



Friockheim Park Litter Prevention Action Plan

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~ A Community Hub With Keep Scotland Beautiful ~
~ Part Of The Angus Council Adopt – a – Street Campaign ~

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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.

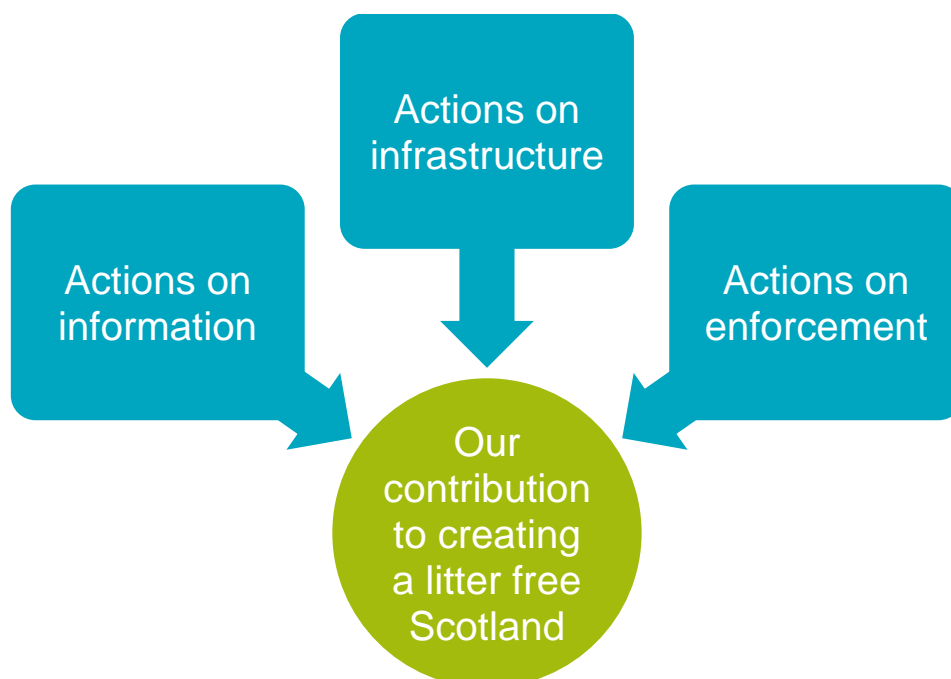
The national strategy outlines three cornerstones of intervention to tackle litter and flytipping:

- 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 **Angus Council**. We will work collectively with the local partners to share resources, deliver objectives, provide knowledge and ideas and influence others.



Our plan

Information actions

Action 1	Celebrate litter prevention successes and encourage other organisations to participate
Description	<p>We will celebrate our accomplishments, however small, reinforce positive behaviours and raise wider awareness through our media channels.</p> <p>We will work with other organisations including schools, businesses and Angus Council, to encourage participation in the Litter Prevention Action Plans project.</p>
Action 2	Report local litter & flytipping hotspots to the Local Authority / Land Manager
Description	<p>Where we notice significant or regular build-up of litter or flytipping in our area then this will be reported to our Local Authority or Land Manager. Where possible we will also provide photographs and/or information on sources or times that this occurs to help tackle the root causes and undertake enforcement action.</p>
Action 3	Raise awareness of the importance of litter and flytipping prevention with our community
Description	<p>We will engage our community raise awareness of littering and flytipping. We will use our community noticeboard, facebook page and other media channels to display litter and flytipping prevention messages, and information about any relevant local events (litter picks, etc.). We will also encourage local businesses to display litter & flytipping prevention messages.</p> <p>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</p>
Action 4	Support local initiatives which aim to prevent litter and flytipping.
Description	<p>We will support local initiatives within our community and work in partnership with other stakeholders to promote litter and flytipping prevention. In particular, we will work with local schools and surrounding businesses on initiatives to prevent litter and raise awareness of litter prevention issues.</p> <p>Where appropriate initiatives may include community-led campaigns focusing on local areas of concern, citizen science projects, use of incentives, litter picks which target hotspots and/or hard to reach groups, and wider environmental improvement projects.</p>

Infrastructure actions

Action 1	Report damaged or missing bin infrastructure
Description	We will report missing or damaged infrastructure to the Local Authority, so they can rectify this or engage the responsible party. This might include infrastructure that has Litter Prevention Action Plan 4 been damaged (e.g. by vandalism) or identifying a problem that could be rectified (e.g. a barrier to prevent flytipping on land).

Action 2	Partner with neighbouring organisations to carry out or promote litter picks
Description	We will work with other organisations in our local community to regularly carry out or promote litter picks that target specific “hotspot” locations.

Action 3	Support the effective evaluation of litter and flytipping interventions
Description	Where appropriate, we will help to monitor the levels of litter and flytipping in our community to help identify root causes as well as the scale of the problem. Providing this information can encourage people to think about what is acceptable, what changes can be made and how they can help to make this happen

Action 4	Think differently about communications infrastructure
Description	We will be aware of and encourage innovation in developing new methods of communication, with new approaches often being the most successful and cheapest to implement.

Enforcement actions

Action 1	Inform our local community that littering and flytipping are crimes
Description	People often do not realise that dropping any waste is a crime. We will inform the community 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.

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.

Friockheim Park Community Volunteers

~ A Huge Thank You All Our Supporters ~



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