



Clean Up Scotland

Spring Clean Report 2018



Keep Scotland
Beautiful

Your charity for Scotland's environment



Overview

Every day, poor local environmental quality is having a negative impact on the lives of over one million people living in Scotland. In March 2016, we published Scotland's Local Environmental Quality in Decline, a report which highlighted that, after years of steady improvement, environmental quality was declining in communities across Scotland. Our further update in October 2017, showed that the decline is continuing.

Clean Up Scotland is our national campaign to build community pride and make Scotland the cleanest country in Europe. With litter and flytipping levels at the highest recorded in a decade, we need everyone to come together to make Scotland's environment cleaner for all to enjoy.

We have been running Spring Clean over the months of April and May for over ten years. Building on the success of Spring Clean we launched Clean Up Scotland in 2012.

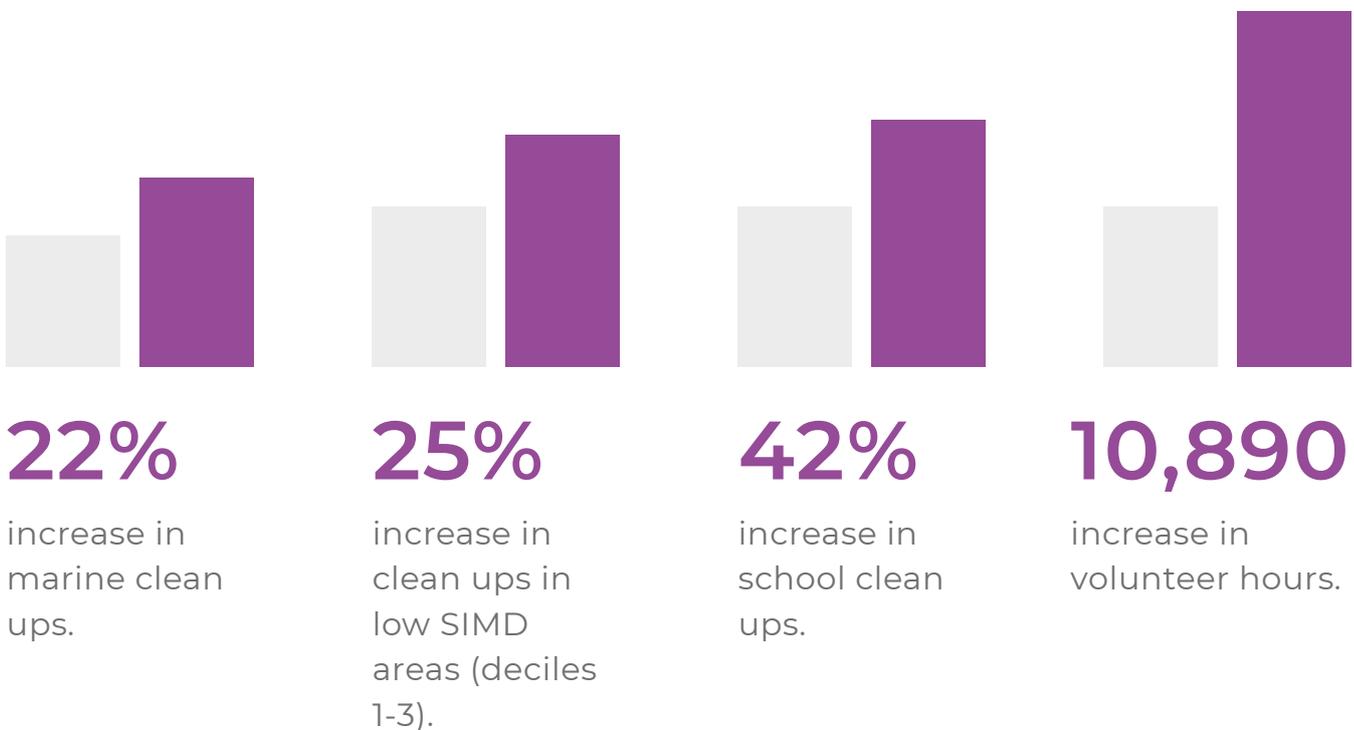
This year, we set out to make our Spring Clean the best yet and we have been delighted to see a 12% increase in the number of people participating since 2017. To achieve this, we worked closely with our partners Greggs and Helping Hand Environmental to increase engagement and impact.

Through April and May 2018, we supported over 450 people to organise clean up events. These involved 30,300 participants and resulted in 300 tonnes of litter being cleaned up.

Our Spring Clean supports the United Nations Sustainable Development Goals. In particular, goal 11 (Sustainable Cities and Communities), goal 14 (Life Below Water) and goal 15 (Life on Land).

Campaign impact

Our 2018 Spring Clean saw us build on the engagement and involvement of our 2017 campaign.



19,000
young people involved.

4,500
people in largest event
(Da Voar Redd Up – Shetland).



Highlights: Nov 2017 – May 2018



Sticker competition

November/December

In November 2017, we launched a sticker competition with Scottish schools, challenging pupils to design a sticker to be sent out with clean up kits during Spring Clean. We received over 1,200 entries and selected a winner and two runners up. Our winning design was from a pupil at Sandford Primary School in South Lanarkshire (an area needing to increase its participants). Our partners, Helping Hand Environmental, supplied the winning school with a clean up kit and certificates, which were presented to the school in February 2018.



Partnership with Greggs

March

In March, we announced that Greggs would be our Spring Clean partner. During Spring Clean, Greggs supplied over 12,250 treats to more than 200 events, as well as awarding prizes to our Spring Clean heroes.

Launch of Spring Clean

March

At the end of March we had our official Spring Clean launch event with Ash Denham MSP. This took place in her constituency, Edinburgh East, along with pupils from Brunstane Primary School.



Roadside litter Week of Action

Marine litter competition for schools



Celebrating John Muir Day

The big Arrochar clean up



Partnership with Helping Hand Environmental

April

We celebrated our 50th Clean Up Scotland hero of the month, sponsored by Helping Hand Environmental, in Renfrewshire by presenting Street Stuff, a youth initiative, with the award. This took place at St Mirren FC, who sponsor the Street Stuff programme. The weekend following this event, Renfrewshire's Team Up to Clean Up campaign had their Big Spring Clean weekend. Over 1,000 people took part over the three-day weekend.



Celebrating John Muir Day

April

At the end of April, we took part in a paddle pick-up event with Scottish Waterways Trust and Sustrans Scotland. This event saw Young Scot and John Muir award volunteers take to canoes and walk along tow paths to clear litter that might end up in our seas.



Clean up with McDonald's and Scottish Canals

May

At the start of May, we had a large clean up along the Wester Hailles area of the Union Canal with staff from Edinburgh McDonald's and Scottish Canals. Forth Canoe Club, Edinburgh Schools Kayak Club, Councillor Gavin Corbett and Councillor Sue Webber also came along to support the event.



Marine Scotland tackles marine litter in Arrochar

May

Around 62,000 items of litter from the Irish Sea and the River Clyde end up on Arrochar's shores every year, and it is estimated it receives around 11% of all the litter entering the Clyde.

To tackle this, we supported Marine Scotland, the Marine Conservation Society and the GRAB Trust to organise a big clean up event. This saw communities, businesses, schools and charities getting involved to clean up the area between the 23 – 26 May.



Roadside litter Week of Action

May

From the 12–20 May, our anti roadside litter campaign held a Week of Action. Over the week, both Costa and McDonald's announced their support of the campaign, displaying campaign materials at their drive thrus.



Blair Drummond – marine litter competition for schools

May

In April, we partnered with Blair Drummond Safari Park to launch a marine litter art competition. We asked schools to research and produce a report and art piece inspired by the statistic '80% of marine litter comes from land'. We announced the winners on World Oceans Day and the winning pieces were displayed at Blair Drummond Safari Park during their World Oceans weekend in June.

Trends

Cleaning up the marine environment

With the current interest in marine plastics and litter, we saw a **22% increase in events** organised in a marine environment during our 2018 Spring Clean. 80% of marine litter comes from land so this means that it is vital that we focus our efforts on rivers, streams and canals, as well as on land.

This year over 11,000 people participated in events that took place on a beach or next to a river or canal.



School clean ups

We have worked closely with Eco-Schools Scotland, to encourage them to organise a Spring Clean with their pupils. Litter is an important part of the Eco-Schools programme and schools must work on this topic every year to achieve their Green Flag.

This resulted in a **42% increase in the number of schools registering a clean up events with us.**

Following Spring Clean, we presented a Hero of the Month award to Fyvie Primary School for their fantastic efforts during Spring Clean.



Celebrating our Spring Clean heroes

To celebrate the fantastic work that goes on during Spring Clean, we awarded prizes to four clean up heroes for their efforts during our successful 2018 Spring Clean. These awards are sponsored by Helping Hand Environmental, who provided the prizes.



Next generation hero: Euan Hendry – Falkirk Delivers.



Most transformational: Matt Harrison – I love Skye.



Community award: Alistair Wallace – Ayrshire beach cleans.



Special recognition: Shetland Amenity Trust – Da Voar Redd Up.

In summary

We would like to thank all the volunteers who took part in our Spring Clean this year. Without the efforts of both community groups and local authorities our Spring Clean wouldn't be such a success. These contributions are helping us to achieve our vision of a clean, green and sustainable Scotland

The increase in organised events shows that the litter problem remains of paramount importance to communities, businesses and public bodies in Scotland, and that it is something that we need to continue to tackle.

Going forward

Looking ahead, we will continue our close partnerships with Helping Hand Environmental and Greggs.

We will seek to work with a broader range of businesses nationally and locally throughout 2018 and 2019 to build on the success of this year's Spring Clean.

We will also be asking all local authorities to continue to support, promote and engage with the campaign next year.

Spring Clean is part of our Clean Up Scotland campaign, which supports and encourages individuals, groups, local authorities and businesses to organise a Clean Up all year round.

Find out more at:

Web: www.keepsotlandbeautiful.org/cus

Email: cleanup@keepsotlandbeautiful.org

Twitter: [@CleanUpScotland](https://twitter.com/CleanUpScotland)





We support the Sustainable Development Goals.

Keep Scotland Beautiful is the charity that provides advice and support to help create and maintain cleaner, safer and healthier local environments where people and communities can thrive. It's part of our work to make Scotland clean, green and sustainable.



**Keep Scotland
Beautiful**

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