

This checklist has been designed to help you to plan your Clean Up and assist you to think about how you might like to see your future local anti-litter campaign develop. If you haven't already seen the Clean Up Scotland Litter Pick Plus toolkit, you can find it on our website. This will provide helpful background information to support your success in tackling litter in your community.

Setting the scene

Use this section to work out exactly what you want to achieve with your Clean Up / campaign. This will give you a reference point to check back with throughout your campaign, give you a clear idea of what you need to communicate and what your litter goal is for the community.

<p>What is the problem?</p> <p>Describe the issue in detail with examples: which areas in particular, have you found grot spots, what type of litter is it, do you know who is littering? Can you provide photos of the grot spots or map them out?</p>	
<p>Why does your community need a litter prevention campaign?</p> <p>Reasons might include: long standing problem, repeated littering after Clean Ups, consistent incidences of the same type of litter, or wider environmental considerations.</p>	
<p>What has been done about the problem already?</p> <p>List things you have done, or things you know have happened recently that will help to reduce litter or littering behaviours. This might include new bins placed on street corners, increased recycling collections or a previous Clean Up, for example.</p>	
<p>Who is part of the anti-littering movement in your community?</p> <p>This might include other members of your group or other community groups, someone at the local authority, or businesses. Only include people you know are directly linked to litter prevention and who you have contact with.</p>	

Thinking about the positives

This section will help you think about the ideal outcomes of a local anti-litter campaign and what the benefits will be to others. You will be able to use this to communicate reasons why people should help with your campaign and use your notes to plot milestones which you can work toward.

<p>What would be the top 3 things that you might achieve in an ideal world?</p> <p>Think about what outcomes you would like to see if you had unlimited resources</p>	<ol style="list-style-type: none"> 1. 2. 3.
<p>What do you hope your Clean Up will achieve in terms of litter reduction?</p> <p>This might be a reduction in a specific type of litter, or more items being recycled instead of being sent to landfill</p>	
<p>What will the benefits be for community members?</p> <p>These might include increased civic pride, reduced fear of crime or more active community participation</p>	
<p>What will the benefits be for the local authority?</p> <p>These might include reduced pressure on the street cleansing teams, helping to achieve recycling targets or more active community groups working in the area</p>	
<p>What will the benefits be for local businesses?</p> <p>These might include an improved environment for tourism, opportunities to engage with their customers, or corporate volunteering opportunities</p>	

Turning dreams into reality

This section includes a series of planning tools which might be useful to help you to plan out what actions you will be able to take, create a timeline for these and decide which stakeholders to contact.

SWOT analysis

This ‘Strengths, Weaknesses, Opportunities and Threats’ (SWOT) tool helps you to think about things that you are already doing well within your group and things you might be able to improve upon going forward. It also assists you to consider these in relation to external events which might help or hinder your campaign. Include as much detail as you can – even things which might seem small will all build together to make your campaign a success.

	Positive / helpful: things which will help you to achieve your goals	Negative / harmful: things which might make it difficult to achieve your goal
Internal: factors that come from yourself or the community group you are part of	<p style="text-align: center;">Strengths</p> <p>Things that you think are good now, within your group, which you will build upon to achieve your goals: this could include a motivated leader of the campaign, good knowledge of litter problems or expertise within the group on related topics etc.</p>	<p style="text-align: center;">Weaknesses</p> <p>Things that you think are bad now, which you / your group could work towards improving: this could include lack of knowledge about other litter prevention initiatives in the area, limited time of the group members or no contact / interest from other members of the community etc.</p>
External: Factors that arise from outside of your group	<p style="text-align: center;">Opportunities</p> <p>Things that are coming up in the future which are positive which you could work toward capturing: this could include local events you would like to link to, new grants you might like to apply for or wider political / social context etc.</p>	<p style="text-align: center;">Threats</p> <p>Things which are coming up in the future which might hinder your goals that you should plan to counteract: this could be cuts to funding, group members stepping down from posts or opposition / conflicting events from other groups etc.</p>

Stakeholder Mapping

You can use this tool to find out who your key allies are locally and which parts of the campaign they might be able to help with. This is just an example template as there are many ways of mapping out stakeholders; you can colour coordinate based on the priority or how difficult they will be to contact, draw mind maps or even a simple list will do!

The following list will give you some examples of who to target first, but there are likely to be individuals specific to your community as well:

- Local authority: park or greenspace managers, waste department officers
- Political representatives: local MSPs, community councils etc.
- Environmental groups: local 'Friends of', community gardens, community greening groups etc.
- Adult groups: dog and health walking groups, sports teams, art and craft groups etc.
- Youth groups / schools: Girl Guides / Scouts, Boys / Girls Brigade, school eco-committees etc.
- Local businesses or charities: takeaway shops, businesses close to areas you are doing Clean Ups, local branches of environmental groups such as the Scottish Wildlife Trust or RSPB
- Faith groups: local churches, mosques or other places of worship
- Other key contacts: media / newspaper representative etc.

Example stakeholder table:

Group	Specific contact	How can they help?	Priority
Local authority	Park or greenspace manager / warden <i>Include contact details where appropriate:</i> e.g. Ivy Green: igreen@examplecouncil.gov	Give us permission to work on the site	High – need permission before we do our Clean Up
	Waste department officer	Provide us with loans of litter picking equipment and organise collection of waste	High – we need the litter picking equipment to do our Clean Up
Local school	Eco-schools coordinator	They might be interested in joining us on a Clean Up or we could work with them to help them design Clean Ups for the school grounds	Medium – good to have school pupils for the first Clean Up but will take longer to create joint campaigns in future

SMART targets

The top three goals that you have for the long term campaign probably look quite daunting and ambitious at this point. However, if you can split these into more bite-sized pieces and use the SMART target setting you will soon develop small steps toward achieving these goals:.

- **Specific:** what exactly would you like to achieve in this step? Try to make this simplistic, clear and detailed. If you find yourself adding a lot of 'ands' to your target, you might find it useful to break it down further.
- **Measurable:** how will you make sure you have achieved this target? Measures of success can be varied: from receiving positive feedback to removing a certain weight of waste. Having a measure of success will provide you with more evidence to build the strength of your future campaign.
- **Achievable:** what do you think you will be able to do? Try to keep this element of the target ambitious enough to give you a challenge, but defined enough so you do not feel daunted by it.
- **Realistic:** what is realistic given the resources you have? Think about the time, money and contacts that you have to work with for this target. Being realistic will give your campaign credibility and give potential stakeholders the confidence that you will be able to carry out the campaign.
- **Timed:** set yourself a deadline for achieving your target. This is vital for ensuring that actions are completed and for deciding who will work on each part. It will help you to delegate tasks within your group to spread the workload, and allow you to work towards any external events that you might like to link in with.

Example SMART target:

Specific: highlight the issue of dog fouling around the local nursery school, to educate dog owners about the health risks of dog poo to small children. We will have one poster at each end of the street the nursery is on, and spray paint every poo on that street.

Measurable: we will reduce the number of dog poos by half on the nursery's street, so will need to do a 'before and after' dog poo count.

Achievable: we already have the permission from the local council and have interested members from the parent-teacher association who will help us by doing the 'before and after' count.

Realistic: although we would like to do this with the junior and high school as well, we do not have the permission for the high school and do not have enough paint for doing around the junior school, so the nursery street is the most impactful with the resources we have.

Timed: Mary will do the 'before' count, put up posters and spray paint poos on the first Monday morning after half-term. Katie will do a second round of dog poo spray painting the following Monday. Alastair and David will do a final count, remove all the dog poos and posters on Friday.

Plotting out your campaign

Once you have made some goals and targets for your campaign you will have some idea of how long each thing will take you to do. It is worth plotting these out on a timeline or calendar so you and your group can see all of your proposed actions in one place and when the deadlines for each is. Most of the Keep Scotland Beautiful registered Clean Ups happen in spring, so you could aim toward having your first Clean Up then, so plan during winter. Equally, you could start small with a couple of your friends, picking up litter regularly before you build into a larger campaign. Use the following questions to get your timeline started and fill in the blanks from the notes you have made throughout this document:

1. What is the one thing you can definitely do in the next month?
2. What three things could you do in the next year?
3. Are there any important events you would like to work towards?
4. Would you like to have regularly running things and how often do these need to be (group meetings, regular social media updates etc)?

It is easy to create a timeline in a spreadsheet with the activities you are planning like the one below:

Example timeline for Clean Up campaigns

Plan
 Target date
 Complete

ACTIVITY	PLAN	PLAN	ACTUAL	ACTUAL	PERCENT	Months
	START	DURATION	START	DURATION	COMPLETE	
Bi-monthly meetings	Jan	Dec				Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Hold Spring themed Clean Up	Apr	Apr				
Assemble / design posters to advertise	Feb	Mar				
Put posters up and remove after	Mar	May				
Outreach to local green groups	May	Sept				
Schools return after summer	Aug	Aug				
Plan activities suitable for primary school	Jun	Jul				
Meet eco-school coordinator	Aug	Aug				

Help and Guidance

Finally, the community projects team are happy to help and if you have any queries, send an email to: cleanup@keepscotlandbeautiful.org

Good luck and enjoy your community action!