



Keep Scotland Beautiful Update

West Lothian Litter Pickers AGM
Emma Glencross - September 2026

This is us

Every campaign, programme, activity, survey and piece of research we do is part of our strategic approach to making a positive difference to the environment in your community.



Our objectives:

- Combat climate change
- Tackle litter and waste
- Restore nature and biodiversity
- Improve places
- Develop our people and organisation



Tackle litter and waste



Issue:

There is a litter emergency.



Ambition:

Scotland is litter free and has a circular economy.



Opportunity:

Help us clean up Scotland.





88%

of people agree that litter is a problem across Scotland.

A national issue

Most people in Scotland believe that litter is a problem in their area and across Scotland as whole.



72%

of people believe that litter is a problem locally.

A local issue

Figures from the 2025 Scottish Litter Survey found that 72% of Scots agree that litter is a problem in their local area.



83%

of people agree that they want to see more efforts to prevent litter in their area.

A cause for action

The majority (83%) of Scots say they would like to see more efforts to prevent littering in their area.



Clean Up Scotland

Clean Up Scotland is our programme of work to tackle local environmental quality across Scotland.

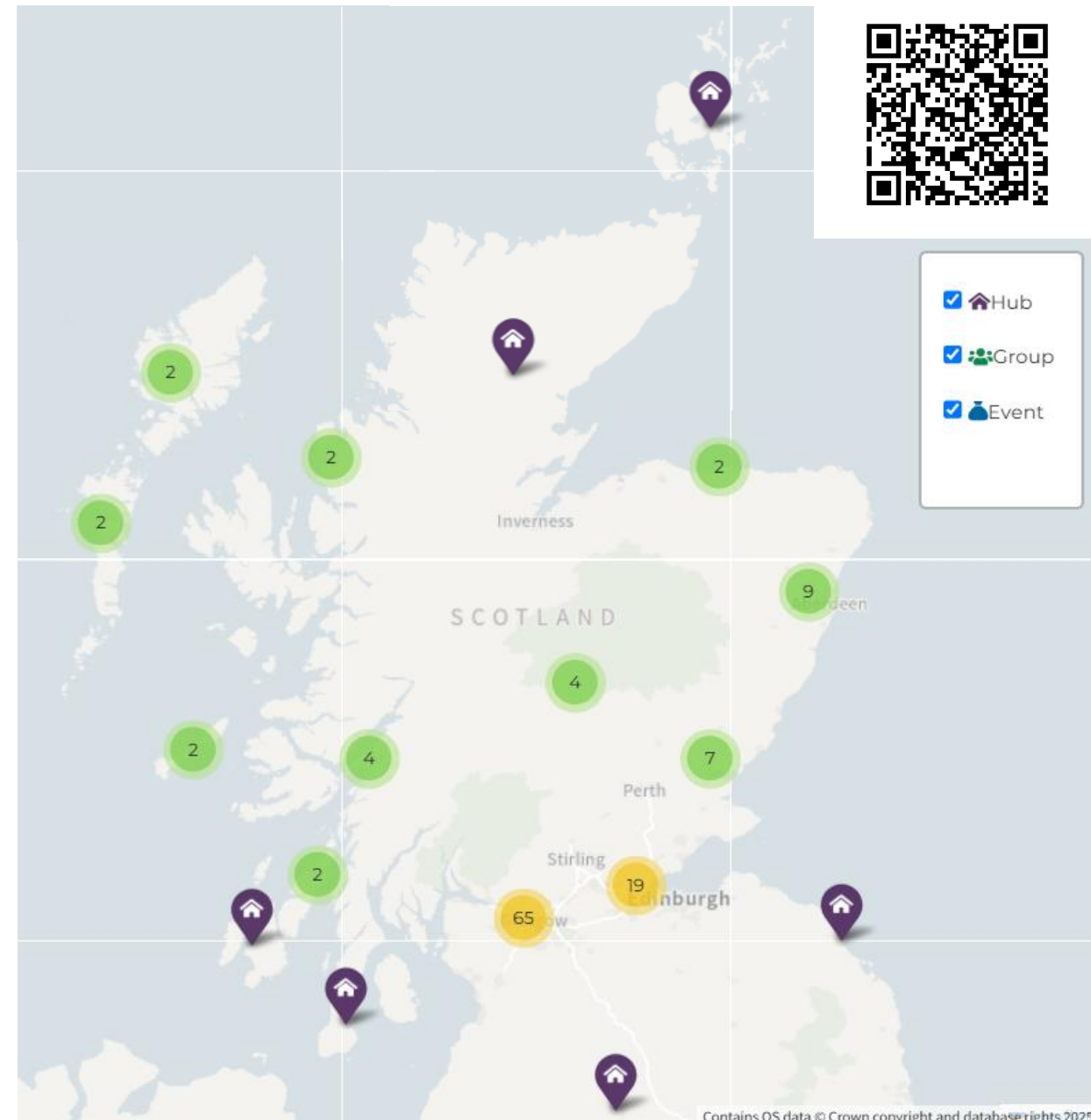
Through Clean Up Scotland, we raise awareness of our litter problem, take action and inspire others to do the same.

We are looking to work with our hub network more this year, with webinars and in person support.



Clean Up Scotland Hub Network

- Across Scotland we support 120 Community Clean Up Hubs and active groups.
- These are groups, schools or businesses with equipment and knowledge to support your litter picks.



Spring Clean Scotland 2026

13 March to 24 April 2026

- **34,702** volunteers involved including **17,883** young people.
- **3,340** events across all **32** local authorities.
- **46,877** bags of litter collected.



Spring Clean Scotland 2026

- We celebrated efforts across local authority areas, looking at the highest number of litter picks recorded over the population of the area.
- Congratulations to **West Lothian** for coming **second**!
- Further congratulations to WLLP for winning a £100 Helping Hands voucher ... with chances for that draw improving thanks to registering all the picks completed by all of your wonderful volunteers with KSB!



#SpringCleanScotland

12 March to 23 April 2027



www.keepsotlandbeautiful.org/clean-up-scotland

The National Litter and Flytipping Strategy

- Published in June 2023 by the Scottish Government.
- Sets out a strategy for tackling litter and flytipping to protect and enhance Scotland's environment, to ensure safer and cleaner communities and to contribute to a thriving circular economy for Scotland.
- We are a key delivery partner of the Strategy Action Plan.



The National Litter and Flytipping Strategy

Our litter actions for year 4 of the strategy focus on:

- Scoping a flytipping campaign
- Continued roadside litter interventions
- Empowering communities
 - Community Litter Hub
 - Community engagement events



Scope a flytipping campaign

- Research and review any existing UK or Scottish flytipping campaigns.
- Develop and trial a local flytipping campaign in collaboration with key stakeholders.
- Ensure the Community Litter Hub has up-to-date materials and signposting to relevant agencies and authorities for the public and groups to find.



Roadside Litter

Targeted behaviour-based interventions

Develop and implement regional campaigns on roadside litter in collaboration with key stakeholders (local authorities, Transport Scotland, road operators and businesses).

The regional campaign will utilise the methodology, materials, and supporting research developed to date.



Taking Action 25/26

Litter picks with the community on safe roadside locations/laybys

Bus backs in Dundee

Material packs in McDonalds restaurants

Bin stickers on council roadside bins

Billboards at key locations

Social media materials



A801 intervention

The **A801** provides a link from Junction 4 of the M8 to Junction 4 of the M9. Roadside litter is a major issue here as the Avon Gorge is too hazardous to litter pick and new hotspots have emerged with new traffic control.

From October 2025 to March 2026 **170** litter surveys were submitted across five different local authority areas covering the three target locations. These surveys would have been impossible to complete without the collaborative working between Keep Scotland Beautiful and the partnering local authorities.

It should be noted that the litter counts provided only a snapshot of the environmental quality in the immediate area and at the time conducted.



A801 intervention

- **11** surveys completed in laybys on the A801 identified **1,161** pieces of litter
- Top three items were:
 - coffee cups;
 - Soft drink related; and
 - other drink related.
- **7** drive by surveys were conducted along the length of the A801 where it was too unsafe to conduct them on foot.
- Top three items were:
 - fast food related;
 - coffee cups; and
 - soft drink related litter.



A801 LITTER PICK



LOCATION

A801 - VARIOUS LOCATIONS SPANNING WEST LOTHIAN COUNCIL AND FALKIRK COUNCIL AREAS.

BAGS COLLECTED

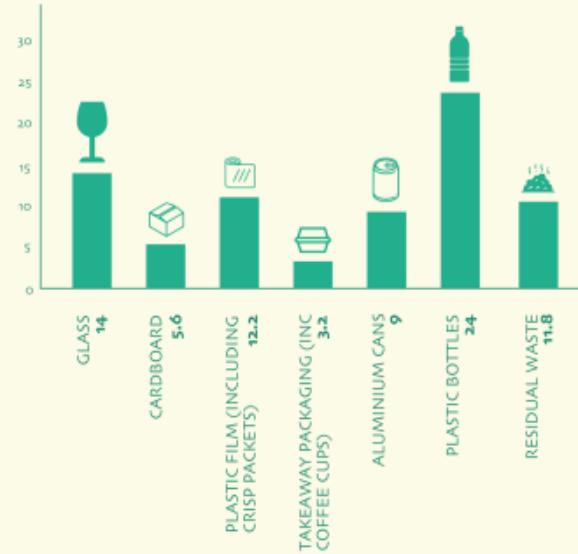
44

FULL BAGS OF LITTER WERE COLLECTED AND TRANSPORTED TO LEVENSEAT FOR SORTING.



GENERAL WASTE

ALL WEIGHTS ARE IN KG



TOTAL WASTE: **79.8KG**

APPROXIMATE WASTE PICKED



CRISP PACKETS
5000



PLASTIC BOTTLES
1000



COFFEE CUPS
267



GLASS BOTTLES
70



CEREAL BOXES
100



ALUMINIUM CANS
600

QUANTITIES ESTIMATED USING AVERAGE ITEM WEIGHT

Roadside litter intervention

Proposed components for 26/27

- 1 Focus on young drivers - working with New Colleges Lanarkshire
- 2 Regional roadside litter campaign in Lanarkshire
- 3 Targeted data collection in Fife
- 4 Materials, guidance and wider messaging will be available for all councils



Your charity for Scotland's environment

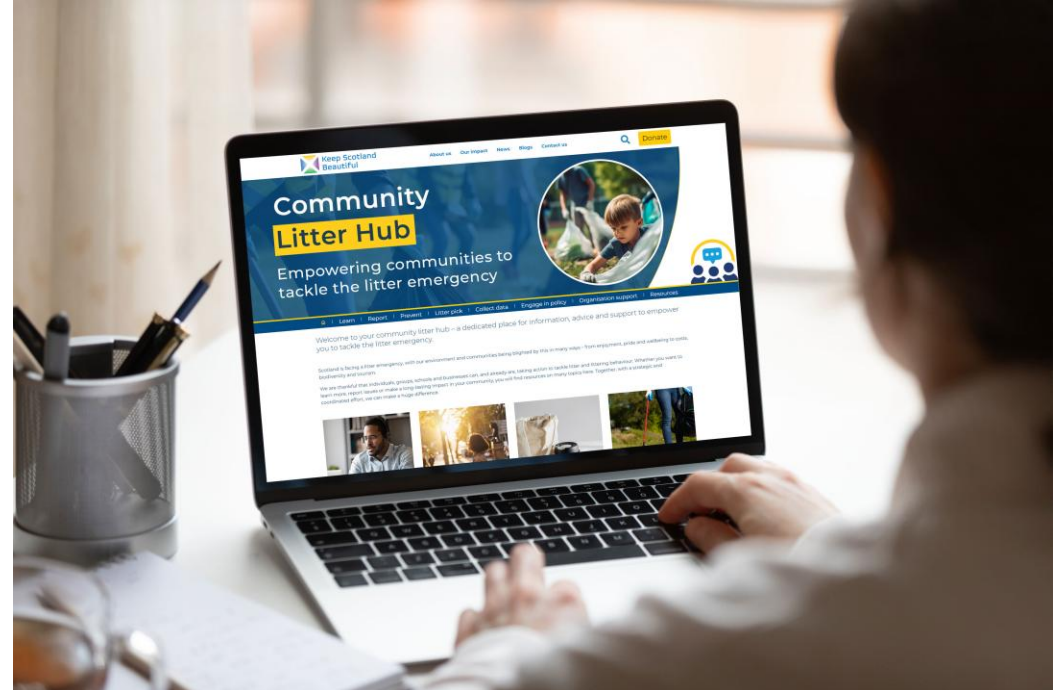


Community Litter Hub

The **Community Litter Hub** website provides information, advice and support to individuals, community groups and other organisations on tackling litter and littering behaviour.

This valuable resource provides information, advice and support to individuals, community groups and other relevant local organisations on tackling litter and littering behaviour.

KeepScotlandBeautiful.org/Community-Litter-Hub/



Handy Resources

A range of resources are available on our website to help promote litter picks and highlight litter issues in your local area.

You can download and print posters or save the social cards to share on social media.

Bin it - posters



Take it home - posters



[KeepScotlandBeautiful.org/clean-up-scotland/handy-resources/](https://www.KeepScotlandBeautiful.org/clean-up-scotland/handy-resources/)

Let us know your thoughts on tackling local litter and flytipping!

2026 Community thoughts on flytipping, roadside and Community Litter Hub



Thank you!

We really appreciate the
work that the
West Lothian Litter Pickers
do to help keep
Scotland beautiful.



#SpringCleanScotland

12 March to 23 April 2027



www.keepsotlandbeautiful.org/clean-up-scotland

Thank you

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