



Keep Scotland
Beautiful

Clean and green, today and tomorrow



National Spring Clean

Community action for safe and healthy neighbourhoods
Review 2012

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.

Acknowledgement

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Keep Scotland Beautiful
Wallace House
17-21 Maxwell Place
Stirling FK8 1JU
T: 01786 471333 F: 01786 464611
info@keepscotlandbeautiful.org
www.keepscotlandbeautiful.org

 facebook.com/KSBSScotland  [@KSBSScotland](https://twitter.com/KSBSScotland)

National Spring Clean: <http://springclean.keepscotlandbeautiful.org>

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“ The Scottish Government believes that the people of Scotland can, and should, take more control over the things that affect their lives. Our communities, both urban and rural, are a rich source of untapped potential, creativity, energy and talent and the process of community empowerment is how we can help to release that potential. ”

Alex Neil, Minister for Housing and Communities (Wallace and White 2012)

Foreword

National Spring Clean is Keep Scotland Beautiful's annual campaign which, in 2012, involved thousands of volunteers in community initiatives to clean up their local areas and their favourite places. The campaign, which lasted for two months, raised general awareness of the problem of litter and mess, and prompted many people to take part in community action. This activity made an immediate and visible difference to many places in Scotland. But such campaigns also have the potential to make a lasting, positive effect on individual behaviour and, consequently, the environment.

National Spring Clean aims to raise awareness of the environmental impact of litter and mess and to encourage high levels of volunteer participation at a local level. The impact of National Spring Clean is worthy of consideration. This report is neither an extensive evaluation nor an intensive, in-depth analysis to understand the psychology of individual behaviour affecting litter and mess. Rather, it provides an overview of activities in 2012 and sets out the likely impact of the efforts of many thousands of campaign volunteers. There are things that we would like to understand better as we develop the campaign over subsequent years.

Keep Scotland Beautiful works in partnership with many individuals and organisations which share its vision of a clean, green, sustainable Scotland. I should like to

thank them for their considerable efforts in helping to make this year's campaign so successful.

In particular, I must acknowledge the support of the Scottish Government, the funding support from Zero Waste Scotland, the assistance given by all of Scotland's local authorities, and pay tribute to the many people who gave up their time to help us clean up Scotland.



Derek A. Robertson
Chief Executive
Keep Scotland Beautiful

Introduction

This report describes the findings of a review of National Spring Clean, a Keep Scotland Beautiful (KSB) campaign to improve local environmental quality. Environmental quality is one of the organisation's three main areas of activity. The other two are environmental education, and climate change and sustainable development.

During the period 2007 to 2012, National Spring Clean has been KSB's flagship volunteer campaign engaging, cumulatively, around 400,000¹ volunteers who have cleaned up over 6,000 places and collected over 4,000 tonnes of litter equating to nearly one million black bags of litter. Independent research shows that no other organisation in Scotland is motivating as many people to take action to clean up their neighbourhood (Wallace and White 2012).

The campaign helps to make Scotland cleaner, with places that people care about improved and, in some areas, returned to community use. It may also influence behaviour. Recent research suggests that people's behaviour is influenced if they can "get involved in a combination of easily accessible and attractive local events, if positive feedback is reinforced from various sources, if there are rewards for volunteering, combined with a feeling of 'doing the right thing' and making a difference" (Prager 2012). Social and contextual factors also affect littering; if people see others cleaning, or if a place is already clean, they are less likely to litter.

In order to build on experience so far, KSB reviewed the 2012 campaign and some recent research evidence to gain a clearer picture of:

- **Why people volunteer for the campaign**
- **What types of people volunteer**
- **Whether they pick up litter at other times of the year**

- **What motivates volunteers and influences behaviour change**
- **The legacy of the campaign**
- **How the campaign can increase its reach and increase participation**

The review included a telephone survey of 32 local authorities and a survey of a sample of 18 groups representing different group types and clean-up locations. The review was small-scale and indicative only, and considered both qualitative and quantitative evidence. The findings are summarised in the following sections:

- **Profile of volunteers and activities**
- **Impact and legacy**
- **Potential for growth**

The report also sets out conclusions.

i Litter affects the lives of everyone in Scotland every day. National Spring Clean gives people the opportunity to do something positive about it.

¹ Estimated volunteer numbers are based on event registrations 2007-2012. In practice, turnout can be higher or lower on the day. Feedback from previous spring cleans suggests the number may be an underestimate, as we believe there is a high likelihood that people bring along a friend who is unregistered.



The importance of local environmental quality

Local environmental quality issues include litter, flytipping, nuisance and abandoned vehicles, graffiti, and dog fouling. These are often associated with a lack of respect for communities and the environment generally. Research indicates that these “incivilities” adversely affect communities and the well-being of the people who live in them (Wallace and White 2012).

Local authorities are estimated to spend up to £100m a year on street cleansing services; a considerable proportion of that is spent clearing up litter². Whilst exact figures are difficult to extrapolate, there is no doubt that responsible behaviour by individuals could save councils millions of pounds annually. It is also clear that cuts in public spending could have a significant and negative impact on local environments.

This is a concern because improving local environmental quality brings environmental, economic, social and health benefits which are consistent with the Scottish Government’s strategic objectives, Safer and Stronger and Greener, as well as its overall purpose of increasing sustainable economic growth (Scottish Government 2012a).

KSB, through National Spring Clean, supports people to take action against litter and mess. In order to help people organise and make their events as successful as possible, KSB provides:

- A simple online registration process
- A free clean-up kit
- An online information hub to help volunteers to organise and promote their event
- Local authority contacts to arrange uplift of litter collected and lend equipment
- Incentives such as free edible treats (in partnership with Greggs) as well as photography and feedback competitions
- On-going support
- Database of local events, groups and organisers



² KSB asked each local authority how much it spent on cleansing. It had responses from 18 of them and used the figures to extrapolate a national figure using like-for-like figures for similar councils. Note that the campaign incurs some costs to local authorities associated with work hours required for delivering/uplifting equipment, collecting waste from events, and buying equipment (such as litter pickers).



Environmental benefits

Food and drink packaging is one of the most common sources of litter in Scotland; it is also material which can be easily recycled. Dealing with this will help achieve the ambitious recycling targets set out in the Scottish Government's Zero Waste Plan (Scottish Government 2010).

Economic benefits

Scotland's beauty is one of its greatest assets. Annually, tourism is regarded as worth over £4bn to the Scottish economy with 90% of visitors citing the scenery as the main reason for their visit. VisitScotland has ambitious plans to increase tourism in Scotland by 50% over a ten-year period and high local environmental quality is vital to this aspiration (VisitScotland 2007). Reducing litter and mess can also assist local authority cleansing costs, therefore diverting resources elsewhere.

Social benefits

According to the 2011 Scottish Household Survey, local environmental quality issues are the most prevalent problem in Scottish neighbourhoods (Scottish Government 2012b). KSB research of attitudes to litter and littering found that people were most concerned by litter in their own neighbourhood; and that improving local environmental quality would help address this which, in turn, could lead to a positive impact on well-being, quality of life and community cohesion (Keep Scotland Beautiful 2007).

Health benefits

A Scottish Government report found that low levels of litter and quality green spaces were associated with reduced obesity and greater satisfaction with an area. (Scottish Government 2011).



Profile of volunteers and activities

In 2012, 117,000 volunteers registered for National Spring Clean; an estimated further 100,000 people also participated but did not register³. This section sets out who volunteers, what motivates them to take part and where they come from.

Who volunteers

Volunteers come from all walks of life, with one in five participating on an individual basis and the rest through groups, notably schools and nurseries⁴. Most (85%) clean-up events were registered by established groups such as community councils and youth groups. Some groups were very successful in inviting other groups to join them, thus boosting participation, notably Beautiful Scotland groups⁵ and community councils.

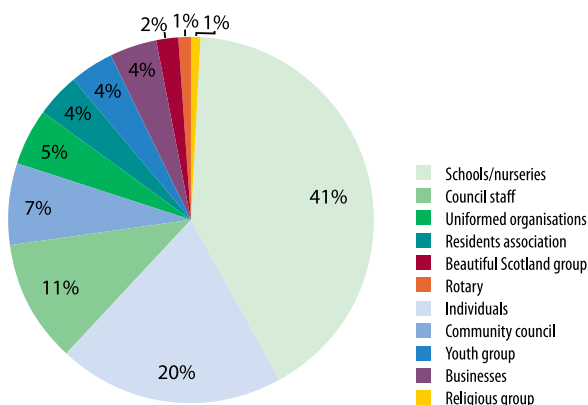


Diagram 1: Group types

On average, (see diagram 2 on page 7) a higher percentage of volunteers came from rural local

authorities than urban or mixed authorities. This matches the general pattern for volunteering⁶. However, there is considerable variation across local authorities. For example, Midlothian, a mixed council, achieved the second highest percentage overall (7.4%) and many urban councils achieved higher participation rates than rural counterparts. This may be associated with the influence of local authority support and promotion on participation (see page 9).

Participation data for the 2012 National Spring Clean was analysed using ACORN software (see diagram 3) (CACI n.d.). In keeping with the findings of the Scottish Household Survey, a significant proportion of National Spring Clean events were held in geographical areas classified as the wealthiest two ACORN categories⁷, “wealthy achievers” and “urban prosperity”.

However, the highest proportion of events were held in areas defined as the least well-off category, “hard pressed”, a demographic not typically associated with high levels of volunteering. While volunteers might not all be from the immediate area, typically, National Spring Clean volunteers act locally, so there are good grounds to think that a wide range of demographic groups is engaging with the campaign.

³ Our evidence suggests that for every one individual who volunteers and registers, at least one other person volunteers but does not register. This was confirmed in the participation survey and from feedback gained from National Spring Clean between 2007 and 2011.

⁴ Volunteers could select more than one group type.

⁵ www.beautifulscotland.org

⁶ Based on evidence from Volunteer Development Scotland

⁷ ACORN analysis was by six figure postcode.

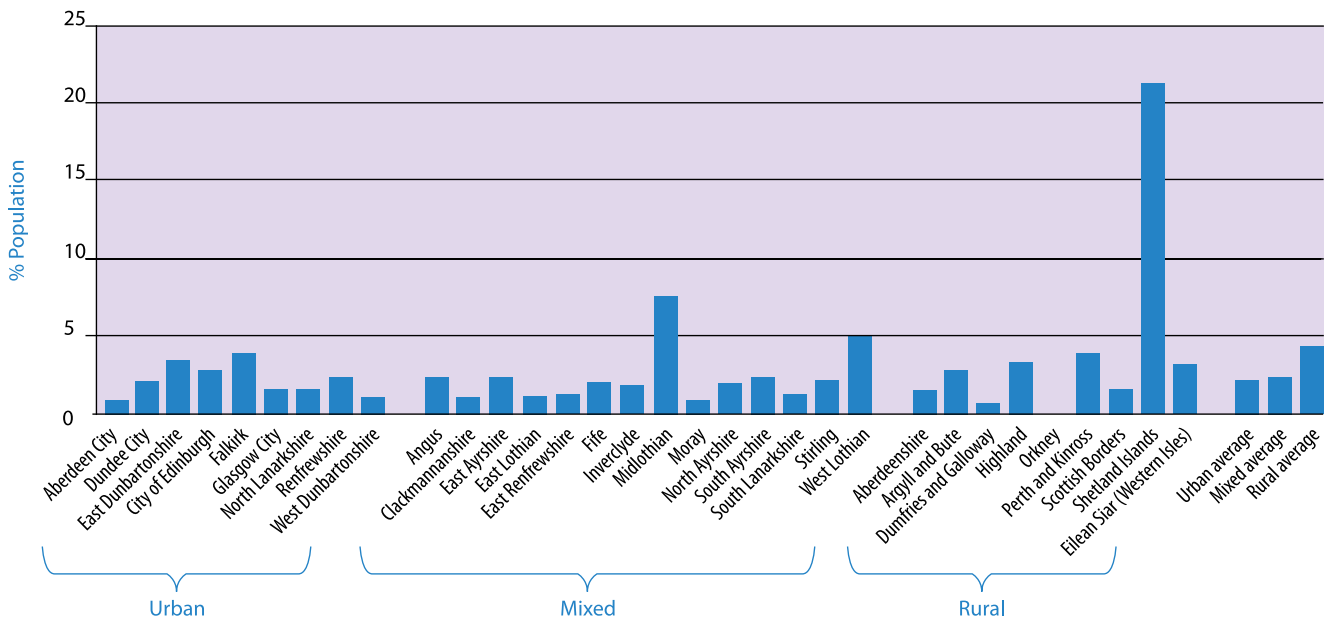


Diagram 2: Number of volunteers as a percentage of local authority population

Several factors might account for this:

- One of the main reasons why people do not volunteer or stop volunteering is lack of time. Participation in National Spring Clean requires volunteers to give up only an hour or two of their time, significantly less than many traditional forms of volunteering
- The Scottish Household Survey found that local environmental quality declined as levels of deprivation increased (Scottish Government 2012b). This means that the problem is likely to be worse in “hard pressed” areas
- People in “hard pressed” areas may feel most motivated to take part. This may be because they are more likely to be affected, or are more supported/encouraged by their local authority

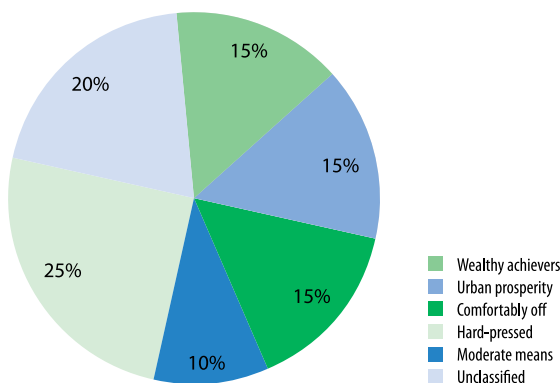


Diagram 3: Proportion of clean-up events by location compared to UK totals for each ACORN category

Why people volunteer

KSB surveyed a sample of groups to find out what motivates people to take part. Overwhelmingly, they said that they were “fed up with litter and its effect on their community” and wanted to do something about it. This reflects the findings of The Scottish Household Survey which indicates that littering and dog fouling are perceived to be the most common forms of anti-social behaviour with 51% of people saying that these are very or fairly common problems in their area (Scottish Government 2012b).

Comments from volunteers included:

“Feel passionate about litter. The area has lots of visitors who leave lots of rubbish.”

Trossachs Community Trust

“So fired up about litter everywhere. National Spring Clean is an opportunity to do something for the community.”

Busby Parish Church

“Litter is getting worse and we want to improve this. We have an environmental action day each year and are thinking of having more.”

Thornliebank Tenants and Residents Association

The time volunteers give

Experience of many years and feedback from groups indicate that a typical clean-up event lasts around 1.5 hours. This means that the 117,000 registered volunteers who took part in National Spring Clean in 2012 contributed over 175,000 volunteer hours.

Using information on the economic value of volunteering from Volunteer Development Scotland, the economic value of the volunteer hours to National Spring Clean in 2012 is calculated at over £2.3m (Volunteer Development Scotland 2010).

Promoting events

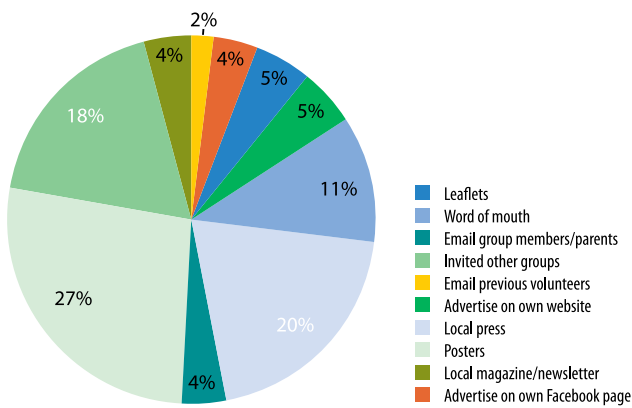


Diagram 4: Promotional activities

Groups used different methods to promote events but typically mentioned posters and local press advertising. When groups register, KSB sends them an A3 poster to promote their event and web links to an online poster creator and template press releases. Local press have always supported the campaign through feature articles and photos.

During the 2012 campaign period, 162 media releases were issued; 170 online articles were picked up through media monitoring; KSB gave nine radio interviews and appeared on STV Scotland Tonight and BBC Reporting Scotland. Online adverts were seen over 1.6m times⁸; limited press advertising reached around 300,000 readers; and there were over 7,500 unique visitors to the campaign media centre.



Locations for clean-up activities

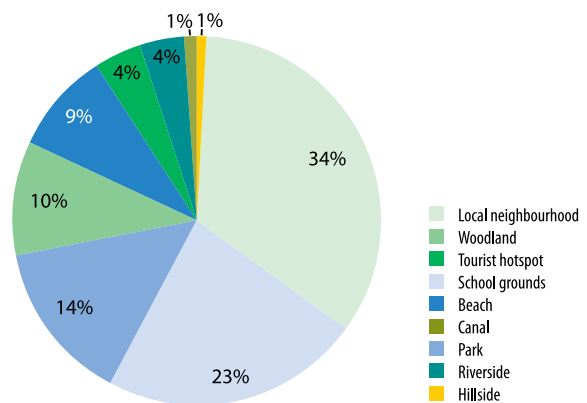


Diagram 5: Locations of clean up events

During 2012, volunteers cleaned up over 1,500 different places.

The local neighbourhood was the most popular location: people care about their own surroundings and want to improve them. Many school groups chose to clean up their school grounds and surrounding area, mostly as part of their “Eco-Schools” work. The places people visit for days out or holidays, such as beaches and woodlands, are also popular.

It is not possible to quantify the total area cleaned because the events and locations are so different. For example the campaign included a small area (around 20 by 20 metres) in Stirling on the main route from pubs and shops to the railway and bus stations. In contrast, Fife Council coordinated clean-up events to cover all 187km of the Fife Coastal Path.

⁸ Online adverts received over 1.6m opportunities to see campaign details. Source: Newsquest (including S1 communities, Evening Times), Ad Networks, S&UN (local press network), List, Netmums



Support from local authorities

KSB has established partnerships with all local authorities in Scotland. This is vital to National Spring Clean's success. All support and endorse the campaign and arrange for the disposal of litter and flytipped items which volunteers collect. Most also lend equipment to the volunteers.

KSB surveyed 26 of the 32 local authorities to find out whether and how they promote the campaign. Diagram 6 below indicates that 19 actively promote the campaign but there is significant variation. Some have dedicated cleansing/education staff who recruit and support groups while others promote the campaign on their websites or email each school. In general, there was some correlation between levels of promotion by local authorities and local participation levels.

Do you actively promote NSC to groups?		Do you liaise with / involve other council departments?		Do you liaise with local environmental orgs?	
Yes	19	Yes (waste collection)	9	Yes	6
No	6	Yes (promotion)	6	No	19
In the past	1	No	11	No answer	1

Diagram 6: Local authority support

Falkirk Council holds a launch event a month beforehand and has used billboards, adshells, press releases and local radio, posters in schools, libraries and community halls and emails to local groups.

A few local authorities work with local environmental organisations to promote National Spring Clean. This is very effective. The GRAB Trust (Group for Recycling in Argyll & Bute)⁹ works with local schools and community groups to encourage sustainable waste management and recycling and raise awareness about wider environmental issues including marine litter. The trust links with KSB and actively promotes clean-up activities and recruits volunteers.

Glasgow Community Safety Services is a charitable company jointly owned by Glasgow City Council and Strathclyde Police. Its officers work in local communities and are very successful in recruiting groups, supporting them to carry out their events, providing equipment and liaising with the council to have the litter collected.



⁹ www.grab.org.uk

Impact and legacy

Experience to date indicates that National Spring Clean contributes to short and long-term environmental, economic, social and health benefits.

Environmental benefits

Volunteers collected over 1,100 tonnes of litter as a result of the campaign. Most of this was “recyclable” (for example glass bottles and textiles) which indicates the campaign’s potential to recover resources which would otherwise have been lost. Schools also raised awareness with young people about the importance of minimising waste.

Type of litter collected	Number of bags collected	%
Black bags	1,790	78%
Drink can bags	112	5%
Garden waste bags	102	5%
Glass bottle bags	79	3%
Paper bags	39	2%
Plastic bottle bags	148	6%
Textile bags	17	1%
Total	2,287	100%

Diagram 7: Number and type of bags collected by 129 groups

As well obvious immediate improvements to the surroundings, removing litter is likely to have a beneficial effect on wildlife and the wider environment. According to the RSPCA, “litter costs lives”. It reports that it receives over 7,000¹⁰ phone calls annually about litter-related incidents and its officers regularly rescue pets, farm and wild animals trapped or hurt by discarded litter (RSPCA 2012). Plastic litter has a devastating effect on marine life (Marine Conservation Society 2012).

Volunteers in Southesk Primary School in Montrose brought all the litter they collected back to the school hall and sorted it out into different categories and used this to make a graph. The graph was photographed for analysis by the P7 class as part of their learning on data handling. They then shared their findings with the rest of the school during assembly.

Economic benefits

Using information on the economic value of volunteering from Volunteer Development Scotland, KSB estimates that the economic value of the volunteer contribution to Spring Clean in 2012 is over £2.3m (Volunteer Development Scotland 2010).

Volunteers cleaned 230 beaches during the 2012 campaign. Over 40% of groups chose to clean up an area outside their local neighbourhood or school. They wanted to keep places, which are often popular with tourists, clean for themselves and for others. With 58% of visitors to Scotland attributing their visit to the scenery and landscape (Visit Scotland 2011), the economic value of clean-up events in tourist locations is likely to be significant in maintaining tourist perceptions.

As well as the economic benefits associated with tourism, the campaign is likely to offer financial savings to local authorities which spend considerable amounts on clearing up litter.

¹⁰ No specific figures for Scotland were available. The Scottish SPCA is the equivalent organisation in Scotland: www.scottishspca.org



Social benefits

The campaign has brought social benefits through improved environments, social cohesion and volunteering opportunities. For example, residents in Govanhill have worked with local organisations, holding clean-up events, tackling flytipping and creating green spaces. The group has involved the local Roma community, winning a Glasgow Evening Times award, and is recruiting a “community champion” in every housing block. The group reports that this has improved the environment for all to enjoy and has reduced anti-social behaviour.

“Roma people, from the Czech Republic, Slovakia and Romania have joined forces to take part in litter-picking, cleaning back courts and planting trees. They have formed the Clean Green Team – and for the past 12 weeks they have been giving 25 hours a week of their time in exchange for English language classes at Langside College.”

Evening Times 13 April 2012

During 2012, the campaign involved over 117,000 registered volunteers (and over 400,000 since 2007). It is also likely to have brought in tens of thousands more people who did not register¹¹. The social value of volunteering includes enhanced community cohesion, skill development, and enabling communities to address other social problems (Wallace and White 2012). Volunteering in its own right can lead to social inclusion and making unsafe areas safer (Timbrell 2007).

Health benefits

Improving local environmental quality can have a positive impact on the health and well-being of local residents (Wallace and White 2012). Clean-up volunteers report that taking part has made them feel better and improved their mental well-being, for example through meeting new people and making friends with their neighbours.

Participating in clean-up type activities also offers the physical health benefits of associated with moderate physical activity (The Conservation Volunteers 2012).

Research indicates that poor quality green spaces are used less frequently than well-kept green spaces (Reid and Curtice 2011). This suggests that areas improved through clean-up events are likely to attract people and bring about associated physical and mental health benefits.



¹¹ See footnote 1



Year-round activity

National Spring Clean volunteers and groups carry on cleaning all year round. A quarter of groups surveyed organise clean-up events throughout the year. Many volunteers also said that they collect litter daily/regularly.

With funding from the People's Postcode Lottery, KSB has provided groups with a permanent clean-up kit. In 2011, 30 groups across Scotland received handy hoops, litter pickers, gloves, high-visibility jackets and bags for collecting litter. Each group committed to carrying out four clean-up events throughout the year and to lend the equipment to other local groups. KSB distributed kits to a further 32 groups in 2012.

In addition, several groups which have participated in National Spring Clean have used this as a springboard for long-term activity. KSB has supported this through two further campaigns: Beautiful Scotland and It's Your Neighbourhood managed in partnership with the Royal Horticultural Society (RHS). RHS has assessed the impact of these and calculated average group size and volunteer hours (Royal Horticultural Society 2011).

KSB estimates that in 2011-12, 169 National Spring Clean groups participated, involving nearly 7,500 volunteers who contributed 350,000 hours. Together, these campaigns offer groups further opportunities to develop their activities and the support to become self-sustaining.

Preventative action

As well as dealing with litter, National Spring Clean also contributes to reducing littering and waste and raising awareness with young people with the potential to influence life-time behaviour. The campaign supports communities to try out new ways of preventing littering in the first place. There are many examples of preventative action, including work with young people, both in schools and in the community generally. One school responded to heavy littering in particular areas by repositioning the litter bins thus resolving the immediate litter problem but also encouraging different behaviour. Reducing waste in the environment, together with a focus on recycling and re-using it, contributes to preventing long-term environmental damage, and also raises awareness about what can be recycled and how.

Influencing long-term behaviour

National Spring Clean gives local people ownership and supports them to do something practical about litter and waste. This in turn leads to behavioural change with dropping litter seen as socially unacceptable. Being engaged in environmental protection increases understanding of the issue (Prager 2012) and this is likely to have a positive long-term impact on individual behaviour and local communities. Involving young people in their formative years in direct activities and in an educational context has the potential to influence their choices and actions over the life course, with the potential for generational change. As one person put it, "It encourages us to believe that the future of Scotland's environment is in safe hands."

Concerned about the deterioration of their environment, a group of residents formed Uddingston Pride in 2000. Volunteers carry out litter-picking days, annual planting events and general maintenance exercises. As a result, the village is seen as a beautiful and welcoming place. The group has extended the range of its work; receives considerable support from local businesses; and raises substantial funds. It has been regular category winner in Beautiful Scotland and also Scotland representative in the Britain in Bloom finals, winning its category in 2011.



Potential for growth

Evidence from 2012 indicates that National Spring Clean has brought benefits and has the potential for lasting impact. There is potential for the campaign to achieve more.

Diagram 8 shows that the number of registered campaign volunteers has increased every year for the past five years from 8,500 in 2007 to 117,000 in 2012 (93% increase). There is significant potential for further growth in volunteer numbers; in clean-up events; and awareness-raising. This section describes how KSB could achieve that.

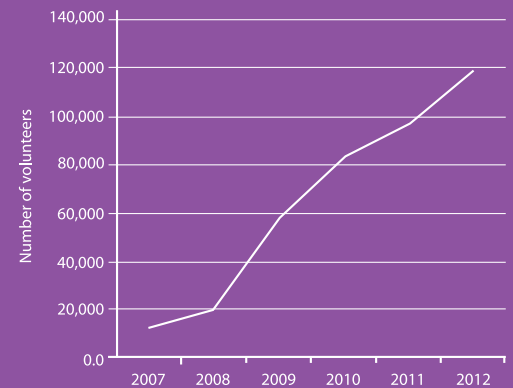


Diagram 8: Growth in volunteer numbers

Engaging with schools through the Eco-Schools programme

'Eco-Schools'¹² is an internationally-renowned education programme. Managed by Keep Scotland Beautiful in Scotland, over 98% of local authority schools are registered with the programme with over 1,500 having achieved prestigious 'Green Flag' status.

Litter is the only mandatory topic in the Eco-Schools programme. Despite this, only 13% of schools registered for National Spring Clean. KSB surveyed a random selection of schools with Green Flag status and found that, although most take part in clean-up events during and outwith the National Spring Clean campaign period, many do not register¹³.

If every school which registers with the Eco-Schools programme were to participate in National Spring Clean, this could increase participation to approximately 775,000 individuals¹⁴ and the number of clean up events to around 2,750. This is already the case in Ireland where An Taisce¹⁵ runs a very successful National Spring Clean with nearly 500,000 volunteers each year. An Taisce encourages all schools to hold their Day of Action (a requirement of the Eco-Schools programme) during the campaign period and to take part in a clean-up event.

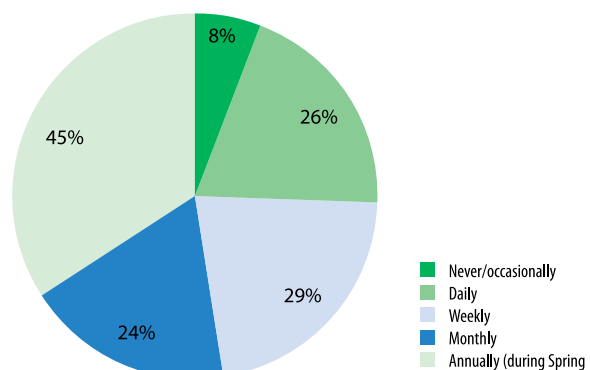


Diagram 9: Profile of school activity

¹² www.ecoschoolsscotland.org

¹³ Phone calls to schools suggested that many just do not register their own equipment and have organised events before so do not need the support pack so do not register. KSB plans to look at this (for example by incentivising schools to sign up) next year.

¹⁴ There are approximately 900,000 school-age children in Scotland of whom around 850,000 attend schools registered with Eco-Schools. Around 75,000 children took part in National Spring Clean in 2012.

¹⁵ www.antaisce.org



Engaging with groups

The profile of group involvement (see page 6) suggests that there is significant potential for attracting more groups within each category (see diagram 10).

Group type	Number of groups which took part	Groups of this type in Scotland ¹⁶
Community Councils	159	1,200
Uniformed organisations (Scouts, Guides, Boys' Brigade and Girls' Brigade)	102	2,800
Youth groups	97	1,000
Tenants and residents associations	95	700
Rotary groups	21	32

Diagram 10: Number of groups by type

These groups are approached by many other campaigns and charities so it would be important to convince them of the fit between National Spring Clean objectives and their own. For example, participating in a clean-up event could count towards a uniformed organisation community-based badge, Duke of Edinburgh Award or the Young Scot reward scheme¹⁷. An important selling point is that it is relatively quick and easy to arrange and participate in National Spring Clean.

Encouraging “time poor” volunteers

Fewer clean-ups take place in locations classified on Acorn as “comfortably off” and “moderate means”. This may indicate that these social groups are less well represented among volunteers. These social groups encompass secure families (including young working families and more mature middle class families) and people of moderate means (including many blue-collar workers) (CACI n.d.). These families are often “time poor”. However, taking part in Spring Clean does not require a lot of time or a regular commitment, both common barriers to volunteering (Volunteer Development Scotland 2010).

¹⁶ www.scotland.gov.uk/Topics/Government/local-government/CommunityCouncils
www.scouts-scotland.org.uk
www.girlguidingscotland.org.uk
<http://scotland.boys-brigade.org.uk>
www.girls-brigade-scotland.org.uk
www.youthscotland.org.uk
www.regionalnetworks.org.uk
www.ribi.org

¹⁷ www.youngscot.org/rewards



Friends of Bridge of Allan, a community group involved in both National Spring Clean and Beautiful Scotland, asked regulars of a local pub if they would help to clear up a small area near to the pub one Sunday morning. There was a great response with several people saying that it was a good hangover cure! Another local pub heard about this and the regulars also volunteered their services. There is now a healthy rivalry between the two pubs with their respective volunteers participating in various local environmental quality activities.



Other development potential

Experience to date indicates that there is potential to:

- Develop closer relationships with local press to increase publicity before events and attract more volunteers
- Work more closely with the Zero Waste Scotland volunteer programme to recruit groups
- Work with local authorities with the lowest rates of participation to emphasise the benefits of the campaign. There is also a role for local authorities to narrow the gap between affluent neighbourhoods which tend to have higher levels of street cleanliness than deprived neighbourhoods (Hastings et al. 2009)
- Encourage more businesses to participate as part of their corporate social responsibility (CSR) programmes by building relationships with trade bodies, chambers of commerce and CSR departments



Conclusions

- During 2012, National Spring Clean stimulated improvements in environmental quality in over 1,500 localities with more than 1,100 tonnes of litter removed.
- It involved 117,000 registered volunteers who contributed an estimated 175,000 hours.
- The economic value of volunteer hours is estimated as at least £2.3m.
- Its reach extended to an estimated 100,000 more non-registered participants.
- The online advert was seen 1.6m times.
- It encouraged communities to take positive action to reduce litter and improve their local neighbourhood. This is expected to have brought associated economic, environmental, social and health benefits, many of which may be long-term.
- The results emanating from a short-term campaign are notable. They indicate that campaigns of this nature are important to local communities and help encourage a sense of pride.
- There is potential for growth, to involve more people in more events and at different times of the year.
- The Eco-Schools programme provides a mechanism for engaging more schools and young people in the campaign.
- There is scope to target particular sectors which are currently under-represented, for example local authorities; particular interest groups; and people with restricted time for volunteering.
- There is an opportunity to develop the campaign over an extended period and to add additional objectives which bind in key partners.
- Funding support from Zero Waste Scotland and the Scottish Government has been vitally important in allowing KSB to deliver the National Spring Clean Campaign.



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www.rhs.org.uk



Keep Scotland Beautiful
Wallace House, 17-21 Maxwell Place, Stirling FK8 1JU
T: 01786 471333 F: 01786 464611
info@keepscotlandbeautiful.org
www.keepscotlandbeautiful.org

 facebook.com/KSBScotland  @KSBScotland

<http://springclean.keepscotlandbeautiful.org>

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