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Foreword

Cabinet Secretary for Environment and Rural Affairs

I am encouraged by the findings in this year's LEAMS report which shows the cleanliness of our streets is improving and domestic litter, the second most recorded litter source, is at its lowest recorded figure for five years. In addition, there has been a reduction in the presence of litter associated with smoking, drinking and fast food.


Dog fouling is often considered to be the worst kind of litter to be found in public places as it is unsightly and can pose a danger to both human and animal health. I am pleased to see it was found on fewer streets in Wales last year and, at 8.9%, is at its lowest recorded figure to date. To help maintain this progress, the Welsh Government will continue to encourage all dog owners to act responsibly and clean up after their pets.

Whilst it is encouraging to see improvements are being made, it is vital we continue with work to build strong partnerships with local communities. The need for prevention must be a driving force behind all our efforts. It is increasingly clear neither the Welsh Government nor Local Authorities can be effective without the active involvement of individuals and communities. A clean, safe, accessible and attractive local environment is an essential part of the Wales we want for future generations and a vital contribution to the goals set out in the Well-being of Future Generations (Wales) Act 2015.

I would like to thank Keep Wales Tidy and Welsh Local Authorities for their hard work and commitment in supporting communities across Wales to improve the quality of their local environments, helping to make communities better places for people to live and work in and to enjoy in their leisure time.

Lesley Griffiths AM

Cabinet Secretary for Environment and Rural Affairs



“A beautiful Wales cared for
and enjoyed by everyone”

Message from Keep Wales Tidy

I would like to invite you to read our annual All Wales LEAMS Report. I hope you will find the information interesting and informative. This year's report covers the survey information from 2016-17, and provides information on the trends since 2007-08 at a national level. It primarily focuses on the issues across Wales, rather than the scores achieved by individual local authorities.

We are also continuing with our work to maintain a beautiful Wales, and this report looks at the big picture – especially in the context of the impacts that a poor local environmental quality can have. It also looks at the costs associated with these problems, both direct and indirect. However, it doesn't have to be this way. Litter is avoidable. Much of what we throw away has a waste value and should be considered a lost resource.

A poor local quality environment is caused by the minority but affects everybody. When we consider the ever-increasing pressure on budgets locally and nationally and the value of clean local environments to society, it becomes clear that it is as important as ever that everybody needs to be involved in this agenda. Keep Wales Tidy already works with the public, private and third sector to protect and improve our environment, and we will continue to reach out to communities in every corner of Wales to join in with our mission.

I hope you will find the information in this report useful and that it will encourage you to take action to maintain a *beautiful Wales cared for and enjoyed by everyone*.

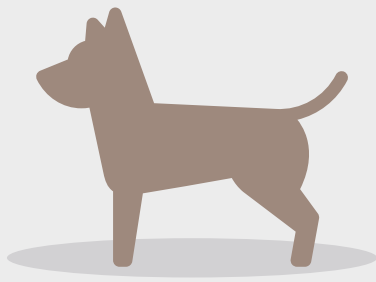
Lesley Jones

Chief Executive

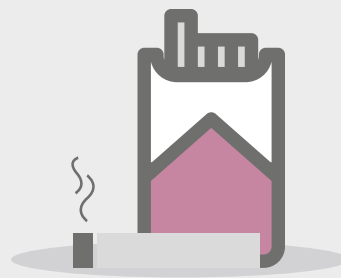
Headline Results

HOW CLEAN ARE OUR STREETS 2016-17?

Keep Wales Tidy has been recording street cleanliness since 2007-08



Dog fouling recorded on **8.9%** of streets - the lowest figure to date

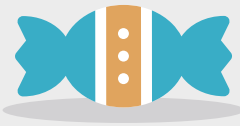


Smoking-related litter recorded on **80.2%** of streets - the lowest figure to date

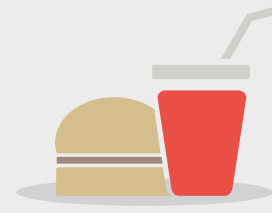
All other litter types have also decreased this year:



Drinks on **43.8%** of streets



Confectionery on **55%** of streets



Fast food on **18.1%** of streets



More litter comes from pedestrians than from anywhere else - **88.4%** of streets



Domestic litter recorded on **63.5%** of streets



Introduction

This All Wales Report has been prepared by Keep Wales Tidy using data collected from the Local Environmental Audit and Management System (LEAMS) validation surveys between 2007-08 and 2016-17.

LEAMS surveys provide a 'snapshot' of litter and other local environmental quality issues across Wales. Funding for the surveys has been provided by the Local Environmental Quality (LEQ) branch of the Welsh Government and has been recorded annually since 2007-08. In 2016-17, Keep Wales Tidy staff surveyed a total of 3,075 streets across Wales. During the survey, we measure the quality of the local environment by recording the:

- Street cleanliness grade based on how much litter and dog fouling is present
- Types and sources of litter present
- Amount of graffiti, vandalism, fly-posting, dog fouling, weeds, detritus and chewing gum staining visible

The current methodology can be found in Appendix 1. Keep Wales Tidy undertakes these surveys to provide independent data for:

- Data Unit Wales for Performance Indicator STS/005b: the percentage of highways inspected of a high or acceptable standard of cleanliness
- The Welsh Government for use by the Ministers and other policy makers in the National Assembly for Wales
- 22 Welsh local authorities on the local environmental quality issues within each of their areas¹
- Other organisations with an interest in local environmental quality

The information in this report for 2016-17 is taken from the surveys undertaken in each local authority in Wales. In 2016-17, the surveys covered a 6% sample of streets, selected at random from a full list of adopted highways provided by the relevant local authority. Surveys were undertaken on weekdays between May

1. Each local authority has been provided with reports for each financial year for the area for which they are responsible. These reports are the property of the local authority, and it is for each local authority to decide whether or not to publish or share their individual report and results.

and December during daylight hours. The full list of dates can be viewed in Appendix 2.

Keep Wales Tidy has calculated the following independent national figures:

- A Cleanliness Indicator (CI)
- The average percentage of streets reaching an acceptable standard of cleanliness²

These scores have also been calculated for each local authority using the information from our surveys.

The data for local authorities in 2016-17 is included in Appendix 3.

LEAMS can be seen as a measure of the four Es:

Effective cleansing, the use of **Enforcement powers** and **actions to Educate and Engage with communities** to prevent issues which negatively impact on the quality of the local environment.

However, Keep Wales Tidy recognises that a truly clean street is one that isn't littered in the first place.

Future Challenges

Keep Wales Tidy recognises the huge importance of our local outdoor spaces, from streets to footpaths, parks to beaches. These are all beneficial to our health and well-being, both mental and physical. However, when these areas are subject to defacement by issues like litter, dog fouling and graffiti, this in turn can have a damaging effect on people, for example by attracting further degradation and increasing fear of crime.

Litter costs Welsh taxpayers an estimated £70 million per year on clean-up costs alone³. This is a substantial, yet avoidable cost, equivalent to 4,797 full-time workers on the living wage or 49,294 households fuel bills⁴.

However, this direct cost does not adequately reflect the broad and far reaching effects of a littered environment. Research undertaken recently, considered the indirect costs of litter in Scotland, where a number of elements which carried a cost were identified, including crime, mental health and property values. The biggest indirect cost is that related to deterioration, with local areas having a price tag of between £73 and £770 million and beaches costing £50 to £100 million⁵.

The degradation of local environments affect people's perceptions and make these areas less attractive places to visit and use, and for businesses to invest in. In Wales, where the tourism sector amounts to nearly 15% of all jobs and total tourism spend was £6 billion⁶ in 2013, the impact of failing to maintain a high quality local environment could be substantial, particularly in areas which rely on a quality destination.

Lastly, litter can cause significant damage to our wildlife and environment, the effects of which are often long lasting and extend far beyond where the problems initially occur. Litter on our streets can eventually make its way into our waterways and the marine environment where materials such as plastic break down over time but never disappear, creating 'plastic oceans', ingested by fish and other sea animals.

These impacts put into context the social, economic and environmental importance of a beautiful Wales. Although both local and national government has an important role to play, it's everybody's responsibility to make Wales a clean nation we can be proud of.

2. This is not the Streetscene Performance Indicator, which uses this and data from surveys undertaken by local authorities.

3. Website: <http://gov.wales/topics/environmentcountryside/epq/cleanneighbourhood/litter/?lang=en> (Visited: 19.01.17).

4. Website: <https://www.keepwalestidy.cymru/Handlers/Download.ashx?IDMF=9b5d21f1-b517-4f36-ad42-709027757ac8> (Visited: 14.03.17) Wage figure based on a 38-hour week at £8 per hour; fuel bill based on a typical annual dual fuel bill of £1,420 each.

5. Website: <http://www.zerowastescotland.org.uk/sites/default/files/Exploring%20the%20Indirect%20Costs%20of%20Litter%20in%20Scotland.pdf> (Visited: 19.01.17).

6. Website: https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/Final_proof_15_Nov.pdf (Visited: 19.01.17).

Part 1:

An Overview of Local Environmental Quality Across Wales

Many of our recorded LEAMS indicators have dropped this year. We are particularly pleased to see decreases in the most common types of litter and that dog fouling has been recorded on less than 10% of our streets. However, there is still room for improvement and more work needs to be done to reduce the gap between the highest and lowest scoring authorities.

To assist with this, Keep Wales Tidy hold LEAMS and

Enforcement Forums every year for frontline staff to share best practice and develop shared solutions to persistent problems.

During 2016-17, on average 4.8% of streets were completely litter free. This is higher than last year's figure of 3.3% and a significant improvement on the 2007-08 baseline survey when only 1.3% of streets were free of litter.

All Wales Cleanliness Indicator (CI)

The all Wales CI score for 2016-17 is 69.3⁷. This is the highest figure recorded since Keep Wales Tidy began undertaking street cleanliness surveys across Wales in 2007-08.

The below graph shows that the average, maximum (best scoring local authority) and minimum (worst scoring local authority) scores have all increased over time, and have also all increased this year.

The maximum score has seen a large increase to 82 this year (from 75.8 in 2015-16), which is significantly higher than that recorded any other year. This means that the best performing local authority in Wales has

considerably improved. At the same time, Wales' worst performing local authority also improved its cleanliness this year, reversing the downward trend seen during the previous two years.

Despite this positive news, the gap between the lowest and highest figures is still widening, continuing the trend which began in 2012-13. This is due to the continuing improvements of the highest scoring local authorities. This year the gap has reached a higher range than has ever been seen before, indicating that more work is needed across Wales to reach a consistent 'clean' benchmark.

All Wales CI by Year

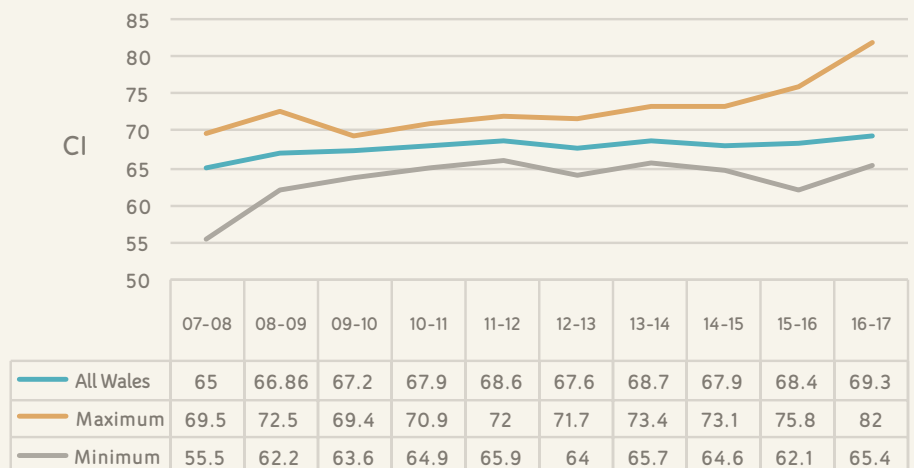


Figure 1: All Wales, Maximum and Minimum CI

7. Appendix 4 shows how this is calculated.

Streets Reaching an Acceptable Standard of Cleanliness

Streets are graded as follows:



This year, the average percentage of streets graded B and above (that is streets that would be defined as acceptable in terms of cleanliness to members of the public) was 95.5%.

Despite remaining above that recorded in the baseline survey, this figure has continued to drop this year.

This means that more C and D grades are being recorded. While the maximum figure increased, returning to 100% this year, the minimum figure fell to 87.2%, the lowest score since 2008-09. This has continued to widen the gap between the lowest and highest figures, now at its widest since that of the baseline survey in 2007-08.

Percentage of Streets B and Above By Year

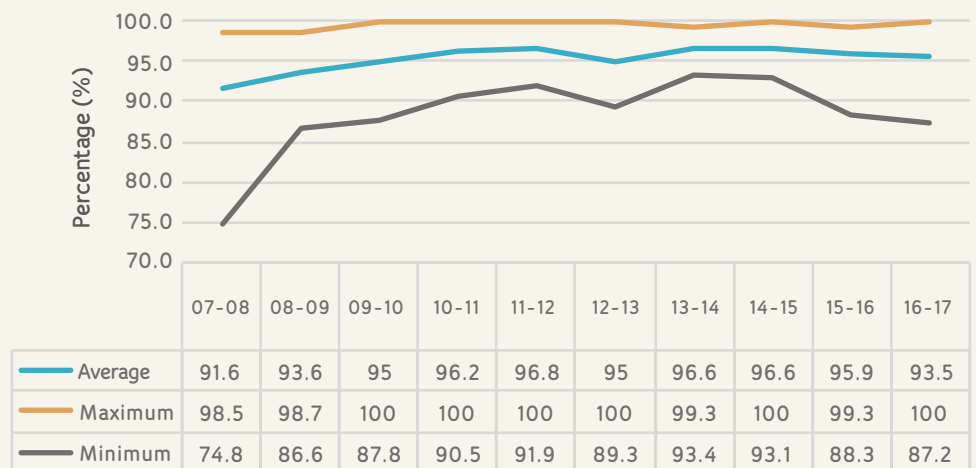


Figure 2: All Wales, Maximum and Minimum Percentage of Streets Awarded a B Grade and Above

Cleanliness by Land Use

In our surveys, land use is defined as follows:

Zone 1 - Town centres, shopping centres, major transport centres.

Zone 2 - High density residential areas, busy recreational areas.

Zone 3 - Low density residential areas, industrial estates.

Zone 3 constantly out performs other zones, with these streets achieving the highest number of A and B+ grades. This year's figure has continued to increase, reaching 71.6. This is the highest score ever for a second year in a row.

Zone 2 streets saw year-on-year improvements in

cleanliness until 2011-12. The following year the zone saw a decrease, but since then has seen an overall improvement, which has continued this year, although the current figure of 65.9 remains below its 2011-12 peak.

Zone 1 has seen the biggest fluctuations in cleanliness, which may be explained by the smaller sample size and the high footfall on these streets. Although the score of the zone dropped slightly to 66.1 this year, returning to its 2014-15 level, it remains higher than any year prior to 2011-12.

It is positive to see that the figures for all zones continue to improve on their baseline figures.

CI by Zone and Year

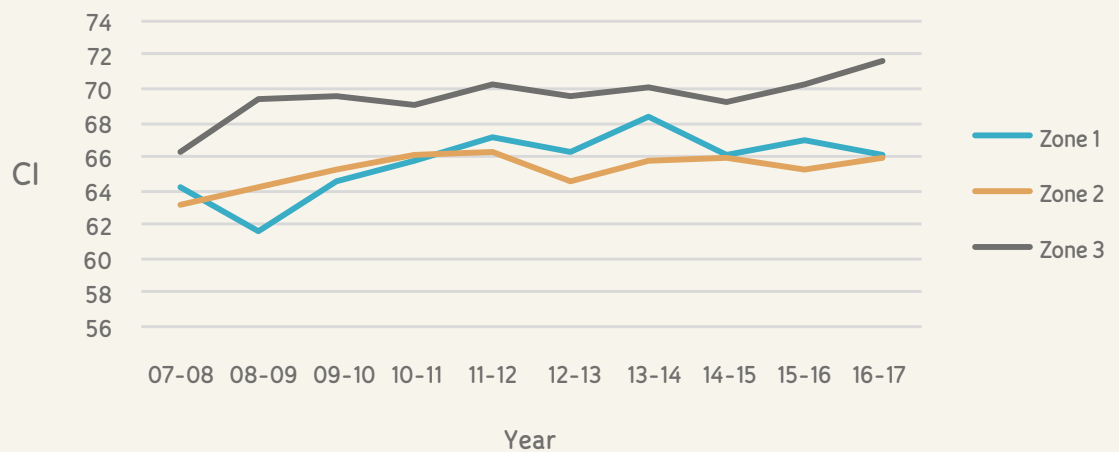


Figure 3: Average CI by Zone

Litter Types and Sources

During our surveys, we record all litter when grading for cleanliness, but take special note of the following types of litter:

- Smoking
- Drinks
- Confectionery
- Fast Food

Smoking-related litter (which consists primarily of cigarette ends, although it includes all items relating to smoking) has been the most common type of litter present on the streets of Wales ever since our surveys began in 2007-08. It has, however, been gradually decreasing since 2009-10, reaching 80.2% this year, the lowest figure recorded to date.

Confectionery litter has seen a more significant decline over time. It was recorded on almost three quarters of Wales' streets during the baseline figure and by now has dropped to 55%, which is again the lowest figure recorded to date.

Having declined steadily until 2010-11, drinks litter has since increased overall, but not to levels seen in the baseline figure. It dropped slightly to 43.8% this year.

Fast food litter has been the least common litter type recorded each year and it has seen little change over the past ten years. It has dropped slightly to 18.1% this year.

Types of Litter by Year

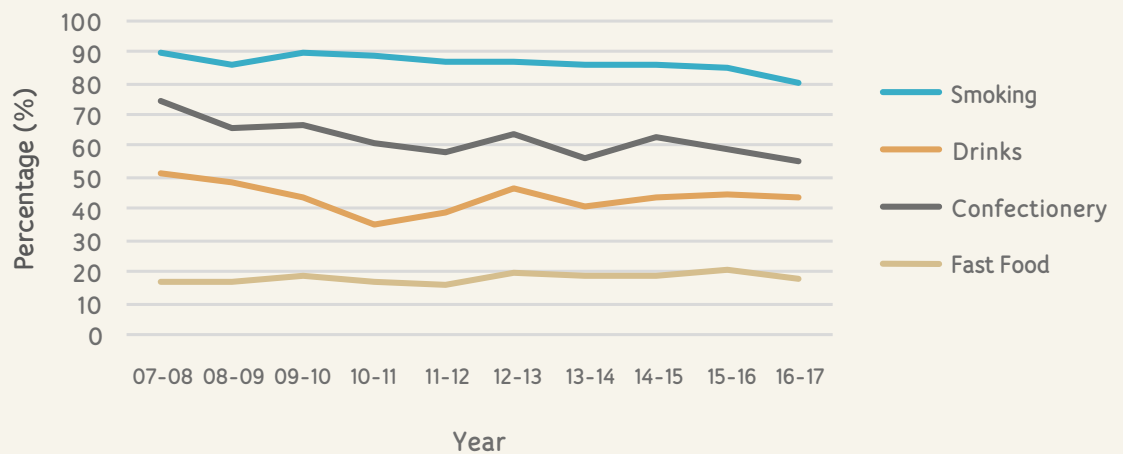


Figure 4: Average Percentage Presence of Litter Types

In the same way as we note types of litter, we also record the sources. The sources we collect information on are:

- Pedestrian
- Business
- Domestic
- Construction
- Animal Faeces
- Other
- Glass (since 2011-12)

Litter dropped by pedestrians has been by far the most common source of litter on Wales' streets over the past ten years. Overall it has decreased gradually over time, and at 88.4%, has dropped below 90% for the first time this year.

With the exception of 2007-08, domestic litter has been the second most recorded litter source. However, it has dropped this year, with its current level of 63.5% the lowest figure recorded for five years.

Other, unidentifiable litter has also been regularly observed, but after 2007-08, its presence has largely plateaued at around 60%. The figure dropped slightly to 57.2% this year, which is the second lowest level recorded since surveys began.

Business litter, which consists mainly of Post Office bands and cable ties, has remained on around one in five streets over the past ten years. It has dropped to 21.6% of streets this year. Construction litter, which also began at almost one in five streets, has decreased slightly in recent years, and at 15.3% is currently at a level very similar to last year's figure.

This year, animal faeces (predominantly dog fouling) was found on 9.4% of streets. Although a concern, this is the lowest figure recorded to date and significantly lower than the peak figure of 14.7%, seen in 2007-08. Glass, the least common litter has continued its decreasing trend, reaching 5.4% this year, another all-time low. These figures are encouraging considering the dangers animal faeces and glass pose to people and animals.

Sources of Litter by Year

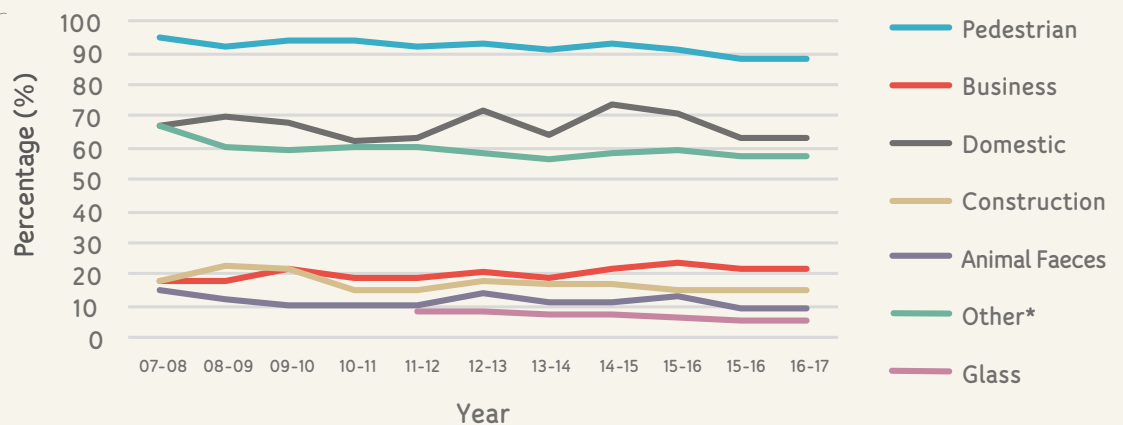


Figure 5: Average Percentage Presence of Litter Sources

* For 2016-17 the average figure is taken from the 19 local authorities where data was available.

Adverse Environmental Quality Indicators (AEQIs)

During the surveys, we collect information on the following AEQIs:

- Dog Fouling
- Graffiti
- Fly-posting
- Vandalism
- Weeds
- Detritus⁸
- Chewing Gum Staining (since 2013-14)

Of these, only dog fouling affects the overall street cleanliness grade⁹ and therefore the overall Cleanliness

Indicator and the percentage of streets graded B and above.

Detritus and weeds have been the most common AEQIs found on the streets of Wales ever since 2007-08. Overall, detritus has decreased over time, and this trend has continued this year with a figure of 82% recorded. We also saw fewer weeds this year. These were present on 81.2% of streets. Even though neither issue is yet to drop below 80%, the current figures are the lowest recorded to date. The same is also true of chewing gum staining, recorded on 62.7% of streets this year.

AEQIs by Year:
Weeds, Detritus
and Chewing
Gum Staining

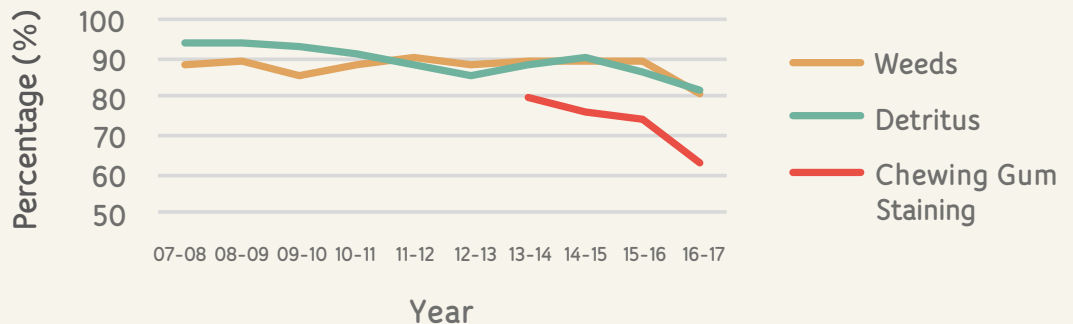


Figure 6: Average Percentage Presence of Weeds, Detritus and Chewing Gum Staining



8. Natural material and broken down organic matter.

9. If dog fouling is present on a street it cannot score higher than a B grade. If there is a significant presence, the street will be downgraded to a C grade. If there is a severe presence, the street will be downgraded to a D grade.

Since 2007-08, when dog fouling was seen on almost 15% of streets, with the exception of two smaller peaks in 2012-13 and again last year, the issue has gradually decreased, and this positive trend has continued this year. At 8.9%, dog fouling has just dropped below 10% for the first time.

Graffiti, currently present on 4.8% of streets, is also significantly lower than the baseline figure, and has dropped below 5% for the first time. Overall, fly-posting and vandalism are only seen occasionally. These issues have seen little change over recent years, with current figures of 1.9% for fly-posting and 0.4% for vandalism.

AEQIs by Year:
Dog Fouling,
Graffiti,
Vandalism and
Fly-posting

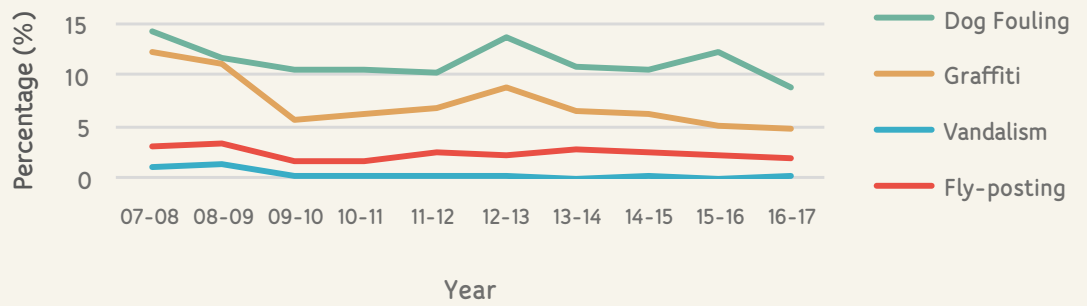


Figure 7: Average Percentage Presence of Dog Fouling, Graffiti, Vandalism and Fly-posting



Other Data and Environmental Indicators

Last year, Keep Wales Tidy began collecting more information to help us better understand the issues affecting the quality of our local environment. These were land use and two additional litter issues, namely foam polystyrene and drinks receptacles. We have continued to collect this information in 2016-17.

A) Land Use

In addition to the zones already covered earlier in this report, we also classify streets according to levels of pedestrian and vehicular traffic. This helps differentiate cleanliness between urban and rural settings.

The categories¹⁰ are as follows:

- High intensity of use - busy public areas
- Medium intensity of use - primarily housing areas
- Low intensity of use - lightly trafficked areas (including rural roads)

As per last year, the areas which are less intensely used are cleanest. The CI of busy public areas has decreased this year, with a figure of 65.9 recorded. However, the CI of housing areas and lightly trafficked areas has increased. Housing areas currently have a CI of 69.9, while lightly trafficked areas have improved significantly this year with a score of 80.5 recorded.

CI by Intensity of Use Zones and Year

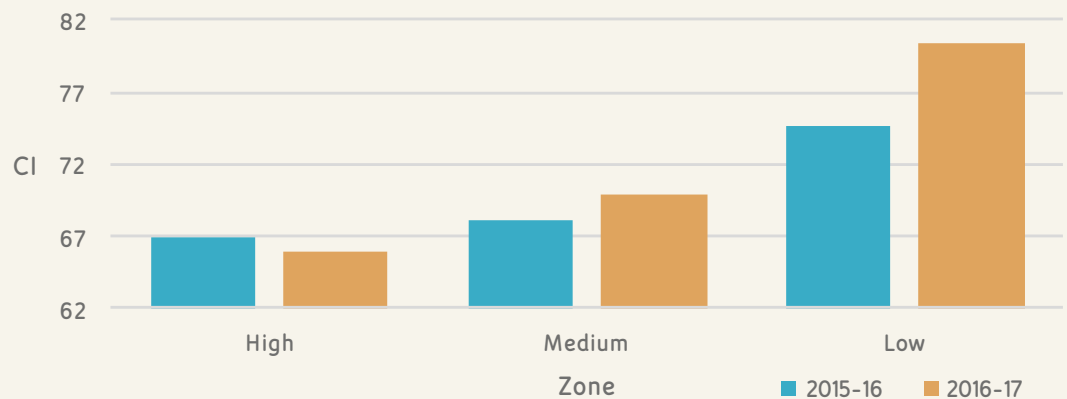


Figure 8: Average CI by Intensity of Use Zones

¹⁰ This is the land use categorisation contained in the Code of Practice on Litter and Refuse and Associated Guidance 2007.

B) Foam Polystyrene Litter

Foam polystyrene is primarily used for fast food packaging, packing material for fragile items inside boxes, and building insulation.

It is problematic because the material:

- is light and therefore easily transported by wind and water
- breaks down into small pieces making it difficult to clean
- remains in the environment for a very long time
- is not commonly recycled

During our surveys, the material is categorised into fast food items and other foam polystyrene litter.

Foam polystyrene litter was recorded on a total of 3.7% of streets across Wales, which is less than was seen last year.

As per last year, most of this consisted of other polystyrene (such as fragile items packaging and insulation), which was found on 2% of streets. Foam polystyrene fast food items such as clam shells and fast food cups were found on 1.6% of streets.

Foam Polystyrene Litter by Year

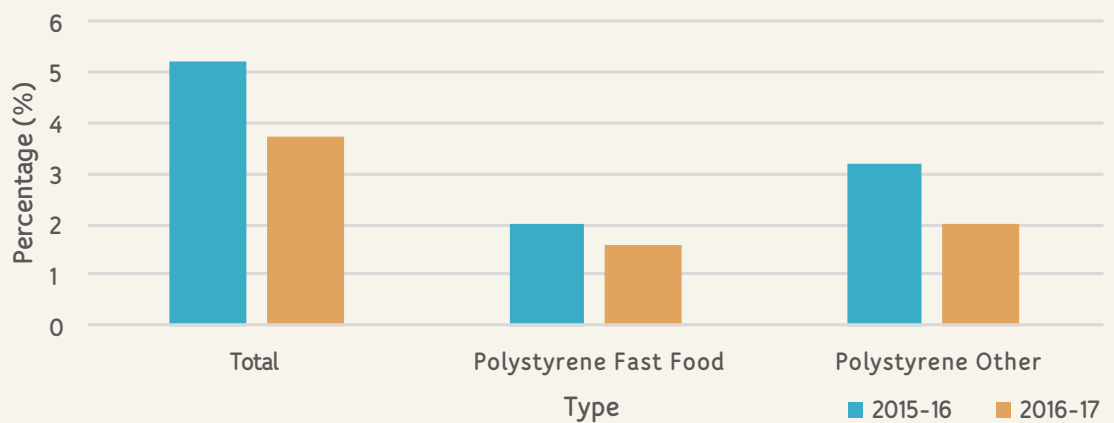


Figure 9: Percentage Presence of Foam Polystyrene Litter

C) Drinks Receptacles

Much of the litter that is found on our streets has a recyclable or reuse value. Keep Wales Tidy considers these items as an unfortunate waste of resources.

We collect information on the following types of drinks receptacles:

- Plastic bottles
- Cans (aluminium)
- Glass bottles
- Cartons
- Fast food cups

Cans and plastic bottles (both recyclable materials) remain the most common drinks receptacles recorded on the streets of Wales, found on 15.1% and 14.1% of streets, respectively. This is followed by fast food cups, which were present on 5.9% of streets. Cartons (1.9%) and glass bottles (1.8%) were the least widespread receptacles recorded.

The presence of all receptacle types is similar to the levels recorded last year, with less than a percentage point difference seen across all types.

Drinks Receptacles by Year

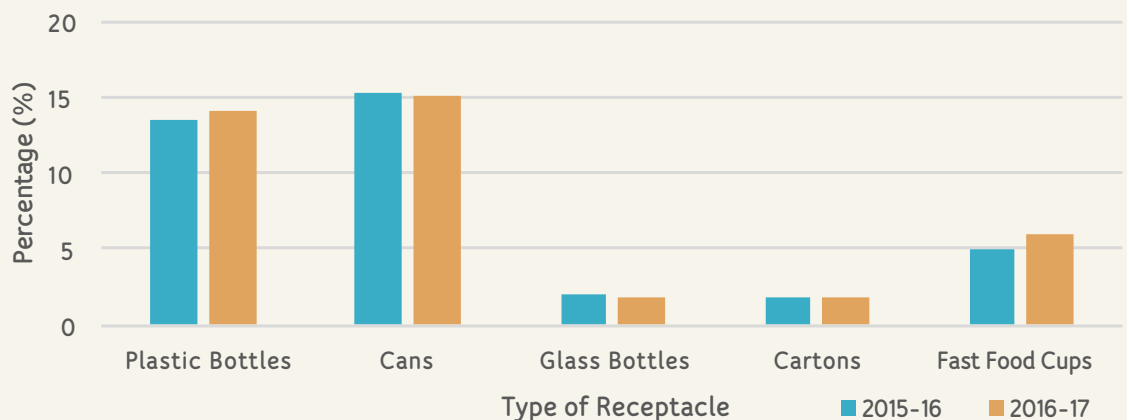


Figure 10: Percentage Presence of Drinks Receptacles

LEAMS surveys do not extend to parks, green spaces, beaches or busy roads and motorways. In conjunction with this report this year, Keep Wales Tidy has produced a research paper on roadside litter which looks explicitly at the issue of litter from vehicles on busy roads and motorways, and suggests solutions which could reduce the burden of cost and the risk associated with cleaning up these areas.

Part 2:

How Can WE Make a Difference?

Keep Wales Tidy believes that creating and maintaining a high quality local environment is important to everybody in Wales. We believe that partnership is crucial to addressing the problem of litter, and work with communities, business, schools, other third sector organisations, national and local government in order to promote positive behaviour change and develop innovative approaches to our shared problems.

This year, with the support of our partners and volunteers, we have continued to work to improve the local environment for communities in every corner of Wales. This section highlights some of that work that we have undertaken in 2016-17.

Education: Environmental Education for Now and for the Future

Eco-Schools

Eco-Schools is an international environmental education programme developed by the Foundation for Environmental Education (FEE) in 1994. More than 90% of schools in Wales are registered on the programme which is run by Keep Wales Tidy and funded by the Welsh Government.

The programme is designed to empower and inspire young people to make positive environmental changes to their school and wider community, while building on their key skills, including numeracy and literacy, and encompassing Education for Sustainable Development and Global Citizenship. This year, with the help of Keep Wales Tidy's Education Team, over 150 schools have progressed through the programme by at least one award level.

Nearly 100 young people from 38 Platinum Eco-Schools took part in National Eco-Committee (NEC) events held at Llanfwrog Community Centre, National Botanic Garden of Wales in Llanarthne, and Bedwellty House in Tredegar in November 2016.

Young people from across Wales had the opportunity to discuss the United Nation's Global Goals for Sustainable Development – a series of ambitious targets to end extreme poverty, inequality and climate change by 2030.

Sugar was a particularly hot topic, with students investigating its impact on both our health and environment. They also shared ideas on how they can inspire others to live in a more sustainable way during a series of workshops.



Policy and Research: Protecting our Environment for Now and for the Future



As well as monitoring local environmental quality issues on thousands of streets across Wales each year, Keep Wales Tidy's Policy and Research Team continually research these issues, while also trying to find solutions to the problems. Our policy and research updates form part of a holistic approach to tackling litter and other local environment indicators to make our partnerships and interventions more effective and more sustainable.

Policy Papers

This year, we have been exploring the highly visual issue of roadside litter. Our research included the creation of a comprehensive questionnaire on the problem, which was completed by the Trunk Road Agency and local authorities. This has given us a deeper insight into the issue which is such a blight on the Welsh landscape. The problem is a complex one, and requires many agencies working together in order to make the most impact.

We also looked at the widespread problem of chewing gum litter. Our paper explores some research on the issue as well as the many methods which have been adopted in an attempt to tackle the problem. It concludes with a series of broad recommendations to

help inform policy which can translate into practical and effective action.

Trialling Solutions

Different types and sources of litter require different interventions and different partners. We need to focus on prevention and explore alternative and innovative approaches to addressing this problem together.

The results of our innovative social experiment were published earlier this year. We chose three dog fouling hotspot areas across Wales and saw whether dog walkers could be 'nudged' into picking up after their pets.

Two interventions were used: paw prints leading to the words 'bag it, bin it or take it home' and signs with the same design and text. They were both brightly coloured and across the three locations, they resulted in a 53.4% decrease in dog fouling.

We are delighted that many partners nationwide have shown an interest in running similar nudges to change behaviour and benefit communities far and wide.

Practical Action: Taking Action to Make a Positive Difference

At Keep Wales Tidy, we believe that transforming eyesores into places of community pride is vitally important. We also recognise that everybody has a role in keeping their communities tidy. A truly clean area is one that's looked after and isn't subject to environmental degradation in the first place.

Tidy Towns

Our flagship community engagement programme continues to help people across Wales take charge of their local environment. We work in each one of Wales' 22 local authorities, and in 2016, we helped remove 1,360 tonnes of waste from local green space and actively engaged with 8,283 community group volunteers. Environmental improvement projects cover the whole spectrum of environments, from city to country, river to coast and everything in between. They range from access improvements to community food growing and tackling invasive species.

Clean-up Campaigns

We have been asking the people of Wales to come together, get outdoors and help keep our country looking beautiful.

Our campaigns have included The Great Taff Tidy, sponsored by Redrow Homes, which encouraged people across Cardiff to 'adopt' a stretch of the River Taff to clean-up during a weekend of action in February.

This was followed by a brand-new, nationwide campaign - Spring Clean Cymru - which was part of the Great British Spring Clean. Kicking off on St David's Day, Spring Clean Cymru aimed to inspire the people of Wales to be proud of where they live and help care for their local environment. Community groups, schools and businesses joined clean-up events across the country.



Partnership Working: Putting People at the Heart of Everything We Do

Enforcement Support

Despite not having enforcement powers ourselves, Keep Wales Tidy continues to provide year around enforcement support to our partners. We organise and facilitate the National Enforcement Forum, which meets twice a year. This popular event is one of the only opportunities that our partners in enforcement have to come together to take action on important

issues which affect us all, such as litter and dog fouling. Enforcement is an important tool, and is particularly useful to help tackle environmental crime amongst the minority of individuals who are unresponsive to other measures, such as education and community engagement.

Award Schemes: Promoting the Best Wales has to Offer

Coast Awards

Wales has some of the most beautiful and well managed beaches in the world. The Wales Coast Awards help raise environmental awareness, recognise good practice and promote Wales as an international destination.

• Blue Flag

The Blue Flag Award is a world-renowned eco-label trusted by millions around the globe. Wales boasts 44 Blue Flag beaches and three Blue Flag marinas – that is more per mile than anywhere in Britain.

In 2016, Keep Wales Tidy announced the expansion of the Blue Flag Award in Wales to acknowledge sustainable boating operators. The award not only encourages best practice from boat operators but ensures the public are also informed about the steps necessary to protect our local environment.

• Green Coast Award

The Green Coast Award recognises those beaches that are 'hidden gems' – the beautiful, untouched, rugged beaches that line so much of the Welsh coast. A total of 26 beaches were awarded Green Coast status in 2016-17.



• Seaside Award

The Seaside Award marks 'good' water quality at a site, along with good health and safety and facilities. During 2016, 92 Welsh beaches won a Seaside Award for their quality facilities and, as coastal tourism continues to develop, this number is expected to increase.

Green Flag Award

The Green Flag Award is the international mark of a quality park or green space. The programme is all about connecting people with the very best parks and green spaces. Wherever you see a Green Flag, you know you're visiting an exceptional place with the highest standards.

Wales has seen a huge increase in the number of award-winning sites, with 161 parks and green spaces receiving the coveted Green Flag Award or Green Flag Community Award (110 parks awarded in 2015-16).

The number of community managed Green Flag Award sites more than doubled. Winners of this award rely on volunteers to maintain their excellent facilities, and include allotments, woodlands, local nature reserves and community gardens.



Green Key

The international Green Key programme is unlocking sustainability in the tourism industry. Green Key accreditation allows Welsh businesses to celebrate the positive environmental changes they are making and market themselves to an audience that is more and more aware of their environmental responsibilities.

Businesses across Wales and throughout the sector have achieved Green Key status, including B&Bs, hotels, self-catering accommodations, camping sites, restaurants and attractions. A new Green Key category was introduced in 2016 to give meeting and event venues the opportunity to celebrate their environmental activities.



Appendices

Appendix 1: Survey Methodology

The methodology for the LEAMS surveys reflects the Code of Practice for Litter and Refuse and Associated Guidance (COPLAR) 2007, which relate to Part IV of the Environmental Protection Act (EPA) 1990.

Each survey covers a 6% sample of streets, selected at random from a full list of adopted highways provided by each local authority. LEAMS assesses the quality of the local environment through a visual survey of a 50m transect of one side of a street, by recording the below information.

1. Overall Cleanliness Grade

This is based on how much litter and dog fouling is present.



A transect with dog fouling present cannot score higher than a B grade, while a significant presence leads to a C grade and a severe presence to a D grade.

The overall cleanliness grade is used to calculate:

- The Cleanliness Indicator (CI)
- The percentage of B grade streets and above (which contributes towards the Streetscene Performance Indicator)

2. Litter

We record whether the below are present or absent.

Types	Sources
Smoking	Pedestrian
Drinks	Business
Confectionery	Domestic
Fast food	Construction
	Animal faeces
	Other
	Glass

3. Adverse Environmental Quality Indicators (AEQIs)

The following issues are graded.

- Dog fouling
- Vandalism
- Weeds
- Detritus
- Graffiti
- Fly-posting
- Chewing gum staining

4. Recent Additions

Last year, we began collecting data on two additional litter indicators (recording how many items were present).

These were:

- Foam polystyrene:
 - Fast food
 - Other
- Drink receptacles:
 - Plastic bottles
 - Cans (aluminium)
 - Glass bottles
 - Cartons
 - Fast food cups

A more detailed LEAMS methodology is available on our website: <https://www.keepwalestidy.cymru/surveys>

Appendix 2: Survey Dates 2016-17

Local Authority	Survey Dates
Anglesey	18, 23 May
Blaenau Gwent	20, 22, 29 June
Bridgend	5, 6, 7, 9, 20, 22 September
Caerphilly	3, 17, 18, 24 October
Cardiff	9, 10, 13, 16, 31 May
Carmarthenshire	6, 7, 8, 14, 15, 21, 22, 26 July
Ceredigion	29, 30 June and 4 July
Conwy	10, 11, 24, 25 August
Denbighshire	15, 16, 17, 18 August
Flintshire	4, 11, 17, 18, 19 August
Gwynedd	21, 24, 27 June and 4, 11, 14 July
Merthyr Tydfil	23 May and 3 June
Monmouthshire	17 August and 2 September
Neath Port Talbot	15, 17, 23 November and 1 December
Newport	26, 27 September
Pembrokeshire	19, 20, 21 September
Powys	5, 6, 11 July
Rhondda Cynon Taf	26, 28 October and 7, 10, 11, 14, 23 November
Swansea	7, 13, 14, 15, 19 December
Torfaen	25, 26 August and 2 September
Vale of Glamorgan	15, 18 November
Wrexham	6, 7, 9, 12, 14, 23, 27, 28, 29 September

Appendix 3: Headline Local Authority Results 2016-17

Local Authority	CI Score	Percentage of Streets B and Above
Anglesey	77.4	98.5
Blaenau Gwent	65.7	94.2
Bridgend	67.8	98.7
Caerphilly	67.4	96.6
Cardiff	65.4	94.7
Carmarthenshire	69.2	87.2
Ceredigion	81.8	95.7
Conwy	71.4	97.7
Denbighshire	71.3	100
Flintshire	72.4	97.2
Gwynedd	73.6	97.9
Merthyr Tydfil	66.5	95.6
Monmouthshire	68.8	97.9
Neath Port Talbot	65.8	95.6
Newport	67	92.9
Pembrokeshire	82	98
Powys	68.5	100
Rhondda Cynon Taf	66.6	97.6
Swansea	65.6	91.8
Torfaen	66.1	92.4
Vale of Glamorgan	66.7	91.2
Wrexham	68.2	90.4

Appendix 4: How the Cleanliness Indicator is Calculated

The CI is calculated from the street cleanliness grades (A-D) and ranges from 0 to 100. Each grade carries a weighting.

$$CI = \frac{\text{Actual Score}}{\text{Maximum Score}} \times 100$$

Example of calculating the CI using a sample of 30 streets:

	Number of Streets Awarded that Grade	Weighting	Score
Grade A	2	3	6
Grade B+	3	2.5	7.5
Grade B	22	2	44
Grade C	2	1	2
Grade D	1	0	0
Total	30		59.5

Maximum Score: 30 (total number of streets) x 3 (grade A weighting) = 90

$$CI = \frac{59.5}{90} \times 100 = 66.1$$

If all streets are awarded a B grade (an acceptable level of cleanliness) the CI is 66.7.

