
Report To:	Environment and Regeneration Committee	Date:	05/09/2013
Report By:	Corporate Director Environment, Regeneration & Resources	Report No:	ERC/ENV/IM/13.175
Contact Officer:	Kenny Lang	Contact No:	5906
Subject:	Scotland's only national campaign tackling litter and mess in 2013 & 2014		

1.0 Purpose

- 1.1 The purpose of this report is to seek approval from Committee sign up to a formal declaration of support for the Keep Scotland Beautiful Clean Up Scotland campaign.

2.0 Summary

- 2.1 Keep Scotland Beautiful has contacted Inverclyde Council with a view to signing a formal declaration supporting the Keep Scotland Beautiful Clean Up Scotland campaign
- 2.2 The campaign has high level support across the Scottish Government, businesses, national agencies and the 3rd sector. To date around half of Scottish Local Authorities have signed up.
- 2.3 The campaign will aim to engage with communities to highlight the negative effects of litter and mess and to adjust attitudes to prevent the behaviour which gives rise to littering occurring.
- 2.4 Keep Scotland Beautiful would look to publicise the signing of the declaration at senior officer and member level.

3.0 Recommendations

- 3.1 It is recommended that the Committee note the contents and agree to the Council formally signing the declaration supporting the Keep Scotland Beautiful Clean up Scotland campaign.
- 3.2 It is recommended that the Committee approve the contribution of £3,000 to Keep Scotland Beautiful in support of the campaign.

Ian Moffat
Head of Environmental and Commercial Services

4.0 Background

- 4.1 Keep Scotland Beautiful is an independent charity which campaigns, acts and educates on a range of local, national and global environmental issues which affect people's quality of life.
- 4.2 Clean up Scotland led by Keep Scotland Beautiful is a year round campaign aimed at engaging with Local Authorities and stakeholders to prioritise the removal of litter and mess.
- 4.3 Inverclyde Council currently support local groups in their individual clean up and litter picking campaigns. There are existing good operational links with Inverclyde Council and Keep Scotland Beautiful.
- 4.4 Keep Scotland Beautiful are seeking to get all Councils to confirm their strategic support for the Campaign by signing a Formal Declaration.
- 4.5 To date almost half of all Local Authorities in Scotland have signed the declaration.

5.0 Clean up Scotland Campaign

- 5.1 The clean up Scotland Campaign has cross party Scottish Government support and backing from many key national bodies including VisitScotland, SNH, SEPA, Historic Scotland, Scottish Water, CoSLA, and Zero Waste Scotland.
- 5.2 The campaign also has backing from a large number of third sector and business organisations.
- 5.3 Local Authorities are seen as key stakeholders in supporting the aims of the campaign, and many Authorities have already signed up to the formal declaration.
- 5.4 The campaign has a number of planned activities, these are aimed at engaging with communities to highlight the social, health and economic damage that litter and mess poses and to gradually adjust attitudes to prevent the behaviour which causes these problems.
- 5.5 Some key activities undertaken to date include high level media profiles, including 300 press articles, TV news and radio interviews, online and social media coverage and around 1,500 community litter picking events.
- 5.6 A number of high level events are also planned.

September/ October 2013	Activity and promotion surrounding dog fouling.
November 2013	St Andrew's Day – Joint work with VisitScotland, National Galleries of Scotland and Historic Scotland promoting the positives of a clean Scotland
December 2013	Preparation for Clean Up Scotland Week in April 2014. Work with Edinburgh and Glasgow Councils leading up to New Year holidays and activity around Hogmanay.
January 2014	Fly tipping promotional work to guard against dumping in the New Year.
February 2014	Valentine's Day promotional activity linking in with local 'love your community' activities.
April 2014	Clean Up Scotland Week promotional activities across the country
June 2014	Activities and promotional material for the international events Commonwealth Games and Ryder Cup.

5.7 As part of their commitment to the Clean up Scotland campaign, Keep Scotland Beautiful would look to share the Council's logo on their website.

5.8 All Councils currently engage on an informal basis in the work they do in removing litter and also supporting local community clean ups. Signing up for the campaign formally endorses and supports this.

5.9 Keep Scotland Beautiful is also seeking a contribution of £3k per Council to support the campaign this will help to match the £500k committed by Scottish Government and £130k raised by Keep Scotland Beautiful through fundraising.

6.0 Financial Implications

6.1 Financial Implications –

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Comments
Waste Strategy	Promotions and Publicity	2013/14	£3,000		

6.2 **Human Resources:** No implications.

6.3 **Legal, Equalities and Diversity:** No implications.

6.4 **Repopulation:** No implications.