



Zero Waste Scotland communications toolkit for tackling litter

To: All Chief Executives, Main Contacts and APSE Contacts in Scotland

For information only to England, Northern Ireland and Wales

Key Issues

The purpose of this briefing is to provide information on Zero Waste Scotland's new communications toolkit to

1.0 Introduction

In 2013, Scottish Government issued a consultation regarding its proposed strategy to tackle and prevent litter/ flytipping (see [APSE briefing 13/14](#) for more information on the consultation). Following the consultation, Scotland's National Litter Strategy: Towards a Litter Free Scotland was published in June 2014 (please [click here](#) for access to the full publication). The strategy identifies ways to encourage individuals to take personal responsibility for discarding waste by focusing on 3 key areas which are Information, Infrastructure and Enforcement.

There have been a number of actions which Scottish Government, with the support of Zero Waste Scotland, has introduced to help reach the aim of the strategy. These have included but are not exclusive to those outlined below:-

- Increase in fixed penalties for littering and flytipping from £50 to £80 (litter) and £200 (flytipping)
- Introduction of the 5p charge for single-use bags
- New enforcement powers for the Loch Lomond and Trossachs National Park, SEPA and other public bodies
- Introduction of Flymapper – a free mobile and web-based reporting tool for local authorities to record and manage flytipping crime ([APSE briefing 15/16](#) provides further information on the Flymapper tool)

Zero Waste Scotland has also commissioned a number of research reports as part of a wider programme into the issue of littering to help support and develop the national litter strategy.

The [Rapid Evidence Review of Littering Behaviour and Anti-Litter Policies](#) aimed to:-

- Identify, summarise and map existing evidence on littering behaviours, motivations and barriers, and possible opportunities for changing behaviour
- Review evidence to identify existing anti-litter policy interventions and, where, possible, review evidence on the impacts of those measures

The [Public Perceptions and Concerns around Litter](#) research study was undertaken to provide a better understanding of how litter is experienced by the public - how they perceive litter, how they feel about it, and what matters most to them.

Communication remains a vital element in helping to tackling litter and flytipping. Zero Waste Scotland's research as highlighted above, along with extensive testing of consumer messaging with a range of audiences, has led to the development of a new toolkit of context-specific communication messages and materials.

2.0 Context specific litter materials toolkit

The toolkit has been produced to support organisations in tackling litter. It provides a number of messages and materials which can be used to help communicate information to targeted audiences and help encourage a change in behaviour.

Currently there are nine 'contexts', grouped into locations but incorporating a range of factors including target audience(s), types of litter and activities, in which organisations can use these materials. These include:-

1. Beaches
2. Parks
3. Riverside and canal walks
4. Leisure/ Sports facilities
5. Town centres and shopping precincts
6. Residential
7. Schools
8. Pub and clubs
9. Transport

All of the communications materials have been created specifically with each of the locations and wider contexts in mind and therefore there is no overall shared branding/ style. This allows each organisation to adapt the materials to their own priorities and provides space for partner logos and organisation branding to be incorporated if desired.

Each section of the toolkit provides PDFs of all materials available including the artwork to allow organisations the opportunity to adapt and edit as they require. Each section also highlights which audiences the materials have been aimed towards, for example the Beaches communication pack targets in particular young people, families with young children and dog walkers.

A guide is also available which includes examples of the materials in situ and recommendations on how the toolkit might best be used.

Cath Wilson, Sector Manager - Litter & Flytipping, Zero Waste Scotland showcased some of the materials available during a presentation to delegates at our recent APSE Scotland Fleet, Waste & Grounds seminar in Aviemore ([click here](#) to access all presentations from the event).

3.0 Comment from Cath Wilson, Zero Waste Scotland

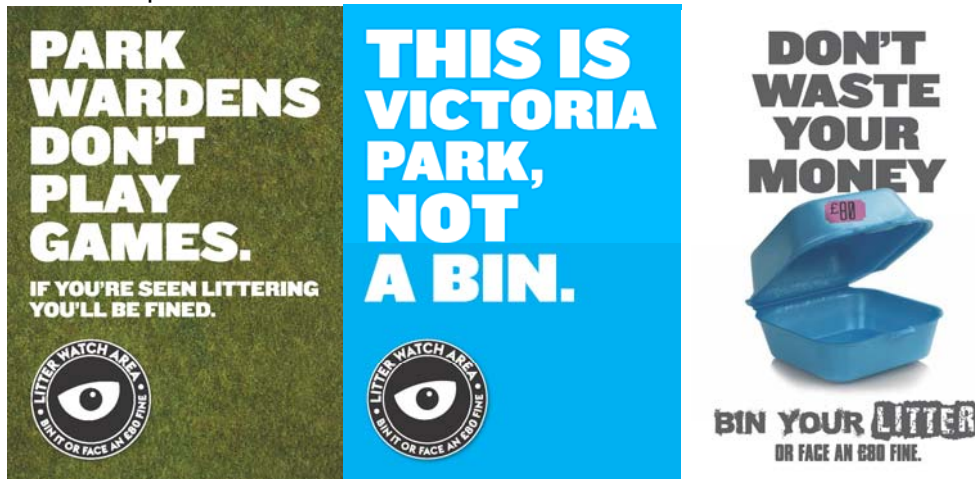
We are very keen for the toolkit to be used as widely as possible by local authorities and other stakeholders. We are confident that the evidence available indicates that this is the best approach to undertaking effective communications around litter.

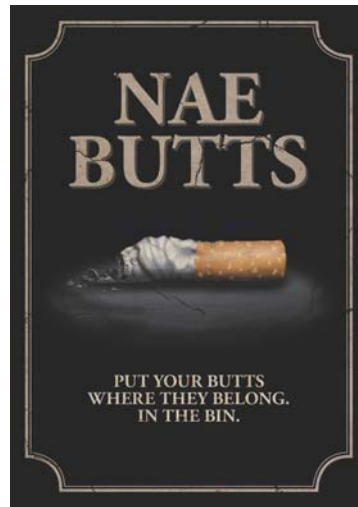
However, we don't view the toolkit as complete. Use of the materials and messaging by our partners will help us to understand what works best and allow us to expand the resources we make available. This may include the development of new contexts; the fine-tuning of existing contexts; and inclusion in future versions of the toolkit of other useful ideas and communications channels.

We're particularly keen to explore how the toolkit can be used in ways other than print media – for example via social media, press & PR. We'd ask partners to consider new, innovative mediums for communicating messages – for example through adaptation of the materials to educational resources, the production of animations or incorporating them into 'nudge' approaches.

Please feel free to contact me if you wish to discuss any element of the toolkit and materials in more detail, or to share ideas and successes. We anticipate undertaking some qualitative survey work at the end of the year to gain valuable stakeholder feedback, which will also be fed into the production of further materials.

Some examples of the materials available within the toolkit for all are outlined below:-





All of the toolkit communication sections can be accessed free by [clicking here](#)

3.0 APSE Comment

APSE welcomes this new litter communications toolkit and the ongoing actions and support to help local authorities and other organisations to tackle this important issue. As a free tool, these templates are ready to be amended to suit any organisation's priorities with space to incorporate their own branding.

Local authorities are continuing to deliver innovative communication campaigns and play an important role in helping to change behaviours towards litter. APSE's member authorities have undertaken some excellent initiatives including West Dunbartonshire's "Do The Right Thing", Perth & Kinross' social media posts during Scottish Government's "Flingin's Mingin" campaign and Fife Council's "Keep Fife's Schools Bang Tidy". It is important to highlight the commitment which local authorities have and continue to show in relation to helping to tackle this issue. APSE's 2015 research "Park Life: Street Life: Managing demand in the public realm" also provides information on behaviour change tools and explores how local residents, businesses and community groups can become powerful actors within our public realm. [Click here](#) to download a free copy of this research.

Scottish Government's National Litter Strategy also identified a need to review guidance, including the current Code of Practice on Litter and Refuse (CoPLAR), which Zero Waste Scotland is leading on and is currently underway at the moment. APSE was invited to sit on the review steering group along with a number of other organisations including CoSLA, Keep Scotland Beautiful, CIWM and Scottish Canals. Throughout this process, APSE has highlighted the importance of consultation with our membership as soon as the draft is made available. Zero Waste Scotland have also continued to attend our advisory group meetings which have also provided the opportunity for our members themselves to highlight the importance of consultation with the practitioners who currently use and will continue to use the Code of Practice. It is the intention of APSE Scotland's Parks, Grounds & Streets advisory group to devote a meeting specifically to discussions around the new proposed CoPLAR guidance as soon as this is available to our membership. For more information on how to get involved in our advisory groups or to find out what previous topics and discussions have taken place please [click here](#) or contact Louise Melville at the Scotland office on 01698 459 051.

In addition, APSE's Performance Networks service continues to help support local authorities through the measurement of trends and impacts and progress in relation to street cleansing and littering. This allows local authorities to utilise existing data sources which in turn help to reduce any additional levels of reporting which may be required.

APSE can provide local authorities with various levels of support within Performance Networks including training on data collection and the effective use of performance information within your organisation. For more information on this and other aspects of benchmarking please contact the APSE Performance Networks team on performance.networks@apse.org.uk

Louise Melville
Principal Advisor