



# Solway Firth Partnership Litter Prevention Action Plan

**Solway Firth**  
  
**Partnership**

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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.

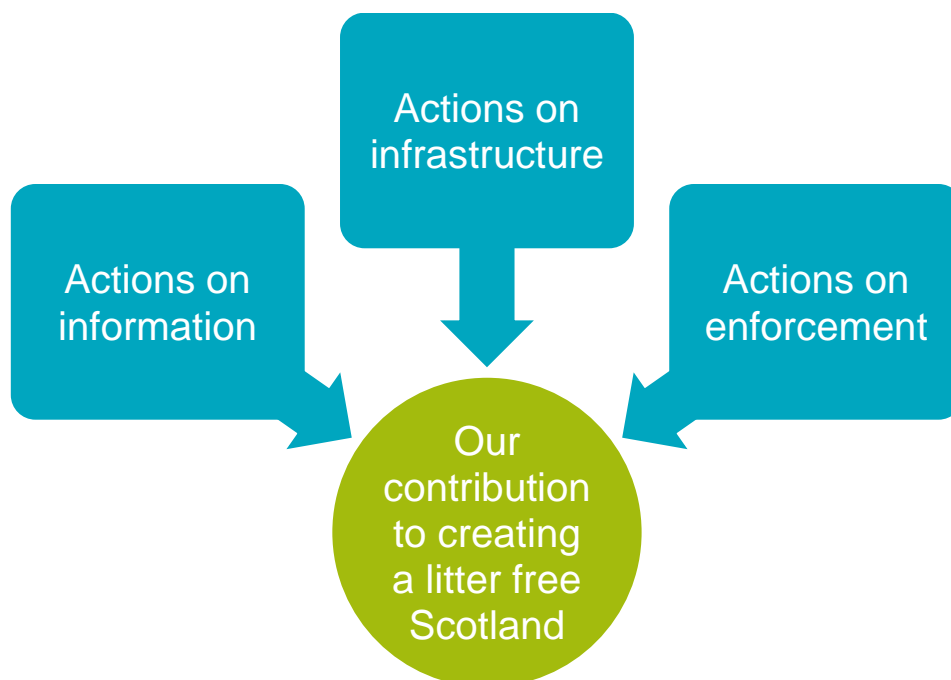
The national strategy outlines three cornerstones of intervention to tackle litter and fly tipping:

- 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 Dumfries & Galloway. We will work collectively with the local partners to share resources, deliver objectives, provide knowledge and ideas and influence others.



## Our plan

### Information actions

<b>Action 1</b>	<b>Celebrate litter prevention successes and encourage other organisations to participate</b>
<b>Description</b>	<b>We will celebrate our accomplishments, however small, reinforce positive behaviours and raise wider awareness through our media channels. We will work with other organisations to encourage participation in the Litter Prevention Action Plans project.</b>
<b>Action 2</b>	<b>Connect with Zero Waste Scotland on social media and share litter prevention messages on social media</b>
<b>Description</b>	<b>We will connect with Zero Waste Scotland on Twitter, Facebook and LinkedIn and regularly share litter and fly tipping prevention messages with our network.</b>
<b>Action 3</b>	<b>Display a litter prevention web banner</b>
<b>Description</b>	<b>We will display a litter prevention message on our email signature and website to engage our employees and the public around the importance of tackling litter and fly tipping.</b>
<b>Action 4</b>	<b>Encourage effective litter and waste management at events</b>
<b>Description</b>	<b>We will follow the guidelines provided in Zero Waste Scotland's Sustainable Events Guide when organising an event and also require third party event organisers to follow the guidelines.</b>
<b>Action 5</b>	<b>Encourage staff to come forward with any litter prevention suggestions</b>
<b>Description</b>	<b>We will engage our staff on litter and fly tipping prevention, and encourage them to come forward with any suggestions and ideas for improvements.</b>
<b>Action 6</b>	<b>Support local initiatives which aim to prevent litter and fly tipping</b>
<b>Description</b>	<b>We will support local initiatives within our community and work in partnership with other stakeholders to promote litter and fly tipping prevention. Where appropriate we will provide in-kind support to enhance the impact of initiatives. This may include using local communications/campaign material and giving staff time to participate in activities such as litter picking and improvement projects.</b>

## Infrastructure actions

<b>Action 1</b>	<b>Facilitate litter picks and other community-led prevention initiatives</b>
<b>Description</b>	If appropriate we will provide direct support to litter and fly tipping prevention initiatives at community level which provide benefit to our organisation. We will do this through facilitation and provision of information and resources including provision of communications materials, provision of litter picking equipment and bags. We will strive to target support where it is most needed (e.g. hard-to-reach communities).

<b>Action 2</b>	<b>Partner with neighbouring organisations to carry out joint litter picks</b>
<b>Description</b>	We will work with neighbouring organisations in our local community such as the National Scenic Areas Officer and Dumfries and Galloway Council Community Assets Managers to carry out joint litter picks that target specific locations or hard-to-reach groups.

<b>Action 3</b>	<b>Provide sufficient litter bins and use the recycling bins provided for us at our premises</b>
<b>Description</b>	We will provide the correct number of bins for staff and customers to make it easier for people to dispose of waste properly and eliminate the 'excuse' for littering behaviour. We will encourage staff to use the recycling bins provided on the premises.

## Enforcement actions

<b>Action 1</b>	<b>Ensure there is CCTV coverage of property</b>
<b>Description</b>	Where we have land which is subject to regular littering or fly tipping, such as a car park, we will ensure coverage by a CCTV camera. Where an incident has been caught on camera we will report this to the Local Authority. If an individual is caught littering then they can be issued with a fixed penalty of £80 and for fly tipping a fixed penalty of £200.

<b>Action 2</b>	<b>Inform staff that littering and fly tipping are crimes</b>
<b>Description</b>	People often do not realise that dropping any waste is a crime. We will inform staff 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 fly tipping.

<b>Action 3</b>	<b>Report any intelligence on litter and fly tipping offences to enforcement agencies for investigation</b>
<b>Description</b>	Third sector organisations may come across fly tipping / other legal infringements as a part of their day-to-day activities. We will report these to the relevant enforcement agency.

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<b>Action 4</b>	<b>Support local and national enforcement campaigns and agencies</b>
<b>Description</b>	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).



**#LitterFree**