

**For immediate release
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East Ayrshire litterers fined in national crack down

Scotland took a zero tolerance approach to littering on Thursday 10th June, educating people about the consequences of dropping litter and issuing fixed penalty notices across the country to those caught in the act - and 10 were in East Ayrshire.

For the third year running, Keep Scotland Beautiful teamed up with 18 local authorities - including East Ayrshire - along with police forces for a single national day of action to educate and target those trashing our streets and open spaces with their disgusting habits.

During the day of action on litter 235 uniformed officers from local authorities and police forces across Scotland worked together throughout the day patrolling the streets and open spaces of Scotland, educating and where necessary issuing warnings.

The national day of action on litter aimed to raise the profile of the low-level crime and demonstrate to the public that the enforcement agencies have a serious desire to tackle it. Despite 66% of the Scottish public being aware that a fixed penalty notice (FPN) of £50 could be issued to those caught in the act, and 7,537 Fixed Penalty Notices being handed out in 2008/09, many people still do not know of anyone who has been fined. So, local councils across Scotland, in partnership with the police forces and Keep Scotland Beautiful, were out on the day, issuing FPNs to anyone they saw dropping litter.

John Summers OBE, Chief Executive of Keep Scotland Beautiful, said, "The day of action has demonstrated that Scottish local authorities and police forces are committed to tackling littering. By working in partnership across the country we have taken a stand against low level crimes, such as littering, and demonstrated that it will no longer be taken lightly.

Keep Scotland Beautiful is an operating name of Environmental Campaigns (Scotland).
Scottish Charity Number SC030332

“It is clear that littering is still a big problem if more than 310 fixed penalty notices of £50 were issued to people on a single day in Scotland, with 10 of these being in East Ayrshire but by continuing to educate people, provide better services and issue fines we are united in our approach to make our communities safer, stronger, greener and cleaner”.

Councillor Jim Todd, Spokesperson for Improving Community Safety, said: “East Ayrshire Council is committed to ensuring that littering, in any form, is not acceptable and our Corporate Enforcement Unit who work in conjunction with Police colleagues endeavour to keep litter off the streets by issuing fixed penalty notices to those who needlessly drop litter. East Ayrshire Council fully supports the Keep Scotland Beautiful national campaign held on 10th June and will continue throughout the year to keep litter from the streets and improve the environment for the people of East Ayrshire.”

Councillor McDill, Spokesperson for Delivering Community Regeneration said:
“At a national level it costs local authorities £100 million to clear litter off our streets – this is money that could be better spent elsewhere in the communities! The Corporate Enforcement Unit is working very hard in conjunction with our Community Planning partners including the Police to improve our towns and this national zero tolerance initiative to litter supports the principles of town centre regeneration in East Ayrshire. Take pride in your towns – put litter in the bins and let’s make East Ayrshire a better place to work, live and play.”

- Ends -

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Please visit <http://news.keepscotlandbeautiful.org/LitterActionDay.asp> for further information or to download relevant photos.

For a list of local authorities, police forces and other organisations who participated in the Litter Action day, visit <http://www.keepscotlandbeautiful.org/index.asp?pg=372>

Note to the Editors

- Keep Scotland Beautiful (KSB) is an environmental charity which aims to protect, preserve and enhance the environment of town and country in Scotland for the benefit of the public. Keep Scotland Beautiful administers the People and Places, Keep Scotland Tidy, Blue Flag and Seaside Award, and the Eco-Schools environmental programmes along with the Sustainable Scotland Network, Climate Challenge Fund and Going Carbon Neutral Stirling campaigns.
- The first Litter Day of Action took place in 2008. A total of 155 uniformed officers patrolled Scotland and 178 fixed penalty notices were issued, along with a number of warnings.
- The second Litter Day of Action in 2009 was supported by 24 local authorities, 4 police forces, the Association of Chief Police Officers in Scotland (ACPOS), Royal Environmental Health Institute of Scotland (REHIS), Chartered Institution of Wastes Management (CIWM), Amey and Loch Lomond and Trossachs National Park. 252 uniformed officers issued a total of 198 fixed penalty notices, along with a number of warnings.
- This third Litter Day of Action was supported by **18** local authorities, and police forces. **235** uniformed officers issued a total of **313** fixed penalty notices, along with a number of warnings.
- Scottish Local Authorities have a statutory duty to 'keep relevant land clear of litter and refuse as far as is practicable' under the Environmental Protection Act (EPA) 1990. (Section 89(1)). Further details on the EPA can be found at www.littercode.org
- Authorised local authority officers or a police constable can issue fixed penalty notices for littering. The EPA allows people suspected of having committed an offence under the Act to be issued with a fixed penalty notice as an alternative to criminal prosecution
- In a survey carried out in June 2009, 26 of the 27 local authorities who responded had adopted the fixed penalty scheme for littering with 20 of these authorities issuing a total of 7,537 fixed penalty notices during 08/09. 4,563 of these notices were paid within the 14 days allowed, and of those not paid, 1,275 resulted in enforcement through the Sheriff Court.
- KSB estimates it costs local authorities around £100 million a year to clear litter from public land.