



For immediate release

Picnickers Beware – You Are Being Watched!

In their latest efforts to tackle food-on-the-go litter, Keep Scotland Beautiful's oversized litter costumes will be spending Friday 24th July entertaining picnickers and visitors to the Loch Lomond and Trossachs National Park, reminding them to put their packaging and leftovers in the bin when finished or to take them home with them.

This is Keep Scotland Beautiful's first food-on-the-go litter campaign. The campaign will focus people's attention on the ongoing problem of litter created by food and drink on the go. Through posters distributed Scotland-wide, the campaign will target everyone who eats outside – the 'al fresco' audience - and highlight that dropping such litter is a crime which can result in the perpetrator being issued with a Fixed Penalty Notice for £50.

With 34% of all city and town-centre sites surveyed in Scotland in 2008-09 being blighted by fast food, drinks and confectionary litter, it seems that although food-on-the-go may be the quickest way to satisfy those hunger and thirst pangs, the effects of tossing away leftovers and wrappers are often slow to disappear. And when the average plastic film container takes 20-30 years to break down it is no wonder that so many of our open spaces provide a stark reminder of people's throw away attitude.

The campaign is to be launched on Friday 24th July in Luss in the Loch Lomond and Trossachs National Park, an area which is extremely popular with day-trippers as well as holiday makers due to it's natural beauty. The launch is being organised by Keep Scotland Beautiful, the Loch Lomond and Trossachs National Park and Argyll and Bute Council, with the specific date chosen as it coincides with the Glasgow Fair Fortnight and also the cross-over between the Scottish and English school holidays.

Programme Manager for Keep Scotland Beautiful, Donna Niven, said, “We are urging people not to drop their left over food or drink litter on the ground as part of this Keep Scotland Tidy campaign for a number of reasons. Not only can the visual impact of food-on-the-go litter be bad for business and tourism, it can present risks to animals and children, and Scottish local authorities are spending over £100 million a year removing litter from our roads and open spaces – money that in the current economic climate, could be saved if we all just put our litter in the bin.

“The truth is that dropping food-on-the-go litter - whether during the day time following lunch time picnicking or after an evening ‘al-fresco’ barbeque - is a crime for which you could be fined £50. And with more and more fixed penalty notices being issued for dropping litter – over 7,500 between April 2008 & 2009 - there is more chance of you being caught.”

- Ends –

For further information please contact:

Juliette Camburn on 01786 468 796 / 07595 779 668 or e-mail

juliette.camburn@ksbscotland.org.uk

The on-line media centre is available at: <http://news.keepsotlandbeautiful.org/foodonthego.asp>

Notes for Editors

- Keep Scotland Beautiful is one of Scotland’s leading environmental charities, administering anti-litter campaigns under the Keep Scotland Tidy slogan along with the People and Places, Blue Flag and Eco-Schools environment programmes, Waste Aware Scotland, Sustainable Scotland Network, Climate Challenge Fund and Going Carbon Neutral Stirling campaign.
- This is Keep Scotland Beautiful’s first food-on-the-go litter campaign.
- The campaign focuses on the ongoing problem of litter created by food and drink on the go, and will be launched in Luss on the 24th July by Keep Scotland Beautiful, the Loch Lomond and Trossachs National Park and Argyll and Bute Council.
- The term ‘food-on-the-go litter’ refers not only to food debris, but to all items relating to food-on-the-go - including the containers in which take-away food is packaged; chip wrappers, burger or pizza boxes; packaging of other food-on-the-go, such as sandwich boxes and bakery bags, sweetie wrappers and crisp packets; drinks bottles; and also disposable barbeques.
- Food-on-the-go litter can be bad for business and tourism, dangerous to children and animals, attract rodents and encourage further anti-social behaviour.
- Every year approximately 40% of Scotland surveyed shows a presence of litter relating specifically to food-on-the-go.
- Food-on-the-go litter was found on 43% of Scottish streets in 2005/2006
- Food-on-the-go litter was found on 42% of Scottish streets in 2006/2007
- Food-on-the-go litter was found on 37% of Scottish streets in 2007/2008
- 34% of all city, town centres and high schools in 30 out of the 32 Local Authorities surveyed in Scotland in 2008-09, were blighted by food-on-the-go litter.

Keep Scotland Beautiful is an operating name of Environmental Campaigns (Scotland).

Scottish Charity Number SC030332

- Fixed Penalty Notices of £50 can be issued by trained local authority officers and police constables across the country and in 2008/09 over 7,500 were issued.
- Keep Scotland Beautiful carries out annual Local Environmental Audit & Management System (LEAMS) validation surveys of 2% of all local authority areas providing external, independent evaluation of cleanliness standards across Scotland.