and resources for the Hubs. For example our Litterate education programme would provide individuals and groups of people with additional knowledge and skills they can use to effect change in their own communities.

3

Increase the number of Hubs to build community resilience in target communities across Scotland. The geographical location of some communities, and the limited availability of resources in others, means that they still struggle to get support for litter picking activities. Priority should be given to community groups from the remaining three local authorities and those with geographical barriers when considering expanding the Network. We should also look to prioritise disengagement communities. This will help ensure inclusivity and accessibility for all communities.

4

A reward program that celebrates individual Hubs would not only help acknowledge the amazing contributions to the wider community and environment, but also further highlight the different actions being taken across Scotland, made possible due to support of a Hub and its volunteers. In addition, sharing the success and stories of different Hubs should inspire and encourage others with their own community litter projects and actions.

Acknowledging Success

Over the last two years communities have worked hard to take forward and develop their Hub to be the litter resource their community needs. Each Hub has developed its own ethos and built connections to various groups within their community. Through the hard work of the volunteers involved, some of these Hubs have become the centre point for citizenship education for their local schools. Others have partnered with local businesses to extend their reach beyond their local area or helped to support other groups and individuals in their area who have the shared goal of cleaning up Scotland.

The overall resilience of Hubs and the ambitious goals volunteers have set out to achieve should be acknowledged and celebrated.



Feedback from the Hubs



East Haven Together

“We have supported over 75 new volunteers through the East Haven Clean Up Hub over the last two years. Some individuals and groups have gone on to purchase their own litter picking equipment and now carry out regular cleans in areas that are important to them. Following the easing of the first pandemic lockdown in 2020 there was a huge increase in littering but also a commensurate increase in the number of volunteers wishing to play their part and make a difference. This all happened at the same time as Local Authorities were finding it difficult to supply equipment, so the Clean Up Hub was crucial in helping to support volunteers to keep the local area clean. A few of us also adopted four new transects off the A92 and we have uploaded data to the Keep Scotland Beautiful clean-up site.”

Wendy Murray – East Haven Together



Linthouse Housing Association

“In Linthouse Housing Association’s Community Plan, tenants and residents have emphasised how important it is to keep their community clean and tidy and how this improves the character of the area and makes it a place where people want to live. Council cutbacks have seen an increase in fly-tipping and a deterioration in the environment so the litter-picking kits will help the community invest in their local area and help keep the place looking nice.”

Gail Paterson – Linthouse Housing Association



Walk Run Cycle East Dunbartonshire

“WRCED is an East Dunbartonshire group set up in April 2020 to bring people together during a time when they were being forced apart. The group’s focus is to promote the body and mind benefits of walking, running, and cycling. We later became a Clean-Up Hub because we saw an opportunity to improve our local walking, running, and cycling routes. We aim not only to look after our own health but the health of our local environment and contribute to helping Keep Scotland Beautiful.”

Lorna Thomson–WRCED East Dunbartonshire

Moving forward

With a new Litter and Flytipping Strategy due to be published, now is a great time to consider how we build on the success of our Community Clean Up Hub Network.

During the strategy's consultation period, we supported Scottish people to make their voices heard and were heartened by the number of responses made from local authorities and public bodies, the private sector, community groups and individuals across Scotland. It was clear people wanted to see urgent action to improve their neighbourhoods and tackle littering behaviours.

We welcomed as part of this response that almost 70% of people support the creation of an online national litter hub to support local communities. This would complement our existing Community Clean Up Hub Network by providing further guidance, advice and inspiration to groups.

We are committed to working with all stakeholders to deliver the new Strategy, and specifically a new national online hub to encourage and empower communities to tackle litter and littering behaviour.



Support our Network

We are committed to continuing to grow and build the Community Clean Up Hub Network.

If you're interested in supporting the Network, or becoming a Hub please [get in touch](#).

You can find your nearest Hub on our [Clean Up Scotland map](#).

Keep connected:

W: www.KeepScotlandBeautiful.org E: cleanup@keepsotlandbeautiful.org



facebook.com/KSBScotland



[@KSBScotland](https://twitter.com/KSBScotland)

Setting up these Hubs has only been possible thanks to a range of funders and supporters:





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.



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