

Scotland's

Litter Indicator Framework

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Scottish Government
Riaghaltas na h-Alba



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Litter Indicator Framework



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Background



Scotland's Litter Indicator Framework is a set of indicators and measures to provide high-level information to:

- understand litter issues and trends in Scotland
- evaluate if interventions, policies and activity are effective

Developed by Keep Scotland Beautiful with guidance and support from the Data Management Group under the National Litter and Flytipping Strategy.

Indicators



There are eight indicators across four topic areas

Monitoring and evaluation

- Relative amount of litter on the ground as a proxy
- Preception of litter on the ground

Policy

- Relative change in targeted litter items
- Identification of new litter issues

Intervention

- Interventions designed with data-led evidence
- Enforcment
- Evidence of reductions in litter across interventions

User empowerment

- Community engagment

Measures



Monitoring and evaluation

Relative amount of litter on the ground as a proxy

Measure: % of surveyed sites graded C-E under CoPLAR 2018

Perception of litter on the ground

Measure: Percentage of adults saying “Rubbish or litter lying around is very/ fairly common in their neighbourhood”

Measure: Percentage of adults selecting “Somewhat often” or “often” for How frequently, at all, do you see the following types of litter in your local area” for litter in general

Measures



Policy

Relative change in targeted litter items

Measure: Single-use plastic products*

Measure: Single-use vapes

Measure: Extended Producer Responsibility for packaging

Identification of new litter issues*

*Not supported by current data



Measures



Intervention

Interventions designed with data-led evidence*

Measure: Proportion of interventions designed using data-led evidence*

Enforcement

Measure: Number of Fixed Penalty Notices given for littering

Evidence of reductions in litter across interventions*

Measure: Proportion of interventions that have reduced litter*

*Not supported by current data



Measures

User
empowerment

Community engagement

Measure: Number of volunteers engaged in litter



New litter issues



Indicator: Identification of new litter issues

Potential measure: consensus as to whether new litter issues are being identified and explored

- Should we measure how many bodies are satisfied that policy is addressing the right litter issues?
- Should we measure how many bodies believe emerging litter issues should be, but are not, being addressed by policy?
- Should we identify litter issues and then ask stakeholders?

Context of measuring interventions



National litter and flytipping strategy

“require a refreshed approach, **including tailored interventions**, and further sustained, coordinated and collaborative action; and identified potential priorities for future strategy development.”

“Behaviour change is complex. **Actions will need to target a range of factors and be based on best available evidence.** We will also need to scale-up best practice initiatives and support innovative new interventions.”

“Build understanding of litter perceptions and behaviour to enable **targeted approaches for interventions and campaigns** to be further developed.”

“**interventions are based on the best available evidence.** Research across all the themes will give valuable insight and support **targeted planning and prioritisation.** It will bring **improvement in intervention design, delivery, communication and measurement by giving a greater understanding of audiences and motivations.**”



Context of measuring interventions



Blake Stevenson report used FOI's asked,

- types of prevention activity being carried out (68.9% carry out prevention activity)
- consideration of behaviours in the design of their interventions (only four)
- collection of data to measure the impact of effectiveness of prevention activity (over a third)

Data strategy recommendations paper states,

- there is a significant opportunity to instil behaviour led thinking in prevention
- data on evaluation is unlikely to provide a reliable picture on the impact of prevention

Keep Scotland Beautiful survey found, of those that carry out interventions,

- 2/13 could say how many interventions were carried out in a year, 3/13 could but it is likely inaccurate.
- 0/12 could say how many interventions were led by data, 4/12 could but it is likely inaccurate.
- 2/13 could say how many interventions reduced litter, 2/13 could but it is likely inaccurate.

Context of measuring interventions

We want to understand whether interventions are being tailored/targeted and are effective at reducing litter.

Three questions:

1. Defining interventions
2. Tailoring interventions
3. Success of interventions



Defining interventions



1. How should we define “Intervention” or should we use “Preventative activity”?

Intervention	Preventative activity
Intentional action to change a situation, with the aim of improving it or preventing it from getting worse	The act of stopping something from happening or of stopping someone from doing something
Posters/ stickers	
School visits	
Infrastructure	
Campaigns	
Litter picks	
Enforcement?	

Tailoring interventions



2. How can we measure that interventions/ preventative activity is being tailored/ targeted?

- Is the number of interventions/ preventative activities being carried out a useful measure?*
- What counts as evidence (hard data, knowledge, behaviour v composition)?
- Should we measure how many bodies have and can use evidence?
- Should we measure how many bodies are using evidence?
- Should we measure how many interventions/ preventative activities are using evidence?
- How can we collate this considering scale (1 school v 1 regional campaign)?

*This allows for untargeted interventions and possibly ineffective action



Success of interventions



3. How can we measure that interventions/ preventative activity is effective at reducing litter?

- What counts as an evaluation of effectiveness (hard data, knowledge)?
- Should we measure how many bodies know how to evaluate the success of interventions/ preventative activity?
- Should we measure how many bodies are evaluating interventions/ preventative activity?
- Should we measure how many interventions/ preventative activities are evaluated?
- Should we measure how many interventions/ preventative activities are effective?
- How can we collate this considering scale (1 school v 1 regional campaign)?

Thank you

Any questions?

