Keep Scotland Beautiful is the charity that campaigns, acts and educates on a range of local, national and global environmental issues to change behaviour and improve the quality of people’s lives and the places they care for. We are committed to making Scotland clean, green and more sustainable.

Acknowledgement

Keep Scotland Beautiful wishes to thank Scottish local authorities, their elected members and employees for their co-operation and hard work in this twelfth year of LEAMS as a performance indicator.

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**Appendix 1: Definition of Terms**
Foreword

The information presented in this National Benchmarking Report sets out the findings of Keep Scotland Beautiful’s *Local Environmental Audit and Management System (LEAMS)* on the local environmental quality of Scotland. This is the 12th such Report to present our results which are taken from the survey of 13,253 randomly selected sites from across Scotland’s local authority areas.

Since 2003, LEAMS has been used by local authorities as a Best Value key performance indicator. It forms the basis of evidence of performance in street cleansing and provides vital management information to support service reviews and service improvements. Importantly, LEAMS has allowed Keep Scotland Beautiful and the local authorities to measure trends and has helped local authorities to improve, year on year, street cleanliness and the local environmental quality of our local communities.

However the 2014/2015 Report finds that we are no longer able to report the upward trend of continuous improvement. For the first time since records began, Scotland’s cleanliness indicator has declined. The reasons for this are complex but are almost certainly linked to increased pressure on public spending, local environmental quality having a lack of strategic prominence and sections of the public who continually cause environmental incivility - littering, fly tipping, dog fouling etc.

Last year we reviewed LEAMS with a dedicated stakeholder group to ensure that the ‘System’ was still fit for purpose and was able to continue to meet future data capture requirements. This led to the revision of LEAMS and the 2014/2015 Report is the first year that we have applied the revised System across Scotland. As a result of the revision, this is the first survey of its type to include information about the cleanliness of both the streets in Scotland and the wider environment including green space.

*Derek A Robertson*

Chief Executive

Keep Scotland Beautiful
Executive Summary

Background
Scotland spends in excess of £50 million of public money cleaning up litter each year. Tackling the presence of litter also has an indirect cost to communities and society, devaluing these as places to live and work. The Environmental Protection Act 1990 and the associated Code of Practice on Litter and Refuse (Scotland) 2006 require local authorities and others to keep specified land and public roads clean and litter-free. To help local authorities meet these targets while achieving Best Value, Keep Scotland Beautiful has worked with partners to develop the Local Environmental Audit and Management System (LEAMS). This system audits both sources and types of commonly littered items, from fast food packaging and cigarette butts to dog fouling and fly-tipped items.

LEAMS audit results are used to detect trends in litter deposits, helping local authorities to be more efficient in their cleansing activities and to inform future policies and campaigns. The results also allow local authorities to monitor their continuous improvement, with Keep Scotland Beautiful providing independent validation of their results.

The Audit
LEAMS audits are conducted jointly by Keep Scotland Beautiful and each of Scotland’s local authorities. Every authority audits a sample of its own streets with Keep Scotland Beautiful conducting an annual validation audit to ensure consistency between authorities.

During the 2014/15 financial year, 93 cleanliness audits were conducted. Each audit sampled 5% of streets chosen by random selection in every local authority area. In total, 13,253 individual sites were assessed for litter presence and the quality of the local environment.

Figure 1: Number of sites audited since 2003/4

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2 In 2014/15 The Moray Council failed to submit a full set of data. The incomplete results have not been included in this year’s overall findings.
2014/15 Findings
- Higher levels of all types of litter were recorded in 2014/15, with 4 out of 5 sites found to have litter present. This signals a disappointing decline in overall cleanliness after nine years of steady improvement.
- Three quarters of local authorities have seen an increase in significantly littered sites since last year.
- Greatest volumes of litter were recorded in high footfall areas and alongside high traffic roads, reflecting Keep Scotland Beautiful’s concerns about roadside litter.³
- The public continue to be the main source of litter in Scotland with other sources, such as businesses or commercial waste, having less of a contribution.
- Dog fouling is emerging as a high priority issue, particularly affecting high density residential areas.
- Litter bins were generally well serviced with good availability for the public in high footfall areas. This raises the broader question of why littering persists despite high profile media campaigns aimed at ‘nudging’⁴ behaviour change amongst the public.

Moving forward
- Encourage behaviour change amongst the public through well-publicised nudge interventions and campaigns.
- Increase campaigning on the problem of dog fouling.

A full set of recommendations are outlined on page 23.

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⁴ A nudge is any aspect of the choice architecture that alters people’s behavior in a predictable way without forbidding any options or significantly changing their economic incentives
Section 1

Introduction

Litter in Scotland
Clean and safe local environments are a vital element of improving the health and wellbeing of Scotland’s communities. The Carnegie UK Trust found that issues such as vandalism, graffiti, litter, dog fouling and discarded rubbish have a serious and long-lasting impact on people’s quality of life.5 Moreover, those most affected are most likely to live in the UK’s most deprived neighbourhoods where high litter levels directly contribute to increased health inequalities.6

At a time when public spending is being considerably reduced, areas troubled by high levels of litter may be increasingly neglected. It is against this backdrop that LEAMS is able to provide a clear picture of the state of Scotland’s streets and identify the actions needed. This is important when we consider that people tend to feel healthier, physically and mentally when they identify their areas as beautiful7.

Common sources and types of litter
The majority of litter in Scotland is discarded by members of the public, with business and commercial waste each accounting for less than 5% of total litter volume. Cigarette litter is the most prevalent type of litter visible on Scottish streets. In 2014/15 half of sites audited found cigarette litter to be the highest of the types recorded, particularly in areas of high footfall such as town centres and high density residential sites.

Though recorded less frequently than cigarette litter, food and drink packaging forms the most noticeable type of litter due to the size of individual items. Roadsides and town centre areas are particularly affected, but there are opportunities to collaborate with local businesses and manufacturers on clean up initiatives.

Keep Scotland Beautiful continues to engage with businesses such as McDonalds, Coca Cola, and AG Barr to find practical solutions to the issues arising.

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The level of dog fouling is also recorded through LEAMS audits, as this is one of the key public concerns on local environmental quality with almost one third considering animal nuisance an issue for their neighbourhood.8

About LEAMS
For the past twelve years, LEAMS has been used by Keep Scotland Beautiful to collect data on local environmental quality and cleanliness from the Shetland Islands to the Scottish Borders, providing an important national picture of Scotland’s streets.

LEAMS has been the national performance indicator for street cleanliness since 2003/4, encompassing 2557 individual audits. It was originally developed to help local authorities meet their obligations under Best Value by:

- Establishing baseline information
- Establishing a self-monitoring system to assess continuous improvement
- Providing independent audits of the monitoring process by local authorities
- Providing and annual validation by an independent body
- Making information on cleansing standards in each local authority publicly available
- Comparing results across local authorities
- Sharing good practice across local authorities

Keep Scotland Beautiful provides LEAMS training to all local authorities addressing relevant legislation, survey methodology and techniques for processing data and evaluating results. Following this training, each local authority is fully competent to carry out LEAMS surveys in their area. Keep Scotland Beautiful provides a full report to each local authority based on the data collected.

An annual validation survey is undertaken every year by Keep Scotland Beautiful to provide an independent verification of local authorities’ results.

LEAMS partners are also invited to attend an annual national seminar. Speakers are invited to present on current and new ideas in monitoring local environmental quality and initiatives that have shown to be effective in generating improvement. The event also acts as a networking opportunity and a vehicle for sharing good practice9.

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9 2015 LEAMS Seminar will be hosted by East Lothian Council on the 1st of December.
Methodology

LEAMS relies on a combination of monitoring carried out by local authorities and Keep Scotland Beautiful. All local authorities conduct two LEAMS audits each financial year within their areas, with Keep Scotland Beautiful carrying out a third audit to act as an independent verification. Each audit assesses a randomly selected 5% sample of streets in a local authority.

Data is recorded along transects at each pedestrianised audit site, as illustrated by picture 1, covering the pavement, roadside gutter, and including any areas of grass between pavement and gutter. Transects are carried out on both sides of a street to give a representative view of the audit area and to account for any anomalies recorded.

Auditors record information on the presence, types and sources of litter, local environmental quality, servicing and coverage of litter bins.\(^{10}\)

A subjective perception rating for litter presence is also taken for the site, including nearby open spaces where present. Perception grading measures a street on the visual impact of litter at the site which differs from the more frequency based Code of Practice grading. This provides a more rounded set of litter standard results for each site audited.

What counts as litter?

The following types of litter are recorded:

- **Dog fouling**: including those that have been bagged but not binned
- **Smoking-related**: including cigarette ends, matches, matchboxes, cigarette packaging
- **Drinks-related**: including cans, bottles, cups, straws and lids
- **Confectionery**: including sweet wrappers, chewing gum wrappers and crisp packets
- **Fast food-related**: including fish & chip wrappers, polystyrene cartons, burger wrappers, plastic cutlery
- **Royal Mail elastic bands**
- **Other**: any litter not covered by the above, such as newspaper, plastic fragments and chewing gum

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\(^{10}\) Data for sources of litter and litter bins are collected during the Keep Scotland Beautiful validation audits only.
Sources of litter are recorded as follows:

- **Pedestrian waste**: including drinks cans, confectionary wrappers, fast food packaging, cigarette butts
- **Business waste**: any waste that has come directly from a business
- **Domestic waste**: for example household packaging
- **Construction waste**: such as sand bags, builders’ rubble
- **Animal faeces**: this covers any type of animal faeces

**Measuring other local environmental quality indicators**

Although litter impacts on the impression of the local environment this is not the only factor affecting local environmental quality. The following indicators are assessed at each site to provide a more complete picture.

**Sweeping Indicators**:

- **Weeds**: the presence of weeds may indicate poor/infrequent street sweeping and can trap litter
- **Detritus**: debris from natural sources such as twigs, leaves, grass and sand which can trap other items of litter

**Anti-social behaviour indicators**:

- **Vandalism**: defined as wilful and senseless damage of property which adversely affects the quality of life and the environment, for example smashed bus shelter windows, broken or damaged street furniture
- **Graffiti**: defined as unauthorised drawing or writing on surrounding buildings or street furniture such as benches, lamp posts and litter bins
- **Fly-posting**: defined as stickers or posters placed in unauthorised places such as buildings, bus shelters and fence posts within the site
- **Flytipping**: defined as illegally dumped waste

**Pavement condition indicators**:

- **Staining**: defined as a substance or material that has marked or changed the surface, not easily removed, including graffiti.

**Litter bins**

At each audited site, a count of litter bins available for the public to use is recorded. Each litter bin is assessed for servicing, whether the bin is overflowing or not. An overflowing bin is deemed to be over three quarters full.
Grading
Each transect is graded for litter according to the standards outlined in the Code of Practice on Litter and Refuse (Scotland) 2006. This grading system is based on research into standards of cleanliness which most people regard as being ‘acceptable’ or ‘unacceptable’. The percentage of sites that meet the ‘acceptable’ standard form the Performance Indicator.

Litter types, sources and local environmental quality are graded similarly to the Code of Practice definitions, using a four classification system based on presence.

See Appendix 1 for more details about grading.

Grade C, source, uncontained business waste from container
Section 2

Results: National Picture

Type of site audited
The following describes the range of different land types local authorities have a direct cleansing responsibility for.

Most sites in Scotland are defined as zone\(^1\) (predominately low density residential) which is why these areas contribute half of the overall statistics outlined in LEAMS results. Just over a quarter of zones were in town centres and high-density residential areas, which are generally given high priority within a cleansing service (zones 1 and 2). Around a fifth were generally non-pedestrian (zones 4, 6 and 7), with zone 7 (B and C class roads) more prominent. A small number of sites were not zoned and were treated as mixed (NCA).

Types of local authorities
The distribution of sites audited varied across local authority family groups\(^2\) (rural, urban and mixed), with rural and mixed authorities having a higher percentage of zone 4, 6 and 7 sites.

<table>
<thead>
<tr>
<th>Local Authority Family Group</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>Aberdeenshire, Argyll and Bute, Dumfries and Galloway, The Highland, Orkney Islands, Perth and Kinross, Scottish Borders, Shetland Islands, Western Isles</td>
</tr>
<tr>
<td>Mixed Urban and Rural</td>
<td>Angus, Clackmannanshire, East Ayrshire, East Lothian, East Renfrewshire, Fife, Inverclyde, Midlothian, The Moray, North Ayrshire, South Ayrshire, South Lanarkshire, Stirling, West Lothian</td>
</tr>
<tr>
<td>Urban</td>
<td>Aberdeen City, Dundee City, East Dunbartonshire, City of Edinburgh, Falkirk, Glasgow City, North Lanarkshire, Renfrewshire, West Dunbartonshire</td>
</tr>
</tbody>
</table>

\(^1\) For explanation of ‘zones’ see appendix 1. Zone 5 is beaches and is not included in this survey.  
\(^2\) Improvement Service term used to describe grouping by population dispersion.
Performance Indicators
The National Benchmarking Overview Report published by the Improvement Service\textsuperscript{13} presents information on how much local authorities spend on services, performance of the service and how satisfied people are with the service provided. Since 2003/4, LEAMS has been adopted as the measure for street cleansing performance. The three indicators for street cleansing are;

- **Street Cleanliness Score (\% streets at an acceptable A or B grade standard from LEAMS assessments)**
- **Net cost of street cleaning per 1,000 population (\£)**
- **Percentage of adults satisfied with waste collection and street cleaning**

The Street Cleanliness Score is the percentage of streets audited achieving an acceptable standard for litter presence.

Table 1: Performance Scores per local authority

<table>
<thead>
<tr>
<th>Local Authority</th>
<th>Self Audit 1</th>
<th>Self Audit 2</th>
<th>Validation Audit</th>
<th>Overall</th>
</tr>
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<tbody>
<tr>
<td>Aberdeen City</td>
<td>81.5</td>
<td>75.8</td>
<td>88.1</td>
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<tr>
<td>Aberdeenshire</td>
<td>98.4</td>
<td>97.8</td>
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<td>98.2</td>
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<tr>
<td>Angus</td>
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<td>94.0</td>
<td>95.7</td>
<td>95.0</td>
</tr>
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<td>Argyll and Bute</td>
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<td>92.4</td>
<td>96.1</td>
<td>94.6</td>
</tr>
<tr>
<td>City of Edinburgh</td>
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<td>90.6</td>
<td>90.6</td>
<td>88.7</td>
</tr>
<tr>
<td>Clackmannanshire</td>
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<td>100.0</td>
<td>94.0</td>
<td>96.6</td>
</tr>
<tr>
<td>Comhairle nan Eilean Siar</td>
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<td>95.6</td>
<td>97.5</td>
<td>96.0</td>
</tr>
<tr>
<td>Dumfries and Galloway</td>
<td>89.9</td>
<td>87.6</td>
<td>94.0</td>
<td>90.4</td>
</tr>
<tr>
<td>Dundee City</td>
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<td>96.0</td>
<td>95.2</td>
<td>95.9</td>
</tr>
<tr>
<td>East Ayshire</td>
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<td>91.3</td>
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<tr>
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<td>94.8</td>
<td>89.1</td>
</tr>
<tr>
<td>East Lothian</td>
<td>90.7</td>
<td>84.0</td>
<td>87.2</td>
<td>87.2</td>
</tr>
<tr>
<td>East Renfrewshire</td>
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<td>95.8</td>
<td>91.7</td>
<td>94.4</td>
</tr>
<tr>
<td>Falkirk</td>
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<td>96.6</td>
<td>92.9</td>
<td>94.6</td>
</tr>
<tr>
<td>Fife</td>
<td>98.7</td>
<td>98.8</td>
<td>98.0</td>
<td>98.5</td>
</tr>
<tr>
<td>Glasgow City</td>
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<td>98.4</td>
<td>86.9</td>
<td>94.8</td>
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<td>97.5</td>
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<td>93.5</td>
<td>93.7</td>
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<td>96.1</td>
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<td>91.5</td>
<td>92.3</td>
</tr>
<tr>
<td>North Lanarkshire</td>
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<td>89.4</td>
<td>94.3</td>
<td>92.1</td>
</tr>
<tr>
<td>Orkney Islands</td>
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<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Perth and Kinross</td>
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</tr>
<tr>
<td>Renfrewshire</td>
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<td>89.4</td>
<td>88.2</td>
</tr>
<tr>
<td>Scottish Borders</td>
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<td>95.5</td>
<td>95.5</td>
</tr>
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<td>Shetland Islands</td>
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<td>88.4</td>
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<tr>
<td>South Ayrshire</td>
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<td>92.9</td>
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</tr>
<tr>
<td>South Lanarkshire</td>
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<td>99.1</td>
<td>96.6</td>
<td>98.3</td>
</tr>
<tr>
<td>Stirling</td>
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<td>91.7</td>
<td>91.9</td>
<td>92.8</td>
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<tr>
<td>West Dunbartonshire</td>
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<td>92.2</td>
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<tr>
<td>West Lothian</td>
<td>95.8</td>
<td>92.0</td>
<td>93.7</td>
<td>93.8</td>
</tr>
</tbody>
</table>

Despite consistency overall between the self-monitored and independent audits, table 1 highlights that a number of variances do occur. This is understandable as conditions can vary depending on season, day of the week and time of day the audits are undertaken.

\textsuperscript{13}www.improvementservice.org.uk
Results are also influenced by changes in service provision throughout the year. In 2014/15, the results obtained by Glasgow City Council during the summer/autumn months were above average for an urban authority. One factor influencing these results will be the additional resources that were applied at the time to ready the city for the Commonwealth Games. The results show that, when resources were reduced, the litter levels invariably increased, indicating the high incidence of littering behaviour that can occur over a short time and the need for constant attention.

![Figure 2c: Change in Statutory Performance Indicator per local authority, 2012/13 to 2014/15](image)

Twenty three local authorities recorded a lower percentage of sites at an acceptable standard in comparison to last year, fourteen of which recorded a drop of more than 2 percentage points. For eight authorities this represents a drop for a second consecutive year and, if continued, would represent a worrying trend.

Based on overall national results, the 2014/15 audit year represents the first clear indication that there has been a fall in standards. This follows a stable period of three years.
It is, however, important to acknowledge that for 2014/15, a larger audit area within each site has been sampled in comparison to last year’s audits. This will have had an impact on results, providing a more comprehensive picture on the level of litter on Scotland’s streets, roads and open spaces that has been collated during 2014/15.

**Litter Cleanliness**

**Hard surface and verge**

It was found that littering was persistently present across the whole of Scotland with around four in five sites recording litter (78.5%). Most of these sites recorded a small presence of litter (grade B or B+) with 6.1% showing a significant littering problem (C or D grade standard).

It is not unexpected that high footfall areas and busy strategic roads recorded the highest percentage of littered sites, with 90% of sites affected by littering. In less congested areas, a lower percentage of littered sites are observed; low density residential (69.2%), semi-rural roads (64.1%) and rural road networks (59.0%).

When comparing high use areas (zones 1 and 2), reverse impacts are found with urban authorities recording fewer sites with litter (75% and 78% respectively) compared to rural authorities (85% and 77% respectively). However, this trend is dampened by the results which show that high use areas in urban authorities are more prone to significant littering problems (9% and 8% respectively).
Figure 2e shows that, up to last year, the littering levels in Scotland have been improving modestly since 2006/7. Sites affected by litter (grades B, C and D) and significantly littered sites (grades C and D only) overall and by high priority land types (zones 1 and 2) have increased since last year and now reflect a worrying return to standards observed in 2006/7.

**Open Spaces**

The 2014/15 LEAMS audit year surveyed green spaces maintained by local authorities for the first time. Of the 4776 open spaces audited, 217 (4.5%) were found to be significantly littered and 30 (0.6%) heavily littered. Encouragingly, 41.1% recorded no litter and 53.8% a small presence which did not impact greatly on the appearance of the area.

These findings mirror litter levels on hard surfaces and roadside verges. Urban authority areas recorded a higher presence of littered open spaces (65.3%) compared to rural authorities (47.7%).
Litter and Causes

Who creates litter?
Year-on-year statistics consistently show that the general public are the main reason litter is a problem in Scotland. This trend remains, despite many national and local anti-littering campaigns.

No other sources of litter were found to be as major a contributor to the detriment of the local environment. Business waste accounted for only 4.7% of littered sites, most of which are Royal Mail elastic bands rather than uncontained commercial waste. Domestic waste resulting in a litter issue affected only 3.6% (5.9% in high density residential locations).

Figure 3a shows that over the last nine years business litter in town centre locations (Zone 1) and domestic litter in residential areas (Zones 2 and 3) have not been a major issue. However, domestic sources of litter are generally more difficult to identify without witnessing the event and therefore the finding of 3.6% is potentially a lower value than the true impact.

Neither construction (0.2%) or other (0.1%) waste was recorded at levels significantly affecting the overall result.
What are the most common litter types
Although they are small items, smoking related litter was the most frequently observed type of litter on the streets of Scotland. In 2014/15 just over half of sites audited recorded a presence of cigarette butts.

As expected, in high footfall areas smoking items were more prevalent with three quarters of town centre areas (74.5%) and two thirds in high density residential sites (64.9%) affected by this problem. These figures indicate an increasing trend compared to previous years. Further, on 30% of littered town centre locations in Scotland, smoking items were the only type recorded.

Cigarette butts in gutter (grade C)

Figure 3b: Litter type statistics since 2006/7

Although less frequently observed, food and drink packaging is the most visible litter due to the average size of each individual item in comparison to smaller cigarette butts. Drink related litter was observed on 34.5% of all sites but more prevalent along roadside verges, particularly A class roads (zone 6), where three out of four locations recorded improperly discarded drinks items. Confectionery litter affected 28.5% of all sites and fast food 8.1%.
**Dog Fouling**

Figure 3c shows that from 2009 up until 2013, the presence of dog fouling on the streets of Scotland had been improving, particularly in built up residential areas (zone 2).

However, over the last two audit years, the results indicate that sites affected by dog fouling has increased significantly and is a greater issue than in 2006. Of most concern is in high density residential areas which has seen a sharp increase in sites affected, particularly in urban type local authorities where one in six sites are affected.

Keep Scotland Beautiful’s National Stakeholder Event on dog fouling in September 2015 sought to bring together a range of interested parties to address trends and seek a national solution. A report from the event will be published in December 2015.
Section 4

The Wider Local Environmental Quality

Anti-Social Behaviour

Figure 4a: Statistics for anti-social behaviour indicators since 2006/7

Anti-social behaviour indicators are rarely observed outside of urban areas, affecting less than 3% of the sites audited, and thus show no trends when observed at a national scale.

Management of graffiti in town centre (Zone 1) areas has improved significantly since 2006 currently affecting 6% of sites. However, after a steady period of improvement, sites with graffiti has increased since last year from 3.3%.

Encouragingly, most graffiti was found to be minor, mainly tags and not greatly affecting the look of the local environmental quality. Only 0.5% of sites recorded a significant impact from graffiti in town centre locations.

Irrespective of land type, vandalism, flyposting and flytipping have not been found to be a significant issue indicating that these issues have been well managed by local authorities over the years. Even in high priority areas, the impact from these indicators does not exceed 4%.
Weed growth continues to be an issue in public areas in Scotland. Over a third of sites recorded weed growth, most of which was minor but the significant/severe incidents have doubled since last year, moving upwards from 3.6% to 6.8%, this represents an 89% increase overall.

A number of local authorities recorded weed growth which was visible on up to two thirds of sites audited indicating a widespread problem.

Encouragingly, weeds are better dealt with in urban centres with just over a quarter of sites affected, similar to 2013/14 results, with 3.4% significant/severe incidence. This is in contrast to high density residential areas which have shown a decline since last year, with 44.5% of sites affected compared to 37.9% last year.
Detritus has consistently affected around half of sites audited nationally over the past three years. While the overall sites recording a presence has not changed, the significant impact from detritus has increased, from 7% last year to 10% in the current year: a movement upwards of 43%.

The results show that town centre locations, where sweeping resources are usually highest, have the lowest presence of detritus (39% of sites, 7.1% significant impact) while residential communities, particularly high density areas, recorded 12% of sites with a significant presence of detritus, 53% of sites overall with a presence.
The impact from detritus varied considerably between local authority areas. Sites with a presence ranged from 18% to 75%. Where detritus was a significant presence impacting on the appearance of the local environmental quality, the range between local authorities was from 1.6% to 38.2%.

In part, this will be affected by seasonal variations as the third reporting period in late autumn/winter accounts for an increased level of leaf fall.

**Staining**

2014/15 is the first year assessing staining on pavements on the streets of Scotland. Overall, staining does not register as a major concern, with 92% of sites not registering any impact.

As expected, this changes when examining town centre locations (Zone 1) where, in Scotland, a quarter of sites noted staining most of which had a significant impact on appearance.

For rural authorities, staining in Zone 1 areas was generally higher (30% of sites) compared to mixed urban and rural (24%) and urban (23%) type authorities.

While staining can result from a multitude of factors, chewing gum dropped by the general public on the pavement surface was found to be the main contributor.

Other sources of staining include:
- Spillages of liquids
- Urine
- Chemical spills, including paint.

**Litter Bins**

In Scotland, litter bins are generally readily available for the public to use in high footfall areas. In town centre locations a third of sites were found to have a litter bin available for the public to use.

Importantly, of the litter bins that are available for the public, the vast majority were found to be well serviced with only 5% found to be over three quarters full.
Section 5

Conclusions

The results indicate that 2014/15 has been a seminal year for litter monitoring.

Since LEAMS was introduced as the national monitoring programme in 2003, local authorities have managed to drive forward significant improvements in cleansing services. Over the last three years, the statistics suggest that local authorities have consistently provided a high standard of litter clearance operations despite having to achieve year on year budget savings. However, for the first time, the 2014/15 results show a decline in the local environmental quality in our communities and high priority town centre areas. Higher levels of all types of litter were recorded this year, with 4 out of 5 sites found to have litter present. This signals a disappointing decline in overall cleanliness after nine years of steady improvement.

This monitoring programme cannot on its own determine the reason for this. There are, however, a number of potential influencing factors, none more so than the financial challenges cleansing departments have faced and the reduction in the profile of local environmental quality at both a local and national level.

It is obvious from the results that Scotland has yet to realise a change in public attitude to littering. Four out of five sites record litter, mostly ‘fresh’ showing that littering is consistent and widespread. This suggests that strategies to tackle littering behaviour have not had a noticeable impact. In addition, dog fouling is emerging as a high priority issue, particularly affecting high density residential areas.

The recent launch of the National Litter Strategy should have an impact on behaviour and evaluation of this strategy, over time, should inform policy for the future.
Section 6

Recommendations

For Keep Scotland Beautiful
- Work with local authorities to develop targeted monitoring strategies to fit individual reporting requirements
- Continue to work with the Transport Litter Group to manage roadside litter arising from motorists’ behaviour and follow up on recommendations from LEQ Network’s Statement on Roadside Litter
- Consider how the lower scoring authorities might improve and how partner authorities might help them achieve that
- Develop an efficient platform for sharing LEAMS information between local authorities
- Continue to provide networking opportunities through seminars and steering group
- Work with all partners to develop a national strategy and action plan to address irresponsible dog ownership

For local authorities
- Invest in road sweeping to remove detritus and weeds to reduce litter being trapped and improve aesthetics
- Examine individual location scores to identify where improvements might be achievable
- Continue to participate in monitoring and benchmarking to assist in improving standards

For the Scottish Government
- Keep Scotland Beautiful welcomes the national litter strategy: Towards a Litter Free Scotland, and the early interventions which the strategy has already produced, and looks forward to the longer term actions planned. Given the fall in standards it will be important to monitor the effectiveness of the strategy over the coming months and years
- Longer term actions need to be considered and a review of legislation may be required, particularly around enforcement
- Support partners to deliver a national strategy and action plan for irresponsible dog ownership

For all stakeholders
- Increased awareness of personal responsibility is vital to increasing cleanliness standards overall. The Scottish Government and other stakeholders should support the Clean Up Scotland campaign as an effective method of convincing people to preserve the cleanliness and the quality of the environment
- Investigate the potential to involve communities in caring for their own local environment
- Participate in the implementation of a National Action Plan for Irresponsible Dog Ownership
Section 7

Keep Scotland Beautiful: Key Stats

Our activities are estimated to make a difference to 1:5 people living in Scotland.

We are leading the way on improving Scotland’s environment, tackling a spectrum of environmental issues from reducing the amount of litter on our street to cutting the carbon emissions that threaten our planet.

Read our Annual Review 2014-2015

<table>
<thead>
<tr>
<th>1000+</th>
<th>100+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliated community groups in Scotland</td>
<td>Global and national partners</td>
</tr>
</tbody>
</table>

- **2,800 Tonnes**
  Of litter collected through Clean Up Scotland

- **£10.5 Million**
  Distributed to 158 community groups across Scotland

- **1,500 Groups**
  Supported to help improve their local places

- **12,200 People**
  Inspired to enjoy a One Planet Picnic

- **98% of Schools**
  Involved in the Eco-Schools programme

- **250 Members**
  Working within our Sustainable Scotland Network
Appendix 1: Definition of Terms

**Transect:**
A path along which one counts and records occurrences of the phenomena of study (e.g. litter).

**Site:**
Location within the selected street/road where transect(s) are assessed.

**Grades of cleanliness**
Each area of study (site) was graded according to the standards outlined in the Code of Practice on Litter and Refuse (Scotland) 2006, which relates to Part IV of the Environmental Protection Act (EPA) 1990. An additional grade not defined within the code (B+) has been included for reporting quality.

There are five grades of cleanliness, which are defined as:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade A</td>
<td>No litter or refuse</td>
</tr>
<tr>
<td>Grade B+</td>
<td>Predominantly free of litter and refuse – up to three small items</td>
</tr>
<tr>
<td>Grade B</td>
<td>Predominantly free of litter and refuse</td>
</tr>
<tr>
<td>Grade C</td>
<td>Widespread distribution of litter and refuse with minor accumulations</td>
</tr>
<tr>
<td>Grade D</td>
<td>Heavily littered with significant accumulations</td>
</tr>
</tbody>
</table>

This grading system is based on research into standards of cleanliness which most people regard as being acceptable or unacceptable. Under this system, grades C and D are unacceptable and must be cleaned (in most cases to grade A condition) within a specified time (see below). Grade A is the standard which a thorough conventional sweeping/litter-picking should achieve. The overall aim, however, should be to operate a management system where acceptable standards of cleanliness (grades A, B+ and B) are maintained at all relevant times.
Examples of litter grading:

**Grade A – No litter or refuse.**

The transect is completely free of litter and refuse.

**Grade B – Predominately free of litter and refuse with no accumulations**

Small items of litter in transect.

**Grade B+ Predominately free of litter and refuse with no accumulations**

Up to three small items along the transect.

**Grade C Widespread distribution of litter and refuse and/or minor accumulations**

Accumulations of litter items with some larger ones present.

**Grade D Heavily littered with significant accumulations**

Larger items present along the transect, either in the gutter, on the pavement or both.

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14 B+ is an intermediary grade added to improve reporting and statistical analysis. This grade is not included in the Code of Practice for Litter and Refuse (Scotland) 2006.
For other local environmental quality indicators, grading is based on four presence levels:

1. No Presence
2. Minor Presence
3. Significant Presence
4. Severe Presence

Examples of local environmental quality grading:

**Detritus**

- 2 – minor presence
- 3 – significant presence
- 4 – severe presence

**Weed Growth**

- 2 – minor presence
- 3 – significant presence
- 4 – severe presence

**Graffiti**

- 2 – minor presence
- 3 – significant presence
- 4 – severe presence
Zones:
For a full explanation of zone types see Code of Practice on Litter and Refuse (Scotland) 2006 available in the Keep Scotland Beautiful library at www.keepscotlandbeautiful.org.

LEAMS assesses sites in:

Zone 1: town centre
Zone 2: high-density residential
Zone 3: low-density residential
Zone 4: roads not falling into zones 1-3
Zone 6: motorways and strategic routes
Zone 7: rural roads

Cleanliness standards
The Code of Practice on Litter and Refuse (Scotland) 2006, issued under the Environmental Protection Act 1990, defines maximum response times when a litter problem is reported within or to a local authority. For example, when a grade D in Zone 1 is reported to the relevant officer in a local authority, that local authority has one hour to respond and to return the grade D to a grade A.

<table>
<thead>
<tr>
<th>Category</th>
<th>Zone</th>
<th>CLEANLINESS STANDARD</th>
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<tbody>
<tr>
<td></td>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>1</td>
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<tr>
<td>Town Centres</td>
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<tr>
<td>2</td>
<td></td>
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<tr>
<td>High Density Residential</td>
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<td>3</td>
<td></td>
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<tr>
<td>Low Density Residential</td>
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<td>4</td>
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<td>Roads Not Falling into Zones 1-3</td>
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<td>6</td>
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<td></td>
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<tr>
<td>Motorways &amp; Strategic Routes</td>
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<td>7</td>
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<tr>
<td>Local Roads</td>
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</tbody>
</table>

These maximum response times only ensure minimum standards as defined by The Code of Practice on Litter and Refuse (Scotland) 2006.
Our family

Keep Scotland Beautiful is the parent brand to a family of activities:

- **Eco-Schools**
- **Young Reporters Scotland**
- **One Planet Picnic**
- **Local Environmental Quality Network**
- **Clean Up Scotland**
- **Blue Flag for Beaches**
- **Scotland's Seaside Awards**
- **It's Your Neighbourhood**
- **Beautiful Scotland**
- **Climate Challenge Fund**
- **SSN Sustainable Scotland Network**
Keep Scotland Beautiful is the charity that provides advice, support and training to others to achieve clean and safe local environments and to change behaviour. It’s part of our work to make Scotland clean, green and more sustainable.

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www.keepscotlandbeautiful.org

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