



HISTORIC ENVIRONMENT
SCOTLAND'S
**LITTER
PREVENTION
ACTION PLAN**

MARCH 2018



HISTORIC
ENVIRONMENT
SCOTLAND

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INTRODUCTION

We share the Scottish Government's vision of a litter-free Scotland, laid out in the national litter strategy, Towards a Litter-free Scotland which recognises the social, environmental and economic benefits of a cleaner greener Scotland.

The national strategy outlines three cornerstones of intervention to tackle litter and flytipping:

- **Information** - ensuring effective and consistent messaging to prevent littering
- **Infrastructure** - improving the facilities and services needed to reduce litter and promote recycling
- **Enforcement** - strengthening the deterrent effect of legislation

This plan outlines our actions against each of these cornerstones.

We will publish our plan and review it annually to ensure that we are fulfilling our actions, and to help us identify areas where we can make further progress.

We realise we cannot address this issue alone, and are also committed to contributing to the Community Litter Prevention Action Plans. We will work collectively with local partners to share resources, deliver objectives, provide knowledge and ideas and influence others.



OUR PLAN

INFORMATION ACTIONS

Action 1	Make use of existing communications materials designed to help prevent littering and flytipping
Description	<p>We will endeavour to be cost-effective and impactful by making use of the large pool of communications resources that already exists. This includes resources available from Greener Scotland, Zero Waste Scotland, Keep Scotland Beautiful and the Chartered Institution of Wastes Management.</p> <p>We will continue to display litter prevention messages in visitor areas such as notice boards, toilets and interpretation.</p>
Action 2	Have public facing information on display at our sites
Description	<p>We will encourage our visitors to do the right thing with all their waste by using a range of communications channels available to us. We will continue to display litter prevention messages in visitor areas such as notice boards, toilets and interpretation, on our website, through social media and face-to-face engagement with visitors. We will also continue to run anti dog fouling campaigns.</p>
Action 3	Engage staff on the importance of litter prevention and flytipping and encourage staff to come forward with any litter prevention suggestions.
Description	<p>We will engage our staff on litter and flytipping prevention, and encourage them to come forward with any suggestions and ideas for improvements. We will continue to ensure our staff are aware of litter prevention techniques and reporting mechanisms through training and internal communications and through our nationwide Green Champions Network.</p>

Action 4	Support local initiatives which aim to prevent litter and flytipping
Description	<p>We will continue to work with local businesses, schools, community groups and others on local initiatives that prevent litter and flytipping. These may include: litter picks which target specific areas or hard-to-reach groups; community-led campaigns focusing on issues or areas of local concern; citizen science projects; the use of incentives; and wider environmental improvement projects.</p> <p>We will support both national and local campaigns and communications to improve our local environment and instil pride in our communities. We will help our communities to access the resources and information needed to empower awareness-raising at a local level.</p>
Action 5	Encourage, and respond to, reports of local litter and flytipping hotspots
Description	<p>Where we receive reports of significant or regular build-up of litter or flytipping on our land we will respond to these promptly and, where appropriate, communicate the outcome. We will make it easy for members of the public to report litter and flytipping problems to us. If we receive reports about land which is not managed by us we will pass them on to the relevant landowner/ agency for action to be taken.</p>
Action 6	Celebrate litter prevention successes
Description	<p>We will celebrate our accomplishments, however small, reinforce positive behaviours and raise wider awareness through our media channels.</p>
Action 7	Share best practice with other organisations
Description	<p>We will share good practice on litter and flytipping prevention, which is available from Zero Waste Scotland and other organisations, and will share the findings of our own activities with others.</p>

INFRASTRUCTURE ACTIONS

Action 1	Meet the requirements of the Code of Practice on Litter and Refuse (CoPLAR)
Description	We will comply with the requirements of COPLAR and ensure that the standards required are met and, where possible, exceeded. We will do this by adopting a holistic approach to litter and waste management and prevention as reflected in the actions contained within this Litter Prevention Action Plan.
Action 2	Undertake regular litter and flytipping monitoring
Description	We will continue to monitor litter levels and wherever practical to do so, we will collect to ensure our sites are litter free and maintain the highest standards of cleanliness. We will ensure that methods for reporting litter and flytipping are known by staff through internal communication channels and that all staff involved in litter picking have appropriate equipment and PPE.
Action 3	Provide sufficient litter and recycling bins at all of our premises
Description	<p>We will provide the appropriate number of bins for staff and customers at appropriate sites to make it easier for people to dispose of waste properly and eliminate the 'excuse' for littering behaviour. Where the bin location is not on our land we will consult relevant Local Authority or landowner for advice on the appropriate bin type and best location.</p> <p>We will ensure our facilities adhere to our Waste Prevention and Reuse Plan. We will continue to monitor locations and signage of bins to ensure they are visible and strategically located whilst ensuring they do not deter from the special interest of our sites.</p>
Action 4	Encourage effective litter and waste management at events
Description	Provide effective waste facilities and infrastructure at our events and display litter prevention messages.

Action 5	Tackle the source of the litter problem
Description	We will use the knowledge of our stakeholders, visitors and staff to help tackle sources of litter and flytipping to direct our communications and improve our infrastructure. We will work in partnership with stakeholders, land managers and local authorities to ensure that waste management improvements are made where necessary. This could be jointly procuring waste management services, installing new bins or arranging better collections.
Action 6	Investigate opportunities for product or service innovation
Description	We will continue to reduce levels of packaging we use in our shops and offices and work with our suppliers to move towards using less disposable packaging in order to reduce waste. We will focus on sustainable procurement and endeavour to transition to a circular economic model.



ENFORCEMENT ACTIONS

Action 1	Inform staff that littering and flytipping are crimes
Description	We will ensure that our staff are aware that dropping litter is a crime and an £80 fine can be issued for the offence. This will be done through staff training and internal communications and through building enforcement messages into policies and procedures. We will ensure that staff are aware of our responsibilities for the waste we produce and will encourage staff to report incidents of littering and flytipping.
Action 2	Inform customers and facility users that littering and flytipping are crimes
Description	People often do not realise that dropping any waste is a crime. We will inform customers that dropping any waste is a crime, even a cigarette butt or apple core and anyone caught can be issued with a fine starting at £80 for litter and £200 for flytipping.
Action 3	Support local and national enforcement campaigns and agencies
Description	Local authorities, SEPA and the waste management industry will often run campaigns or local enforcement activities. We will look to support these by whatever means available on a case by case basis (e.g. by using communications materials or providing information to support enforcement action).



CELEBRATING OUR LITTER PREVENTION SUCCESSES 2017-18

Power in numbers in Orkney

Every year for ten days in April we join the people of Orkney on the beaches, lochsides and road verges to take part in Orkney's annual Bag the Bruck. Bruck being the Orcadian dialect word for rubbish. This event is organised by a group known as Outdoor Orkney which is made up of people from Orkney Islands Council, Orkney Zero Waste, our HES ranger service, RSPB and other organisations working to promote Orkney's amazing environment.



Everyone taking part chooses an area to clear and is supplied with bags, gloves and information about collecting rubbish. These packs are delivered to collection points all over Orkney including the outer islands. Once the areas have been cleaned, the rubbish is gathered at specific points and collected by the local council. On an average year around 5,000 bags are distributed along with 1,000 pairs of gloves. People of all ages take part including, schools, community groups, local businesses, individuals and families.

Packaging revolution



We are working on reducing our transport and display packaging in partnership with our retail suppliers. Where possible, we are removing packaging and backing cards from items such as magnets and keyings and reducing the amount of labels attached to our products. Small tags can be a source of litter as they are easily dropped out of pockets or fly out of litter bins in the wind, so it is important to us to remove these items. We are also reducing plastic and using recycled material wherever we can.

Our t-shirts are playing a large part in moving towards zero packaging at sites, where space allows. As we tend to display our t-shirts on hangers or folded on shelves, we are eliminating the plastic film and backing card the customer would usually be taking home. We are working with our suppliers to get the information normally printed on a swing tag, to be printed on the neck of the t-shirt instead. This is a new process and we hope to this see rolled out in the next year.

Beach clean for Dumbarton

Our HES Ranger Service have been working in partnership with Police Scotland Youth Volunteers (PSYV) from the Dumbarton membership branch to plan some events to raise awareness of litter prevention.

As part of the John Muir Award (JMA) activities taking place in the area, a litter pick and beach clean of the area adjacent to Dumbarton Castle is being planned. This will allow us to raise awareness of the catastrophic impact of marine pollution, particularly plastics, and highlight the importance of localised efforts in addressing this global issue. The project is scheduled to commence in Spring 2018.



Dog waste goes neon in Holyrood Park

Our HES Ranger service have been tackling dog fouling in Holyrood Park through a recognised approach that several councils and ranger services across the country have also adopted. Using eco-friendly spray paint we have been highlighting any dog waste left on paths or in the play area. Signage has also been erected, explaining the initiative and pointing dog owners to the locations of suitable bins. This has sent out a message that the area is being monitored.

Sprayed dog waste and bags were left for a week before being collected. This gave time for them to be noticed, and in some instances for the dog owners to pick them up and remove them. We recorded the number of bags sprayed and collected on each patrol.

WHY IS THE POO PAINTED?

Due to a high level of dog fouling, Holyrood Park rangers are monitoring this area.

Uncollected dog waste and discarded dog waste bags are being marked with eco-friendly paint.

Please clean up after your dog. Bin locations are marked on the map, and dog waste bags are available from the Education Centre.

Dog fouling is an offence, with a fixed penalty of £80.

Since starting the initiative, we have recorded a significant downward trend in the problem in the area that we targeted. It also started a dialogue with the dog walkers and other people using the park, which was perhaps the most important aspect of the initiative. We will soon be moving the scheme over to another part of the park as it had such a positive impact.

New bins for Castle Campbell car park

Litter was becoming a problem at one of our isolated car parks. The existing bins were no longer able to cope with the amount of rubbish generated and were not being emptied due to confusion over their ownership. To tackle this, we worked in partnership with the National Trust for Scotland, who are the land owners and the local Council to come up with a more effective arrangement. To date, we have installed new bins which are safe to empty by our staff and we will be monitoring their effectiveness over the coming months.



Historic Scotland Members go paperless at Edinburgh and Stirling

Improvements to the entry arrangement for members visiting Edinburgh and Stirling Castle have meant that paper admission tickets are no longer required. The barcodes on our membership cards are now their ticket to enter, which means less waste and less queuing time at the admissions gate. We have saved just short of 120,000 tickets being printed since this was launched in January 2017.

Recycling on the go at Holyrood Park

Recycling on the go bins have been installed in Holyrood Park in 2017 to discourage littering and allow our visitors to recycle their rubbish whilst out and about. Providing easy-to-use, conveniently located recycling facilities in popular public locations helps to increase the amount and quality of recycling done in Scotland, something our organisation is committed to doing. The bins we installed were gifted from the University of St Andrews as they no longer needed them. Giving these bins a new lease of life and saving them from the bin themselves!





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