

East Haven Together



East Haven
Together

Litter Prevention Action Plan

What is the purpose of this plan?

We share the Scottish Government's vision of a Litter-Free Scotland, as laid out in the National Litter Strategy, recognising the social, environmental and economic benefits of achieving a cleaner greener Scotland. We have created our own Litter Prevention Action Plan (LPAP) to outline how we will contribute to the drive for a litter-free Scotland.



This LPAP identifies ways to encourage people to take personal responsibility; through three key themes identified in the National Litter Strategy:

Information

Improving the sources, consistency and nature of messages.

Infrastructure

Improving the facilities and services provided to reduce litter and promote recycling.

Enforcement

Strengthening the deterrent effect of legislation.

It is well documented that clean, safe and sustainable local environments have a positive impact on people's health and wellbeing. Items of litter and flytipping are highly visible, and have a significant impact on how people view a place. Targeting these in a community led, coordinated manner therefore has the potential to make a measurable difference to the area, improving it for local people and visitors.

This LPAP identifies ways we will work locally to encourage residents and visitors to take personal responsibility for their litter and waste.



Community Litter Prevention Action Plan

We will also work with Angus Council and other groups and organisations across a range of different sectors in the area to share and partner on activities, and develop effective, sharable actions which will form the basis of our contribution to the Angus area Community Litter Prevention Action Plan (CLPAP).

The purpose of the overarching CLPAP is to identify any gaps in existing activity locally and identify opportunities to align activity across the area in order to maximise impact.

We have secured support, through funding, from LEADER to develop this LPAP and organize a litter summit event in the Angus area. We have been assisted by Keep Scotland Beautiful because of our existing strong relationship and their ability to bring together government, local authorities, businesses and community groups.

One of the desired outcomes from this LPAP is that other communities will take ownership and feel empowered to challenge littering and take personal action to keep their local environment clean.

East Haven Together is planning a community litter summit in November 2017 to share learning and encourage others to take action. The litter prevention action plan (LPAP) will be used to inform the summit, with a focus on developing community action on litter, how that would integrate with local service provision and to help enhance the strong sense of place that exists within the local community.

Identifying the Issues

We asked Keep Scotland Beautiful to facilitate a workshop in East Haven in September 2017 to help us clearly outline and prioritise our local issues. This included a tour of the village to actively identify and gain understanding of the issues. Example worksheets can be found in Appendix 1.

From this workshop we identified a long list of potential issues. These were then prioritised to help us maximise the potential impact of our work.

1	Marine and beach litter in the form of both industrial and domestic waste.
2	Cigarette butts from the carpark and picnic area in East Haven.
3	Agriculture plastic, particularly from silage bale wraps.
4	Roadside fast food litter.

We have attempted to tackle a number of these issues in the past. However, some of the issues are getting progressively worse, or are becoming difficult and dangerous to deal with.

We have had success with campaigns to tackle dog fouling, and would now like to use some of the skills and methods developed within the community to try and tackle these other areas.

We have worked with Keep Scotland Beautiful to identify new or different ways to approach and tackle these issues and to identify potential sources of assistance or advice.

A useful starting point for any group on this journey is the range of free to access resources available online. Both Keep Scotland Beautiful and Zero Waste Scotland can provide materials and advice specifically for Scotland.



A range of successful campaigns and activities carried out over a number of years with information about results and contact details for assistance:
www.keepsotlandbeautiful.org/about-us/campaigns-and-innovation/



A set of location specific posters available for free download that can be used support local campaigns:
www.zerowastescotland.org.uk/litter-flytipping/targeted-messaging-toolkit



To report litter or flytipping problems to the council:
https://www.angus.gov.uk/bins_and_recycling/litter_and_flytipping

Litter prevention action plan

For each issue raised there will be actions under each of the three National Litter Strategy themes (Information, Infrastructure and Enforcement) for East Haven Together and their partners to work on in order to meet their goals.

Litter issue	Potential partners	Outcomes	Impacts on East Haven
Marine litter	<ul style="list-style-type: none"> ■ Marine Scotland ■ Marine Conservation Society ■ Angus Council ■ Creelers Association ■ Graeme Day MSP 	The beach at East Haven is cleaner and safer	<ul style="list-style-type: none"> ■ East Haven Together will have improved relations between the community and local fishing industry. There will be an increase in sense of control for residents ■ Enhancement of the natural space and attractiveness for residents and visitors to East Haven ■ The protection and enrichment of the marine and land habitat contributes towards East Haven Together's Sustainability Strategy.
Farming debris	<ul style="list-style-type: none"> ■ Local farmers ■ National Farmer's Union (NFU) – East Central Group 	Land owners are more aware of their litter contributions and will try to prevent future issues	<ul style="list-style-type: none"> ■ There will be a meaningful social interaction between East Haven Together and the local farming industry ■ An increase in the number of potential stakeholders who want to keep East Haven clean, green and sustainable. ■ A growth in East Haven's sense of influence and control over Scotland's environment through interaction with the National Farmer's Union
Roadside fast food related litter	<ul style="list-style-type: none"> ■ Transport and road operators ■ Schools 	Local businesses and the public have reduced their littering habits	<ul style="list-style-type: none"> ■ Positive impacts on streets and spaces. Through partnership working with local fast food outlets ■ Young people and businesses will be educated in the effects and detrimental impacts of fast food related litter. ■ Through monitoring and identifying litter, East Haven Together will identify litter sources and work with local businesses to highlight the impact on the local environment, farming stock and wildlife.
Cigarette litter	<ul style="list-style-type: none"> ■ Police Scotland 	Individuals will be aware of the issues surrounding the littering of cigarette butts and will discard of them properly	<ul style="list-style-type: none"> ■ A safer and better environment for play and recreation on the beach and surrounding areas in East Haven ■ East Haven Together's campaigning will educate the public about cigarette related litter and encourage a zero tolerance approach to dropping cigarette ends, which will work towards East Haven Together's Sustainability Strategy ■ The campaign will also highlight the time it takes for cigarette litter to break down in the environment and the effects it has.

Wider impacts

This LPAP will contribute to national litter targets and goals in the National Litter Strategy.

In addition, through the actions that have been identified for each of the issues, we will also contribute to a number of the United Nations Sustainable Development Goals.

- Tackling litter and making the marine environment and coastline cleaner works towards Goal 14 (Life Below Water) and 15 (Life on Land).
- The collaboration with local businesses, schools and the public to raise awareness about roadside will highlight Goal 12 (Responsible Consumption and Production).
- When tackling the issue on cigarette butts we will raise awareness and educate the public of the harmful impacts of smoking which contributes to Goal 3 (Good Health and Wellbeing).
- The outcome of the actions overall will contribute to Goal 13 (Climate Action).

Importantly, the issues identified will be mirrored in communities beyond East Haven. Therefore, this LPAP can be easily adapted and replicated by others and used to tackle issues across Scotland. The relationships and interactions that East Haven will develop with stakeholders can be used as a model for other communities.

Review and monitoring

This LPAP spans two years, from November 2017 until November 2019. During this period it is important that litter levels are monitored in East Haven to ensure we can assess the impact of any actions taken.

Every six months we will meet to discuss and review our work on the LPAP and outcomes achieved.

We will use our review to adapt our actions to suit the actions of other local organisations' LPAPs and ensure we continue to contribute to the Angus CLPAP.



Next steps

East Haven Together and Keep Scotland Beautiful will use their experience to provide help and advice to other community groups developing their own LPAPs.

Appendix 1 - Worksheets

Session 1: Identifying the key issues

Issues	Your top three priorities	Why are these priorities issues	Top priority
Identify issues that your group believe to be prevalent in your area.	Select three issues to be your top priorities.	Explain the main reasons for your selection of these 3 issues as your top 3 priorities.	Which of these 3 is the most important? Mark X opposite your choice.

Session 2: Identifying the key issues

Issues	Actions	Owners	Risks and barriers
As highlighted in Session 1.	What are the main actions required to address these issues? Identify up to 3.	Who should be responsible for taking the lead on these actions?	What are the main risks/ barriers that could adversely affect the planned result?

Towards a litter-free East Haven





East Haven

Together

East Haven is a small coastal community on the east coast of Scotland which lies between the towns of Carnoustie and Arbroath. It has a population of just over 100 residents living in a mix of private and rented properties. East Haven is also one of the earliest recorded fishing communities in Scotland dating back to 1214. Although the village does not have any key services or facilities, National Cycle route 1 runs through the village and up the coast attracting many visitors to the area.

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In 2014 residents embarked on a number of projects aimed at improving the general appearance of the village which had suffered from years of neglect. Littering of all types was evident and there was a feeling that people did not respect the environment. As a consequence, residents have implemented a number of initiatives to reduce littering and clean up both land and marine areas. They have worked in partnership with a number of national and local organisations and have strived to maintain the area litter free.

In 2016/17 residents identified a need to move beyond litter picking to focus equally on prevention and identifying the source of littering. In doing so they realised that they had a gap in knowledge particularly around strategy, enforcement and policy. They asked Keep Scotland Beautiful to work with them to produce a Litter Prevention Action Plan. The plan brings together not only the actions the community are willing to take to reduce littering but information to support their activities. Working together so far has been an empowering experience which has enabled residents to clarify their priorities and explore solutions to some of the more challenging problems.



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