

Spring Clean Scotland 2024



Overview

We are in a litter emergency. Nine in 10 people in Scotland believe that litter is an issue across the country and almost two fifths believe that litter in general has become more common in their area in the past year.

In 2023 we published two reports - the [Scottish Litter Survey](#) and [How clean are our streets?](#) - that highlighted the scope and scale of the challenge we face.

Spring Clean Scotland serves as a call to action encouraging communities across the country to come together to tackle the litter emergency. We know collaboration is key to tackling litter in our country and Spring Clean provides an opportunity for sectors to come together and make a positive difference in local communities.

The 2024 Spring Clean campaign took place over the course of six weeks from 15 March to 28 April and incorporated the themes of Nature, Health & Wellbeing, Marine Litter and Communities. In addition to our usual opportunities to get involved, we partnered with Lidl for a week of action in Glasgow and we developed a Business Pack to support other businesses who wanted to get involved. We also saw the return of Litter League, our clean up challenge for young people, for a second year after launching during last year's Spring Clean.

“Although 90% of people agree litter is a problem across our beautiful country, what is inspiring is just how many thousands of people have played their part and enthusiastically joined a litter picking event during #SpringCleanScotland – an increase in 15,000 people from last year.

“I'd sincerely like to thank everyone across Scotland who took part, giving up their time and showing just how much they care about keeping Scotland beautiful.”

Barry Fisher

Chief Executive, Keep Scotland Beautiful



Spring Clean launch

The Spring Clean is a key part of our wider Clean Up Scotland Programme and is delivered in collaboration with Keep Britain Tidy and Keep Wales Tidy as part of the Great British Spring Clean (15 March – 31 March).

This year we launched Spring Clean in two locations – Port Glasgow, Inverclyde and North Berwick Beach, East Lothian. The Port Glasgow event was hosted by Green Tangerine CIC, one of our Upstream Battle® Anchor groups, with 60 volunteers joining. The North Berwick clean up was hosted by Scottish Seabird Centre and 15 volunteers attended. Communities and organisations coming together to collaborate and tackle litter locally is at the heart of Spring Clean Scotland and helped set the tone for the following six weeks of activity.



More than **45,000** got involved, including **24,000** young people.



3,564 events across all 32 local authorities



447 estimated tonnes of litter picked



357 beach/river/canal litter picks

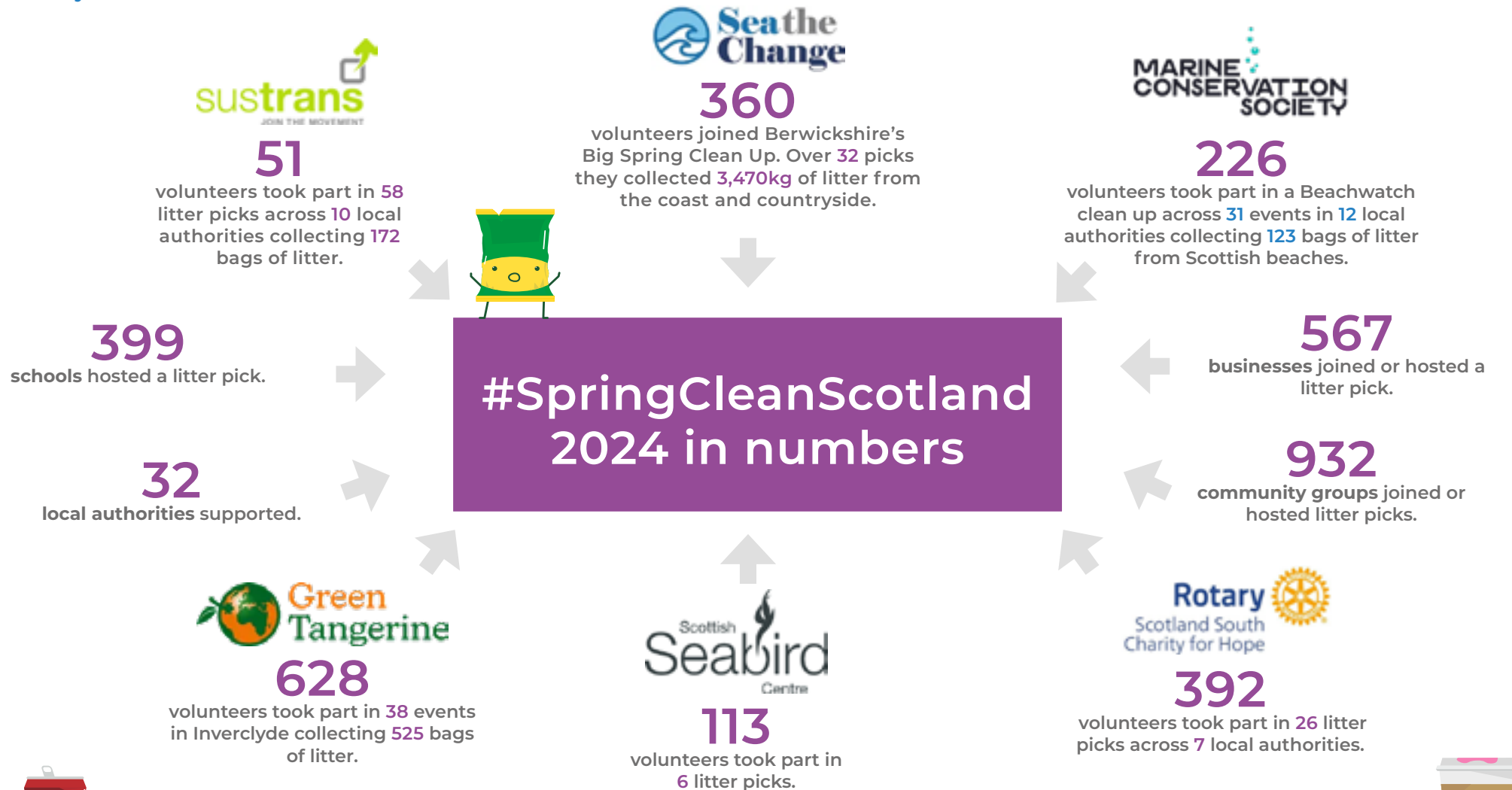


90,166 estimated volunteer hours, worth the equivalent of £1,081,992 (based on Scottish living wage)

15 March – 28 April 2024

Tackling the litter emergency together

Over 45,000 people volunteered during this year's campaign across 3,564 litter picks, and we are proud to support, and be supported by, these volunteers. When individuals, community groups, local authorities and businesses work together in their own neighbourhoods they contribute to the success of the Spring Clean and help keep Scotland beautiful. We're delighted to share some examples below of those we collaborated with this year.



Highlights



Lidl partnership

Lidl sponsored a week of action which involved four planned clean ups at Pollokshaws, Tollcross, Partick and Duke Street stores. Fifty-eight volunteers took part, picking 66 bags of litter. In addition, 1,100 bottles and cans were collected for Lidl's Return Vending Machine scheme. For each eligible item collected by volunteers, Lidl donated 5p to the STV Children's Appeal.



SpórSgudal challenge

As part of this year's Spring Clean, #TeamKSB employees worked together for their annual Spring Clean team pick. In addition, we also held an inaugural SpórSgudal challenge. SpórSgudal is inspired by last year's first ever SpoGomi World Cup held in Japan. Participants divided themselves into teams of four and picked a spot to clean up as many bags of litter as possible in an hour. Our challenge winners managed 23 bags at a local grot spot and won in style!



McDonald's clean up

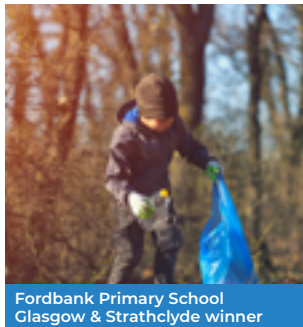
We teamed up with staff from six McDonald's restaurants in Aberdeen to litter pick Seaton Park. Despite the sporadic wild weather, volunteers cleared 15 bags of rubbish from the popular Aberdonian park.

Young people

Young people across the country have always been committed to protecting the environment and they are increasingly aware of the challenges and risks presented by the litter emergency.

Litter League

For the second year running, young people across Scotland were encouraged to compete for clean up glory. They were asked to track their bag counts from 15 March - 28 April and submit their entry online. There were seven awards available: one National Spring Clean Champion and six Regional Spring Clean Champions. Schools or youth groups across 30 local authorities participated, with almost 6,000 young people supported by more than 1,000 adults getting involved. The challenge saw 131 entries from primary and secondary schools as well as affiliated and unaffiliated youth groups. Over 2,000 bags of litter were picked by young people involved in Litter League across 185 picks which took place both on school grounds and in the wider community.



Live Lessons

As part of Spring Clean, our education team organised a series of online lessons every day for a week. Open to all ages, the aim was to inspire pupils to take part in the annual campaign and join the fight against litter. The lessons included a guest appearance by author Tracy Corduroy who talked about and read her book "It's Only One", a bin bag autopsy, food waste and ideas to reduce it, and an appearance from Ostrero who joined the final live lesson to talk about how to reduce waste at school through their program Making Circles. A total of 300 schools registered for the Live Lessons with more than 2,500 pupils attending across every local authority area.

Local authority impact

With the last Spring Clean Quaich presented in 2011, we decided to bring it back this year and reward it to the local authority that had more litter picks registered in Scotland per head of population. It was presented to Dumfries and Galloway Council, on behalf of the people of the region, for their collaboration with local communities throughout the campaign. Dumfries and Galloway had 590 events registered, including 376 litter picks involving children, young people and educators in local communities and 35 businesses hosting litter picks.



Top 10 local authorities

Dumfries and Galloway

Renfrewshire

West Lothian

Glasgow City

Argyll and Bute

South Ayrshire

Falkirk

Comhairle nan Eilean Siar

North Lanarkshire

Aberdeen City

Perception and reach

The Spring Clean dates were announced in November 2023 to partners and stakeholders. A formal public announcement was made in February 2024 and was followed by three months of social media promotion.

Spring Clean media



122

media articles



7

interviews: BBC Radio Scotland,
That's TV, STV, Original 106, Kingdom
FM, Central FM



2,964,940

audience reach

In addition, we participated in a NatureScot podcast and featured five guest blogs on our website from community and organisation representatives.

We carried out a survey of participants and they told us that as a result of taking part in the Spring Clean:

89%

said they feel part of the national movement that is taking action to tackle litter.

"It gave me time to connect to nature as well as people I would not normally connect to."

SurveyMonkey Comment

83%

said they are more aware of the impact litter has on the environment.

"Taking part in Spring Clean Scotland helped me understand the scale of the problem and acknowledge that we all have our part to play if we want to address our litter issues."

SurveyMonkey Comment

80%

agree that the campaign encourages people who would not normally litter pick to get involved.

"This year more people were engaged in the activity, either directly or indirectly, and it helped raise awareness of the general litter problem."

SurveyMonkey Comment



Summary

We would like to thank all our volunteers who took part in this year's Spring Clean. Your contribution is vital if we are to achieve our vision of a clean, green and sustainable Scotland.

The continuing increase in both organised events and participants shows that the litter problem remains of paramount importance to communities, businesses and public bodies in Scotland and that we need to continue to support those who try to tackle it. Our Clean Up Scotland Programme supports and encourages individuals, groups and businesses to organise litter picks all year round.

We want to thank the businesses for their ongoing support, in particular Lidl for their week of action. We also want to thank Sustrans, Marine Conservation Society and Green Tangerine for their ongoing support for our annual campaign and everyone who took the time to share their activities.

Beyond this campaign we will continue to be ambitious, collaborative and positive, as well as continuing to call for others to work with us locally and nationally. We look forward to continuing to support communities along rivers and waterways through [Upstream Battle](#)[®] and empowering communities through the ongoing development of the [Community Litter Hub](#).

If you would like to get involved, 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 litter pick.





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. We aim to inspire changes in behaviour to improve our environment, the quality of people's lives, their wellbeing and the places that they care for.



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