



# **VOLUNTARY CODE TO TACKLE LITTER A GUIDE FOR BUSINESSES**

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# **INTRODUCTION**

# NATIONAL LITTER STRATEGY

Scotland's national litter strategy **Towards a Litter-free Scotland** is a strategic approach to creating higher quality local environments for everyone. This sets out Scotland's approach to improving the environment by addressing litter and flytipping issues.

The strategy focuses on three key areas:

- **Information** Improving the sources, consistency and nature of messages.
- **Infrastructure** Improving the facilities and services provided to reduce litter and promote recycling.
- **Enforcement** Strengthening the deterrent effect of legislation.

The strategy will be delivered by partners including:

- Businesses
- Landowners and land managers
- Resource management industry
- Scottish Government
- Local authorities
- Third Sector organisations, including environmental charities
- Local community groups
- Justice services
- General public

The roles and responsibilities of businesses defined within this strategy are to:

*...influence behaviour through innovation, staff training, corporate accountability, partnership with other organisations and education.*

## CATEGORIES OF LITTER

Litter is defined as **anything that is dropped, thrown, left or deposited that causes defacement, in a public place** or, put simply, **waste in the wrong place**. Litter encompasses a wide variety of materials including:

- Drinks containers such plastic bottles, metal cans or cardboard-based cartons and straws;
- Confectionery items such as sweet papers and crisp packets;
- Fast food packaging such as sandwich containers, fast food boxes and plastic cutlery;
- Cigarette litter such as cigarette butts, packets, cellophane wrapping and lighters; and
- Food items such as takeaway food, fruit peelings and apple cores.

A recent study found that the most common litter types across Moray were:

- Smoking related;
- Confectionery related;
- Drinks related; and
- Fast food related.

These common types of litter identified across Moray are similar to those found across Scotland, as highlighted in the Composition of Litter in Scotland 2014 report by The Industry Council for Research on Packaging & the Environment (INCPEN) available for download [here](#).

# THE MORAY COUNCIL BUSINESS VOLUNTARY CODE OF PRACTICE

The Moray Council has produced a Voluntary Code of Practice for businesses to adopt to tackle litter. This is for businesses of any size which may produce litter through their operations or staff.

This code sets standards for different businesses to come to voluntary arrangements with The Moray Council to enable everyone to play their part in keeping their environment clean and tidy. It is intended that agreement is reached between businesses and the Council on the best course of action to reduce litter.

Businesses wishing to sign up to this Voluntary Code will be asked to complete a Litter Pledge Form which identifies a series of practical actions that they could undertake to reduce litter. The Council will then review these actions and agree a set of minimum standards for the business to achieve.

In order to sign up to this Voluntary code businesses should:

- Carry out an assessment to identify the causes, types and locations of the litter around businesses; and
- Work in partnership with The Moray Council to adopt solutions to reduce litter.

A copy of the Litter Pledge Form can be found in [Appendix 1](#).

**Moray Council - Litter Voluntary Code of Practice**

If you wish to sign up to our voluntary code please complete the checklist indicating which anti litter pledges your business will make as part of our voluntary code. Information on each of these pledges can be found in the accompanying guide "Voluntary Code to Tackle Litter: A Guide for Businesses".

N.B Not all pledges will be suitable for your business. Use the information to decide which is most appropriate for you.

If you would like to suggest any other pledges please add to the reverse of this page.

Business Name	
Business Address	
Managers Name	
Telephone Number	

**General**

- Complete a litter management checklist annually

**Cleaning Up Litter**

- Clear business related litter 50m around premises once or twice a day
- Clear all litter including smoking related litter from around the business shop front or the pavement edge for up to 100m in designated area once or twice a day
- Clear business related litter including smoking related litter 50m around mobile premises once or twice a day
- Clear all litter from land that belongs to the business once or twice a day
- Keep litter picking records
- Display a Staff Litter Pick timetable
- Provide Moray Council with litter picking schedule
- Provide and empty a cigarette litter bin
- Provide sufficient external litter bins
- Provide sufficient internal litter bins
- Provide recycle-on-the-go containers

**Waste Management**

- Comply with the Duty of Care on waste
- Agree a policy to clean up any waste spillages immediately to prevent litter
- Present your waste for collection at the correct time

**Education and Awareness**

- Display anti-littering poster inside, on exits and bins where appropriate
- Provide staff training using toolbox talks to reinforce customer anti-littering behaviour
- Utilise the National Litter Partner Guide Campaign Toolkit
- Feedback results of litter picks to customers and staff

**Packaging Reduction**

- Ask customers if they need a bag
- Develop a customer loyalty scheme by offering incentives for using reusable packaging
- Review store policy regarding the amount of additional packaging provided with purchases

If you have completed this form please return it to [waste@moray.gov.uk](mailto:waste@moray.gov.uk)

## WHAT ARE THE BENEFITS OF THE VOLUNTARY CODE OF PRACTICE?

This Voluntary Code of Practice will operate on the principle that reducing litter makes good business sense because:

### **The quality of public space matters to everyone including businesses**

Clean public spaces attract custom - people like to shop in a clean and safe environment.

### **Businesses suffer from customers dropping litter**

Litter degrades the perception of a business and will reduce trade. Brand reputation can also be damaged when products are discarded as litter.

### **Businesses are powerful role models for customers**

Businesses maintaining clean, tidy and litter free premises have a positive influence on customer perception and behaviour.

### **Reducing packaging**

Improved business efficiency and saves money.

### **Reduces the need for the Council to service notices**

Legislation is available to local authorities to serve notice on those businesses that create excess litter, requiring that they clean up to 100m either side of their business. Statutory obligations also exist for businesses to keep their land clear of litter and manage their trade waste. This voluntary code aims to reduce the need for the Council to serve notices.

## ADOPTING THE LITTER VOLUNTARY CODE OF PRACTICE

To sign up to the Litter Voluntary Code of Practice you should carry out the following stages:





**STAGE 1: COMPLETING YOUR LITTER  
MANAGEMENT CHECKLIST**

## STAGE 1: COMPLETING YOUR LITTER MANAGEMENT CHECKLIST

The Moray Council have developed a Litter Management Checklist to help businesses:

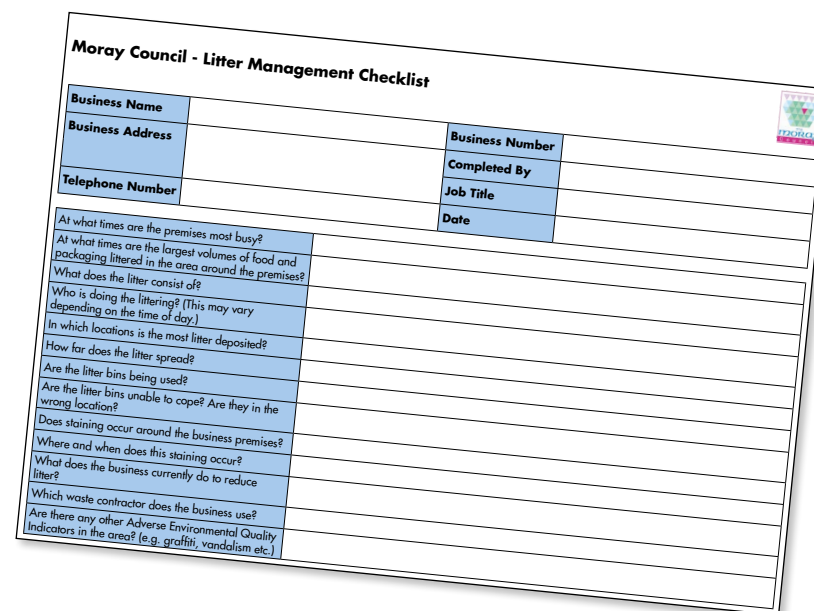
- Assess and manage the potential litter, and waste that could become litter, as a direct result of your activities.
- Evaluate the amount of litter that your customers produce.
- Record the times at which litter is the worst.
- Identify ways litter can be reduced.
- Design and map litter picks.
- Account for and manage possible litter caused by the collection of business waste.
- Inform any risk assessment the business may carry out.

A copy of The Moray Council Litter Management Checklist can be found in [Appendix 2](#).

To successfully complete this checklist you should:

- Familiarise yourself with and walk the area around the business premises.
- Observe and record the amounts of litter deposited at different times.
- Specifically note any litter originating from your business.

If you need help completing this form please contact the **Waste Hotline** on **(01343) 557045** or by [email](#).



The image shows a 'Moray Council - Litter Management Checklist' form. It includes fields for Business Name, Business Address, Telephone Number, Business Number, Completed By, Job Title, and Date. Below these are several questions related to litter management, such as 'At what times are the premises most busy?', 'At what times are the largest volumes of food and packaging littered in the area around the premises?', 'What does the litter consist of?', 'Who is doing the littering?', 'In which locations is the most litter deposited?', 'How far does the litter spread?', 'Are the litter bins being used?', 'Are the litter bins unable to cope? Are they in the wrong location?', 'Does staining occur around the business premises?', 'Where and when does this staining occur?', 'What does the business currently do to reduce litter?', 'Which waste contractor does the business use?', and 'Are there any other Adverse Environmental Quality Indicators in the area? (e.g. graffiti, vandalism etc.)'. The form is tilted and has a Moray Council logo in the top right corner.

### Voluntary Code Action

- Complete a litter management checklist annually

**STAGE 2: PRACTICAL ACTIONS  
TO REDUCE LITTER**

## STAGE 2: PRACTICAL ACTIONS TO REDUCE LITTER

Once the Litter Management Checklist has been completed you can identify practical actions to reduce litter. The practical actions to reduce litter are likely to fall within one of the following four categories and you can choose which of these are most relevant and practical for your business.

If you already have existing litter management procedures these can be incorporated as part of your voluntary code.

## CLEANING UP LITTER

### CLEARING LITTER FROM THE BUSINESS FRONTAGE

- All items of litter - including litter from your business - could be removed from the width of the shop frontage, and from the front of the premises, across the pavement and to the gutter.
- If your business is located in a pedestrianised area, the width of the frontage and a minimum of two metres in front of the business could be cleared.
- Any car parks, side alleys that belong to your business **or** border its premises could also be cleared of litter.
- All litter collected should be placed into a bin and not swept onto other businesses frontages or into the gutter.
- Aligning your litter clearing activities with The Moray Council's cleaning schedule will help to keep your business litter free.
- If your business is under any outstanding legal obligations, such as a Street Litter Control Notice or Litter Clearing Notice these take precedence over the recommendations stated above.

### The Moray Council...

...has a statutory duty to keep their land clean and free from litter. They must ensure that all streets across the county are free from litter and that town centre streets are cleared of litter as part of a regular routine.

Under Section 94 of The Environmental Protection Act (1990) local authorities can serve a Street Litter Control Notice on businesses where customers are repeatedly leaving litter on streets or other land.

This notice requires a business to clear customer litter, often within 100 metres of the business. Failure to comply is an offence and can result in a fine of up to £2,500.

Under Section 92C of The Environmental Protection Act (1990) local authorities can serve a Litter Clearing Notice if businesses accumulate litter on their premises.

*This voluntary code aims to reduce the need for the Council to serve notices.*

## CLEANING UP LITTER

### CARRYING OUT LITTER PICKS

- Use your Litter Management Checklist to identify the frequency and timings of litter picks.
- Ensure staff are fully trained and adhere to Health and Safety regulations - click [here](#) for a safe working method.
- Ensure litter is cleared from your business frontage, car park, side alleys, delivery and storage areas on a regular basis aligned to The Moray Council cleaning schedule.
- Partner with neighbouring businesses to carry out joint litter picks.
- Support wider community clean up activities and other programmes to enhance the local area such as Keep Scotland Beautiful's [Clean Up Scotland](#) programme.
- Consider recording the findings from litter picks. This information can be useful in finding long-term solutions and providing evidence when required.
- Display a Staff Litter Pick timetable. This can be used to coordinate and record the regular litter pick activities your business carries out. An exemplar form can be found [here](#).

### The Moray Council...

...can provide support for a business wanting to carry out a litter pick. They can provide specialist equipment for certain surfaces or recommend particular cleaning methods or equipment.

### Voluntary Code Actions

- Clear all litter including smoking related litter from the business frontage to the pavement edge or up to 50m in pedestrianised areas once or twice a day
- Clear business related litter including smoking related litter 50m around mobile premises once or twice a day
- Clear all litter from land that belongs to the business once or twice a day
- Keep litter picking records
- Display a Staff Litter Pick timetable

*Businesses maintaining litter free premises have a positive influence on customer perception and encourage trade.*

## CLEANING UP LITTER

### PROVIDE LITTER BINS

- The provision of sufficient internal and external litter bins will help to reduce your business litter.
- The Litter Management Checklist can inform the numbers and types of any additional bins you may need. This could include cigarette bins, recycle-on-the-go containers and additional internal or external litter bins.
- If additional bins are required the following should be considered:
  - Any installations will not cause obstruction on pavements.
  - Discuss with either the Council's Environmental Protection department or the landowner if any of the bins are to be located on highways.
  - Emptying the bins and disposing of the waste will be your responsibility in accordance with your Duty of Care.
- If your business is a drive-thru restaurant litter may be discarded across a wider area. Discuss with The Moray Council the opportunities to manage this as part of your Voluntary Code.

### The Moray Council...

...regularly reviews its street cleaning schedule and uses local knowledge as well as surveys to determine the need for litter bin provision.

### Voluntary Code Actions

- Provide and empty a cigarette bin
- Provide sufficient external litter bins
- Provide sufficient internal litter bins
- Provide recycle-on-the-go containers

*Litter degrades the perception of a business and will reduce trade.*

## WASTE MANAGEMENT

All businesses have a legal 'Duty of Care' to manage waste correctly by storing it properly, only transferring it to the appropriate persons and ensuring that when it is transferred it is sufficiently well described to enable its safe recovery or disposal without harming the environment. This includes:

- Setting up a commercial waste collection service with The Moray Council or an authorised private waste contractor. This will ensure your waste does not end up illegally dumped by an unregistered carrier.
- Preventing the escape of your waste by storing it in suitable containers (either lidded bins or bags).
- Not presenting waste loose for collection.
- Being aware of the types and amounts of waste your business produces.
- Ensuring any skips used have secure lockable lids.
- Use Waste Transfer Notes or edoc to accompany waste for disposal.
- Staff waste management training.

All of these will also help to reduce the incidence of litter. Further actions you can take include:

- A policy for cleaning up any waste spillages immediately to prevent litter.
- An agreement in place with your contractor where spillages occur during collection.
- Presenting your waste for collection at the correct time

*Managing your waste correctly will reduce the likelihood of waste escaping and creating litter.*

### The Moray Council...

...have produced a Commercial Waste Guide which contains more information about your statutory Duty of Care requirements.

This duty is not voluntary. Businesses failing to meet these regulations may be prosecuted.

### Voluntary Code Action

- Comply with the Duty of Care on waste
- Agree a policy to clean up any waste spillages immediately to prevent litter
- Present your waste for collection at the correct time



## EDUCATION AND AWARENESS

- Staff training and customer engagement can encourage litter prevention behaviours - staff can reinforce anti-littering behaviours with customers.
- All staff should be made aware of the actions your business has pledged to deliver as part of the Voluntary Code and complete the Litter Pick Chart.
- Support wider community clean up activities and other programmes to enhance the local area such as Keep Scotland Beautiful's **Clean Up Scotland** programme.
- Run anti-litter campaigns making use of the National Litter Partner Guide Campaign Toolkit which includes:
  - Key messages, facts and statistics.
  - Briefing materials for staff.
  - Template media releases, media core scripts and soundbites.
  - Website, newsletter and e-zine copy.
- Display anti-littering messages inside and outside your business premises on bins, noticeboards and packaging.
- Feedback the results from litter picks to your customers and staff.

### The Moray Council...

...runs a number of anti-litter activities to engage members of the public and provides advice to businesses:

- Running targeted, multi-platform anti-litter education campaigns.
- Working with local schools delivering classroom talks.
- Conducting regular litter monitoring and public perception surveys.
- Increased enforcement by Community Wardens who can issue Fixed Penalty Notices for littering.

### Voluntary Code Actions

- Display anti-littering posters inside your premises
- Provide staff training using toolbox talks to reinforce customer anti-littering behaviour
- Feedback results of litter picks to customers and staff

*Businesses are powerful role models and can influence staff and customer behaviour*

## PACKAGING REDUCTION

There are a number of simple measures that your business can consider implementing to reduce the incidence of packaging becoming litter.

- Identify opportunities for your business to reduce excess packaging, for example when customers purchase takeaway food.
- Encourage customer loyalty schemes that reward people for using reusable containers such as coffee cups.
- Ask customers if they require a bag. From October 2014 all retailers in Scotland will be required to charge a minimum of 5p for each new single-use carrier bag, dependant on the size of the bag and items being carried. Find out more [here](#).
- If you are a larger business you may wish to consider the design of packaging for your products in ways that reduce litter and help people take responsibility for their waste.

### The Scottish Government, Businesses and Other Partners...

...are working together to improve packaging design through the following initiatives:

- [Product Sustainability Forum](#)
- [Courtauld signatories within the Food and Drink sector](#)
- [Packaging Recycling Group Scotland](#)

### Voluntary Code Action

- Ask customers if they need a bag
- Develop a customer loyalty scheme by offering incentives for using reusable packaging
- Review store policy regarding the amount of additional packaging provided with purchases

*Reducing packaging improves business efficiency and saves money.*

**STAGES 3, 4 & 5:  
REVIEW, DEVELOP AND PLEDGE**

## STAGES 3, 4 & 5: REVIEW, DEVELOP AND PLEDGE

### STAGE 3: REVIEW AND AGREE ACTIONS WITH THE COUNCIL

After completing the Litter Management Checklist and identifying the range of practical and achievable actions that your business could carry out the next stage is to have these reviewed by The Moray Council.

### STAGE 4: DEVELOP YOUR BUSINESS LITTER VOLUNTARY CODE OF PRACTICE

A set of minimum voluntary actions will then be agreed in partnership with your business and recorded using the Litter Voluntary Code of Practice pledge form.

### STAGE 5: PLEDGE TO DELIVER YOUR LITTER VOLUNTARY CODE OF PRACTICE

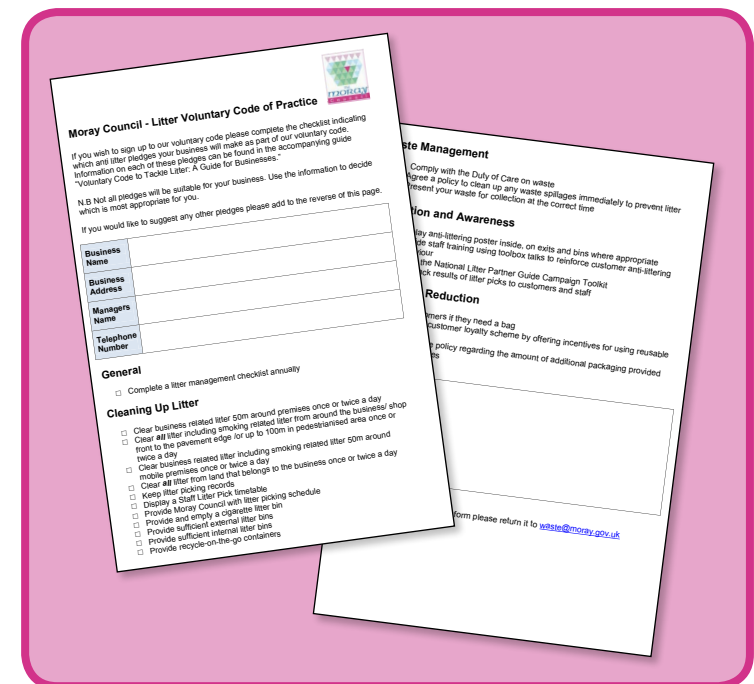
Your business can now pledge to deliver your Litter Voluntary Code of Practice. This will be reviewed with The Moray Council on an annual basis.

Once you have signed up to the Litter Voluntary Code you will receive a certificate to demonstrate your commitment to reducing your business litter.

### The Moray Council...

...will offer you support to help reduce the incidence of litter around your business. This support may include:

- Aligning litter clearing activities with your business
- Providing communications support
- Providing equipment and health and safety advice for litter picks



# **APPENDICES**

# APPENDIX 1: PLEDGE FORM



## Moray Council - Litter Voluntary Code of Practice

If you wish to sign up to our voluntary code please complete the checklist indicating which anti litter pledges your business will make as part of our voluntary code. Information on each of these pledges can be found in the accompanying guide "Voluntary Code to Tackle Litter: A Guide for Businesses."

N.B Not all pledges will be suitable for your business. Use the information to decide which is most appropriate for you.

If you would like to suggest any other pledges please add to the reverse of this page.

Business Name	
Business Address	
Managers Name	
Telephone Number	

### General

- Complete a litter management checklist annually

### Cleaning Up Litter

- Clear business related litter 50m around premises once or twice a day
- Clear **all** litter including smoking related litter from around the business/ shop front to the pavement edge /or up to 100m in pedestrianised area once or twice a day
- Clear business related litter including smoking related litter 50m around mobile premises once or twice a day
- Clear **all** litter from land that belongs to the business once or twice a day
- Keep litter picking records
- Display a Staff Litter Pick timetable
- Provide Moray Council with litter picking schedule
- Provide and empty a cigarette litter bin
- Provide sufficient external litter bins
- Provide sufficient internal litter bins
- Provide recycle-on-the-go containers

To request a copy of this form please contact the **Waste Hotline** on **(01343) 557045** or by **email**.

### Waste Management

- Comply with the Duty of Care on waste
- Agree a policy to clean up any waste spillages immediately to prevent litter
- Present your waste for collection at the correct time

### Education and Awareness

- Display anti-littering poster inside, on exits and bins where appropriate
- Provide staff training using toolbox talks to reinforce customer anti-littering behaviour
- Utilise the National Litter Partner Guide Campaign Toolkit
- Feedback results of litter picks to customers and staff

### Packaging Reduction

- Ask customers if they need a bag
- Develop a customer loyalty scheme by offering incentives for using reusable packaging
- Review store policy regarding the amount of additional packaging provided

Completed this form please return it to [waste@moray.gov.uk](mailto:waste@moray.gov.uk)

## APPENDIX 2: LITTER MANAGEMENT CHECKLIST

### Moray Council - Litter Management Checklist



<b>Business Name</b>		<b>Business Number</b>	
<b>Business Address</b>		<b>Completed By</b>	
		<b>Job Title</b>	
<b>Telephone Number</b>		<b>Date</b>	

At what times are the premises most busy?	
At what times are the largest volumes of food and packaging littered in the area around the premises?	
What does the litter consist of?	
Who is doing the littering? (This may vary depending on the time of day.)	
In which locations is the most litter deposited?	
How far does the litter spread?	
Are the litter bins being used?	
Are the litter bins unable to cope? Are they in the wrong location?	
Does staining occur around the business premises?	
Where and when does this staining occur?	
What does the business currently do to reduce litter?	
Which waste contractor does the business use?	
Are there any other Adverse Environmental Quality Indicators in the area? (e.g. graffiti, vandalism etc.)	

To request a copy of this form please contact the **Waste Hotline** on **(01343) 557045** or by **email**.

# APPENDIX 3: LITTER PICK CHART

## Moray Council - Litter Pick Chart



<b>Business Name</b>		<b>Location</b>		<b>Completed By</b>	
<b>Date Commencing</b>				<b>Approved By</b>	

Day	Date	Time	Location	Picked By	Signature	Comments
Mon						
Tue						
Wed						
Thur						
Fri						
Sat						
Sun						

Litter Pick Map

To request a copy of this form please contact the **Waste Hotline** on **(01343) 557045** or by **email**.



# APPENDIX 4: LITTER PICK SAFE WORKING METHOD



## Moray Council - Litter Pick Safe Working Method

### Equipment & PPE Required

- Hi-Vis jacket/vest, safety shoes, strong gloves, litter picker, bin bags, radio/phone (optional).

### Scope

- Work with Moray Council and our neighbouring businesses to create a clean and tidy environment for pedestrians and colleagues by removing litter on a daily basis.
- To clear the litter in a safe and efficient manner.
- To limit injury to staff and colleagues by wearing the appropriate safety equipment.

### Cleaning Method

- Put on your Hi-Vis jacket/vest and gloves.
- Collect some black bin liners and the Litter Picker.
- Systematically walk 50 metres from the front of the business, removing all traces of litter (as per the action selected in the Pledge form).
- Be aware of rubbish build up around and behind street furniture like benches, bins and phone boxes.
- When full, place the black bin liners of rubbish into the nearest available waste bin.
- When complete, make sure the Litter Picker is put away safely for the next day.
- All equipment will be checked, cleaned and returned ready for use.

### Key Risks

- Manual handling.
- Slips, trips & falls.
- Moving vehicles.
- Carrying equipment, bags of rubbish etc.
- Suitable footwear should be worn that is in good condition.
- Awareness of moving vehicles at all times.

### Safety Guidance

#### While carrying out the above duties, operatives must...

- Be aware of the dangers of working around traffic.
- Be aware of stationary vehicles and take care not to cause damage.
- Wear gloves whilst litter picking.
- Wash their hands when they return to their place of work.
- Report any injuries to the first aider at work.

#### While carrying out the above duties, operatives must not...

- Wear personal audio equipment as this may prevent warnings being heard.
- Pick up any needles or syringes found – contact Moray Council Environmental Protection on 01343 557045 immediately.
- Expose themselves to risk by carrying out their function in the dark.
- Engage in discussions with volatile or angry members of the public.

**I confirm I have read and understood the above safety guidance and instructions.**

**Staff Member** \_\_\_\_\_

(Print and sign name)

**Manager** \_\_\_\_\_

(Print and sign name)

**Date** \_\_\_\_\_

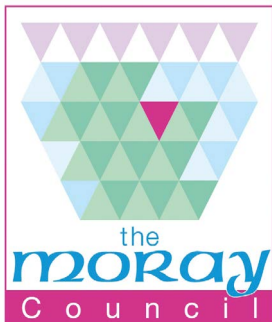
To request a copy of this form please contact the **Waste Hotline** on **(01343) 557045** or by **email**.

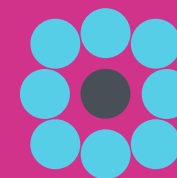
**DISCLAIMER**

## DISCLAIMER

This document can only serve as a guide to, and synopsis of, the law relating to waste and litter. It does not constitute legal advice. It may be misleading if relied upon as a complete explanation of the legal issues involved. If any matter is to be acted upon, the full texts of Part IV of the Environmental Protection Act 1990 and relevant statutory instruments must be consulted.

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**Nicki Souter**  
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