**[Insert photo of your choice here]**

 **[Organisation name]**

**Litter Prevention Action Plan**

**[insert logo here]**

**insert address & postcode]**

**[insert date]**

# **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; we are also committed to contributing to the Community Litter Prevention Action Plan for your ***Local Authority area(s)***. We will work collectively with the local partners to share resources, deliver objectives, provide knowledge and ideas and influence others.

# **Our plan**

# **Information actions**

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| **Action 1** | **Engage students, staff and visitors around litter and flytipping prevention** |
| **Description**  | We will regularly engage students, staff and visitors around the importance of tackling litter and flytipping in the local community. This will include highlighting our pride as part of the community and improving the local environment. Where appropriate this will include highlighting these issues in verbal presentations, including them in subject or course materials and using available communication materials on campus. We will deliver litter and flytipping prevention messages to our students, visitors and staff in the following ways:Displaying litter prevention posters around campusIncluding litter prevention messages on our intranet and internet (e.g. web banner, dedicated information pages on waste, recycling, litter & flytipping)Providing information to new students on litter, flytipping and waste & recycling facilities in welcome / induction packs.Using our social media channels to highlight litter and flytipping issues including. This will include: displaying litter prevention messages, promoting local initiatives to prevent or remove litter, celebrating success stories, and connecting with Zero Waste Scotland & sharing their information. [You can follow Zero Waste Scotland at @ZeroWasteScot on Twitter, @zerowastescotland on Facebook, and join the Zero Waste Scotland group on LinkedIn]Where applicable, we will use existing toolkits and national campaigns to provide information, designs and/or materials to help reduce costs and build on existing recognition of materials. [*You may wish to use the materials provided in Zero Waste Scotland's communications toolkit, see www.zerowastescotland.org.uk/litter-flytipping/targeted-messaging-toolkit].* |

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| **Action 2** | **Get involved with local initiatives to prevent litter and flytipping** |
| **Description**  | We will work with other local community organisations on local initiatives that prevent litter and flytipping. Where appropriate this will include activities such as:Working in partnership with local community partners in organising and carrying out litter surveys and litter picks in the local area.Participating in local and national eventsDelivering presentations aimed at the wider community as well as our own staff and students on our research relating to litter. |

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| **Action 3** | **Report litter and flytipping hotspots to the Local Authority** |
| **Description**  | Where we notice significant or regular build-up of litter or flytipping near our campus, it will be reported to our Local Authority.Where possible we will also provide information on litter sources or times that the littering occurs to help tackle the root causes and support enforcement action. We will also encourage students and staff to monitor litter and flytipping. Monitoring levels of litter provides key information on the scale of the issue and also its root causes. This activity helps highlight the issue to participants and get them thinking about both what is acceptable and what change can be facilitated. We will encourage staff and students to take part and also share results (including with our Estates & Campus Services team and the Local Authority). |

# **Infrastructure actions**

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| **Action 1** | **Provide bins outside of our premises** |
| **Description**  | We will provide the correct number of bins for students, staff and visitors to make it easier for people to dispose of waste properly and remove the ‘excuse’ for littering behaviour. Where external bins are required we will consult our Local Authority for advice on the correct type and locations.  |

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| **Action 2** | **Secure our own waste and recycling bins** |
| **Description**  | Waste and recycling bins are often a source of litter caused by the weather, by vermin being attracted to them or by vandalism. We will:Work in line with Scotland’s ‘Zero Waste Plan’.Ensure that our campus has bins of adequate size, that these are stored securely and presented as close as possible to the collection time. Continually review our bin provision and identify ‘litter hot spots’. |

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| **Action 3** | **Report damaged or missing infrastructure** |
| **Description**  | We will encourage students and staff to report missing or damaged infrastructure to Estates & Campus Services, so they can rectify this or engage the responsible party. This will include infrastructure that has been damaged, e.g. by vandalism, or to deal with a problem that could be rectified by installing something new e.g. a barrier to prevent flytipping on our land.  |

# **Enforcement actions**

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| **Action 1** | **Inform staff and students that littering and flytipping are crimes** |
| **Description**  | People often do not realise that dropping any waste is a crime. We will inform staff and students 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. |

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| **Action 2** | **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 it has available on a case by case basis (e.g. by using communications materials or providing information to support enforcement action). |

**Once finalised, please upload your Litter Prevention Action Plan (in PDF) to our publicly available portal to demonstrate your involvement in this initiative:** [http://litterplanportal.zerowastescotland.org.uk](http://s.bl-1.com/h/QPvhs9K?url=http://litterplanportal.zerowastescotland.org.uk).]

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**#LitterFree**