

## Communications pack – Roadside Litter Week of Action

### Introduction

Keep Scotland Beautiful is coordinating a national Week of Action from 12-20 May 2018, as part of our [Roadside Litter Campaign](#). The aim is to give everyone who is affected by roadside litter the opportunity to get involved in raising the profile of the issue and encouraging those responsible to do the right thing.

This document is for Scottish local authorities that wish to participate in our Week of Action communications drive. It complements the [campaign communications and media pack](#) that has already been circulated, outlining some guidance on key messaging and how to deploy it in order to maximize impact in the run-up and during the Week of Action.

### Key message

Litter levels in Scotland are at their worst in a decade. Roadside litter is difficult, dangerous and costly to clean up. The only real solution is for those responsible to change their bad habits and dispose of their rubbish responsibly when on the road. This means holding on to it in the vehicle until they find a suitable bin. In other words: Give your litter a lift, take it home!

### Fast facts

- The amount of rubbish and flytipping in Scotland is at its worst level in a decade.
- 50 tonnes of litter is collected from Scottish motorways every month
- 88% of Scottish adults agree with the statement “I think roadside litter creates a negative impression of Scotland”
- 52% of Scottish adults have seen someone throw litter from a vehicle and not pick it up
- 82.8% of motorways and A class roadside verges recorded a presence of litter in 2016/17
- 80% of marine litter comes from land-based sources

### Shareable media

Please make use of our campaign [graphics](#), [videos](#) and [web banners](#) to spread the campaign message online.

You can also download our [posters](#) to put up in suitable locations.

### Website/newsletter

If you would like to talk about the campaign on your website or newsletters you may wish to use some or all of the following text:

We're supporting the Keep Scotland Beautiful Roadside Litter Campaign by signing up to their Week of Action from 12-20 May. This is an opportunity to take action and raise awareness of this issue, in order to encourage road users to do the right thing and dispose of their litter responsibly.

Roadside litter is difficult, dangerous and costly to clean up. It is also an eyesore and a threat to environmental quality. With 50 tonnes of litter landing on Scottish motorways each month, the only real solution is prevention. That's why we're joining the campaign to remind road users to Give your litter a lift, take it home.

As part of the Week of Action we will be doing <<insert activity>>. There are also opportunities for community groups, schools and businesses to get involved, with activities including awareness raising, taking action as part of the Spring Clean or taking part in the Eco-Schools linked competition.

For more information, please visit: [www.KeepScotlandBeautiful.org/roadsidelitter](http://www.KeepScotlandBeautiful.org/roadsidelitter)

## Social media

We'll be making an extra effort to spread the campaign message from now and throughout the Week of Action. We'd be grateful if you could support this on your social media channels by sharing our content or posting your own.

Please tag us in using our handle @KSBScotland and also use our hashtags #RoadsideLitter #WeekofAction #GiveYourLitterALift to be part of the campaign.

You can 'like' us on [www.facebook.com/KSBScotland](http://www.facebook.com/KSBScotland) and follow us on [@KSBScotland](https://twitter.com/KSBScotland) throughout the year.

### Suggested posts for Facebook/ Twitter.

12-20 May is the #WeekofAction on #RoadsideLitter. Do you #GiveYourLitterALift?  
<https://www.keepsotlandbeautiful.org/roadside-litter>

We've joined the #RoadsideLitter #WeekOfAction with @KSBScotland. Please #GiveYourLitterALift and help keep our roads free from litter

Did you know that 50 tonnes of litter is collected from Scottish motorways each month? Join @KSBScotland for a #WeekOfAction on #RoadsideLitter

We just cleared <no. of bags of litter> from <location> as part of our #RoadsideLitter #WeekofAction #SpringClean with @KSBScotland - do you #GiveYourLitterALift?

Fed up with seeing litter at the side of the road? Join us with @KSBScotland for a Week of Action on #RoadsideLitter

Litter on our roads: what are your views? Answer the @KSBScotland survey as part of the #WeekofAction on #RoadsideLitter: <https://www.surveymonkey.co.uk/r/wido>

## Specific asks

- Local Authorities are encouraged to use their spring road verge cleansing operations as an opportunity to raise the profile of the issue and of the work that they do to address it. Some guidance for this can be found [here](#).
- Keep Scotland Beautiful aims to put out one press release per local authority area to showcase Week of Action activity that local communities, schools, businesses and the council itself will undertake. We would be grateful if you could support this by providing a quote and some relevant roadside litter stats.
- We also ask that you promote the Week of Action to our target audiences, encouraging them to get involved with campaigning, clean ups and the [school competition](#). More information about all of this is available [online](#).

## Key contacts

We are keen to provide as much support as is necessary for these activities. Please do not hesitate to get in touch if you have any questions or require any further assistance.

**Cameron Taylor**, Campaign Communications Intern  
[cameron.taylor@keepsotlandbeautiful.org](mailto:cameron.taylor@keepsotlandbeautiful.org) t: 01786477195

**Georgina Massouraki**, Campaign Officer  
[Georgina.Massouraki@keepsotlandbeautiful.org](mailto:Georgina.Massouraki@keepsotlandbeautiful.org) t: 01786 477 197