

PROGRESS REPORT

Sponsor Name:	Keep Wales Tidy
Project Name:	Caru Cymru – Caring for Wales
Case ID:	82334
Claim Period:	1 st October 2020 – 19 th February 2021

- 1. Progress Report** - This should include a short summary of the project progress, activity and achievements to date, including any particular milestones or results achieved, and any unexpected challenges or delays and how they are to be overcome.

Support volunteer activity to help empower communities across Wales to tackle poor local environment quality issues in their area

- Community Litter Picking Hubs

Most hubs have been closed due to the pandemic. Some e.g. Anglesey Sea Zoo, have remained open and loaning out kit. Staff are now starting to contact hubs to find out plans for re-opening when restrictions allow.

- Litter Champions

As community group activities are currently suspended, and most hubs are closed, KWT re-launched the national Litter Champion programme in February to recruit new litter champions. We also introduced a new 'household' category. This scheme will enable people to take action safely during the pandemic. 400 kits were purchased, and a new online application process, virtual assessment and training system set up so that no face-to-face meetings need to take place. The deadline for first round of applications is 19 February and we have received over 800 applications to date.

Many existing Litter Champions (set up during development phase) have worked throughout the pandemic and KWT and local authority partners have been supporting as circumstances allow. Many have seen a rise in litter champion activity as a result of group activities being suspended and more people spending time outdoors in local area. Some local authority partners have been supporting local champions in different ways during the pandemic e.g. Cardiff Council have set up a long-term litter picking equipment loan for litter champions as they are currently unable to access equipment from Hubs.

Support National volunteer activity

- National Clean up Campaigns

Planning is underway for Spring Clean Cymru 2021. It will run from 28 May to 13 June and be part of the Great British Spring Clean which will be taking place in England and Scotland at the same time. The campaign will be carried out in line with COVID-19 restrictions and is likely to be targeted at households and individuals.

With the challenges of COVID-19 and its impact on individuals in mind, this year our focus will be on the mental health and well-being benefits of getting outside and caring for the local environment.

A media launch for the campaign will take place on 20 March (tbc). Information and

resources will go live on the Keep Wales Tidy website on this date. A national press release will be issued, and press release templates and social media graphics will be made available to Caru Cymru partners. Through our partnership with Keep Britain Tidy, out of home advertising will be used on bus shelters and other advertising screens.

All publicity materials will be developed in accordance with RDP guidelines.

A survey has been prepared for Local Authorities to ensure we give volunteers accurate information about equipment and collections. We are also exploring the idea of creating temporary hubs which about enable us to loan kit if the community litter picking hubs remain closed.

Undertake activities to empower communities, and develop a sense of pride and ownership as a prevention method to future LEQ problems

- *Community Group activities (including setting up new groups, Community Green Flag award)*

Staff have been supporting community groups to apply for community Green Flag award during this period. It is hoped that 23 new groups will apply for an award in 2021.

Preventative interventions and behaviour change

- *Local LEQ trials*

A Smoking related litter trial in Blaenau Gwent has been planned but delivery has been delayed due to Covid restrictions. We hope this will be relaunched in May 2021.

A drug related litter trial was being planned for Newport, but the issue has reduced since the Covid pandemic due to the reduction of homeless people on the streets. Keep Wales Tidy continue to be a part of the strategic group and are in the process of gathering best practice to share with partners and Welsh Government.

- *Litter free zones for schools and business.*

Work will commence next year when hopefully schools and target businesses will open.

- *National campaigns*

The first national campaign will be anti-dog fouling and is scheduled to take place in Autumn 2021 to tie in with the shorter evenings and beaches being reopened to dogs.

Unfortunately, COVID-19 restrictions have prevented us from working with dogs' homes to secure images of rescue dogs for the campaign artwork. However, our communications team are now developing a social media campaign to find 'models' for the posters and other graphics. We hope that this will build interest in the campaign before October and increase engagement once we launch.

- *LEQ campaign toolkit*

A brief for development of the campaign toolkit has been finalised and circulated to design agencies.

- *Action to reduce single use plastic*

KWT Policy team are doing a piece of work to identify the best practice sector guidance for plastic reduction and have additionally offered support to the Plastic Free Snowdon project which is due to start in next few months (contractor to be appointed w/c 1st

March).

Collaborative cross-sector work to improve LEQ in a holistic place-based approach

- WG National Litter plan

The policy and research team continue to work closely with the Welsh Government to develop the National Litter and Fly-tipping Prevention Plan for Wales. We have supported the promotion of the consultation and will be submitting a response for March 2021. We have also been involved in the sub-group formation, notably the Evidence group and are supporting Welsh Government in the wider piece of work to consider Litter data methodologies and policy action at a UK level.

- WG National Litter Campaign

The Environmental Quality and Regulation and The Environment Communities Division within Welsh Government are creating a cross-media campaign planned to begin in late Spring / early Summer 2021 and to follow through until the end of the year. The Campaign has been designed to establish a clear anti-litter message which will help raise awareness of the issue nationally and encourage people to take greater responsibility for their local environment by not creating litter. It is planned that the campaign will sit under the Caru Cymru banner. KWT Policy and MarComms teams have been advising on the set up of the campaign and will remain a part of the delivery team for the duration of the campaign.

- Local Authority litter strategies

The KWT Policy team will support Local LEQ Action Plans being delivered as part of Caru Cymru to adopt strategic approaches under the themes of the Litter Prevention Plan where possible. Some best practice for local authority litter strategies, notably for operational delivery and street cleansing is being gathered through current work in Carmarthenshire and Blaenau Gwent.

Blaenau Gwent - Final draft of Litter and Flytipping Strategy to be presented to council for approval and adoption in April 2021. Commenced work on a Community Engagement Programme to support the roll out of the Strategy

- Policy and research advice into LEQ issues

Keep Wales Tidy continue to provide advice and guidance to national and local authority agencies and the public. The Policy and Research Manager did a live interview with Pure West Radio on questions from the public around litter and dog fouling which spurred a number of enquiries and offers of support from local residents and town councillors. Guidance and signposting continue with many public enquiries and requests from students from schools, universities and colleges for data and advice. We have also provided advice and guidance for dog fouling M&E for local authority interventions.

Additional discussions have been held with Welsh Government officials from waste and circular economy departments.

The Policy and Research manager is chair of the Green Recovery group and Advocacy group for Wales Environment Link and involved in the Welsh Government's T&F group for Innovative Funding Models.

- *Annual litter surveys*

LEAMS has been reviewed for 2021 and will commence in April 2021. Some changes to (Keep Wales Tidy) LEAMS surveys, on request of local authorities, mean that times for surveying will be randomised this year and we are hoping to complete the surveys by November 2021. We are supporting local authorities to access and use our free LEAMS app and are providing free training sessions for LEAMS and the use of the app in April 2021.

- *Regional and topical forums bringing together range of stakeholders*
These will now be delivered virtually, and work will begin next period. Planning to run webinars around different topics for the campaigns.

- *Private Sector investment levered in to help tackle LEQ issues*
None this period.

Action to increase recycling and reuse to prevent waste from being littered/fly-tipped

- *Increase in reuse/recycling collected during community clean-ups*
Delayed due to Covid-19

- *Trials to increase reuse/recycling and generate income for groups*
Delayed due to Covid-19

- *Support for Repair movement*

Largely delayed due to Covid-19 enforced closures of Repair Cafes, but some work that was started during the development phase has been able to continue:

Powys CC worked with partners to secure over £2m investment from the WG Circular Economy fund for reuse and repair projects in Powys including 'tip shops' at their HWRC's, new reuse hubs/repair café/plastic-free charity shops on the high street, a new national private sector run circular economy manufacturing centre of excellence based in Powys and investment in new and improved waste transfer stations in the county.

Monmouthshire CBC's second reuse shop in planning, scheduled to open in April with funding from Circular Economy fund.

Delivery of Innovative Pilots to trial new approaches to improve LEQ, health and wellbeing

- *Tiny Forest* – the pilot will take place in autumn planting season 2022
- *Air Quality* – the pilot is not due to take place until 2022 but air quality interventions are progressing with Cardiff University and it is hoped that this work will fit into the Clean Air proposals which are currently out for consultation (February 2021)

2. Publicity – Please provide details of how this project has been publicised in accordance with the Welsh Government guidelines (please refer to your Grant Approval letter).

In agreement with Welsh Government communications team, the project will be officially launched on 17 March. In light of COVID-19 restrictions, this will be a media launch. This will involve:

- The public Caru Cymru 'hub' going live on the Keep Wales Tidy website

- #CaruCymru social media campaign, using video content to increase engagement
- Issuing a bilingual national press release
- Securing bilingual broadcast media coverage
- Providing partners with bilingual press release templates, social media messaging and graphics
- Our communications team working with and supporting local authority press offices and marketing teams
- An extensive email marketing campaign to key stakeholders.

To date, in accordance with the Welsh Government guidelines, we have acknowledged support from the European Agricultural Fund for Rural Development in the following ways:

- The EAFRD logo has been added to the Keep Wales Tidy website
- The logo and text have been included on the job advert and job description for the Merthyr Tydfil Project Officer role
- The funding text has appeared on the Litter Champions webpage and Spring Clean Cymru 'save the date' webpage on the Keep Wales Tidy website.
- A presentation template has been created featuring the logo. This has already been used in a meeting with Caru Cymru partners and will be used for the Litter Champion webinars in March.

Our communications team has also sought advice from the Wales Rural Network Support Unit on use of the logo and text on rubbish bags and social media homepages in the weeks leading up to the launch on 17 March.

3. Special Conditions

- **The project sponsor must appoint an independent external evaluator within six months of the Project Start Date.**

A monitoring and Evaluation brief has been drawn up and was published on Sell2Wales on 28/1/2021 as an OJEU notice. The deadline for applicants is 16/3/2021 and award date is 22nd March 2021. The successful external evaluator will begin work on 23rd March. All tender documents have been uploaded to our WEFO online portal.

- **The approved Keep Wales Tidy activities under Measure 16.2 must not duplicate the statutory responsibilities of Local Authorities across Wales; rather the activities must be over and above those statutory responsibilities.**

All Caru Cymru activities complement Local Authorities day-to-day work of dealing with litter and waste but are 'over and above' the statutory duty to collect household waste and maintain relevant land for cleansing. The work 'adds value' in terms of education, publicity, learning, prevention and of course volunteering. The additional activities have been made possible by external funding and close collaboration with project partners.

For example, the employment of a Waste Awareness and Enforcement Advisor is not a statutory service but supports and enhances all aspects of local authority waste collection, disposal and cleansing services, to help make them more efficient and better utilised so preventing litter and flytipping.

