



Muirton Anti-Littering Project

Litter has been a significant problem in Muirton, Perth, especially between the shops on the Dunkeld Road, the expanding housing estate and the two schools. Over the last few months, a collaboration has been built up between Zero Waste Perth, Perth & Kinross Council's Waste Services Team, and the pupils and teachers from Perth Grammar and St John's RC Academy to implement an anti-littering campaign in the Muirton area of Perth to try to reduce the amount of litter on this route.

Through anti-litter and environmental workshops at the schools and school litter picks, a campaign was devised to reduce the amount of litter dropped and increase community pride in the local area.

The Campaign links closely with a recently published report, ['Pack It Up, Pack It In'](#) which was released following the November 2019 Scottish Youth Parliament Consultation. Some of the pupils who took part in the Anti-Littering Campaign are also members of the Scottish Youth Parliament.



Whereabouts is the litter and why is it there?



Litter Picks are great for removing the litter – but it doesn't stop the litter being dropped in the first place.

This anti-littering campaign aims to change the behaviours of people littering, by both installing bins in the right places and sharing environmental messages that are of interest to the age groups.

During litter picks and school workshops, pupils and teachers from the two secondary schools worked with PKC's Waste Services and Operations Teams to identify locations where litter bins were missing or could be relocated to collect unwanted items en-route back from the shops to the local housing estate and the two schools.

What campaign messages would resonate with pupils and the local community to deter littering?

During the school workshops, pupils devised environmental and anti-littering campaign messages using [Nudge Theory](#) and these were incorporated into reusable stencils for temporary pavement artwork - created by St John's RC Academy, using recycled plastic.



"A fun and enjoyable way to get the message to the community" Diesel

The pupils wanted to try something different as they were conscious that the litter left was unsightly and detracting from the area. Their thoughts were to develop a visual prompt for the litter bins and develop a campaign that had not been tried before in the area.

They chose a Nudge Theory anti-littering message, which has shown great promise in other towns and cities in the UK and Europe. The pupils strongly believe that they can make a difference to the area and the Council encourages and supports their ideas.

Installing the Broxap Litter Bins and the temporary pavement artwork

Once PKC's Operations Team had installed the litter bins, the temporary pavement artwork could be put in place by the pupils from both schools, in conjunction with PKC's Waste Services Team (with prior permissions also in place from other Council Teams). Temporary eco-friendly chalk spray paint has been used which will wash away without causing harm to the environment or local water courses.

The artwork is installed en-route to litter bins to encourage pedestrians to hold onto their litter until they reach one of the newly sited bins:

- The footsteps and arrow stencils guide pedestrians to the newly sited bins.
- The heart acts as a visual 'thank you' for reaching the bin and using it.
- The duck and the messages around the drain covers raise awareness that the sewers link to the River Tay and the sea – and littering links with David Attenborough's Blue Planet II.



"It was a different way of encouraging people to bin their litter."

Arran

"A positive way to spread the word to not litter in our community"

Angus

"It was fun to get out and encourage our community to not litter"

Martha

Going Forward

The pupils and teachers from both schools, and the Council, hope that this campaign will lead to a decrease in the amount of littering en-route between the shops on the Dunkeld Road and the schools.

If this case study has inspired your community, please visit the [litter webpages](#) to find out more and contact [PKC's Waste Services Team](#) to discuss borrowing the stencils and temporary chalk spray paint to help deliver an anti-littering campaign in your area.



"It was fun, and a good team building exercise and helps the community"

Sebastian