

## Caru Cymru Local Trial Template

<b>Local Authority:</b>	Blaenau Gwent	
<b>Project Title:</b>	Fast Food Campaign	
<b>Issue addressed:</b>	Fast food litter	
<b>Brief outline:</b>	The aim is to tackle litter dropped by individuals, either dropped in town centres or thrown from vehicles after purchasing fast food.	
<b>Timescales:</b>	<b>Start Date: End August 2021</b>	<b>End Date: End September 2021</b>
Project Outline		
<b>What is LEQ problem?</b>	Fast food and rubbish accumulating in high visibility areas. The Aneurin Bevan Stones is a target area as cars park there to eat their KFC takeaway and then throw the rubbish out of the car. There is currently a small bin which does not solve the problem.	
<b>Who is the target audience?</b>	Both members of the public and business.	
<b>Where will you run it?</b>	Ebbw Vale area – Target area is car park at Aneurin Bevan Stones	
<b>What is the intervention?</b>	KFC are purchasing a new bin and BGCBC are installing in the car park. Aiming to have a similar approach from McDonalds.	
<b>What is the gross cost of intervention to KWT (including vat, postage etc)?</b> <i>Add links if possible</i>	Bin is being paid for by KFC.	
<b>Who is procuring the intervention?</b> <i>Please code PO to nominal 5075</i>	BGCBC	
<b>What are you trying to measure?</b>	Reduction of ground litter in hot spots.	
<b>Who will be involved?</b>	Local authority, Keep Wales Tidy, KFC	
Monitoring and Evaluation		
<b>What monitoring is in place for the project?</b>	<p>BGCBC monitored the area and collated data from the area crews, so that before and after data could be compared.</p> <p>A daily litter pick took place for 2 weeks before the trial took place and number of bags collected was recorded on a daily basis.</p> <p>A daily litter pick took place for 2 weeks after the installation of the bin and number of bags of litter collected was recorded on a daily basis.</p> <p>See Data and Outcomes for monitoring results.</p>	
Trial report		
A decision was made by the LEQ Officer to approach “fast food” outlets in Ebbw Vale to ascertain if they would be willing to help in the reduction of litter within the borough. Contact was made initially with KFC and McDonald’s due to the high visibility of their packaging.		

Having had a meeting with the Ebbw Vale KFC manager an appointment was made with the regional manager and an agreement was made that they would donate a chute bin for council to install locally. The bin was installed at *Aneurin Bevan Stones* after a monitoring period. The bin was installed at the entrance which allowed the removed bin to be relocated within the carpark so that all areas were covered.

There was a noticeable decrease in ground litter within the car park and McDonald's have now donated a similar bin to be located at a yet to be decided location.

The only thing that has had to be done to the bins is the fabrication of a metal bin insert, as the strap fitted by the manufacturer to secure the bag was deemed by the litter collection crew to be insufficient to hold the weight of the litter.

A new McDonald's is due to be opened in Brynmawr and an approach will be made to their management to get a donation from them as well.

<b>Headline results</b>	Decreased amounts of ground litter around carpark location
<b>Data and outcomes</b>	Prior to installation of the bin = 1.5 bags of ground litter per day After installation of the bin = <0.5 bag of ground litter per day
<b>Lessons</b>	Prior to the installation of future litter bins: - <ol style="list-style-type: none"> <li>1) The type of bin by size and design should be investigated.</li> <li>2) Its positioning within the proposed location should be investigated so as to ensure they located where needed, especially in an area with high footfall.</li> <li>3) Make sure located bins are always visible.</li> </ol>
<b>Opportunities</b>	Using the success of this then further "fast food" outlets could be approached, since the KFC bin was donated McDonald's have now donated one.



