



4 PART OF THE
Keep Scotland Beautiful
CHARITY

Scotland's **only** national campaign tackling litter and mess in 2013 & 2014

www.cleanupscotland.com

Keep Scotland Beautiful is the independent charity which campaigns, acts and educates on a range of local, national and global environmental issues which affect people's quality of life. It is committed to making Scotland clean and green, today and tomorrow.

Clean Up Scotland, which is led by Keep Scotland Beautiful, will be a 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. The Campaign went live at the start of 2013.

Highlights to date in 2013

- Genuine cross party support with large majority of MSPs personally backing the campaign.
- Key backing from national bodies including VisitScotland, SNH, SEPA, Historic Scotland, The Scottish Government, Scottish Water, Scotland Food & Drink, CoSLA, SPT, Lothian Buses and Zero Waste Scotland
- Backing from third sector organisations including Edinburgh Zoo, RSPB, NUS Scotland, Universities Scotland, Scottish Wildlife Trust, Young Scot, Youthlink and The Conservation Volunteers, Marine Conservation Society, Clean Europe Network and the National Parks
- Corporate backing including RBS, ASDA, BT, ScotRail, SSE, MacDonalds, Wrigleys, William Tracey Group, Greggs, Coca Cola Enterprises, Pack2Go
- Membership organisations including SFHA, Chambers of Commerce, SCDI, FSB, BiDS
- High profile co-branding being rolled out with VisitScotland at visitor information centres and the Open at Muirfield.
- High media profile with national press coverage on broadcast and print media. Regular local media with increasing profile. Over 300 press articles viewed incorporating 6million media hits, TV news spots and radio interviews. Substantial on line reporting and social media action
- Nearly 1,500 community litter picking events so far in all parts of Scotland, with approximately 130,000 volunteers registering so far.

Planned activities – Please note that these are not the only initiatives that are being planned; as partners get on board more events will flow.

Ongoing	Launches/ announcements – PR in partnership with businesses, organisations etc who are signed up to Clean Up Scotland
August 2013	Summer holidays awareness – PR opportunities. Keep our Parks Clean, Beaches Clean Ups. Get involved and register activity with Clean Up Scotland. Keep Scotland Beautiful at the Open. Promotional work building on the partnership with the R&A. Use this as a basis of getting KSB involved with your local amateur sports groups over the summer recreational months.

September 2013	Campus Clean Up University and FE College engagement and campaign, will also link with secondary school estates. A separate campaign proposal and information available.
September/ October 2013	Dog Fouling Fortnight Activity and promotion surrounding dog fouling. Tough messaging. Last week in September and first week in October. A separate campaign proposal and information available.
November 2013	St Andrews Day- Joint work with VisitScotland, National Galleries of Scotland and Historic Scotland promoting the positives of a clean Scotland
December 2013	Begin preparation for Clean Up Scotland Week with partners promoting through their existing networks and corporate supporters with their staff. Work with Edinburgh and Glasgow Councils leading up to New Year holidays and activity around Hogmanay.
January 2014	Flytipping promotional work to guard against dumping in the New Year.
February 2014	Valentine's Day – Promotional activity but can link in with a very local 'Iovyour community' set of activities. Further activities in partnership with SNH to promote focus on John Muir.
April 2014	Clean Up Scotland Week Primarily promotional activities across the incivilities, celebrity led, providing an opportunity for partners to focus on activity should they prefer a focused week.
June 2014	Activities and promotional material for the international events focusing on venues for the Commonwealth Games and Ryder Cup. Transport to and from, surrounding local authorities and also spin off for other communities.

Local Authority Engagement

The following highlights which authorities have formally backed the Clean up Scotland Campaign and those that have yet to. We would want every Council in Scotland to give the Campaign formal backing which includes commitment from the Leader or CEO plus the sharing of the Council's logo on the Clean up Scotland website.

All Councils in Scotland are already informally engaged as the respective Street Cleansing Teams are assisting KSB in supporting the local clean up events that are happening across the country. This support is valuable and very much appreciated.

REQUEST

We would welcome an invitation to meet with the CEO or senior officer from those Councils that have yet to become engaged. To have maximum impact we need all Councils on board.

Local Authority	Fonnally Endorsed	Logo shared	Comment
Aberdeen City Council	Not yet	Not yet	Meeting CEO on 26 August
Aberdeenshire Council	Yes	Yes	Promoted on web pages.
Angus Council	Yes	Yes	Strong endorsement
Argyll and Bute Council	Not yet	Not yet	Endorsement from GRAB Trust covering litter picking throughout the area.
City of Edinburgh Council	Informal yes	Not yet	Met and progressing.
Clackmannanshire Council	Yes	No	Met and progressing.
Comhairle nan Eilean Siar	Not yet	Not yet	In process of setting meeting with Environmental Health and waste management teams.
Dumfries and Galloway Council	Not yet	Not yet	Meeting to discuss them backing.
Dundee CitCouncil	Yes	Not yet	Met and progressing.
East Ayrshire Council	Not yet	Not yet	No contact made
East Dunbartonshire Council	Informal yes	Not yet	In progress of endorsing and adopting branded campaign.
East Lothian Council	Not yet	Not yet	In progress of endorsing and adopting branded campaign.
East Renfrewshire Council	Yes	Yes	Strong endorsement
Falkirk Council	Yes	Yes	Strong endorsement
Fife Council	Yes	Not yet	Met and agreed in principle. Setting up follow up meeting to agree actions
Glasgow City Council	Yes	Yes	Strong endorsement. Supporting Clean Glasgow
Highland Council	Yes	Yes	Strong endorsement
Inverclyde Council	Informal Yes	Not yet	Met Chief Executive via SOLACE
Midlothian Council	Yes	Yes	Formal Council motion agreed support
Moray Council	Not yet	Not yet	Initial meeting but no engagement
North Ayrshire Council	Not yet	Not yet	Still to meet CEO/senior staff
North Lanarkshire Council	Informal yes	Not yet	Met and action plan agreed. In process of endorsing.
Orkney Islands Council	Not yet	Not yet	Met and discussed. No formal response
Perth and Kinross Council	Yes	Yes	Strong endorsement
Renfrewshire Council	Yes	Yes	Strong endorsement from the Greener Renfrewshire Board.
Scottish Borders Council	Yes	Not yet	Supportive and actions relayed to us in support of the campaign.
Shetland Islands Council	No	Not yet	Endorsement from Shetland Amenity Trust. Nothing from Council
South Ayrshire Council	Not yet	Not yet	Setting up meeting
South Lanarkshire Council	Not yet	Not yet	Met and progressing discussions
Stirling Council	Not yet	Not yet	No contact
West Dunbartonshire Council	Not yet	Not yet	No contact
West Lothian Council	Not yet	Not yet	Contact made and in process of backing.

Only 13 of the 32 Councils have given a formal endorsement

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