



HOW CLEAN ARE OUR STREETS?

All Wales Local Environmental Audit and Management System Report 2017-18



cadwch keep
gymru'n wales
daclus tidy

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Foreword

Minister for Environment

The Well-being of Future Generations Act encourages us all to focus on prevention, to involve people in well integrated activities and to collaborate across organisations as we work for long term, sustainable solutions. Only by adopting such an approach can we truly tackle the problems created by living and working in poor local environments.

To help achieve this, the Welsh Government provides funding to local authorities and organisations such as Keep Wales Tidy. This is used to support a wide range of programmes including the community clean-up events, education and awareness raising campaigns and enforcement activities. The success of this approach is measured in a number of ways and Keep Wales Tidy's annual street cleanliness survey plays an important role in this process.

It is, therefore, pleasing to see there has been an increase in the percentage of streets which are graded B and above. Also, it is positive to see there has been another decrease in the presence of dog fouling on our streets and it is now at its lowest recorded figure to date. It is important to ensure the highways, public walkways and recreational areas are kept clear of dog faeces because of the adverse local environmental impact and the acknowledged health risks.

Overall, it is clear progress continues to be made, however to maintain this we must continue to work together to help educate and change behaviour which proves to be a detriment to the environment. I believe it is important that everyone takes ownership of their local environment, whether this is urban, rural or coastal.

I would like to thank Keep Wales Tidy and the local authorities for their continued hard work to improve local environment quality in communities across Wales.

Hannah Blythyn AM

Minister for Environment

Message from Keep Wales Tidy

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 2017-18. 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 surveys have been undertaken annually since 2007-08.

In 2017-18, Keep Wales Tidy staff surveyed a total of 3,088 streets across Wales. During the survey, we measure the quality of the local environment by recording the:

- Overall 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 the Public Accountability Measure for Clean Streets (PAM/010: percentage of streets that are clean)*
- The Welsh Government for use by the Ministers and other policy makers in the National Assembly for Wales
- The 22 Welsh local authorities on the local environmental quality issues within each of their areas**
- Other organisations with an interest in local environmental quality

The information in this report for 2017-18 is taken from the surveys undertaken in each local authority in Wales. In 2017-18, the surveys covered a 6% sample of streets, selected at random from a full list of adopted highways provided by the relevant local authority.

LEAMS surveys do not extend to parks, green spaces, beaches or busy roads and motorways.

Surveys were undertaken on weekdays between April 2017 and January 2018 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
- The average percentage of streets reaching an acceptable standard of cleanliness

These scores have also been calculated for each local authority using the information from our surveys. The data for local authorities in 2017-18 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 and prevention and promoting positive and sustainable behaviour change is at the heart of everything we do.

* This replaces Performance Indicator STS/005b: the percentage of highways inspected of a high or acceptable standard of cleanliness.

** 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.

Future Challenges

Across Wales, Keep Wales Tidy supports thousands of volunteers, community groups and schools to take pride in their local area and create high quality public spaces which contribute to social, environmental and economic resilience and wellbeing.

Local environmental quality issues are the most cited concerns for local people across Wales and beyond. They represent a significant cost to the taxpayer and local government resources, not only in direct clean-ups but indirectly through the impacts on health, crime and anti-social behaviour and local economic investment.

Waste and litter issues have been highlighted extensively in the media in recent months, particularly plastics and packaging. These can make their way into our marine environment and cause significant damage to ecosystems as well as impacting negatively on our vulnerable coastal communities.

Marine litter poses a growing threat to the aquatic and coastal environment. Up to 12.7m tonnes of plastic enters our oceans every year, equivalent to dumping one garbage truck of plastic per minute into our oceans.¹ This causes significant problems for wildlife and aquatic ecosystems, but it can also have a detrimental effect on our health as millions of tiny plastic pieces end up in the fish we eat and even the salt we consume. This also represents an increasing direct cost to local authorities and our shipping industry. Indirectly, it is thought that litter suppresses tourism by between 1% and 5%.²

It has been estimated that around 80% of marine debris comes from land-based sources³, meaning that the issue is not solely confined to our coastal authorities or even to our beaches. A large proportion of terrestrial litter makes its way into our waterways

and rivers, either through direct disposal or litter that gets transported by rain, flash flooding or sewage ways which may eventually end up in the oceans.

In response to our recent research paper on [Litter from the Air – balloons, lanterns and fireworks](#), we are very pleased that local authorities in Wales are showing commitment to this issue by placing voluntary bans on these items in their areas. As of February 2018, every local authority in Wales had a ban in place for lantern releases and we hope that the few remaining authorities who have yet to ban balloon releases will soon follow suit to make Wales the first Airborne Litter Free Nation in the UK.

Keep Wales Tidy is proud that Wales is currently third in the world for household recycling rates⁴, demonstrating what commitment and strong policy can achieve. Yet our surveys continually show the presence of (often recyclable) plastics on our streets, discarded by unthinking individuals and representing a lost resource to our recycling stream. More than ever, there is a need to capture these items, to promote responsible behaviours and to introduce policies which facilitate and promote sustainable lifestyles and consumer choices.

The sheer scale of the problem may mean that the global challenge of addressing marine litter appears overwhelming, yet there are many ways that everyone can get involved in tackling the problem. From individuals, businesses, schools and governments, we know that small actions can make a big difference.

We are urging everyone to take up the challenge, to create a beautiful Wales, cared for and enjoyed by everyone.

1. UNEP (2017) <http://www.unep.org/newscentre/un-declares-war-ocean-plastic>

2. Piper, T, [PPX] 'The social and economic effects of marine litter' https://www.dorsetforyou.gov.uk/media/pdf/q/i/The_Social_Economic_Effect_of_Marine_Litter_-_Kimo_UK_-_Tom_Piper.pdf

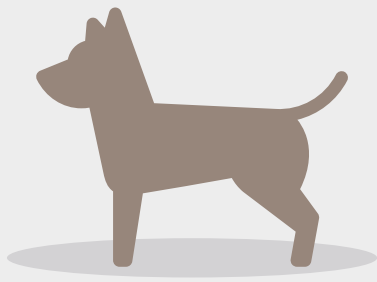
3. UNEP | Greenpeace. (2005). Plastic Debris in the World's Oceans. (6.8.15) http://www.unep.org/regionalseas/marinelitter/publications/docs/plastic_ocean_report.pdf (14.7.15)

4. Eunomia (2017) <http://www.eunomia.co.uk/reports-tools/recycling-who-really-leads-the-world-issue-2/> (06.03.18)

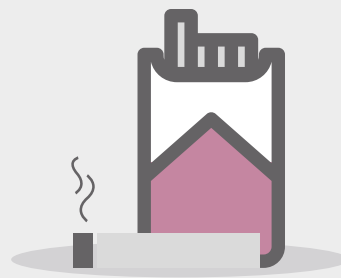
Headline Results

HOW CLEAN ARE OUR STREETS 2017-18?

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



Dog fouling recorded on **8.6%** of streets – the lowest figure to date

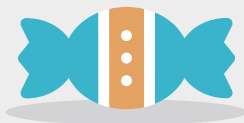


Smoking-related litter recorded on **80.3%** of streets – similar to last year's figure

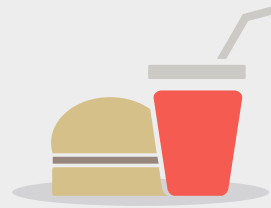
All other litter types have also stabilised this year:



Drinks on **43.3%** of streets



Confectionery on **54.1%** of streets



Fast food on **18%** of streets



More litter comes from pedestrians than from anywhere else – **88.2%** of streets



Domestic litter recorded on **69.7%** of streets

Part 1:

An Overview of Local Environmental Quality Across Wales

Many of our recorded LEAMS indicators have stabilised this year. We are encouraged to see that dog fouling continues to drop. This is particularly important due to its serious health implications to both humans and animals. 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 national Local Environmental Quality and Enforcement Forums every

year for frontline staff to share good practice and develop shared solutions to persistent problems.

During 2017-18, on average 4.6% of Wales' streets were completely litter free. This is slightly lower than last year's figure of 4.8% but is a significant improvement on the 2007-08 baseline survey, when only 1.3% of streets were free of litter.

All Wales Cleanliness Indicator (CI)

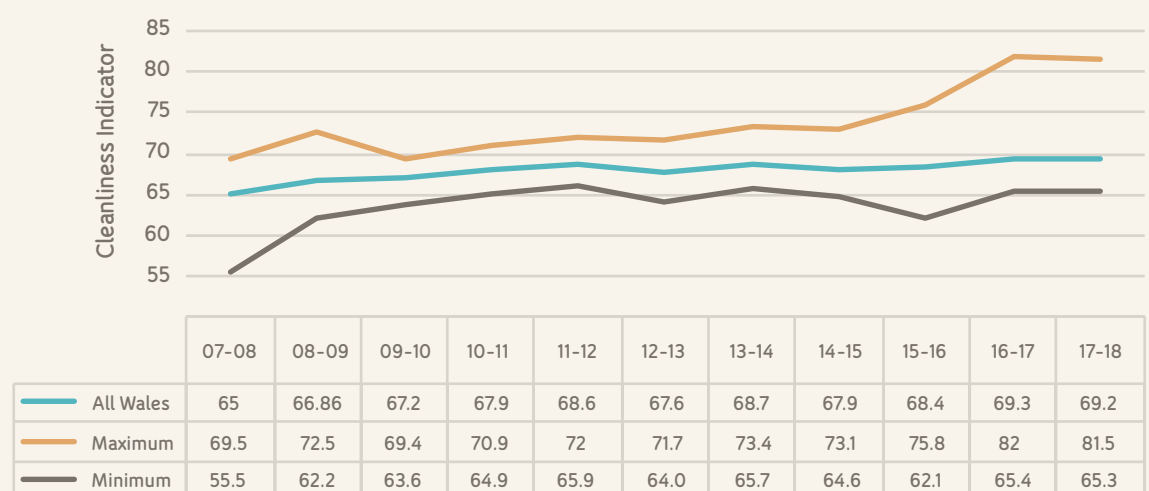
The Cleanliness Indicator shows the cleanliness of an area, with higher figures representing cleaner environments. **The All Wales Cleanliness Indicator score for 2017-18 is 69.2***. This falls just below last year's level of 69.3, which was the highest figure recorded since Keep Wales Tidy began undertaking street cleanliness surveys across Wales in 2007-08.

The general trend since 2007 is that the All Wales, maximum (best scoring local authority) and minimum (worst scoring local authority) scores have all increased, and therefore improved their standard of

cleanliness over time. This year however, all three levels have plateaued.

At 81.5, the maximum score remains high, which means that the best performing local authority is still achieving a very high standard. The lowest performing local authority has a significantly lower score of 65.3. The all Wales score is closer to the minimum score because only a small number of local authorities have achieved the highest levels of cleanliness. Local authorities and communities should be encouraged to carry on their good work to allow standards to continue to improve.

All Wales Cleanliness Indicator by Year



* Appendix 4 shows how this is calculated.

Figure 1: All Wales, Maximum and Minimum Cleanliness Indicator

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 considered by members of the public to have an acceptable level of cleanliness) was 95.8%. After decreasing for the past two years, it is positive to see a slight increase in this figure this year. This means that less C and D grade streets have been recorded.

The maximum figure has remained at 100%, while the minimum figure has increased to 91.2%. There is now therefore a smaller gap between the lowest and highest figures.

Percentage of Streets Graded B and Above By Year

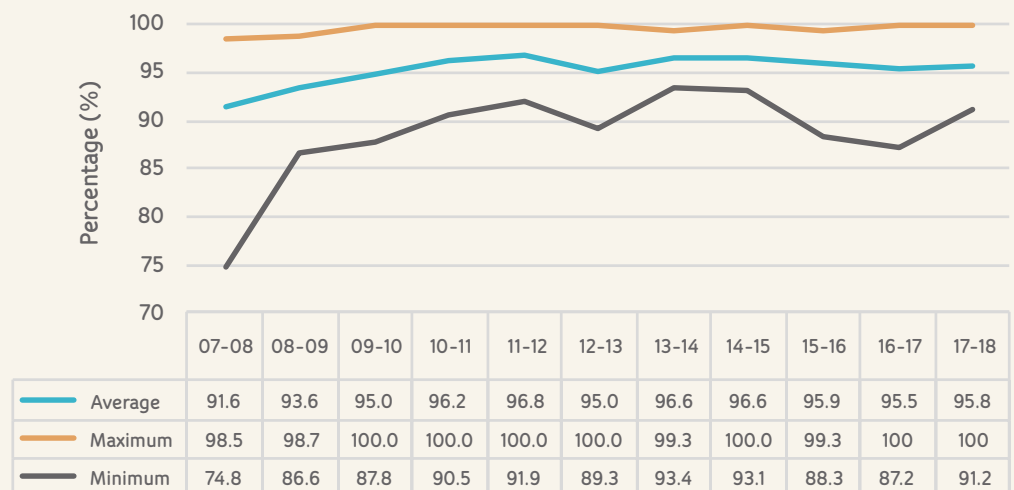


Figure 2: All Wales Average, Maximum and Minimum Percentage of Streets Graded B and Above

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. At 71.4, this year's figure has plateaued, although it remains higher than all surveys prior to 2016-17.

Zone 2 streets saw year-on-year improvements in cleanliness until 2011-12. The figure decreased the following year, but since then it has seen only minor

fluctuations. While this year's figure has decreased slightly to 65.5, it remains significantly higher than that recorded during the baseline survey.

Zone 1 has seen the biggest fluctuations in cleanliness. There was an overall increase in the score of this zone until 2013-14. The figure has since stabilised and at 67, it is currently equal to that seen in 2015-16.

It is positive to see that the figures for all zones continue to improve on their baseline figures, demonstrating general improvement over the long term.

Cleanliness Indicator by Zone and Year

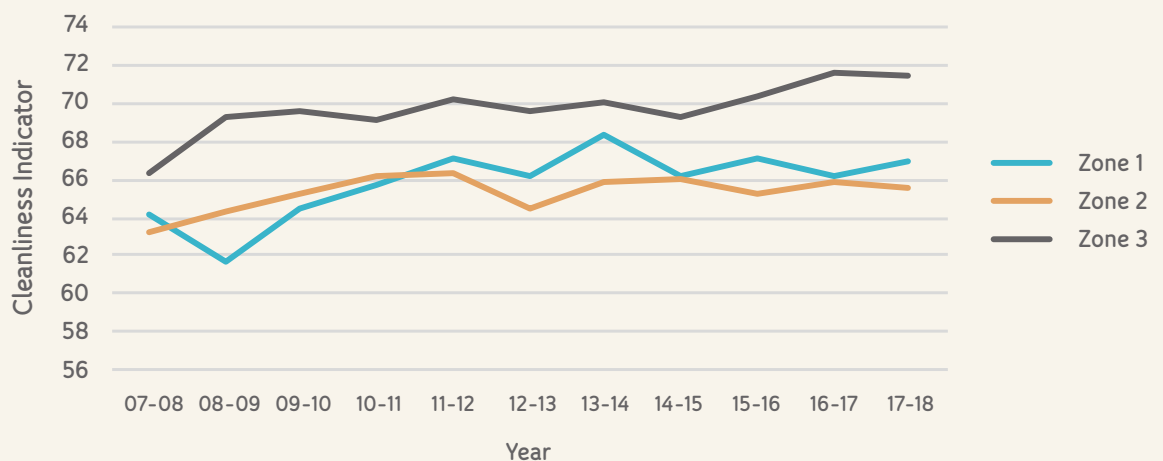


Figure 3: Average Cleanliness Indicator by Zone

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, but 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. The figure has levelled out to 80.3% this year.

Confectionery litter has seen a more significant decline over time. It was recorded on almost three quarters of Wales' streets during the baseline survey but by now has dropped to just over half (54.1%), which is the lowest figure recorded to date.

Having declined steadily until 2010-11, there has been little change in the presence of drinks litter since 2013-14. This year it was present on 43.3% of streets, which remains lower than that recorded during the baseline survey.

Fast food is the least common litter type recorded each year. Unlike the other litter types, it has seen little change over time, with a figure of 18% recorded this year.

Types of Litter by Year

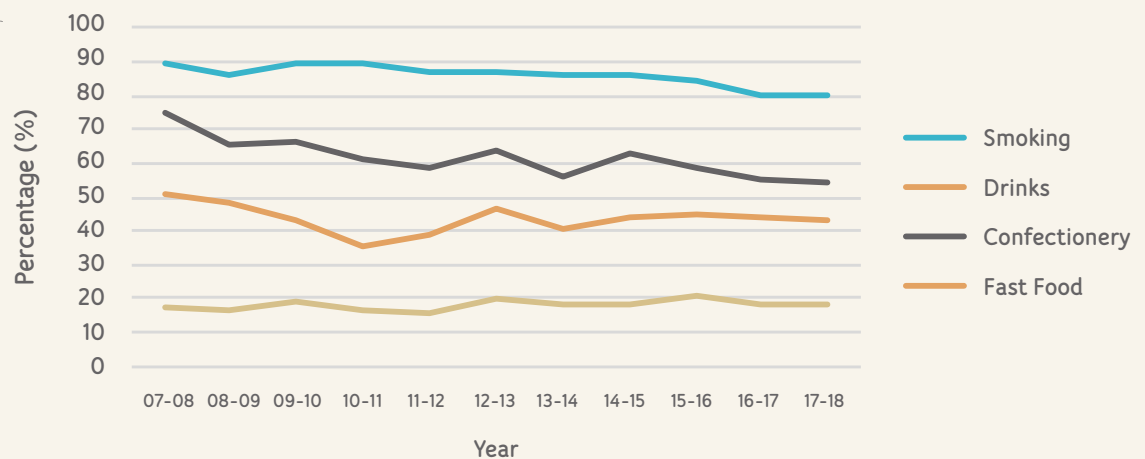


Figure 4: Average Percentage Presence of Litter Types

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 since surveys began. Overall it has decreased gradually over time, and at 88.2%, is currently the lowest figure recorded to date.

With the exception of 2007-08, domestic litter has been the second most widespread litter source. This can be litter from spilt refuse but also consists of household items such as cotton buds, wipes and tea bags. The figure has increased this year, with the current level of 69.7% just above that recorded during the baseline survey.

Other, unidentifiable litter has also been regularly observed, but after 2007-08, its presence has largely plateaued at around 60%. A figure of 59.2% was recorded this year.

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. This year it was recorded on 21.4% of streets. Construction litter, which also began at almost one in five streets, has gradually decreased in recent years. However, this litter, which includes bricks and rubble as well as small items like screws and wall plugs, has increased slightly to 18.5% this year.

Animal faeces (predominantly dog fouling) was found on 9.5% of streets this year. Although slightly higher than that recorded last year, it remains lower than that seen during all surveys before then. While glass is the least common litter, it is disappointing to see that it has increased to 7.1% this year. Considering the dangers animal faeces and glass pose to people and animals, Keep Wales Tidy would like to see a drop in these figures in the future.

Sources of Litter by Year

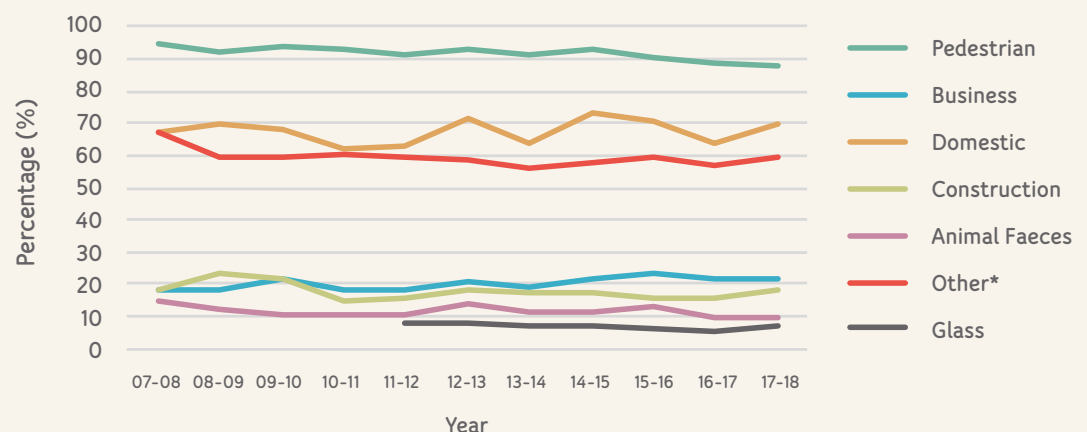


Figure 5: Average Percentage Presence of Litter Sources

* 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
- Detritus*
- Chewing Gum Staining (since 2013-14)

Of these, only dog fouling affects the overall street cleanliness grade** 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. Although they remain lower than their baseline levels, neither issue is yet to drop below 80%. Detritus increased to 86% this year, while at 82.1%, weeds were found on a similar level to that recorded last year.

The presence of chewing gum staining fell each year until 2016-17. However, its presence increased to 74.3% this year, similar to that recorded two years ago.

AEQIs by Year:
Weeds, Detritus
and Chewing
Gum Staining

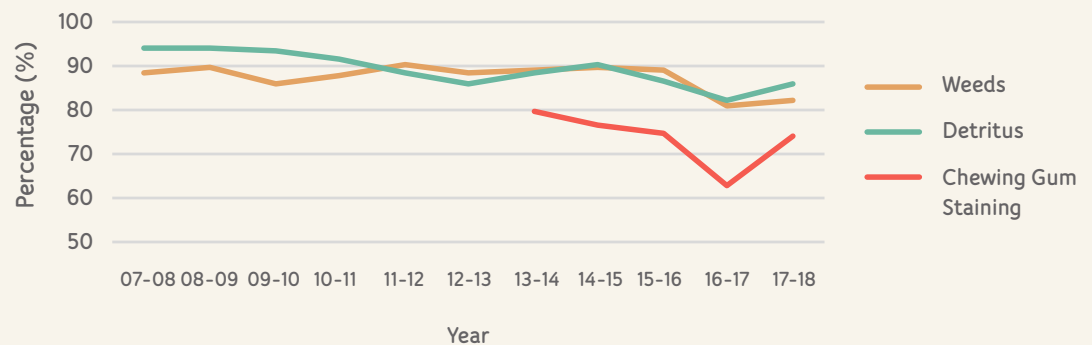


Figure 6: Average Percentage Presence of Weeds, Detritus and Chewing Gum Staining



* Natural material and broken down organic matter.

** 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, the issue has gradually decreased, with the exception of two smaller peaks in 2012-13 and 2015-16. This positive trend has continued this year, with dog fouling seen on 8.6% of streets, the lowest figure recorded to date.

Graffiti, which has plateaued since 2015-16, is currently present on 5% of streets. This figure is also significantly lower than that seen during the baseline survey. Overall, fly-posting and vandalism are only seen occasionally. These issues have seen little change over recent years, with current figures of 2.9% for fly-posting and 0.4% for vandalism.

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

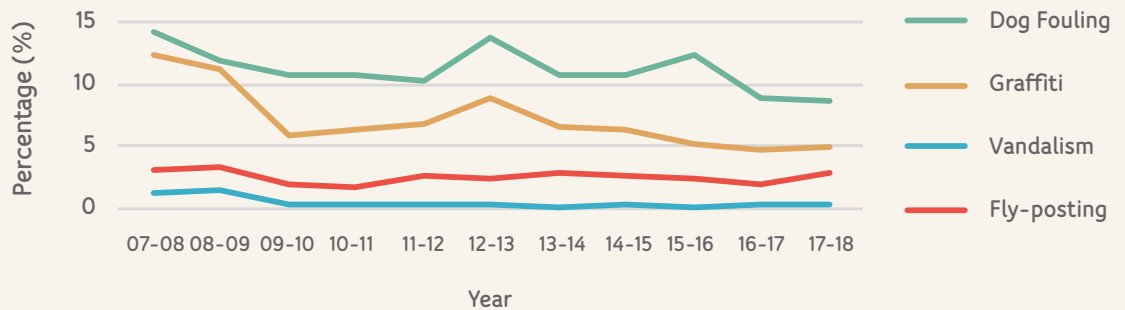


Figure 7: Average Percentage Presence of Dog Fouling, Graffiti, Vandalism and Fly-posting



Other Data and Environmental Indicators

In 2015-16, 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 the litter issues of foam polystyrene and drinks receptacles.

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 categories* 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)

Although the cleanliness of rural roads has dropped to 77.1 this year, these less intensely used areas continue to be the cleanest. There has been a small decrease in the cleanliness of housing areas, with a figure of 69.3 recorded. Busy public areas score lowest in terms of cleanliness. These areas of high footfall currently have a score of 66.7, which is slightly higher than that seen last year.

Cleanliness Indicator by Intensity of Use Zones and Year

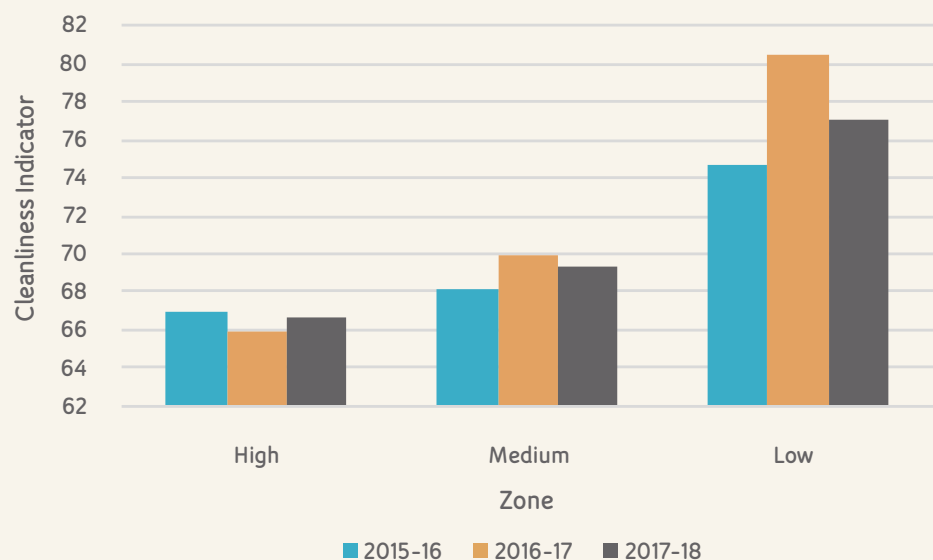


Figure 8: Average Cleanliness Indicator by Intensity of Use Zones

* 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.

This material is problematic because it:

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

All of these issues make foam polystyrene particularly

important during 2018, Wales' Year of the Sea.

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

There has been little change in the presence of foam polystyrene litter. It was recorded on a total of 3.9% of streets this year. Once again, most of this consisted of other polystyrene (such as fragile items packaging and insulation), which was found on 2.9% of streets. Polystyrene fast food (which includes items such as clam shells and fast food cups) was found on 1.1% of streets.

Foam Polystyrene Litter by Year

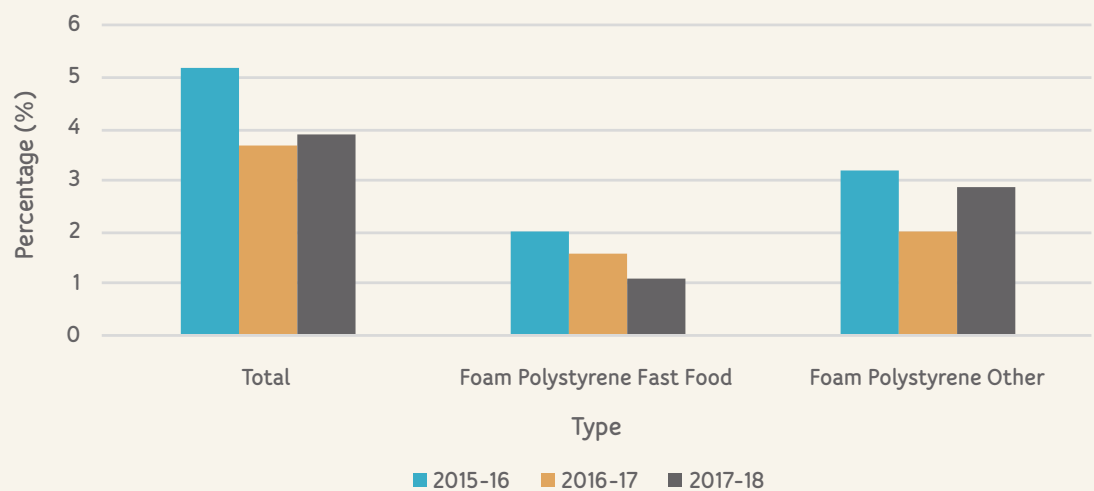


Figure 9: Percentage Presence of Foam Polystyrene Litter

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
- Foil Pouches (new for 2017-18)

Cans and plastic bottles (both recyclable materials) remain the most common drinks receptacles found on our streets, with figures of 13.8% and 11.7% recorded respectively. This is followed by fast food cups (4.5%), glass bottles (1.7%) and cartons (1.3%). It is positive to note that all five of these receptacle types have decreased this year. Foil pouches, which were recorded for the first time this year, were found on just 0.4% of streets.

Drinks Receptacles by Year

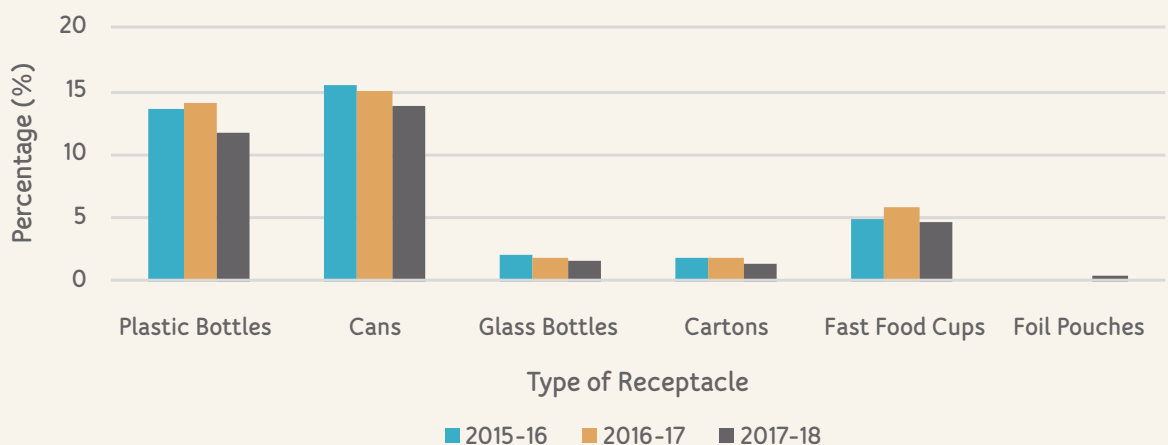


Figure 10: Percentage Presence of Drinks Receptacles

Part 2:

How Can WE Make a Difference?

At Keep Wales Tidy we know that creating and maintaining a high quality local environment is important to everyone. It can have a big impact on our communities, health and well-being and economy.

The only way to achieve our vision of a beautiful Wales is in collaboration with others. This year, with the support of a wide range of partners and stakeholders, we have continued to care for and improve the environment for communities across the country.

Education: Environmental Education for Now and for the Future

Developed by the Foundation for Environmental Education (FEE) in 1994, **Eco-Schools** is the largest student network in the world. It 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.

The programme is thriving in every local authority in Wales, with more than 90% of schools registered on the programme.

In 2017-18, with support from Coca-Cola European Partners, we had the opportunity to work with our Eco-Schools network to develop a '[Litter Toolkit](#)' – a comprehensive online resource designed to help young people, teachers and the wider school community make a difference. The Toolkit included information, examples and guidance related to tackling a range of litter issues, from chewing gum to microplastics.

In November 2017, staff and students from 50 schools across Wales took part in three National Eco-Committee events. Together they explored some of the challenges facing our oceans and how we can sustainably manage and protect marine ecosystems.

Water has also been a key theme in a number of additional Welsh Government funded initiatives which have been taking place in Eco-Schools since October 2017. These include projects to improve drainage

in school grounds and prevent water pollution. In addition, our Education Team has been supporting Eco-Schools to boost biodiversity, create food growing areas and encouraging them to hold days of action to help engage the whole school community.

This year marked the return of **Young Reporters for the Environment (YRE)** in Wales. The international FEE competition offers budding journalists, aged between 11-21 the opportunity to examine environmental issues and propose solutions through investigative reporting, photography and film journalism.

Next year we hope to develop Eco-Tots, an accreditation scheme for nurseries in Wales aimed at encouraging nursery aged children to engage in their environment.

Policy and Research: Experts in our Field



We have a dedicated team of experts who research and monitor local environmental quality issues and develop innovative solutions to help tackle the issues which affect our communities.

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 aim of our **Got the Message** project, sponsored by Wrigley, was to target new or hard to reach demographics and promote responsible behaviour. We adopted a place-based approach, taking into account specific populations and persistent problems.

The project was trialled in two regions, using a simplified LEAMS methodology to monitor interventions in university residential and school areas. It covered three different types of messaging – an enforcement focus, social focus and incentive focus. We also carried out perception-based surveys in various locations to support our findings with more qualitative data.

In contrast to most social marketing interventions, we tested the effectiveness of our ‘nudges’ over a longer timeframe – a year in total – which was crucial to establishing the sustainability of the interventions and affordability to future social marketing projects.

In addition to evaluating each phase of the trial, we carried out a national messaging survey and produced a report which includes recommendations for future campaigns.

Research

Keep Wales Tidy has long been concerned about the impacts of balloon and sky lantern releases. Once released, they can travel for miles and have been known to entangle livestock and wildlife, or even kill them when the debris is mistaken for food. Sky lanterns also pose a fire risk and can be confused with distress flares. Our new research paper on [‘Litter from the Air’](#) considers these harmful items, as well as fireworks which is a brand new subject area for Keep Wales Tidy.

Over recent years, many local authorities have started to introduce voluntary bans on the release of balloons

and sky lanterns. When our paper was published in December 2017, we contacted all 22 local authorities asking them to take this action. We also encouraged them to review their fireworks practices to see where improvements could be made for the benefit of the environment and local communities.

Our aim is for all local authorities to introduce voluntary bans which would lead to Wales becoming the first Airborne Litter Free Nation in the UK. We were delighted in February to celebrate the important milestone that sky lantern releases are now not allowed on any local authority land in Wales. Our research has been shared widely so that people can make more informed decisions on the actions they take.

Keep Wales Tidy has also produced an action paper on the important issue of [Air Quality](#). The quality of our air and water are often overlooked in our efforts to address our local environment as they are often much less visible than other determinants. Air pollutants can come from a range of sources and can accumulate to toxic levels which can impact severely on our quality of life and our health. In some areas of Wales and the UK, air pollution has far exceeded what is considered to be 'safe' limits. It is now estimated that air pollution contributes to 2,000 deaths in Wales each year – 6% of all deaths⁵. Keep Wales Tidy is working with schools, government and other partners to raise awareness of this issue and support active travel solutions.

Enforcement Support

Despite not having enforcement powers ourselves, Keep Wales Tidy continues to provide year around enforcement support to our partners. This includes organising and facilitating the biannual National Enforcement Forum. This popular event provides a rare opportunity for our partners in enforcement to come together and consider important issues, such as litter and dog fouling.

Enforcement is an important tool and is particularly useful to help tackle environmental crime among the minority of individuals who are unresponsive to other measures, such as education and community engagement.

This year we have been supporting Welsh Government to develop effective enforcement policy through consultation responses on new Fixed Penalty Notices and the development of new guidelines.

Due to the complexity of delivering enforcement, we have produced a short paper on the principles of enforcement for littering and dog fouling. We hope that this will encourage authorities to develop enforcement strategies which target problem areas in a way that is evidence-based.



@kotopez DeviantArt

5. BBC (2017) <http://www.bbc.co.uk/news/uk-wales-39182628> (07.03.18)

Practical Action: Taking Action to Make a Positive Difference

We recognise that everybody has a part to play in caring for their communities. 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 initiative helps people across Wales care for their local environment and transform areas for everyone to enjoy. We work in partnership with every local authority to deliver a range of environmental projects, from clean-ups and food-growing, to access improvements and tackling invasive species.

In 2017, we helped remove more than 4,600 tonnes of waste from local green spaces. Over 17,500 volunteers have been involved in our work, with around 124,000 volunteer hours spent on green space improvement projects.

Clean-up Campaigns

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

More than 2,000 volunteers from across Wales took part in 112 registered events during September's **Be Tidy** campaign, supported by Coca-Cola European Partners.

This was followed by the second annual **Spring Clean Cymru** which kicked off on St David's Day. The campaign highlighted that marine litter is not just relevant to coastal communities, raising awareness of how litter from land ends up in our rivers and oceans. Community groups, schools and businesses joined clean-up events across the country.



Award Schemes: Promoting the Best Wales has to Offer

Coast Awards

The Wales Coast Awards play a vital role in the continuing growth of coastal and marine tourism. They act as a mark of excellence, ensuring sites are managed effectively and showcasing our country to an international audience.

Blue Flag

For three decades, the Blue Flag programme, which is owned by FEE, has had a transformational impact on water quality, environmental awareness and protection, safety and services. During this time, it has become a world-renowned eco-label with more than 4,400 award-winning sites in 45 countries.

Last year saw a record-breaking 50 Blue Flags flying in Wales – more per mile than anywhere else in the UK – with 45 beaches, three marinas and two boat tour operators celebrating international success.

A national survey revealed the importance of Blue Flag to visitors and businesses across the country. More than 96% of people are aware of the programme, with 90% understanding the award stands for cleanliness, safety and water quality. Businesses in Wales also overwhelmingly consider Blue Flag to have a positive impact on their business, with 82% saying it helps bring more visitors to the area.

Green Coast Award

The Green Coast Award recognises the ‘hidden gems’ – the beautiful, untouched, rugged beaches that line so much of the Welsh coast. 25 beaches were awarded Green Coast status in 2017-18.

Seaside Award

The Seaside Award is a symbol of quality which ensures visitors are guaranteed to find a clean, attractive and well managed stretch of coast. Last year a total of 85 beaches achieved the Seaside Award for their good water quality and facilities.



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.

The programme continues to go from strength to strength in Wales, with a record-breaking 183 parks and green spaces receiving the coveted Green Flag Award or Green Flag Community Award (161 parks were awarded in 2016-17).

The awards encourage people to think differently about green space, with an ever-increasing variety of sites being recognised for their excellent facilities – from wetlands and cemeteries, to woodlands and universities.



Green Key

Green Key is the largest global eco-label awarded to more than 2,800 hospitality providers in 57 countries worldwide.

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. The programme has gained interest on a national scale with businesses throughout the sector achieving the accreditation, including Glan Llyn Farmhouse in the Clwydian Range and Surf Snowdonia.



Appendices

Appendix 1: Survey Methodology

The methodology for the LEAMS surveys reflects the Code of Practice on Litter and Refuse and Associated Guidance 2007, which relates to Part IV of the Environmental Protection Act 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 length 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 streets graded B and above (which contributes towards the 'Environmental Services: Clean Streets' Public Accountability Measure)

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

In 2015-16, we began collecting data on two additional litter indicators. These were:

- Foam polystyrene:
 - Fast food
 - Other
- Drink receptacles:
 - Plastic bottles
 - Cans (aluminium)
 - Glass bottles
 - Cartons
 - Fast food cups
 - Foil pouches (new for 2017-18)

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

Appendix 2: Survey Dates 2017-18

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

Appendix 3: Headline Local Authority Results 2017-18

Local Authority	Cleanliness Indicator Score	Percentage of Streets Graded B and Above
Anglesey	70.8	100
Blaenau Gwent	65.4	94.2
Bridgend	67.2	97.5
Caerphilly	66.9	95.9
Cardiff	66.4	95.1
Carmarthenshire	79.2	95.2
Ceredigion	78.5	93.5
Conwy	72.2	97
Denbighshire	67	96.8
Flintshire	67.9	97.2
Gwynedd	67.4	95.8
Merthyr Tydfil	66.9	96.7
Monmouthshire	69.8	100
Neath Port Talbot	65.3	92.4
Newport	68	91.2
Pembrokeshire	81.5	94.6
Powys	68.9	98.6
Rhondda Cynon Taf	67.1	98
Swansea	66.9	93.9
Torfaen	67	94.6
Vale of Glamorgan	70.3	98
Wrexham	69.4	91.8

Appendix 4: How the Cleanliness Indicator is Calculated

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

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

Example of calculating the Cleanliness Indicator 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

$$\text{Cleanliness Indicator} = \frac{59.5}{90} \times 100 = 66.1$$

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



Notes



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