

GIVE YOUR LITTER A LIFT

TAKE IT HOME



Preventing Roadside Litter

Phase One Report 2016-2018



Keep Scotland
Beautiful

Your charity for Scotland's environment

The background of the entire page is a photograph of a road surface covered with dark gravel. In the foreground, there is a brown paper coffee cup with a white lid and a clear plastic bottle with a green cap, both lying on their sides. The background is a blurred green hedge.

“Roadside litter creates a negative impression of Scotland, not just with our local communities, but among our many visitors from around the world. Our key transport infrastructure across Scotland, the very routes we and our visitors use every day, are blighted by litter.

“Littering from vehicles is illegal. It is dangerous to us and to our wildlife. It is expensive and difficult to clean up. And, it is unsightly. Nobody benefits from roadside litter. For the public and private sectors, for individuals and local communities, a cleaner, greener Scotland is good for us all; socially, environmentally, physically and financially.”

Derek A. Robertson, Chief Executive, Keep Scotland Beautiful.

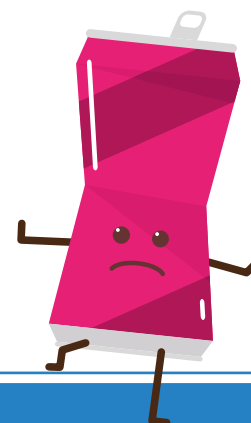
“We are delighted to be teaming up with Keep Scotland Beautiful and supporting the Scottish Government’s drive for a cleaner Scotland. Everybody agrees that littering is an unwelcome, antisocial problem and soft drinks companies have been working with anti-littering organisations for many years. However, if we really want to change people’s behaviour industry, campaigners and the Government need to work together and the Give Your Litter a Lift roadside campaign is the perfect start.”

Gavin Partington, Director General, British Soft Drinks Association.

Introduction

In November 2016, we launched a national campaign to tackle roadside litter, with the aims of raising awareness, improving infrastructure and starting to change the behaviour of those responsible.

The campaign was initially made possible with funding from the British Soft Drinks Association and was developed in the context of the [Litter Strategy for Scotland, 2014](https://www.gov.scot/Publications/2014/06/6565)¹.



The problem

- **83% of motorways and A road verges** recorded a presence of litter (LEAMS, 2016/17).
- **80% of marine litter** comes from land-based sources (Eunomia, 2016).
- **68% of adults living in Scotland agree with the statement “I think that there is a problem with the amount of roadside litter in Scotland.”** (YouGov, 2016).
- **88% of adults living in Scotland agree with the statement that “Roadside litter creates a negative impression of Scotland.”** (YouGov, 2016).
- **52% of adults living in Scotland have seen someone throw litter from a vehicle and not pick it up** (YouGov, 2016).

Roadside litter is a particular challenge because it is difficult, dangerous and costly to clean up. Prevention is an essential part of the solution and in the first two years of our campaign we worked to achieve this through a series of targeted messaging and infrastructure interventions.



The following objectives were agreed with funders:

- Raise awareness of the scale and impact of roadside litter, encouraging road users to do the right thing.
- Maximise media coverage and social impact.
- Test the effectiveness of a series of innovative interventions.
- Engage a coalition of partners to contribute to the campaign.
- Engage with Scotland's political leaders.

This document provides an overview of the key actions and their impact during the first two years of the campaign and sets out our ambitions for Phase Two, starting in August 2018.

¹ <https://www.gov.scot/Publications/2014/06/6565>

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Raising awareness and encouraging behaviour change

Making people aware that roadside litter is an issue and that they can do something about it was an essential first step in this campaign. We used a combination of approaches to achieve this.



A visual identity

In partnership with the creative agency FRAME, we developed a fun and positive approach to engaging people with our topic. Our campaign brought attention to the most common types of litter, turning them into characters and giving them a voice, with a clear call to action for road users to 'Give your litter a lift, take it home'.

Using these characters and the key message, we developed a suite of media and materials that were deployed across the country to raise awareness of the issue.



Campaign visibility and presence

Campaign awareness was developed with the support of **over 20 delivery partners**, from a range of related sectors, who deployed the campaign through their channels. This helped generate both regional and national media coverage. At key points in the campaign, paid advertising was also used.

Over the past two years the campaign has had a presence in **332 locations** across the country, including key tourism and transport hubs, as well as local businesses, communities and schools.



Direct engagement

In addition to putting out messaging, we directly engaged over **2,000 adults** via face-to-face surveys at target locations. This helped to develop our understanding of perceptions and attitudes towards roadside litter, whilst also bringing people's attention to the issue.



Community engagement

As the campaign progressed, more and more people contacted us wanting to do something about roadside litter. In May 2018, nearly **9,000 people from 107 groups** across the country participated in our national Week of Action.



Official messaging

As of April 2017, and with the help of partners Transport Scotland, the campaign slogan 'Give your litter a lift – take it home' was included in the standard messaging on electronic signage across the country's motorways.

Maximising media coverage and social impact

Through a combination of media releases around campaign activity, awareness-raising on our web and social media channels and above-the-line advertising, we achieved the following campaign impacts and reach:



Website

12,742
unique views



Facebook

146,000
total reach



Twitter

400,000
impressions



Press

4,026,568
reach (232 articles)



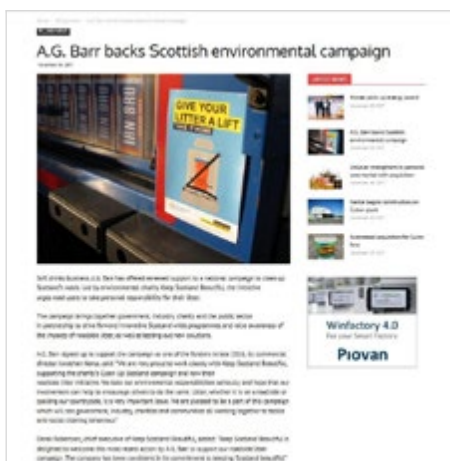
Radio

5,059,840
impacts



Out-of-home

605,000
impressions



Innovative interventions

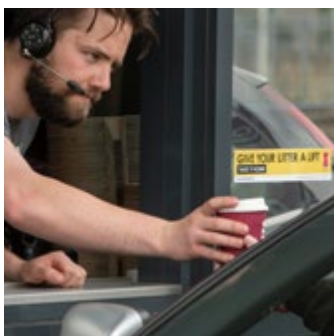
Over the course of the campaign, a number of interventions were delivered to test new and different ways of reducing roadside litter in specific contexts.



Litter in laybys

Working with local authorities we targeted litter in laybys, testing the anecdotal evidence that removing litter bins would attract less litter and flytipping. This intervention was combined with messaging and, in sites where bins were retained, they were stickered to increase their visibility (an intervention found to be successful in our [#NeatStreets project](#)²).

Initial trials in Angus and South Ayrshire showed indications of litter reduction. These were confirmed by subsequent trials in Dumfries and Galloway where litter uplift was **reduced by 30%**³ as a result of removing litter bins from laybys.



Eating and drinking on the road

Food and drink packaging makes up over half of the litter discarded on Scotland's roads⁴. As part of our Week of Action in May 2018, Costa and McDonald's joined forces to bring campaign messaging to their customers via nearly **30 drive-thru restaurants** across the country. Signs displayed as people passed through the drive-thru were reinforced by window stickers in drive-thru windows, all reminding customers to 'Give your litter a lift, take it home!'



Litter in the car

In September 2017, major paper bag manufacturer Smith Anderson donated **33,000 car litter bags** carrying the campaign message. These were distributed through partners such as Enterprise Rent-a-car, as well as over 30 local business outlets along the North Coast 500 route. So far, nearly 10,000 bags have been distributed. These provide a practical reminder to drivers to give their litter a lift.

² <https://www.keepsotlandbeautiful.org/about-us/our-campaigns-and-innovations/neat-streets/>

³ Keep Scotland Beautiful monitoring work (2016-2018); Keep Scotland Beautiful commissioned YouGov surveys, 2016 and 2018.

⁴ <http://agenda.dumgal.gov.uk/aksdumgal/images/att47309.pdf>



Smoking on the road

Smoking related litter makes up around 25% of roadside litter⁵ and 12% of people admit to littering when the litter is small (for example chewing gum or cigarettes)⁶.

In the Summer of 2017, **2,000 Minibins** (portable ashtrays) were distributed in partnership with the National Trust for Scotland, as a practical solution for smokers travelling on the road.



Engaging young people

A curriculum-linked classroom resource was developed to engage primary students with the topic of roadside litter. Young people were targeted both as the drivers of the future and as passengers who can influence adults' behaviour on the road.

In the spring 2018, nearly **70 schools** made use of our classroom resource and took part in our caption competition, with hundreds of submissions received.



A Week of Action

In May 2018, we ran a Week of Action on roadside litter. This was a large-scale engagement intervention that invited and supported everyone affected by the issue to help raise awareness and spread the campaign message.

This focused approach generated a strong spike in engagement, with **50 press articles** reaching **724,338 people** as well as **72,907** impressions on social media and a **360% increase in visits** to our campaign website.

⁵ YouGov 2016, Keep Scotland Beautiful physical monitoring, 2016-2018.

⁶ YouGov, 2018.

Monitoring and evaluation

A combination of polling, physical and attitudinal data collected in the first two years of the campaign has yielded valuable insights into the impact and success of our campaign, allowing us to build a better understanding of roadside litter and littering behaviours.

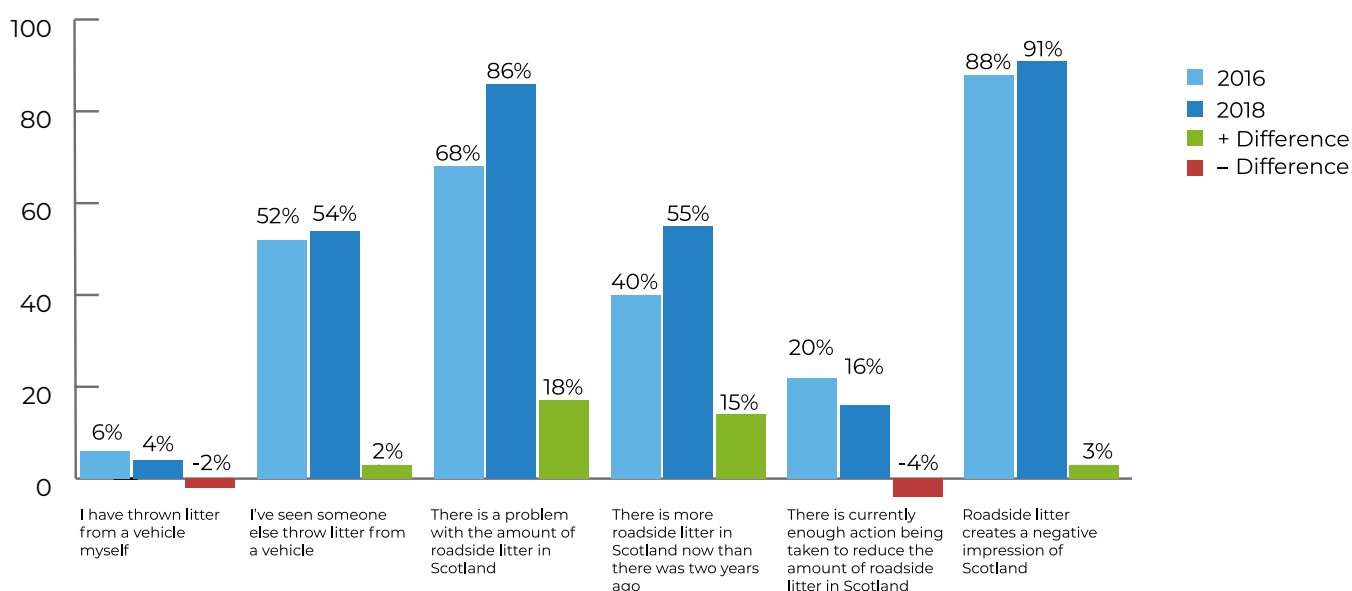
Attitudes and perceptions

Overall campaign impact was monitored through a YouGov poll of around 1,000 adults living in Scotland, initially in June 2016 and then repeated in June 2018.

- In the 2018 survey, 86% of people agreed that there is a problem with roadside litter in Scotland, up 17% from 2016.
- Similarly, 55% of people agreed that there is more roadside litter in Scotland now than there was two years ago, up 14% from 2016.
- An overwhelming 91% of adults living in Scotland now agree that roadside litter creates a negative impression of Scotland, up from 88% in 2016

In line with our main campaign objective, these surveys show an overall increase in awareness of roadside litter, whilst highlighting that more needs to be done.

It is clear that roadside litter is still a problem in Scotland and more work needs to be done in order to address it. The fact that more people are aware of the problem is a significant first step in achieving this.



Campaign impact

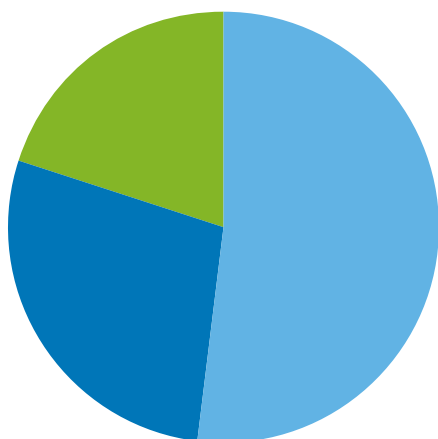
Our June 2018 YouGov poll also sought evaluative feedback on the campaign itself:

- 90% of those surveyed agreed that the campaign message is clear.
- 80% of those surveyed said that they would pay attention to the campaign.
- 70% of those surveyed found the campaign to be appealing and informative.



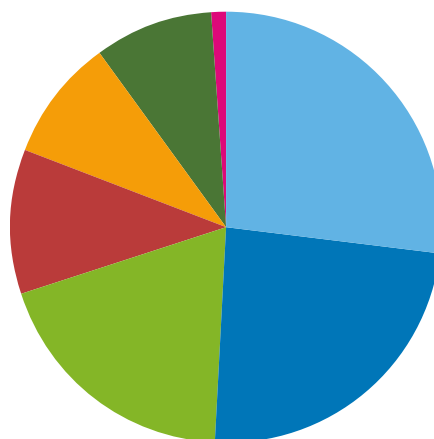
Litter composition

Through regular litter counts at key road junctions with the support of our road operator partners, coupled with polling and attitudinal surveys of what people notice on the road, we have built a robust understanding of the types of waste that people are discarding from their vehicles.



Types of litter⁶

- 52% Food and drink
- 28% Other
- 20% Smoking



Food and drink breakdown⁷

- 27% Fast food
- 24% Sweet wrappers
- 19% Cups
- 11% Cans
- 9% Plastic bottles
- 9% Crisp packets
- 1% Glass bottles

Our data confirms that a large percentage of roadside litter comes from people eating and drinking on the road, with the highest impact coming from take-away food packaging, take away cups and confectionery. This information is helpful in targeting campaign interventions.

⁷ Keep Scotland Beautiful physical monitoring, Feb 2017 - Jun 2018.

Engaging a coalition of partners

Over the course of the campaign we have built a coalition of partners who have been instrumental in helping us to maximise the campaign's impact and reach.

Having secured support from core funders, the British Soft Drinks Association, we brought together a number of key stakeholders to form the campaign steering group, providing invaluable insights and input. This included key agencies such as Transport Scotland, Zero Waste Scotland, Visit Scotland, the three road operating companies BEAR Scotland, AMEY and Scotland TranServ, a number of local authorities and the Road Haulage Association.



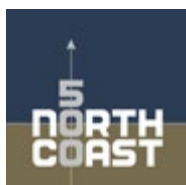
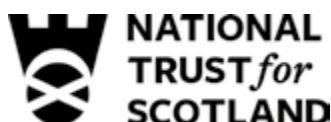
"Prevention is always better than cure and we need to work together to encourage road users not to litter. Any form of littering is an unacceptable, anti-social behaviour. It's not only unsightly for visitors and locals alike, it's also damaging to the environment and the economy. We don't want litter spoiling our country and by making positive changes, we can all make a real difference."

Iain Gulland, Chief Executive, Zero Waste Scotland.

"VisitScotland aims to make Scotland a sustainable destination through promoting environmental accreditation and practices to all tourism businesses. We welcome the launch of Keep Scotland Beautiful's new campaign to cut down the amount of litter on our roadsides and to help ensure that this country remains a hugely attractive destination to visitors from all over the world."

Malcolm Roughead, Chief Executive, VisitScotland.

We have since been joined by additional funding partners (Costa, McDonald's and Highland Spring) and worked with a broad range of delivery partners across the waste management, transport and tourism sectors. These partnerships have enabled us to expand the reach of the campaign and engage particular target audiences with our message.



Bothwell
Services



Engaging with Scotland's political leaders

Building support amongst Scotland's political leaders was invaluable in driving forward the actions and changes required for the campaign to be successful.

The campaign secured support from the Scottish Government from the outset and we have worked to engage MSPs at every opportunity and on an ongoing basis.

"Littering is a crime and people who leave their litter on our roads need to be aware of its dangerous, expensive and inconvenient consequences. Clearing litter is a hazardous job for road maintenance teams, which can delay journeys and is a cost to taxpayers that could be better spent on other services. Scotland has some of the most beautiful landscapes in the world and I am pleased that we are able to work with industry to make sure that these are protected as much as possible."

Cabinet Secretary for Environment, Climate Change and Land Reform Roseanna Cunningham.



Launch and parliamentary engagement

As part of the campaign launch in November 2016, we conducted a stunt outside the Scottish Parliament to generate attention for the campaign. As a result, **43 MSPs** made a show of support by getting their photo taken with our campaign characters and pledging to give their litter a lift. We subsequently undertook ongoing engagement with individual MSPs around specific issues and actions in their respective areas.



MSP roundtable discussion

In May 2018, as part of our Week of Action, Graeme Dey MSP, hosted a Parliamentary Roundtable discussion, to engage MSPs and garner their support, both to help to raise the profile of the campaign in their constituencies and to support our efforts to tackle the issue. A key discussion point was our proposal to improve enforcement through legislative change in relation to littering from vehicles.



Motion of support

Following the roundtable discussion, Kate Forbes MSP, raised a motion in Parliament in support of the roadside litter campaign and the Week of Action:

[Motion S5M-12580: Kate Forbes, Skye, Lochaber and Badenoch, Scottish National Party, Date Lodged: 05/06/2018](#)

“That the Parliament acknowledges the importance of tackling and improving the quality of Scotland’s environment; notes the reported increase in litter along some of the country’s most popular tourist routes, including roads in Skye, Lochaber and Badenoch, recognises what it sees as the success of the Keep Scotland Beautiful Roadside Litter Week of Action, which took place in May 2018 and saw **9,000 people** from almost **100 different groups** across **27 local authority areas** take part; congratulates the charity and all of the volunteers on their efforts, and urges all road users to carefully consider how they dispose of their litter and to give their litter a “lift”, by taking it home.”

The motion was supported by **30 MSPs**.

Improving enforcement: a call for legislative change

Awareness raising and infrastructure are key in the long-term prevention of roadside littering. However, this must also be complemented by effective legislation and enforcement as part of the solution.

Current litter legislation requires the person committing the offence to be identified by the enforcement officer, which is almost impossible when the offender is littering from a vehicle, often at speed.

We are calling for a small amendment to the wording of the current legislation, which will make the registered keeper of the vehicle liable for the offence, as is the case for flytipping. This would significantly improve the effectiveness of the legislation by removing barriers to enforcement.

- **73%** of people believe there has been no improvement in roadside litter levels in the past few years (ScotPulse, 2016).
- **88%** of people agree that the owner of a car should face a fine when litter is thrown from a vehicle, by them or a passenger (ScotPulse, 2016).
- **100%** of local authorities surveyed agreed that the proposed legislation change would be beneficial to improve enforcement against roadside litter offences (Keep Scotland Beautiful, Sept 2017).

We will be taking this forward in Phase Two of the campaign.


Phase Two: Shifting up a gear

The importance of sustaining campaign activity beyond the initial two years was recognised from the outset. Behaviour change is a slow process and consistency and persistence are essential in building momentum, engagement and impact over time.

Based on the campaign's success so far, we have secured funding for a further year of activity. Using the learning, experience, networks and materials that we have developed, the campaign will be shifting up a gear, with a more focused and impact-oriented set of activities and interventions planned over the coming year to June 2019. These will include:

- Innovative forms of engagement and content to expand on the scope of the existing suite of campaign materials.
- Focused engagement of target audiences, such as young drivers, HGV drivers and people eating and drinking whilst travelling on the road.
- New roadside infrastructure interventions, including funnel bins and a location-focused litter clearance and prevention programme.
- A schedule of work aimed at legislative change for improved FPN enforcement against roadside littering offences.
- Increased opportunities for community engagement and action, following from the success of the Week of Action.
- Continued engagement with delivery partners old and new, to continue building a campaign presence across the country.
- A regular schedule of advertising to maintain and grow momentum.





"Each piece of litter on our roadsides, in our parks and on our streets, was discarded by a thoughtless individual. Those who clean litter up, the local authorities staff, the road operators and the volunteers are not to blame. Littering is illegal. We need individuals to do the right thing; to use a bin or to take their litter home."

Roadside Litter Campaign Steering Group, 2017.

The future - our ambition

Roadside litter is a complex issue that stems from the behaviours of a minority of individuals and the perceptions, attitudes and norms that surround them. A combination of education and engagement, optimised infrastructure and effective enforcement is required to start to change these.

Going forward, our campaign will continue to work across these dimensions, whilst recognising that, ultimately, success will be underpinned by a culture of personal responsibility:

- People will not, under any circumstance, expect others to clean up after them.
- Throwing litter out of the car window will be widely seen as socially unacceptable.
- People will understand that litter can and should be kept hold of until suitable disposal facilities, ideally recycling, are found.

This cultural shift can only be incremental and our campaign will continue to drive this forward, by building support from all sectors of Scottish society to change perceptions and attitudes and provide direct and practical solutions to the roadside litter problem.

The reality is that Scotland needs to act now. We cannot continue to condone behaviour that is damaging our country. By working together, it is possible to put an end to the blight of litter on our roads.





We support the Sustainable Development Goals.

Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people's lives and the places they care for. We are committed to making Scotland clean, green and sustainable



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