



CLEAN UP SCOTLAND

LOCAL AUTHORITY AND PARTNERS SUPPORT PACK



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1. Introduction

This guide is for use by Scottish local authorities and partner organisations looking to participate with, link into and benefit from Clean Up Scotland. It will give you an overview of the national campaign and ways to link in.

Keep Scotland Beautiful has been co-ordinating National Spring Clean for six years. It has involved hundreds of thousands of participants and, with the help of local authorities, our partners, and individual supporters, has successfully removed thousands of tonnes of litter from our streets, parks and beaches.

In 2012 alone, well over 100,000 people participated and removed enough litter to fill 100,000 wheelie bins or cover Hampden Park 3ft deep.

In November 2012, Keep Scotland Beautiful replaced National Spring Clean with Clean Up Scotland - a scaled-up, year-round mass-engagement campaign to quickly remove the litter and mess which blights landscapes and causes social, health and economic damage to the country, and to gradually adjust attitudes to prevent the behaviour which causes these problems currently.

Keep Scotland Beautiful would like people to continue organising and participating in clean up events, but in order to maximise participation and awareness, we will be running the campaign throughout the year rather than simply during the Spring. And, as well as tackling the issue of litter, Clean Up Scotland will also focus on a further five issues: dog fouling, graffiti, flytipping, flyposting and abandoned vehicles.

This support pack aims to provide you with information that we hope will add value to your own activities. It focuses very much on litter; however, we hope that as Clean Up Scotland gathers momentum we will be able to offer similar support for the other key issues highlighted by the campaign.

It is important to Keep Scotland Beautiful that the initial focus of the campaign moves forward and develops into a long term beautification programme rewarding communities of all types and sizes for their efforts. Clean Up Scotland will allow Keep Scotland Beautiful to reach individuals, community groups, businesses and others to help them follow a ladder of progression; tackling the incivilities which we can see and which assault our senses daily; to becoming aware of the sustainable choices we can make to reduce our resource greed and to lessen our carbon footprints.





2. Campaign background

Scotland is beautiful: with a mix of rural beauty and urban chic; with intriguing history and vibrant culture; with passion and style. However, we have a problem.

A national recording programme found litter in 80% of the sites visited, and cigarette ends in 70% of them

Dog fouling and graffiti, flytipping and flyposting and abandoned vehicles, are other examples of the incivilities that our own people inflict upon our country.

It is not only a visual problem. There are social, health and financial consequences too. Fear of crime is higher in places where litter and mess is also present. Moreover, there are more medical interventions for mental and physical ill health in areas which are not clean. And mess costs millions of pounds to clean up – millions of local authority money, private landowner money and also, perhaps, lost revenue from tourists.

2.1 Why Now

The eyes of the world will soon be on Scotland and, when they are, Scotland needs to shine. In 2013 we have the Year of Natural Scotland, not to mention our regular hosting of golf's Open Championship at Muirfield. Then in 2014, in addition to Scotland's homecoming, Gleneagles hosts the Ryder Cup and Glasgow hosts the Commonwealth Games.

Keep Scotland Beautiful wants Scotland to create the right impression to leave a golden legacy.

2.2 Objectives

Clean Up Scotland aims to engage one million Scots to help free our country of litter and mess so that Scotland shines when the world is watching in 2014. And it aims to gradually change the behaviour of all Scots, so that in future we all consider littering and creating mess to be as socially unacceptable as drink driving.

The primary, practical aims of the campaign are:

- To create a national coalition of public and private sector, voluntary groups and individuals, pledging to help Clean Up Scotland;
- To encourage and facilitate clean up initiatives all over Scotland which make a tangible and immediate improvement in local environmental quality;
- To celebrate, reward and highlight success where improvements are delivered; and
- To work towards a public information campaign to encourage and deliver behavioural change.

3. Clean Up Scotland support

As with National Spring Clean, Keep Scotland Beautiful wants to work with you to make Clean Up Scotland achieve its objectives. We want to engage more participants than ever before to make a real difference all over Scotland. So here is what we plan to offer you, and what we hope you can support us with:





- What Keep Scotland Beautiful will offer and do
 - o Raise awareness of the issues at a national level;
 - o Attract corporate support;
 - o Fundraise to increase profile of campaign;
 - o Provide free clean up kits to participants;
 - o Offer litter costumes to support your campaigns;
 - o Provide evaluation at a local and national level which you can use;
 - o Provide images;
 - o Provide media support; and
 - o Provide tailored logos for you to use in your areas, consistently branding activities across Scotland, for example:



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- What we would like local authorities and other partners to offer and do:
 - o Publicly endorse the campaign and key messages;
 - o Ask your staff and residents to sign the campaign pledge at www.cleanupscotland.com/pledge;
 - o Ask your staff to participate in a local clean-up;
 - o Promote the campaign in your printed and online marketing where possible and use the Clean Up brand locally;
 - o Support key messages at a coordinated time;
 - o Inform Keep Scotland Beautiful of key activities that we can link to and help publicise;
 - o Support groups to organise events across their areas, providing litter picking equipment and uplifting any collected waste; and
 - o Record details of how much time and money is spent supporting the campaign over the year in the data recording template in **Appendix 6**.





4. Key dates

In order to help you plan events throughout the year, we have come up with a grid of themed months, and national high level activity which you can link into at a regional and local level. This grid of activity can be found in **Appendix 8** and in an attached file.

Please note that while Keep Scotland Beautiful aims to carry out activity as outlined in the grid, this may be subject to change. We will endeavor to keep you informed, but please keep in touch with us if you plan to link into any of the themed months, or specific activities.

5. Key campaign messages and facts

In order to ensure that we maximise the impact that Clean Up Scotland has over the next two years, we hope to be able to share key national campaign messages and facts which you can use in internal and external communications. These key messages link to the aims of the campaign.

5.1 The scale of the problem in Scotland

These facts can be used to convey the scale and extent to which the six incivilities impact on Scotland. An awareness of, and a motivation to change behaviour can be conveyed through these facts.

Litter

- A national recording programme found litter in 80% of the sites it visited.
- 50 tonnes of litter are collected from the roadsides of Scottish motorways every month.

Further facts on the different litter group types; cigarette related litter, chewing gum litter, food-on-the-go litter, roadside litter, coastal litter, and balloons and flying lantern litter can be found at www.cleanupscotland.com

Dog fouling

- Almost 70% of people rate dog fouling as the environmental incivility that bothers them most.
- Dog dirt is bad for humans - the worms contained within it can lead to a range of human diseases.

Graffiti

- One in eight sites in urban town centres is scarred with graffiti.
- One in ten of us is concerned about vandalism such as graffiti.

Flytipping

- More than 62,000 incidences of flytipping - that's dumping things like washing machines and sofas on our landscapes - were reported to local authorities in 2011/12.
- Council tax payers pay around £11 million every year to clean this up.

Flyposting

- There are higher levels of depression, illness and medical interventions amongst people who live in areas which are perceived to be unclean.





Abandoned vehicles

- It is estimated that around 5,000 cars are abandoned every year.
- There is a proven link between environmental incivilities, such as abandoning your car, and fear of crime.

5.2 Behaviour

Understanding why people favour a particular behaviour allows us to apply direct messaging to relevant audiences and to address the prime reasons for people littering and creating mess. These facts can be used to raise awareness of the scale of the problem, and the reasons people give for their behaviour which can be refuted.

- More than half of Scots have dropped litter, and almost half do it regularly. This is a problem for all of us, caused by most of us.
- The role of paid litter-pickers is frequently held up in support of the argument that littering was not a serious problem. Some litterers have argued that littering keeps others in employment.
- People volunteer to help with clean ups because they are 'fed up with litter and its effect on their community'.

5.3 Wider implications

The statements below help us to position individual behaviour to wider national and global contexts, as well as show the wider social, economic and health links to poor environmental quality. Many of these are outlined in the Pride in Place: Tackling incivilities by the Carnegie UK Trust.

Social consequences

- Local environmental quality issues are the most prevalent problem in Scottish neighbourhoods.
- People are most concerned about litter in their own neighbourhoods, and improving local environmental quality would help address this.
- Socially, there is a proven link between environmental incivilities and the fear of crime; people feel safer in cleaner communities.

Financial consequences

- Local authorities spend millions of pounds of taxpayers' money on street cleansing every year.
- Tourism is worth over £4bn a year to Scotland with over 90% of tourists citing scenery as the main reason for their visit - every tourist who won't come back because of litter and mess costs us all money.

Health consequences

- Higher levels of depression, illness and medical interventions are recorded amongst people who live in areas that are not clean, have high levels of litter and low quality green spaces.

If you require further information on any of the incivilities, or need to see the original reports and reference documents for the facts cited above please contact us at info@cleanupscotland.org





6. Clean Up Scotland – the public relations campaign

The Clean Up Scotland campaign is growing, and still evolving, but we know it will be delivered throughout Scotland. The main way in which the key aims, facts and messages will be communicated to the Scottish public will be through a public relations campaign. There will be clear integration between the national activity and the regional and local level actions. The section below should help clarify how this will work.

Clean Up Scotland messages, at a national level, will be delivered through a number of media platforms to provide consistent messages and to ensure the campaign has maximum impact throughout Scotland. On a national level the campaign will be promoted through:

- Online marketing - the marketing of the campaign via the website and social networking;
- Partnership working – through collaboration, networking, and experience sharing with key partners; and
- Media relations - utilising the opportunities through the print and broadcast media.

At the national level the synergy of these various techniques and challenges will help us deliver Clean Up Scotland's aim and objectives.

6.1 Online marketing

Web The www.cleanupscotland.com website is the main source of online information for the public about the campaign. The site will constantly be redeveloped and enhanced to engage with the public and our supporters.	
We will:	You can:
Keep the website up to date and current.	Promote the Clean Up Scotland website address on your website. www.cleanupscotland.com
Add news stories to the site as and when they happen.	Become a supporter of Clean Up Scotland and get your organisation logo on our site. If you provide a quote of support and a copy of your logo we will also use this on the website.
Review website traffic and analyse it to ensure that the campaign messages are reaching a wide ranging audience.	Promote the Clean Up Scotland website address in your publications.
	Contribute ideas, stories and/or images to be considered for use on the site at info@cleanupscotland.org
Social media Facebook and Twitter give the Clean Up Scotland campaign and partners access to a wider audience, with the potential for two way dialogue.	
We will:	You can:
Keep the Clean Up Scotland Twitter and Facebook pages up to date with relevant information.	Promote links to these sites from your own Twitter and Facebook accounts and 'retweet' or 'like' activity.





Promote and “retweet” local activity, highlighting success for a wider, national audience.	If you do not have social media accounts you can promote the Clean Up Scotland social media accounts on your website, and/or in your publications.
	Internally promote the accounts and, where possible, encourage staff to follow Clean Up Scotland on both Twitter and Facebook.

6.2 Partnership working

National opportunities	
We will:	You can:
Raise awareness of the six Clean Up Scotland incivilities throughout the year, with MSPs, corporate organisations and other key partners.	Keep your eye open for interesting, newsworthy stories and share them with us. We may be able to help develop them and increase media coverage.
Fundraise to increase the profile of the campaign and support Keep Scotland Beautiful.	Promote the campaign to your engaged audiences. Suggested text can be found in Section 7.2 . [see Appendices 3 – 5 for pledge, support slides and film]
Provide logos and the brand for you to use at a local authority level. (for example, Clean Up East Lothian).	Help us recruit clean up supporters and encourage people to sign the pledge. [See Appendix 3 and attached file for a paper copy of this to take to events]
Provide, at reasonable cost, a designer to create branding for local activity below the level of local authority (for example, Clean Up Dunbar).	Use the logo on your ‘clean up’ materials and endorse the campaign publicly. [See Appendix 2 for brand guidelines]
Loan out our litter costumes to support your events [see Appendix 7]	Support groups locally to organise events to Clean Up Scotland.





6.3 Media relations

Press and broadcast Clean Up Scotland will utilise a number of media and communication channels to raise its profile, to spread the key messages, and to engage with specific audiences.	
We will:	You can:
Provide a year-long calendar of key themed months, and specific activities which we wish to deliver under the banner of Clean Up Scotland. [See Appendix 8]	Link into this calendar and organise local or regional events which tie in to our national ones.
Provide quotes to support any work that you are doing on the ground which fits with the aims of Clean Up Scotland. [See Section 7.1)	Tell us about any press events, or activities you have planned, so that we can, when possible support you and promote your activity too.

7. Media support

As well as using the key messages outlined in this pack, Keep Scotland Beautiful would be delighted to provide quotes of support in any media statements or proactive releases which you issue. We may also be able to provide images to highlight the issue, so please do ask.

7.1 Quote of support from Keep Scotland Beautiful

You can either use the standard quote below, and insert your organisation in the blanks or, if you wish, contact us for a tailored quote.

“Keep Scotland Beautiful Chief Executive, Derek Robertson, said: “Scots have shown us that they want their country to shine. Last year 120,000 supporters helped clean up their communities and we are delighted that *[organisation name]* is supporting Clean Up Scotland, to build on that year round.

“By working in partnership, we will make Scotland clean and green, today and tomorrow by removing the litter and mess which blights landscapes and causes social, health and economic damage to our country”.

If you require media support, please contact: **Message Matters:**

Kim Gallacher, 07540 593 990, kim@messagematters.co.uk
Andy Maciver, 07855 261244, andy@messagematters.co.uk





7.2 Clean Up Scotland promotion text

Should you wish to promote Clean Up Scotland in your own newsletters, community bulletins, organisation intra and extra nets, or to other groups to raise awareness of the campaign we would be delighted. The following text could be considered:

Will you join us to Clean Up Scotland?

We all love Scotland. But it could be so much better. Scotland has a litter problem, and it is not just litter, it is dog fouling, flyposting, flytipping, graffiti and abandoned vehicles.

Keep Scotland Beautiful, the independent environmental charity, is excited to announce details of Scotland's new year-round mass-engagement campaign – **Clean Up Scotland** - to quickly remove the litter and mess which blights landscapes and causes social, health and economic damage to the country.

Building on the success of our National Spring Clean campaign, we have launched Clean Up Scotland with the aim of engaging one million Scots to help free our country of litter and mess all year round. And, we'd like your help!

What you can do

If you would like to help us make Scotland shine, here are two things you could do:

- visit www.cleanupscotland.com and sign the pledge to support us;
- Organise a clean up event in your favourite park, beach or the route of your favourite walk and invite your friends, colleagues, or neighbours to help you clean up your neighbourhood. Sign up at www.cleanupscotland.com and we'll send you a FREE clean up kit containing everything you need to get started including tabards, posters, a 'how to' guide and details on how you can get the rubbish and recyclables you collect picked up afterwards.





APPENDIX 1 - USEFUL CONTACTS

Keep Scotland Beautiful

General

E-mail – info@cleanupscotland.org

Phone – 01786 471 333

Suzanne Roberts

E-mail – Suzanne.roberts@ksbscotland.org.uk

Phone - 01786 468 788

Juliette Camburn

E-mail – Juliette.camburn@ksbscotland.org.uk

Phone - 01786 477 171

Message Matters

Kim Gallacher

E-mail – kim@messagematters.co.uk

Phone – 07540 593990

Andy Maciver

E-mail - andy@messagematters.co.uk

Phone - 07855 261244





APPENDIX 2 - KEEP SCOTLAND BEAUTIFUL AND CLEAN UP SCOTLAND BRAND GUIDELINES

The Brand Guidelines, which cover all Keep Scotland Beautiful Programmes including Clean Up Scotland, can be found at www.keepsotlandbeautiful.org/brand.

Keep Scotland Beautiful believes that there is a major benefit in the Clean Up Scotland logo having as wide an application as possible, so we will provide each local authority with a local logo to be used: 'Clean Up West Lothian', 'Clean Up Aberdeenshire' etc. Please contact info@cleanupscotland.com to request your logo.

These will be provided free of charge. However, should you wish lower levels to be created, 'Clean Up Dyce', there will be a small charge for the creative work for each.

Key partners will also be invited to use the logo, and we will liaise with you directly to ensure that your needs are met. Please contact Keep Scotland Beautiful to discuss your requirements.



Logo exclusion zone



Minimum size





***No re-proportioning is permitted; no colour background additions are permitted; logo must be reproduced on white background only**

Colour specifications

	PRINT	ONLINE
Blue	Pantone: 285 CMYK: 80% Cyan 40% Magenta 0% Yellow 0% Black	RGB: 36 Red 132 Green 96 Blue HEX: # 2484c6
Yellow	Pantone: 122 CMYK: 0% Cyan 20% Magenta 90% Yellow 0% Black	RGB: 255 Red 204 Green 50 Blue HEX: # ffcc32
Purple	Pantone: 258 CMYK: 50% Cyan 80% Magenta 0% Yellow 0% Black	RGB: 143 Red 83 Green 161 Blue HEX: # 8f53a1
Green	Pantone: 354 CMYK: 80% Cyan 0% Magenta 90% Yellow 0% Black	RGB: 0 Red 178 Green 89 Blue HEX: # 00b259





APPENDIX 3 - THE CLEAN UP SCOTLAND PLEDGE

If you go out to an event and you want to try and recruit people to support Clean Up Scotland we can provide a template to take with you. We will just ask you to send a scanned in version of this following the event and will add the names to our pledge list.

The template online looks like the image below, with space for names underneath, **the paper version is attached to this e-mail.**



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"I pledge to support Keep Scotland Beautiful and its Clean Up Scotland campaign through my everyday action, by helping free my community of litter and graffiti, reporting incidences of flytipping and abandoned vehicles and responsibly disposing of my litter and mess."

NAME

LOCAL AUTHORITY

EMAIL ADDRESS

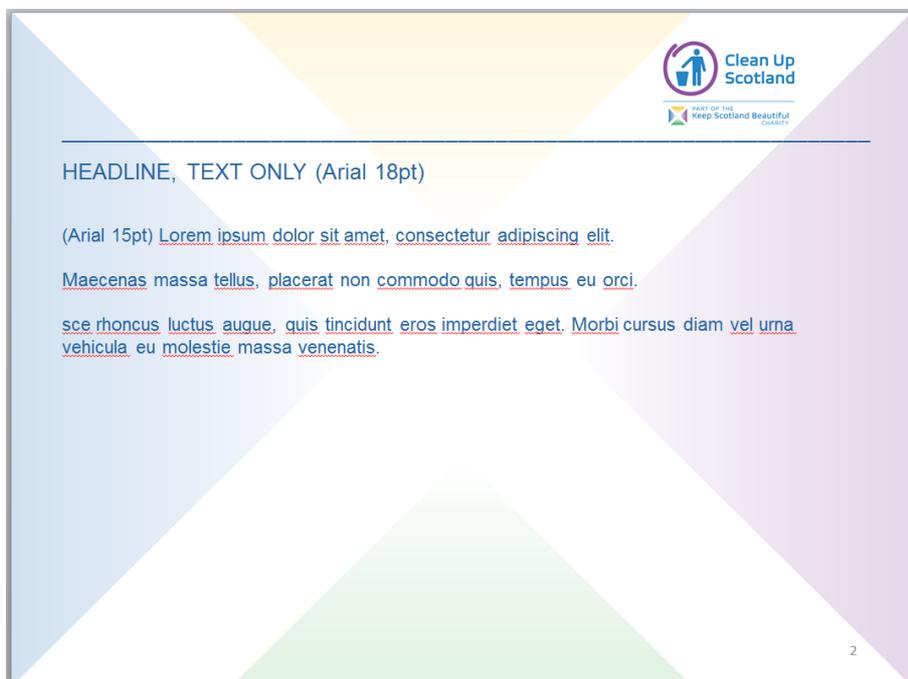
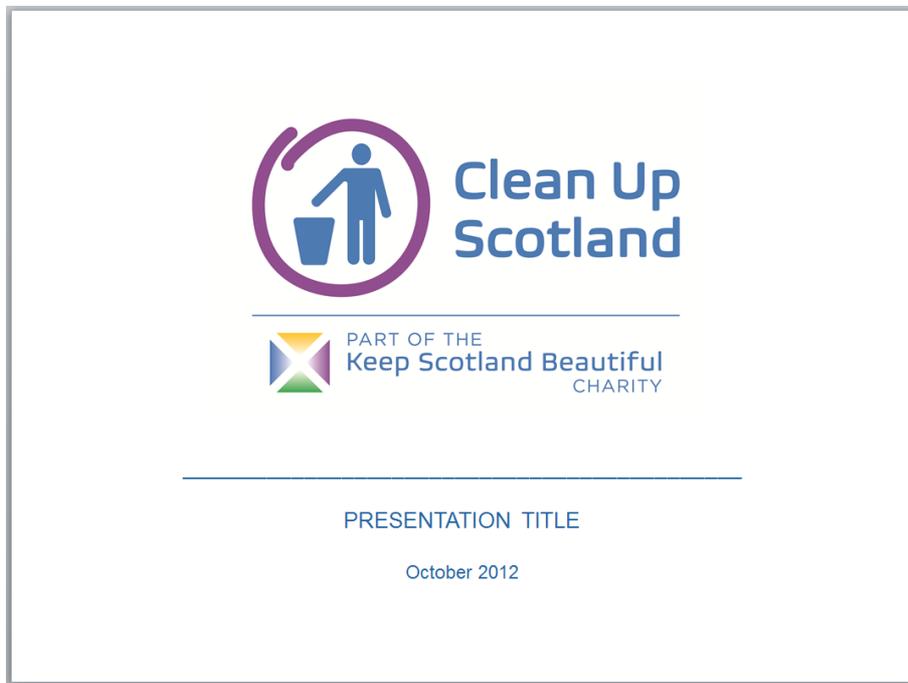
We want to keep you informed about the campaign - please check this box to ensure we can send you email updates!





APPENDIX 4 - TEMPLATE PRESENTATION SLIDES

If you are going out to give a talk or presentation we would be delighted if you wished to incorporate some information about Clean Up Scotland. In order to make this as easy as possible, we can provide a couple of template slides which you can copy and paste into your own presentation. They look like this and can be obtained by emailing info@cleanupscotland.org





APPENDIX 5 - CLEAN UP SCOTLAND FILM

Two films are available to be used for marketing or information purposes – the Clean Up Scotland campaign video, and the Clean Up Scotland launch highlights.

They are available on YouTube at the following addresses:

Campaign Video:

http://www.youtube.com/watch?feature=player_embedded&v=oBv0Qb6oi94



Launch highlights:

http://www.youtube.com/watch?feature=player_embedded&v=j2L7eGIVu7k





APPENDIX 6 - DATA RECORDING SHEET

In order to help Keep Scotland Beautiful understand how much time, effort and commitment that you put in to supporting Clean Up Scotland, we would be really keen to capture some information in the coming two years about the time you devote to promoting and supporting the campaign and the spend on landfill costs. Where possible we would also be keen to capture information about volumes of waste collected and recycled following clean up events too.

We will use this information collectively to help evidence the added value that Clean Up Scotland attracts from supporters.

If you are able to collect the following information throughout the year, and provide Keep Scotland Beautiful with the completed information below **at the end of December 2013**, it would be much appreciated.

Local authority name	
Officer completing form	
Job title	
Contact email address	
Contact phone number	

Did you support Clean Up Scotland campaign activity during 2013?	Yes/No
Please specify which council departments supported the campaign e.g. Street Cleansing, Environmental Health, Communications	
Approximately how much officer time was spent supporting the campaign during 2013?	
Of the waste that was collected from community clean ups, approximately how much was recycled?	
Of the waste that was collected from community clean ups, approximately how much was sent to landfill?	
Of the waste sent directly to landfill, how much did this cost your local authority?	

Please note any additional information that may be useful e.g. particular successful campaign activity, suggestions for future events

Thank you for taking the time to complete this data recording sheet.
Should you have any questions about the form or its completion, please contact Keep Scotland Beautiful on 01786 471333 or email info@cleanupscotland.org





APPENDIX 7 – COSTUME LOANS

Keep Scotland Beautiful has a range of mascot costumes available to loan to help raise awareness of local environmental quality issues such as litter and dog fouling. The costumes are stored in Stirling and available for loan to community groups, businesses, local authorities, schools, and other bodies with an interest in promoting a cleaner Scotland.

The costumes, which are suitable for adults of varying height and frame, although people with a larger build may find their movements slightly restricted in the more rigid costumes, include:

- Three dog costumes;
- A chewing gum costume; and
- A cigarette butt.

If you would like to hire one of our costumes, then contact us at info@cleanupscotland.org and let us know your choice, the date and occasion you wish the costume(s) for and the arrangements you will make for their collection, cleaning and return.

Costume loan is subject to availability and requires at least a week's advance notice to ensure the costumes are cleaned, in good condition and ready for collection. Delivery and collection times are between 9am and 5pm, Monday – Friday by prior arrangement, and costumes require to be signed for by the person collecting them.

Mascots should be transported in vehicles with adequate room so the costumes are not damaged in transit. The litter costumes are large, rigid and do not fold or bend; therefore a short wheel based transit van (or equivalent) is required. When not in use, costumes should be stored in a clean, dry and roomy environment. When in use, discretion should be used on the day to ascertain whether the weather or terrain is appropriate for the costumes in order to keep damage or dirt to a minimum. We require that any organisation which uses the costumes has the material arms / legs / feet dry cleaned or washed, as per the instructions, before return. Any damage will have to be paid for.





Appendix 8 - GRID of ACTIVITY

The following table is an indication of monthly themes, together with some possible monthly national events (which you could localise). Attached is a more detailed grid which we are adding to daily, so please get in touch before planning any events in your area to see if we can tie them to Clean Up Scotland activity.

It is indicative and subject to change.

In all months, local media will be extensive but dependent on local events.

NOTE: The national event is not always linked to the theme.

Month	Theme	Possible national activity/event to be localised	Indicative dates (tbc)
February	LITTER	Love Scotland. Love Bins. (Valentine's Day) (COMPLETE)	14.2.13
March	ABANDONED CARS	New car registrations	1.3.13
April	LITTER / DOG FOULING	Ski Clean up weekend	6.4.13 - 7.4.13
May	LITTER	Biodiversity	22.5.13
June	DOG FOULING	Longest day of the year: longest clean-up	21.6.13
July	DOG FOULING	Pre-Open Golf clean up	13.7.13 – 17.7.13
August	FLYPOSTING	Edinburgh Fringe clean ups / flyposting	1.8.13 onwards
September	GRAFFITI	Clean up beach campaign (end of summer campaign)	15.9.13
October	LITTER	tbc	
November	FLYTIPPING	St Andrew's Day	30.11.13
December	FLYTIPPING	Xmas waste message	19.12.13

