

## Educational Services

**Head Teacher: Oonagh Browne**

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Dear Parent/Carer

### **New school initiative to reduce litter around South Ayrshire Secondary Schools.**

Keep Scotland Beautiful published the Scottish Litter Survey in November 2023. This identified that 90% of people think that litter is a problem across Scotland and 85% of people want to see more effort to prevent litter in their area.

In response to this, we partnered with Keep Scotland Beautiful and LitterLotto in March 2023.

#### **What is LitterLotto**

LitterLotto is a free to enter prize draw, with regular spot prizes and jackpots, supported by brands who want a cleaner environment. To enter, users download the free LitterLotto app on their smartphone or device, register for an account and take a photo of their litter as they place it in an external litter bin.

The partnership was a resounding success with 99,000 pieces of litter being binned in South Ayrshire using the app between April 2023 and June 2024.

Due to its success, the LitterLotto League School Challenge was launched in May 2024.

#### **What is the LitterLotto League School Challenge**

The LitterLotto League School Challenge is a competition for pupils in each Secondary School to win prizes for binning their litter.

Once the free LitterLotto app has been downloaded pupils register to obtain an account and once registered pupils will enter an invite code which links to the Secondary School they attend. The invite codes for Queen Margaret Academy is **UHRCK**

Points are awarded to each pupil every time a photo is taken when binning litter in a South Ayrshire Council street litter bin (not a bin inside the school). Each month, the pupil with the most points from each Secondary School will win a £20 South Ayrshire Loves Local Gift Card. These gift cards can be used throughout South Ayrshire. More information on where this can be spent can be found at <https://townandcitygiftcards.com/where-to-spend/>

Each entry will also count towards an entry to the South Ayrshire monthly £100 prize and the LitterLotto UK weekly £1000 prize and we have already had a pupil winning £1000 simply for binning a piece of litter outwith the school grounds.

In addition, termly prizes will be awarded to the winning Secondary School to the value of £500.

Yours faithfully

A handwritten signature in black ink that reads 'Oonagh Browne'.

O Browne  
Head Teacher

