

Cooperation & Supply Chain Development Scheme - ENRaW

Caru Cymru Delivery Plan

Lead Applicant: *Keep Wales Tidy*

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1. Introduction

Caru Cymru takes a holistic, collaborative approach to tackling Local Environmental Quality (LEQ) issues across Wales. It will engage the people of Wales in developing innovative solutions and taking action on issues that really matter to communities, enhancing the environment for the well-being of people, communities and wildlife alike. A key objective will be to support and help deliver Welsh Government policies and priorities.

Aims

Create a National, strategic, collaborative partnership to deliver action to improve LEQ across Wales

To support the people of Wales to take responsibility for the quality of their local environment

Objectives

- Engage and empower the people of Wales to take action to improve front door LEQ issues
- Develop and implement innovative, targeted, awareness and behaviour change campaigns to prevent LEQ issues from occurring
- Support and deliver Welsh Government policies and priorities and capture and share outcomes and stories of participants, demonstrating the human benefit of Caru Cymru
- Share best practice to improve future delivery

Main elements

Caru Cymru is a new strategic partnership providing a consistent approach to delivering Welsh Government LEQ priorities across Wales ensuring efficient use of resources. Under this national umbrella, a range of local trials will be agreed and delivered. Activities will include:

- Establishment of 'LEQ Hub Cymru';
- Development of 22 Local Authority LEQ Action Plans and delivery against them;
- National litter surveys;
- National clean-ups;
- Awareness-raising and behaviour change campaigns to reduce single-use plastic and dog fouling, tackle roadside, fast food, fly-tipping, drug and smoking related litter;

- Trialling innovative pilots to improve biodiversity (Tiny Forest), air quality, create child friendly streets, provide opportunities for the most vulnerable, tackle litter at source and increase recycling;
- Support local communities in priority areas to improve their local environment by undertaking activities to improve 'front door' local environment issues e.g. litter-picks, fly-tipping removal. Keep Wales Tidy will employ a team of experienced, locally-based facilitators who will develop linkages between all partners, and Local Authorities will have dedicated staff to focus on LEQ issues; and
- All activities will be closely monitored, evaluated and used to share best practice. Lessons learnt will support better delivery elsewhere.

2. Timetable

Caru Cymru- Project Plan														
Key Milestones		Oct 20 to Mar 21		Apr 21 to Mar 22				Apr 22 to Mar 23				Apr 23- June23		Lead
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	
Project initiation, set-up and governance	Press release re New Project in liaison with WG comms team													KWT and WG
	National Project launch meeting - all partners													KWT
	Project Steering Group Meetings													KWT
	Review of risk register, communications plan, project finances, exit strategy and gantt chart progress by steering group													Steering Group
LEQ Hub Cymru	Establish 3 regional fora and arrange 6 monthly meetings													Partnership
	Agree topic fora and calendar													Partnership
	LEQ Hub – Partner platform Launch													KWT
	Local consultation to produce 22 LEQ action plans (1 per county)													Partnership
	LEQ action plan quarterly monitoring and progress meetings (LA and KWT)													Partnership
	Cardiff University studentship - PhD LEAMS data													Cardiff Uni
	Work to support Litter strategy for Wales													KWT

	Research and Policy work - public, media and gov advice /priority issue papers														KWT
Litter surveys (LEAMS)	adapt survey methodology to include other areas and litter types														KWT
	Undertake litter surveys														KWT
	Write report and publicise														KWT
Green Space improvement	Support groups to apply for GF community award for spaces														KWT
	Support volunteer activities to improve green space														KWT
Volunteer litter picking Activities	Establish 100 community litter-picking hubs per annum														Partnership
	Spring Clean Cymru clean-ups														KWT
	Marine Clean events														KWT
	Support practical volunteer activities to improve LEQ														Partnership
Local behaviour change and awareness campaigns	Encourage orgs to reduce single-use plastic (all Wales)														Partnership
	LEQ campaigns to encourage responsible disposal of litter (all Wales)														Partnership
Run Pilot projects; gather baseline data, run and evaluate	Tiny Forest - to improve biodiversity in an urban area														KWT
	Engage other WG depts in planning phase of all pilots														KWT and WG
	Develop and promote Local LEQ campaign toolkit														KWT
	Dog Fouling campaign-National														KWT
	Fast Food campaign - retailers														KWT
	Air Quality - behaviour change pilot with schools														KWT
	Roadside litter - National														KWT

	Fly-tipping - cross boundary with FtAW - National																		FtAW
	Investigate ways to deal with contaminated marine plastic and increase recycling																		KWT
Monitoring and Evaluation	Reporting and Monitoring system established with partners																		Partnership
	Devise electronic reporting system for use by staff and volunteers																		KWT
	Appoint external evaluators																		KWT
	Gathering of baseline information																		KWT
	Gathering of initial evaluation information																		KWT
	Gathering of interim evaluation information																		
	Final project Evaluation																		KWT
	Monitoring and Evaluation activity throughout year																		Partnership
	Public perception studies																		Partnership
	Year end progress report produced																		KWT

3. Partner Roles and Corporate Governance Arrangements

Caru Cymru is a strategic partnership that will deliver local, regional and National activities in every county of Wales, under one umbrella. Its strength is its collaborators. By bringing together partners from the voluntary, public, private and higher education sectors the project has a wealth of knowledge and expertise which will be used to develop and deliver all activities.

Caru Cymru will be **governed** by a Steering group which will consist of Keep Wales Tidy, Welsh Government, Local Authority representatives from 3 regional project forums and Cardiff University. The steering group will be responsible for setting project direction, project governance and ensuring the project meets Welsh Government and RDP objectives. It will meet twice a year and review the project risk

register, communications plan, finances and exit strategy at each meeting as well as assessing progress against the project plan (gant chart). Each document will be amended as necessary and provided to WG at project review meetings.

A partnership agreement between all formal partners will be prepared and signed prior to project commencement and launch. This agreement will clearly list the responsibilities and liabilities of all partners, systems and processes and dispute resolution.

As lead partner, Keep Wales Tidy will be responsible for liaising with Welsh Government to prepare and agree project reporting systems, and ensuring that all partners use them correctly so that RDP guidelines are met. **LEQ action plans** will be completed by local authority partners in consultation with Keep Wales Tidy officers, and once approved, they will form the basis of workplans each year. Keep Wales Tidy will liaise with Welsh Government to ensure the content meets requirements and priorities before work commences. Progress against the Action Plans will be monitored quarterly, fed back to Welsh Government and actions amended if necessary.

Partner roles can be seen in table below;

Management Mechanism	Role	Responsibilities
Project Steering Group	<ul style="list-style-type: none"> - Project governance and management. - Made up of project partnership representatives, this group will have the role of steering project delivery and setting direction through its life. - Advise and lead delivery partners. 	<ul style="list-style-type: none"> Ensuring delivery is in line with partnership aims and objectives. Ensuring delivery meets RDP guidelines Setting project direction and reprioritising delivery if required. Overseeing project activities. Ensuring Outputs and Outcomes are achieved Dispute management Ensuring relevant WG departments are engaged in project planning Reviewing the risk register, communications plan, exit strategy and project finances at each meeting and assessing progress against the project plan (gant chart).
Keep Wales Tidy Senior Management team and Board	<ul style="list-style-type: none"> - Oversee the Project - Project Governance (as lead partner) 	Overall management and governance with guidance from Steering Group

Keep Wales Tidy Management team	<ul style="list-style-type: none"> - Project Management - Overall co-ordination of the project (lead partner) - Control of Keep Wales Tidy's involvement in the project. - Financial Management - Project Reporting 	<p>Coordinating the delivery of the project with other partners in line with direction set by Project Steering Group and SMT of KWT</p> <p>Functional management of Keep Wales Tidy Project Officers</p> <p>Financial Control, management, claim submission, payments and reporting</p> <p>Ensuring Keep Wales Tidy and RDP policies and procedures are adhered to during project delivery.</p> <p>Liaison with project steering group and other partners.</p> <p>Project promotion</p> <p>Liaising with Project funders</p> <p>Liaising with other organisations and groups to engage in project.</p> <p>Project reporting</p>
Keep Wales Tidy Project Officers	<ul style="list-style-type: none"> - Project Delivery and support - Activity Reporting and evidencing 	<p>Organising and leading practical activities for local communities</p> <p>Project Promotion</p> <p>Delivery of LEQ action plan activities</p> <p>LEAMS surveys</p> <p>Research and policy advice</p> <p>Project monitoring</p> <p>GIS data analysis</p> <p>Liaising with other organisations and groups to engage in project</p>
Local Authorities	<ul style="list-style-type: none"> - Project Delivery and support - Activity Reporting and evidencing 	<p>Delivery of LEQ action plan activities</p> <p>Project Promotion</p> <p>Attend project forums</p> <p>Liaising with other organisations and groups to engage in project</p> <p>Monitoring and evaluation</p> <p>Information sharing</p>
Cardiff University	<ul style="list-style-type: none"> - Project Delivery and support - Supervision of PhD student 	<p>Input into monitoring and evaluation systems and methodologies</p> <p>Input into developing behaviour change messaging</p> <p>Data analysis</p>
Fly-tipping Action Wales	<ul style="list-style-type: none"> - Project Delivery - Action to tackle fly-tipping 	<p>Development, delivery, monitoring and evaluation of fly-tipping activities</p>

4. Job Descriptions

Copies of all job descriptions of all Keep Wales Tidy staff that will be working on the project are included in Delivery Plan Annex 1

5. Terms and Conditions of Employment

An example contract of employment for Keep Wales Tidy staff can be seen in appendix (Delivery Plan Annex 2) and the staff handbook in appendix (Delivery Plan Annex 3). These 2 documents contain details of the terms and conditions of employment in Keep Wales Tidy.

6. Outputs, Outcomes and Benefits

Caru Cymru is a large, complex Pan-Wales project; a collaborative cross-sector partnership to deliver National action to improve LEQ in a holistic place-based approach, contributing to the development and implementation of Welsh Government's National Litter Prevention Plan. It will involve thousands of volunteers and hundreds of organisations. We envisage that approx. 70,000 volunteers will be engaged over the 3 years, dedicating over 500,000 hours to improving LEQ across Wales. One of the first planned activities is the co-production of LEQ action plans per local authority. These plans will contain specific activities against all the outputs listed below and in the table overleaf.

Main project beneficiaries

There are numerous beneficiaries, including the general Public, Individuals, Community Groups, Local Authorities, Schools, Businesses, Welsh Government, Higher Education.

Expected Outputs and medium-term outcomes

- Increase in volunteer hours spent tackling LEQ issues
- More sustainable action to tackle litter (self-supported clean-ups, campaigns, increase in 'adopted' areas)
- Increased support for preventative action by local authorities and other relevant agencies
- Better understanding of natural environment and improved behaviour towards it, creating safer, cleaner and better local environments
- Increase in number of Green Flag community awards
- Innovative Pilots to trial new approaches to improve LEQ, health and wellbeing and prevent LEQ issues
- Improved health and wellbeing for participants
- More organisations reducing use of single use plastics
- Increased private sector investment to tackle LEQ issues
- Action to increase recycling, refill and reuse to prevent waste from being littered/fly-tipped

Outputs – the actions that will help deliver the project outcomes	Metrics - what will you deliver?	Outcomes and Associated Benefits - the result of your actions, which wherever possible, will span economic, social, environmental and cultural aspects/benefits.	Metrics - how will you measure the success of your actions and the impact of your actions
<i>These are the short term/immediate actions that will support delivery of your desired outcomes.</i>	<i>Explain how you will deliver this action: include quantities where relevant</i>	<i>These are the medium and longer term impacts of your outputs.</i>	<i>How will you know if you have been successful? How will you measure it?</i>
Support and develop local volunteer activity to help empower communities across Wales to tackle poor local environment quality issues in their area	Delivery - Establish a national network of litter-picking hubs to help facilitate long-term, sustainable community action	'Prosperity for All' - Support voluntary action by providing a sustainable and wide ranging network for communities to engage with	Measurement: Hubs located across Wales to ensure good geographical spread, reduce distance travelled by volunteers, where easily accessible and in areas of most need. Hub map to feature on KWT website and plotted on GIS. We will work with partners to ensure that at least one third of hubs are located in deprived areas.
	Target: 200 hubs established across Wales	A Wales of cohesive communities - attractive, viable, safe and well connected communities.	
	Target – 4000 self-supported clean-ups facilitated as a result of the hubs	<ul style="list-style-type: none"> • More people live and work in cleaner, safer and more attractive communities 	
	Delivery - Support and expand the national network of volunteer litter champions to facilitate long-term, sustainable community action	A Healthier Wales: Improved health and well-being benefits as a result of undertaking environmental activities.	Measurement: Litter champion location (dwelling address) to be plotted on GIS in order to identify gaps where no champions exist and there is a need for more volunteer activity. Measurement: litter champion clean-ups plotted so that spatial data (number of clean-ups, bags collected) can be mapped to enable
Target – 15,000 ¹ clean-ups undertaken by litter champions	A Wales of cohesive communities - attractive, viable, safe and well connected communities. <ul style="list-style-type: none"> • More people live and work in cleaner, safer and more attractive communities, and antisocial behaviour and fear of crime is reduced 		

¹ 5 clean-ups per champ per yr x 2 years

			<p>us to analyse where prevention activities are needed</p> <p>Measurement: Wellbeing and skills survey of 100 litter champions to find out how the project has personally impacted on them, including evidence of health/wellbeing benefits and a question about their perception of cleanliness levels (have they changed?)</p>
<p>Support National volunteer activity to raise awareness of and help communities across Wales to tackle poor local environment quality issues in their area</p>	<p>Delivery - Co-ordinate and deliver national clean-up campaigns to help raise awareness and stimulate local action</p>	<p><u>'Prosperity for All'</u> - Support voluntary action by raising awareness of the issue and provide an opportunity for people to get involved practically.</p> <p>A resilient Wales - Communities are supported to undertake practical projects to improve the quality of their local environment.</p>	<p>Measurement: Level of social media response to national campaigns</p> <p>Measurement: report produced per campaign to evidence impact</p>
	<p>Target - 800² clean ups undertaken during campaigns</p>		
	<p>Target – 6,600 people³ directly involved in National clean up campaigns</p>		
<p>Undertake activities to empower communities, and develop a sense of pride and ownership</p>	<p>Delivery - Provide support to help facilitate volunteer action and long-term community ownership. We will report on the number of activities in areas of social deprivation for all targets listed</p>	<p>By empowering communities and ensuring they take greater responsibility for their local environment we will help deliver the following Welsh Government commitments:</p> <p><u>'Prosperity for All'</u> -Build community resilience by supporting community cohesion and instilling pride in place.</p> <p style="text-align: right;">National</p>	<p>Measurement: Wellbeing and skills survey of 10 new groups to find out how the project has personally impacted on them. To include questions on health/wellbeing, skill development, community cohesion and plans to continue</p>

² 200 clean-ups per campaign, but reduced number of campaigns to 4 as the project is now running for less time

³ 3 people per event in 21-22 (Covid-19), increasing to 10 people per event for 22-23

as a prevention method to future LEQ problems, particularly in the most deprived areas of Wales	Target – 400,000 ⁴ hours undertaken by volunteers to improve LEQ	Wellbeing Indicators (26) - Percentage of people satisfied with local area as a place to live. A Prosperous Wales; People improve their skills and are better equipped to find employment as a result of informal training, improved confidence and better connections.	Measurement: Group map to be included on KWT website so that new potential volunteers and businesses can be signposted to them. NB Only independently constituted/insured groups will be included	
	Target – 900 community groups/organisations supported to improve LEQ	A more equal Wales: People in areas of multiple deprivation are supported to transform neglected sites into community assets and address the imbalance of environmental justice		
	Target - 9,000 green space improvement activities by community groups ⁵	A Healthier Wales: People have opportunities for physical activity opportunities in their local vicinity and access to good quality green space.		
	Target – 100 new community groups established to adopt areas	A More Cohesive Wales: Local communities are regenerated by the establishment of new grassroots community groups which tackle local problems together and raise community pride and wellbeing		
Develop a programme of work on a range of LEQ issues which will help the creation of preventative interventions and encourage	Delivery – Develop interventions to help encourage the responsible disposal of litter	An improvement in understanding and change in behaviour towards the natural environment and LEQ	Measurement: 20 ‘new’ Community Green Flag awarded sites and 10 groups working towards community Green Flags	
	Target – 22 local trials undertaken and analysis of outcomes	A Wales of Cohesive Communities; Environmental improvements have preventative effects, such as discouraging littering, making fly-tipping more difficult, etc		Measurement: 5 Green Flag Community applications from deprived areas
	Target – 22 local authorities who have adopted new interventions	A Resilient Wales: There is evidence of behaviour change as people involved in practical projects understand the importance of the environment and issues that poor LEQ cause		Measurement: 22 trials written up and results shared with project partners and made available to others Measurement: 22 LA’s engaged in prevention measures (e.g. running behaviour change trial, changing practises)

⁴ Includes national clean ups, group activities, litter champions, hub clean-ups

⁵ Includes clean-ups, conservation, access, INNS activities undertaken by community groups, but does not include litter champions

behaviour change	Target - 100 organisations (e.g. businesses, schools) maintaining litter free zones around their premises		Measurement: 1200 clean-ups by businesses ⁶
	Delivery – Awareness Raising and public engagement	Prevention focused solutions to our most persistent issues through awareness raising and the application of tailored solutions to persistent LEQ issues which are robustly evaluated and understood by key stakeholders.	Measurement: Successful engagement with target audiences and delivery of 3 National campaigns (demonstrated through project reports and monitoring and evaluation)
	Target – 3 National campaigns aimed at Local Authority priorities: Fly tipping, Dog fouling and Roadside litter		Measurement: Evidence that toolkit is being used at National, regional and local scale.
	Target - Production of a bilingual LEQ campaign toolkit		<ul style="list-style-type: none"> • 1000 downloads of resources from LEQ hub • Use Google Analytics for pages views to show geographical breakdown
	Delivery – Single use plastic reduction and increase in reusables	Increased preventative action at a local level demonstrated through actions to reduce litter and single use plastic amongst organisations and businesses. Contributing to the overall outcomes of the Marine Litter Action Plan, Beyond Recycling and the Litter & Fly-tipping Prevention Plan	Measurement: 11 Local Authorities who have undertaken internal review of Single Use Plastics and implemented plastic reduction plan
	Target - 100 organisations who take action to reduce unnecessary single use plastics		
Creation of a collaborative cross-sector partnership to deliver National	Delivery: Support the development, delivery and monitoring of the WG National Litter and fly_tipping prevention Plan	Create a more strategic, holistic, collaborative approach to tackling littering in Wales	Measurement: 8 LA’s working towards local litter strategies taking into account the

⁶ 100 organisations x 12 clean-ups per annum. Data to be captured via Epicollect along with photos and opinion on litter levels

<p>action to improve LEQ in a holistic place-based approach, contributing to the development and implementation of WG National Litter strategy</p>	<p>Target: Provide advice, support and guidance on the development of local authority litter/ fly-tipping strategies</p>		<p>overarching Welsh Government Litter & Fly-tipping Prevention Plan</p>	
	<p>Target: Development of 22 LEQ action plans (1 per local authority)</p>		<p>Measurement: Progress against LA priorities demonstrated through quarterly LEQ Action Plan reporting</p>	
	<p>Target: Policy advice and research into LEQ issues</p>		<p>Measurement: 6⁷ research papers produced on LEQ policy areas as agreed by WG and feedback gathered from LA on how research has been applied</p>	
	<p>Target: Annual litter surveys to identify persistent problems and analysis to inform action</p>		<p>Measurement: Local LEAMS survey improvements in lowest performing areas</p> <p>Measurement: Increase in % of B Grade streets in lowest performing areas'</p>	
	<p>Delivery: Bring together a range of partners and stakeholders to deliver action on LEQ</p>		<p>A Wales of Cohesive Communities: communities working together to improve LEQ</p>	<p>Measurement: £4,000,000 of volunteer effort dedicated to tackling poor LEQ (using volunteer hours at £10/hour⁸)</p>
	<p>Target: Co-ordination of regional and topical LEQ Forums, involving multiple stakeholders</p>			<p>Measurement: Evidence of partnership working across council boundaries and sectors through gathering of feedback at forum meetings, case studies and reports</p>

⁷ 2 per annum

⁸ <https://www.heritagefund.org.uk/funding/national-lottery-grants-heritage-2021/10-250k>

	Target: £200k Private sector investment levered in to Caru Cymru project to help tackle LEQ issues		Measurement: £200,000 secured from private sector to deliver action to improve LEQ issues
Action to increase recycling and reuse to prevent waste from being littered/fly-tipped	Delivery – Increase in reuse and recycling of waste collected during community clean-ups	Increase in recycling and reuse initiatives leading to a reduction in waste going to landfill and small revenue generated through community agreements, aiding future sustainability.	Measurement: increase in number of local authorities collecting recycling from volunteer clean-ups Measurement: 10 groups generating income (helping them become self-sustaining) from recycling/reuse activities Measurement; change in practice of cleansing teams to enable more recycling, leading to improvement in recycling rates. Evidence /reports provided
	Target: 15 councils recycling waste collected at community litter-picks	By giving waste a value it will help reduce littering/fly-tipping, contribute towards the sustainability of groups and Landfill reduction aims (Zero Waste)	
	Target: 3 trials to increase recycling/reuse and generate income for community groups from waste	A Prosperous Wales: Community groups generate their own income, which makes them more sustainable and puts money into the local economy.	
	Target: Support to grow the repair/borrowing movement to help prevent irresponsible disposal of broken goods	<u>United Nations Sustainable Development Goals</u> Sustainable Development Goal 12 – Ensure Sustainable Consumption and production patterns. Target 12.5 - By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	
Delivery of Innovative Pilots to trial new approaches to improve LEQ, health and wellbeing	Delivery: Creation of 1 st Tiny Forest in Wales to improve biodiversity in urban area	Planted urban area contributing to biodiversity in target area. Good quality green space providing opportunities to learn about nature and health benefits	Measurement: 300 native trees planted in urban area
		<u>Natural Resource Policy;</u> Increase and improve hedgerow connectivity, Promote increased ownership of community managed woodland. Carefully managed trees and woodland of high environmental value and increasing the use of nature-based solutions	Measurement: 50 volunteers seeing improvement in health and wellbeing Measurement: 50 volunteers using green space for recreation and relaxation Measurement: Habitat surveys to show improvement in biodiversity value

<p>Delivery: Air Quality behaviour change pilot with school</p>	<p>An increase in awareness of AQ issues in the targeted areas and measured change in behaviour. Contributing to Welsh Government: Air Quality Plan: tackling roadside nitrogen dioxide levels in Wales</p>	<p>Measurement: An increase in public awareness in target location demonstrated through project surveys</p>
	<p><i>S65: Air Quality Areas - use publicity campaigns and branding of areas to raise awareness of poor air quality within the area.</i></p>	<p>Measurement: School to conduct travel survey of 30 parents and staff before, during and after campaign. Results to demonstrate a change in behaviour as a result of the project.</p>
	<p><i>S66: Air Quality Communications - implement a package of measures to generally raise awareness of air quality.</i></p>	

7. Monitoring and Evaluation Plan

Evaluation

At the start of Caru Cymru (as soon as the formal offer letter is received), we will commission an external consultant to help prepare a monitoring and evaluation framework. A tender will be drawn up and advertised on Sell2Wales. We will ensure the brief includes both formative and summative approaches. The consultant will work with Welsh Government, Keep Wales Tidy and Caru Cymru partners to agree how best to capture baseline data, project outcomes and outputs against which we can measure how Caru Cymru has delivered against Welsh Government policy and priority areas including Prosperity for All, WBFGA, Environment Act and Natural Resources Policy. Cardiff University will input into framework design, by providing expertise to the consultants on how best to monitor and evaluate behaviour change activities specifically.

A draft evaluation brief is included in Project Plan Annex 8. This includes specific questions/areas we will ask the consultants to evaluate and monitor the project against. It includes the assessment of project delivery, whether the aims, objectives, outputs and outcomes are being achieved or how far we are progressing towards them. It also includes an assessment of the effectiveness of the collaborative partnership, how it is functioning and helping to meet Welsh Government policies and priorities and RDP objectives.

The evaluation will include an analysis of all project outputs and all monitoring information gathered from partners and participants (qualitative and quantitative). The consultants will work through the duration of the project; they will capture baseline data in the first 6 months, conduct a mid-term evaluation at 18 months and final evaluation during the last quarter.

How we will monitor direct outputs and outcomes;

All project partners and Keep Wales Tidy local officers will be issued with a progress reporting template to complete and submit quarterly to Keep Wales Tidy central management team. These will contain quantitative output information and metrics as outlined in section 6 above. All reports will be checked, verified and collated by Keep Wales Tidy into a Caru Cymru quarterly report for funders.

LEQ action plans will be monitored and reported against quarterly by Local Authority staff and local Keep Wales Tidy officers. This information will be fed into quarterly project reports and discussed at review meetings with WG. See Delivery Plan Annex 4 for a draft LEQ action plan template.

Community groups, litter champions, volunteers and partners will keep records of activities and provide to Keep Wales Tidy. This will include activity type, e.g. litter-pick, single-use plastic reduction, fly-tipping removal, number of people, amount of time spent and outputs e.g. bags collected. Officers will monitor activity and keep electronic records, including photographic and video evidence. Keep Wales Tidy will develop an electronic reporting system to enable volunteers to capture activities in real-time whilst in the field. They will use smart phones to upload GPS tagged photos and output data which will automatically upload to Keep Wales Tidy's GIS system, saving time and providing spatial data of community

activities. This will be very useful for capturing data from litter champions/community hubs and show the scale of volunteer activity across Wales.

Annual litter surveys will be conducted by Keep Wales Tidy staff to gather evidence on litter quantities and specific types e.g. single-use plastic. They will help monitor the impact of the project. Data will be uploaded directly onto GIS.

GIS mapping will be used to support the planning of where activity will take place as well as providing spatial data on project activities that have been undertaken. It will enable us to better understand how the project is working, or not. For example by mapping where clean-ups are continually taking place, we can start to understand if behaviour change activities are ineffective, or if there are other reasons for continued poor LEQ in that area e.g. litter coming in from outside sources, waste collection services causing more litter. GIS mapping will allow project partners to target certain areas, look more closely at the demographic and other parameters e.g. distance to civic amenity site, level of car ownership, and other segmentation information to support a better understanding of why activities may or may not be working. GIS mapping will be a critical part of informing the evaluation, so we will ensure that the appointed consultant liaises with the Keep Wales Tidy GIS officer as soon as appointed to ensure all required data is collected and available for extraction and analysis.

Pilot projects and trials e.g. Tiny Forest will each have their own reporting methodologies and mechanisms which will be devised by Keep Wales Tidy, external consultants, partners and Cardiff University prior to commencement. We will carry out more detailed surveys to gather information on areas such as community skills, health, resources, issues, barriers and perceptions. This will provide us with baseline information against which we can monitor, will assist us in evaluating the impact of activities and provide all partners with suggestions for possible improvements to our delivery methods. It will ensure that refinements or any suggested improvements can be implemented prior to the end of the project. The surveys will include monitoring the impact of support received from partners and will assess new skills and other benefits (e.g. health) gained as a result. It will also ask how participants feel about their local area (e.g. do they feel safe) and will capture 'soft skills' (e.g. confidence, wider social networks) so that the full impact of the project can be evaluated.

Activity delivered by the LEQ Hub will be monitored in the following ways:

- Each local campaign/trial will be monitored individually (see section below on pilots).
- We will ask project partners for their feedback on the LEQ hub's usefulness and how it has helped them e.g. saving time, efficiency savings, whether research and advice has helped change behaviour in their organisation, helped them adapt their approach
- Gather download information on hub resources so we can see which are most popular
- Endeavour to assess how widely resources are being used by others e.g. community groups and organisations

Project staff will complete case studies (using Welsh Government template) which will capture qualitative data from participants on social, economic, and environmental

outcomes. Participants provide examples of how the activities have improved their lives against Welsh Government key policy areas.

Public Perception studies will be conducted by Keep Wales Tidy and partners where appropriate (e.g. for pilots). Questions will be agreed by Welsh Government and project partners and devised by the appointed evaluator.

We will work with Cardiff University to explore opportunities for evaluation to promote policy learning from our activities and ensure that the most successful approaches can be scaled up.

Caru Cymru will capture stories (written and video diaries) from people to find out how the project has personally impacted on them, including evidence of health/wellbeing benefits, skill development, how the project has helped overcome barriers etc. These will be for volunteers, community members and project partners to show very real economic, social, environmental and cultural impact and successes.

The project will disseminate all learning through the various new fora that will be established, through project reports and external publicity.

8. Financial Information

The Keep Wales Tidy staff costs included in the bid have been derived from our existing cost base and calculated to ensure we can meet the demands of this large, complex project on an operational, managerial and administrative support basis. The 41 Keep Wales Tidy staff⁹ included are only part-funded by the project. Keep Wales Tidy needs to secure additional funding from a variety of sources to cover the full costs of their employment. The majority of the officers and managers included in the proposal have 60% of their salaries covered, whilst other staff (e.g. finance) have a lower proportion.

Publicity, promotion and event costs included for Keep Wales Tidy are based on delivering two national clean up campaigns per year, production of a LEQ local campaign toolkit, publicity relating to pilots and the costs associated with establishing the LEQ Hub (e.g. high-quality brand development and website design). A significant part of the publicity budget is allocated to translation costs to ensure we meet Welsh Language guidelines.

Publicity, promotion and event costs included for local authority partners are based on the delivery of local pilots/trials in every council area over the 3 years. A large element of the project will involve testing new approaches and campaign messages to change behaviour. This brings with it high publicity and event costs, as all campaigns will need to be designed from scratch. A few partner authorities have also allocated budget to high profile campaigns to tackle poor LEQ e.g. dog fouling which will be able to be used elsewhere if proven to be successful.

Match Funding

The total cash match funding secured over the three years of the project is £75,000. In addition to this match funding, project partners have also indicated that the grant will lever in additional in-kind funding from their respective organisations.

As the project develops, Keep Wales Tidy hopes to attract more private sector funding through sponsorship opportunities (e.g. litter hubs) and developing other strategic partnerships to improve LEQ e.g. litter prevention campaigns with fast food/retail sector, sponsorship for clean-up campaigns, new trials to tackle problem LEQ issues.

Volunteer effort will contribute a significant amount of match funding in-kind to the project. We estimate that over 500,000 hours will be spent improving LEQ which equates to £4,250,000 (using WCVA rate of £8.50/hour)

Evidence of quotation exercises undertaken/copies of quotes obtained.

Specialist Litter picking Equipment

Keep Wales Tidy has worked with the Helping Hand Company for over 10 years for supply of specialist litter picking equipment such as litter pickers and hoops. To ensure continued value for money a number of comparative costs were obtained as per the table below:

⁹ 22 local community officers, 5 regional managers, 3 SMT, 2 finance officers, 2 comms officers, 2 admin officers, 1 GIS officer, 3 LEQ officers and 1 policy manager

Quotes for Equipment	
Litterpickers (Trigger kind)	
Aspli.com	£11.90
Viking Direct	£14.99
The safety supply company	£15.96
Citrus Cleaning Company	£11.89
Helping Hand	£11.06
Litterpickers (Ranger Kind)	
Aspli.com	£17.45
Cleaning Supplies 4 U	£38.96
Parrs.co.uk	£36
The Safety Supply Company	£27.42
Helping Hand	£19.52
Hoops	
The Safety Supply Company	£12.26
Aspli.com	£19.72
Cleaning suppliers 4 U	£30.50
Setton	£29.65
Candoor Services	£24.20
Helping Hand	£8.16

In addition to the value-for-money they provide, a good working relationship has been developed with the Helping Hand company enabling KWT to custom design specific kits (packed, despatched and ready to use) for particular needs e.g. specialist children’s kits, and co-design and trial new products e.g. hoops for recycling to meet participants needs.

Branding and Campaign Materials

A brief was developed during early spring 2019 which was subsequently placed on Sell2Wales during the development phase of Caru Cymru. Companies were invited to tender as per this brief. An extract from the brief as below:

“We want to work with an agency to elevate the Caru Cymru brand, creating a movement that connects with people living, working or visiting Wales.

We are looking for an agency to help us finesse our vision, tone of voice and develop a brand strategy and communications.

We are looking for the following support:

- *Working with our in-house designer to finalise the Caru Cymru brand*
- *Developing a strong, bilingual strapline that acts as a clear call-to-action*
- *Developing brand and language guidelines”.*

Seventeen organisations submitted tenders - each were scored on pre-agreed criteria. A written agreement was made between the successful company, Yogi and Keep Wales Tidy - regular progress meetings and communication take place and staged payments for work have been agreed to ensure success of delivery.

9. Communications Plan

Objectives

- Engage the people of Wales in developing innovative solutions and taking action on LEQ issues
- Develop and implement innovative, targeted awareness and behaviour change campaigns
- Share best practice with all partners to improve future delivery
- Capture and share stories of participants, demonstrating the human benefit of Caru Cymru

Priority audiences

- Community groups and volunteers
- Schools
- Businesses
- Health Boards
- Police, Fire Service and other public sector organisations e.g. NRW, Welsh Government
- Registered Social Landlords
- Residents in pilot and target areas
- Higher and Further Education establishments

Caru Cymru key messages

All partners will ensure publicity correctly acknowledges Welsh Government and European support in accordance with the Rural Development Programme 2014-2020 Information and Publicity Guidelines.

The design of messaging will vary throughout the project depending on timing, progress and priority audiences. Messages will be aligned to the delivery of activities.

General

- Caru Cymru provides a fresh approach to tackling the environmental issues that really matter to communities in Wales.
- Poor local environmental quality (LEQ) has far-reaching, negative impacts. It stifles economic growth and tourism, affects wellbeing, prevents people from using green space and is even associated with higher rates of crime and anti-social behaviour.
- Partners from across all sectors are working together to develop innovative solutions to complex LEQ issues and help stop litter at source.

Community engagement

- We want more people involved in caring for where they live.
- As part of Caru Cymru, we are supporting new community groups to get set up, become sustainable and work independently

LEQ Cymru Hub

- The LEQ Hub Cymru provides a space for government, community groups, businesses and other organisations to share knowledge, research and best practice.

Litter picking hubs

- Our network of litter picking hubs empower communities to make a difference to their local area.
- Our litter picking hubs make it easy for anybody to get involved in caring for their local environment.
- Whether you want to spend a few hours litter picking or organising a clean-up, visit one of our litter picking hubs to borrow equipment.

Caru Cymru brand

To help ensure greater consistency, a standalone Caru Cymru brand will be used. Brand materials and guidelines will be disseminated to partners.

The Caru Cymru brand will be used on all campaign materials.

Communication tools

Press releases

Bilingual press release templates for all activity types e.g. clean-ups, hubs, new groups, campaigns, single-use prevention etc. will be drafted by Keep Wales Tidy and disseminated to partners.

National, regional and local press releases relating to Caru Cymru and associated campaigns will be issued by Keep Wales Tidy.

Media will be invited along to suitable practical events as the project progresses.

Partner websites

Project information will appear on all partner websites. Relevant logos will be displayed in line with branding guidelines.

LEQ Hub Cymru will be established as part of the Keep Wales Tidy website. This will bring together LEQ expertise, research and advice, and campaign materials.

All stakeholders at local and national level will have access to best practice and current evidence base.

Social media

Social media will be used to maximise exposure of the activities across Keep Wales Tidy and partner accounts using the official hashtag #CaruCymru.

Social media guidelines will be issued to all project partners and volunteers. These will include draft tweets and posts, hashtags and details of funder and partner accounts to tag to ensure all RDP guidelines are met and the project has consistency.

Publicity materials

A key component of Caru Cymru will be the production of an electronic LEQ campaign toolkit. This will include messages, imagery, web and social media banners, poster templates etc. This will ensure that all partners, community groups and other project participants use a consistent brand and message for National, Regional and local campaigns.

We will ensure that consideration is given to the environment and sustainable development if producing printed materials.

Events / activities

Keep Wales Tidy will liaise with partners and Welsh Government officials to identify suitable opportunities for Ministers to join events or activities throughout the lifecycle of the project.

Communications network

All partners will be required to provide a named contact who will be responsible for support with communications.

Welsh language

A Welsh-only project name has been chosen in recognition of the importance of the language. The Welsh Language Commissioners office is very supportive of this approach as it promotes the use of the language to the thousands of participants who will be involved. All campaign materials will be bilingual, in line with both Welsh Government and partner policies. Where possible, all publicity activity relating to the project will be bilingual.

Monitoring and evaluation

Project partners will be asked to include media coverage in quarterly reports. Press coverage will be monitored by Keep Wales Tidy's media monitoring agency daily. A quarterly evaluation will be circulated to all partners and included in project reports.

Social media will be monitored in house by Keep Wales Tidy to determine the reach of the project and associated campaigns.

Plans and delivery will be reported to the National Steering Group and regional for a periodically.

A communications report will feed into the final project report.

	Key milestones	20-21		Apr 21 to Mar 22				Apr 22 to Mar 23				23-24	
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Project initiation and set-up	Establish comms network with lead contacts for all partners												
	Issue launch press release (in liaison with WG comms), social media and web text												
	Develop and disseminate project brand												
	Draft press release templates for all activity types												
LEQ Hub Cymru	Collate information and materials for LEQ Hub Cymru												
	Launch of Caru Cymru on Keep Wales Tidy website												
	Launch of partner platform												
Litter surveys (LEAMS)	Publish report and publicise findings												
Green space improvement	Publicise groups awarded GF community award												
Volunteer litter picking activities	Design litter picking hub promotional materials and copy												
	Promote litter picking hubs												
	Publicise Spring Clean Cymru												
	Publicise the Marine Clean												
	Capture and publicise volunteer stories												
Behaviour change/ awareness campaigns and trials	Develop and promote LEQ campaign toolkit												
	Develop and implement national dog fouling campaign												
	Develop and implement fast food campaign												
	Develop and implement air quality campaign												
	Develop and implement fly-tipping campaign												
	Develop and implement roadside litter campaign												
Monitoring and Evaluation	Media monitoring												
	Social media monitoring of national clean-up campaigns												
	Monitoring of Google Analytics, tracking page views and downloads												

Lead partner contacts

Keep Wales Tidy,

Marketing and Communications Manager: Amy Lloyd,
amy.lloyd@keepwalestidy.cymru

10. Risk Register

We will use the project risk register as an important monitoring tool and expect some of the risks to reduce during the duration of the project.

We have added a new section specifically for Covid-19 risks.

Ref. No.	Risk Description and Cause	Impact High/Medium/L	Likelihood High/Medium/L	Rating Red = high likelihood and high impact:	Proximity imminent, within the stage, within the project, beyond the project	Risk Response and Mitigation
Caru Cymru - Summary						
<u>Red Risks</u> - Summary of risk and action						
<u>Amber risks</u> - Summary of risk and action						
1	Communication and expectation between partners are not clear in terms of operation, administration and/or finance. - Negative relationship between partners. Aspects of the project could fail. Delays and inefficiencies in processes. Delays in payment to partners	High	Medium	Amber	Within the first stage of the project.	Clear communication from the start of the project with key personnel in each partner identified and expectations identified and agreed to, linking with local action plans. Clear deadlines for monitoring and submission of claims. Signed partnership agreement Workshop held early in project with all partners to inform delivery and ensure expectations are clear from all partners.
2	Loss of staff/key personnel - High standard of work compromised. Delays in delivery. (Local) knowledge gap.	Medium	Medium	Amber	Within the project	Ensure staff can cover roles. Continue to develop the team.
3	Activities, including pilots, are not delivered to a high standard or are not delivered at all - Communities would suffer. Reputational risk to all partners. New innovations not explored.	High	Medium	Amber	Within the project	Ensure clear info/instruction is cascaded and that checks, support, and training in place. All partners and staff engaged in project planning
4	Staff well-being suffers - Knowledge gap. Deadlines missed. Additional demands on other staff.	Medium	Medium	Amber	Within the project	Good project planning. Ensure the demands on staff are managed. Clear communication and staff engaged in planning. Issues resolved swiftly. Continual improvement in staff welfare.

5	Community/volunteers not engaged - Projects not fully embedded into community, with limited or negative outcomes. Targets not met. Loss of partner reputation in communities where activity did not take place	Medium	Medium	Amber	Within the project	Ensure existing relationships are maintained to ensure engagement. Appropriate resources available to target engagement and monitoring to identify gaps early
6	Funding cuts to public sector - Allocated resources may not be available from partners. Project may lose momentum within some partners and this may impact on the rest of the collaborative partners.	High	High	Red	Within the project	Encourage partners to communicate regularly and to give timely notice of any possible issues. Ensure the project is embedded into the partners with multiple stakeholders involved.
7	Breakdown of relationship between project partners leading to failure to meet project objectives and outcomes.	High	Medium	Amber	Within the project	Clear lines of communication and clear expectations of what will be delivered by each partner and the objectives that will be delivered. Signed partnership agreement Clear management structure and reporting mechanisms to identify potential issues and deal with them.
8	Campaigns and behaviour change projects have no effect and so planned objectives not met.	Medium	Medium	Amber	Within the project	Robust monitoring and evaluation will be built in to the project from the beginning, so we can effectively monitor all activities and identify their impacts as they progress. This will allow us to make any changes as activities are delivered to ensure they meet their objectives. This will also allow the project to adapt new activities to take account of learning from previous ones.
9	KWT staff or Local Authority partners unwilling/unable to change delivery methods to new innovative projects.	High	Low	Amber	Within the project	Clear expectations for project delivery provided to delivery staff and local authority teams at beginning of project. Delivery staff involved in design of activities and projects to ensure buy-in. Regular update meetings with staff to monitor progress and delivery of activities.

10	Unable to recruit suitably qualified or skilled staff for roles (both KWT or Local authority partners).	Medium	Low	Green	Within first stage of project	Robust recruitment process in place. Effective training and induction process in place to ensure any new members of staff are able to deliver quickly.
11	Cost to deliver project is higher than budgeted.	High	Low	Amber	Within project	Project costs have been worked out as accurately as possible based on delivery of similar projects. Robust financial procedures and monitoring in place to keep track of project costs and identify any issues early on. Funding bids submitted to additional sources
12	New projects come on line that affect/ reduce capacity to deliver Caru Cymru.	Medium	Low	Green	Within the project	Caru Cymru will remain the priority for KWT so no new projects will be started that affect capacity to deliver. Any potential projects will be analysed to see if will affect delivery before entered into. Local authority partners will be expected to maintain capacity to deliver Caru Cymru throughout life of project and partnership agreements will make this clear.
13	Uncertainty over expectations of Welsh Government and the outcomes expected causing delay.	High	Medium	Amber	First stage of project	Work with Welsh Government immediately to ensure that everyone is clear about expectations and outcomes so there is no confusion. These will be clearly communicated to partners at early workshops.
14	Monitoring and Evaluation is not robust enough to demonstrate impacts and outcomes.	High	High	Red	First stage of project	Appoint suitable consultant to design monitoring and evaluation tools and processes for all aspects of project and delivery activities. Roll out monitoring and evaluation tools and process and ensure being used by all partners. Regular monitoring of the project by steering group to assess outcomes and evidence as it comes in and make any changes if needed.
15	Financial and project reporting more onerous than expected due to RDP guidelines and expectations, using up lots of time and resources, and creating friction between partners.	Medium	Medium	Amber	First stage of project	KWT has great deal of experience of reporting and managing finances for large grants that will help to make Caru Cymru run smoothly. But will need to make it clear to all partners at a very early stage what the RDP reporting and financial management expectations will be. By the first claim we will be able to assess if this will be an issue or not for delivery of the project.

16	Local community upset/angry with new approach as partners are unable to support practical volunteer activities as they used to. KWT and partner reputation damaged Loss of time trying to resolve conflict Staff morale drops as complaints come in	Medium	High	Amber	Within project	Existing community groups, litter champions and volunteers contacted to explain new project and manage expectations on how KWT/partners can support in the future. Partner staff informed so can deal with queries/complaints accurately. New litter hubs promoted widely so volunteers can be directed to them for support.
17	Partners claiming ineligible costs or carrying out ineligible activities.	High	Medium	Amber	Within Project	Guidance for partners on eligible costs and activities provided from the very beginning of the project. Monitoring of spend and activities to ensure eligibility by KWT Regional Managers at quarterly meetings and regular communication.
18	Projects fails to measure and demonstrate benefits of activities.	High	Medium	Amber	Within Project	Monitoring and Evaluation consultant appointed at beginning of project to develop suite of monitoring and evaluation tools that will ensure that all outputs and outcomes can be monitored, and benefits demonstrated. This will be monitored by project steering group throughout the life of the project and any changes required will be made.
19	Failure to achieve sustainability etc.	Medium	Medium	Amber		Sustainability of project activities will be an ongoing point of discussion for the project steering group and how this can be achieved. As the project progresses avenues for sustainability will be identified and explored.
20	Partners do not comply with RDP rules, ie financial or promotional.	High	Medium	Amber	Within project	RDP Rules and regulations will be shared and explained to all partners at the beginning of the project so all requirements are fully understood by all departments. This will be monitored regularly by KWT Regional Managers and Finance Team.

Specific Covid-19 risks

Government restrictions aimed at minimising spread of Coronavirus remain in place, leading to inability to deliver planned work where control measures cannot be met (e.g. community engagement)		High	Medium	Amber	Within the first stage of the project (and possibly longer).	Re-profiling of activity to ensure non-contact work is prioritised during restrictions Work methods adapted to meet any Government restrictions/guidelines so progress can be made Ongoing assessment of tasks/activity against up to date guidance so that work can commence as soon as safely possible Staff and partners receive regular briefings so work can begin as soon as possible
Increase in costs to ensure work can be carried out in a safe manner in line with COVID-19 restrictions and guidance – e.g. PPE, or reduced budget available in other areas		High	Medium	Amber	Within project	Work methods and plan prioritised and set for best outcomes for overall project Monthly monitoring of budget to ensure within agreed limits
Loss of staff/key personnel through shielding/self-isolation/temporary redeployment/sickness – reduction in immediate capacity; high standard of work compromised; delays in delivery; (local) knowledge/delivery gap.		High	High	Red	Within the project	Ongoing monitoring of relevant staff members, and regular communication with Partners to understand current situations Ensure staff can cover roles, local contacts are kept up to date (GDPR) Continue to develop the team.
Staff well-being suffers due to external and internal pressures - knowledge gap; deadlines missed; additional demands on other staff.		High	Medium	Amber	Within the project	Good project planning. Ensure the demands on staff are managed effectively Clear and quick communication to deal with changes and staff engaged in planning Issues raised by staff are resolved swiftly Continual improvement in staff welfare.
Restrictions for minimising spread of Coronavirus are phased in and out over a period of time, leading to a loss in momentum in engaging community/volunteers - projects not fully embedded into community, with limited or negative outcomes; targets not met; loss of partner reputation in communities where activity did not take place		High	High	Red	Within the project	Ensure existing relationships are maintained to ensure engagement Appropriate resources available to target engagement and monitoring to identify gaps early Good project planning so that as restrictions change and impact on work, there is quick and clear communication to all stakeholders informing them on decisions and reasons

Increased pressure on public sector in response to Covid-19 - allocated resources may not be available from partners; support processes, such as waste collection may not be in place; project may lose momentum within some partners and this may impact on the rest of the collaborative partners; partners less inclined to take on new, innovative approaches		High	High	Red	Start of the project	Encourage partners to communicate regularly and to give timely notice of any possible issues Ensure the project is embedded into the partners with multiple stakeholders involved, and provides a solution to the difficulties faced (i.e. addressing LEQ) Explore other models for improving recycling and waste removal Clear expectations for project delivery provided to delivery staff and local authority teams at beginning of project. Delivery staff involved in design of activities and projects to ensure buy-in. Regular update meetings with staff to monitor progress and delivery of activities.
Campaigns and behaviour change projects have little to no effect and so planned objectives not met – lockdown situation is not ‘normal’ situation for LEQ		Medium	Medium	Amber	Within the project	Robust monitoring and evaluation will be built in to the project from the beginning, so we can effectively monitor all activities and identify their impacts as they progress. Campaigns will be designed to take into account current baseline data, and identify whether COVID-19 has had a direct impact. The project will adapt new activities and methods to take account of learning from previous ones.
External/match funding opportunities significantly reduced as efforts go into supporting health sector and/or supporting the economy		Medium	High	Amber	Within the project	Early and ongoing conversation with existing funders, partners and private sector organisations so that changes in funding can be identified and planned. Continuous monitoring of new funding pots as they become available and appropriate bids submitted. New partnerships identified and explored
New projects come on line that affect/reduce capacity to deliver Caru Cymru – delays in funding announcement increase likelihood that other sources of funding will be investigated.		Medium	Low	Green	Within the project	Caru Cymru will remain the priority for KWT so no new projects will be started that affect capacity to deliver. Any potential projects will be analysed to see if will affect delivery before entered into. Local authority partners will be expected to maintain capacity to deliver Caru Cymru throughout life of project and partnership agreements will make this clear.
Perception from communities, stakeholders and business that LEQ work is not a priority/against COVID-19 advice, etc., - lack of engagement, volunteering and external funding		Medium	Medium	Amber	Start of the project	Existing community groups, litter champions and volunteers contacted to explain new project methods and manage expectations on how KWT/partners can support in the future. Partner staff informed so can deal with queries/complaints accurately. All existing contacts kept up to date on project developments with clear and strong messages

Partners claiming ineligible costs or carrying out ineligible activities – increased risk with public finances under greater pressure as result of COVID-19		High	Medium	Amber	Within Project	Guidance for partners on eligible costs and activities provided from the very beginning of the project. Monitoring of spend and activities to ensure eligibility by KWT Regional Managers at quarterly meetings and regular communication.
Unable to recruit suitably qualified or skilled staff for roles (both KWT or local authority partners).		Medium	Low	Green	Within first stage of project	Robust recruitment process in place. Effective training and induction process in place to ensure any new members of staff are able to deliver quickly.

11. Examples of Evaluation reports from similar activities and Academic Studies *(to present a fuller picture of why the project is needed, what it is intended to achieve and how it is going to be delivered).*

The following evaluation reports can be found in the Project Plan Annexes:

- a) Long Forest Mid-term review - Project Plan Annex 5
- b) Tidy Towns Mid-term review Project Plan Annex 6
- c) Natural Buzz evaluation report Project Plan Annex 7

Keep Wales Tidy has been undertaking Street Cleanliness (LEAMS) Surveys since 2007/8. These surveys show that whilst litter has generally decreased since the baseline there are still persistent issues and some categories, such as food and drink on the go, appear to be increasing.

Litter creates numerous important environmental, social and aesthetic problems. Additionally, it is predictive of changing crime rates in a community, as well as there being experimental evidence that the presence of litter increases other social transgressions (Schultz et al., 2013). A lower level of LEQ also tends to affect inhabitant's mental and physical well-being (Dunstan et al., 2013). Litter also decreases property value in residential areas, and in commercial areas reduces sales and attracts fewer customers. In addition to that, there is a near unanimous agreement that litter is unsightly (Schultz et al., 2013).

LEQ issues are consistently at the top of the list of public concerns and a priority for many local authorities. Evidence suggests that deprived communities are more likely to suffer the worst environments.

“It serves to heighten their feelings of frustration and powerlessness. It fuels their belief that both local and national government are unable to deliver policies that reflect their concerns and address their needs. This, in turn, can reduce their willingness to engage in consultations about the future of their area and perpetuates their feelings of exclusion.” (Lucas, K et al., 2004)

Human behavior and environmental quality have been studied interconnectedly using various approaches rooted in the field of environmental psychology. The results from the study by Schultz et al. (2013) clearly show that “litter begets littering”. Thus, the authors note that one of the keys to success is to remove existing litter. However, efforts also need to be focused on prevention and reduction, promoting more environmental and sustainable behaviours around consumption and disposal. Behaviour change is a relatively new discipline, particularly in the environmental sector, however, there is a sound understanding of the effectiveness (or ineffectiveness) of approach. For example, information campaigns tends to result in higher knowledge levels, but not necessarily in behavioural changes (Abrahamse et al., 2005).

Macro level factors such as social, structural and cultural developments shape micro-level factors of behaviour, such as motivation and choice (Abrahamse et al., 2005). “If the aim of interventions is to reduce negative environmental impact by changing households’

consumption patterns, it is necessary to consider macro-level as well as micro-level variables” (Abrahamse et al., 2005, p. 274).

People’s sense of autonomy and ownership are also intrinsically linked to their sense of place, strengthening this attachment has been proven to engage people in place-protective behaviour (Stedman, 2002).

Key academic studies:

Lucas, K et al (2004) Prioritising local environmental concerns, Joseph Rowntree Foundation UK. Available: <http://www.jrf.org.uk/sites/files/jrf/1859352642.pdf>

Schultz, P. W., Bator, R. J., Brown Large, L., Bruni, C. M., & Tabanico, J. J. (2013). Littering in Context: Personal and Environmental Predictors of Littering Behavior. *Environment and Behavior*, 45(1), 35-59. <https://doi.org/10.1177/0013916511412179>

Abrahamse, W., Steg, L., Vlek, C., & Rothengatter, T. (2005). A review of intervention studies aimed at household energy conservation. *Journal of Environmental Psychology*, 25(3), 273-291. <https://doi.org/10.1016/j.jenvp.2005.08.002>

Dunstan, F., Fone, D. L., Glickman, M., & Palmer, S. (2013). Objectively Measured Residential Environment and Self-Reported Health: A Multilevel Analysis of UK Census Data. *PLoS ONE*, 8(7), e69045. <https://doi.org/10.1371/journal.pone.0069045>

Stedman, R. C. (2002). Toward a Social Psychology of Place: Predicting Behavior From Place-Based Cognitions, Attitude, and Identity. *Environment and Behavior*, 34(5), 561-581.

Key reports:

LEAMS Surveys (2007/8 - 2018/19), Keep Wales Tidy

WRAP (2011), Wales and the Circular Economy
http://www.wrap.org.uk/sites/files/wrap/Wales_and_the_Circular_Economy_Final_Report.pdf

INudgeYou, (2019) Tools and Ethics for Applied Behavioural Insights: The BASIC Toolkit (2019)

Behaviour change studies in Wales:

Beaufort Research; (2010), on behalf of Keep Wales Tidy, *Litter in Wales: Understanding littering and litterers*

Keep Wales Tidy, (2017), Pawprints to Bins - Tackling dog fouling through social marketing
<https://www.keepwalestidy.cymru/Handlers/Download.ashx?IDMF=2bf9b2bd-8b41-492c-ab18-223a933794c9>

Poortinga et al., (2016), The Welsh Single-Use Carrier Bag Charge and behavioural spillover. *Environmental Psychology*, 47, 126-135,
<https://doi.org/10.1016/j.jenvp.2016.05.008>

Poortinga et al., (2018), Promoting the Use of Reusable Coffee Cups through Environmental Messaging, the Provision of Alternatives and Financial Incentives - Delivery Plan Annex 5