

Caru Cymru Local Trial (Powys)

Local Authority:	Powys County Council	
Project Title:	Bus Station Ballot Bins	
Issue addressed:	Smoking-litter 'hotspots' at bus stops & shelters in two town centre locations	
Brief outline:	Counts and removal of cigarette butts in target areas, followed by installation of customised 'ballot bins' & KWT 'Tidy Butts' material; with continued weekly monitoring of smoking litter in these target locations	
Timescales:	Start Date: 20 May 2021	End Date: 30 September 2021
Project Outline		
What is LEQ problem?	Despite presence of litter bins in these locations there were accumulations of smoking-related waste around benches, shelters and bus parking bays. (Bus Stations are actually designated non-smoking areas but this is rarely enforced).	
Who is the target audience?	<ul style="list-style-type: none"> ▪ Passengers waiting for buses or using benches to rest ▪ Bus drivers who appear to be using Bus Parking bays for smoking breaks ▪ Members of the public passing through these town-centre areas 	
Where will you run it?	2 locations: Newtown Bus Station, Back Lane, SY16 2NW Llandrindod Wells Transport Interchange, Station Crescent, LD1 5AP (Neither has a public building, just outdoor benches and shelters).	
What is the intervention?	<p>After baseline surveys in both locations, the placing of:</p> <ul style="list-style-type: none"> ▪ KWT 'Tidy Butts' posters and stickers on regular bins, shelters and notice boards ▪ A 'ballot bin', bolted to safety rails in a visible, central location <p>Steel 'ballot bins' are divided into two glass-fronted compartments with a panel for a changeable fun 'A?' or 'B?' choice question so that, as an incentive, putting a cigarette end in the bin forms a vote.</p> <p>2 questions were used in both locations: <i>"Greatest Welsh footballer?"</i> <i>"Pizza or Burger?"</i> Pictorial design tested to allow people to vote for their favourite fast food type – overcomes language, disability and translation barriers.</p>	 <p style="text-align: right;"><i>James Thompson Senior Waste Awareness Officer</i></p>
What is the gross cost of intervention to KWT (including vat, postage etc)? <i>Add links if possible</i>	A ballot bin, together with fixings for either pole or railing mounting, plus carriage and VAT, was £304 per unit, so for two in this study the cost was £608 Search Hubbub Foundation	
Who is procuring the intervention? <i>Please code PO to nominal 5075</i>	The ballot bins for this Caru Cymru trial were purchased by Powys County Council. <i>A further ballot bin for a follow-up trail was purchased by the KWT Project Officer for Powys, PO 5863</i>	
What are you trying to measure?	The number of cigarette butts littered within the target areas, to see if the intervention has the effect of reducing smoking litter in one or both trial locations. Contents of the ballot bins also measured to monitor the level of use.	

Who will be involved?	<i>Powys County Council: James Thompson & Waste Awareness team, Keep Wales Tidy: Policy & Comms teams ('Tidy Butts' promotional materials)</i>
Monitoring and Evaluation	
What monitoring is in place for the project?	Weekly visits to target areas by PCC Waste Awareness staff to: <ul style="list-style-type: none"> Count and record cigarette ends on ground and in ballot bins Sweep target areas so that they begin each week litter-free Observe the condition of project materials
Trial report	
Headline results	Cigarette butt litter in 'hotspot' areas reduced by almost half
Data and outcomes (including any unexpected outcomes)	<ul style="list-style-type: none"> Newtown site: 49% reduction Llandrindod site: 41% reduction in cigarette butts littered on the ground The ballot bins hold around 300 butts, but after 4 weeks the one in Newtown was less than half full. Regular sweeping - creating an improved 'social norm' of a cleaner area - may itself have had as much impact as the ballot bins and posters Covid-19 will have affected results through reductions both in use of public transport and in mechanical sweeping in these areas. Some cigarette ends accumulate beneath the ballot bins as the 'stubber' plates are often used as ashtrays and butts left on the plate blow off and become litter.
Lessons	<ul style="list-style-type: none"> The involvement of local volunteers to encourage community co-operation and to observe use/abuse of the ballot bins would be useful in future trials. An early decision was made not to try ballot bins and posters around licenced premises due to concerns about potential vandalism. This could be countered by more community and business support. The ballot bin at Llandrindod was forced open and the contents tipped out five times in 12 weeks, but it was never seriously damaged. It's possible that a PCC Street Cleanser who missed the project briefing tried to open an unfamiliar bin type with an incorrect key, making the bin closure less secure. Some youths seen scavenging long butts to smoke or for roll-ups; that is the one disadvantage of the glass-fronted bin. Next time should introduce (1) regular sweeping (2) posters & stickers (3) ballot bins in turn to clarify the effect of each of these independently of the others.
Opportunities	<ul style="list-style-type: none"> The changeable question on the ballot bin in this trial was intended to appeal particularly to young males (believed to contribute heavily to smoking related litter in the UK) who read English or Welsh. Other questions could be aimed at other sections of the population and the effect of more frequent changes of question could be explored. We plan to try the ballot boxes in Rhayader - involving publicans and other local businesses – a smaller town where anti-social behaviour is rare but where there is a significant problem with smoking-related litter in the town centre.

