

Communications Pack – Summer Clean 2021

Thank you for supporting Keep Scotland Beautiful’s Summer Clean.

We are encouraging individuals, households or small groups (in line with Scottish Government’s guidance) to get involved in our Summer Clean through local litter picks or citizen science.

Every year, normally during April and May, we coordinate the Spring Clean as part of our Clean Up Scotland campaign – a focus for schools, businesses, local authorities, communities and individuals to carry out a litter pick in Scotland and make a difference in their community. This year we’re pushing our dates back and calling it the [Summer Clean](#) and we’re also working with Keep Britain Tidy and Keep Wales Tidy to coordinate the Great British Spring Clean.

We know that because of the impact of the pandemic, some of our partners cannot support this activity as much as they have done in previous years. We also don’t want to encourage any activity from our supporters that isn’t safe and in-line with Scottish Government guidance. Throughout lockdown we have kept our [litter picking guidance](#) up to date to ensure individuals, families and groups are keeping safe. We have also launched our own citizen science toolkit for people to use if they cannot access equipment or support but would like to take part.

We’re grateful for the support of our partners who help spread our messages encouraging their own audiences to clean up, and organise their own litter picking events to help protect the places we live and work in and enjoy.

The key asks for your audiences:

- Pledge to spend time [cleaning up](#) your local area in-line with Keep Scotland Beautiful’s litter picking guidance.
- [Complete a litter survey](#) of your area to provide valuable data to help tackle the unacceptable litter levels in Scotland.
- [Share key messages](#) to encourage everyone to take responsibility for their waste to prevent the situation getting worse.

Together we can bounce back from 2020 and continue working together to clean up Scotland.

Find out more about our plans at: www.keepsotlandbeautiful.org/springclean

Key Facts

- Litter levels in Scotland have continue to be at their worst in a decade.
- National polling conducted in June 2020 showed that 30% of people believe the overall condition of their local neighbourhood has deteriorated over the lockdown period¹
- More than £1million a week is spent clearing up litter
- The number of significantly or severely littered sites has more than doubled in Scotland’s most deprived communities since 2014.
- Data from the Scottish Household Survey revealed animal nuisance and rubbish/litter lying around as being the two most commonly perceived neighbourhood problems across Scotland as a whole in 2019.²

¹ Polling undertaken Mark Diffley Consultancy and Research using the Scotpulse online panel, on behalf of Keep Scotland Beautiful.

² Scottish Government (2020), Scottish Household Survey 2019: key findings. Pg. 25.

- 49% of people in our most deprived areas think litter is a problem in their neighbourhood, compared to 19% in the least deprived.³
- 45,000 people volunteered their time to do a litter pick during Spring Clean in 2019.
- An estimated 392 tonnes of litter was collected by volunteers in 2019 – that is the equivalent of almost 400 fully grown polar bears.

Social media

Please help us spread the word by sharing our social media content or posting your own using #CleanUpScotland

Twitter: @KSBSScotland @CleanUpScotland

Facebook & Instagram: @KSBSScotland

Social media images and cards can be downloaded from this webpage:

<https://www.keepsotlandbeautiful.org/community-and-place/clean-up-scotland/handy-resources/>

Go the extra mile as part of our Million Mile Mission?

Can you pledge that your organization is *gonna be* supporting by completing 500 miles?

This year our focus is on the mental and physical health and wellbeing benefits of getting outdoors litter picking, and the benefit improving local spaces has on others.

Help us, Keep Britain Tidy and Keep Wales Tidy, with our Million Mile Mission. We're hoping to have our audiences litter pick one million miles across the UK. To measure this, individuals and groups will pledge a number of minutes they will contribute to the campaign that we will then convert to miles. This is a great opportunity to encourage staff, supporters and volunteers to enjoy their local spaces outdoors and improve the environment, and at the same time support the national campaign.

If you'd like to support this directly and publicly pledge to support, we can help you work out how you can reach 500 miles. Get in touch with our campaigns officer Heather:

heather.mclaughlin@keepsotlandbeautiful.org

Contacts

If you have any questions or require any further information, please do not hesitate to get in touch with **Suzanne Roberts, Communications Manager**, at suzanne.roberts@keepsotlandbeautiful.org.uk or call 07730 289225.

³ Scottish Household Survey data explorer.

Twitter	Facebook	Instagram
<p>We're supporting @KSBSScotland's Summer Clean 2021 to #CleanUpScotland. Find out how you can get involved: www.keepsotlandbeautiful.org/springclean</p>	<p>We're supporting @KSBSScotland's Summer Clean 2021 to #CleanUpScotland. Let's all get outdoors and #litterpick to make a difference. Find out how you can get involved: www.keepsotlandbeautiful.org/springclean</p>	<p>Tackling litter starts on your doorstep. We're supporting the @KSBSScotland Summer Clean to reverse the trend of increasing litter levels. Share the who, when, where and what you find. #CleanUpScotland</p>
<p>Over £1million a week is spent tackling #litter & #flytipping in Scotland each year. We support the @KSBSScotland's Summer Clean and urge you to get involved too. www.keepsotlandbeautiful.org/springclean</p>	<p>#ScotlandisBeautiful – let's all work together to keep it that way. Help improve your local parks, beaches and neighbourhoods. Find out how you can support @KSBSScotland's Summer Clean - www.keepsotlandbeautiful.org/springclean</p>	<p>Over £1million a week is spent tackling litter and flytipping in Scotland? We're supporting @KSBSScotland Summer Clean and urge you to tackle the litter in your local area.</p>
<p>#ScotlandisBeautiful – let's all work together to keep it that way. Help improve your local parks, beaches and neighbourhoods. Find out how you can support @KSBSScotland's Summer Clean - www.keepsotlandbeautiful.org/springclean</p>	<p>Litter levels remain at the highest recorded in a decade. But of the many environmental challenges facing us, litter is one of the easiest to reverse. Join us and #CleanUpScotland as part of the @KSBSScotland Summer Clean. Find out how you can support here: www.keepsotlandbeautiful.org/springclean</p>	<p>#ScotlandisBeautiful – let's all work together to keep it that way. Help improve your local parks, beaches and neighbourhoods and #CleanUpScotland. Join @KSBSScotland's Summer Clean</p>