

## PROGRESS REPORT

<b>Sponsor Name:</b>	Keep Wales Tidy
<b>Project Name:</b>	Caru Cymru – Caring for Wales
<b>Case ID:</b>	82334
<b>Claim Period:</b>	1 <sup>st</sup> October – 31 <sup>st</sup> December 2021

- 1. Progress Report** - 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

***Delivery: Establish network of Community Litter Picking Hubs;***

*Target = 200 hubs, 4,000 litter-picks. One third of hubs located in deprived areas*

See KWT web map for open hubs, hours of operation and contact information for people who want to borrow equipment. <https://keepwalestidy.cymru/caru-cymru/community-action/litter-picking-hubs/>

There are now **133** KWT hubs open across Wales. Of these 63 (**47%**) are located in deprived areas (defined as being in the top 30% most overall deprived). Since the project started in October 2020 there have been **529** hub clean-ups undertaken.

From October to December 2021:

- 7 new hubs were set up by KWT staff
- 130 clean ups supported by hubs (and data entered via Epicollect)
- 828 people took part
- 910 bags of rubbish were collected
- 181 bags of recycling were collected
- 1,390 volunteer hours were supported

In addition to this, there are also council-run hubs in some areas e.g. Cardiff.



We continued our work with BBC Radio Wales as part of their 'Make a Difference' campaign to promote the re-launch of the hubs. Clean-up events were organised with their presenters, including the Porth Eirias Beach Clean with Kiri Pritchard Mclean on 9<sup>th</sup> October.

***Delivery: Support and Expand Network of volunteer Litter Champions;***

*Target = 15,000 clean-ups undertaken by champions.*

*Wellbeing and skills survey of 100 champions*

New Litter Champions continue to be signed up, trained and kitted out with equipment. On 31<sup>st</sup> December 2021 there were **1,223** individual Litter Champions on the KWT database, with many more champions being supported by local authority champion schemes. Project staff and partners support the work of champions across Wales and encourage them to report their clean-up activities via

Epicollect.

Since October 2020, there have been 6,061 clean-ups undertaken by KWT Litter Champions and 6,336 by council partner champions (Cardiff, Carmarthenshire and Blaenau Gwent) – a total of **12,397**.

From October to December 2021:

- 28 new KWT champions inducted, trained and issued kit (10 extra by council partners - BG)
- 3,129 clean ups conducted: KWT Litter Champions (1,776) and council champions (425 -BG, 46 - Carms, 882 Cardiff)
- 194 distinct KWT champions entered data via Epicollect and 380 council partners (359 - BG, 21 – Carms)
- 6,792 total bags collected (3,879 by KWT and 1025 [BG], 137 [Carms], 1751 [Cardiff] by council partner champions)
- 1,020 total bags of recycling were collected (818 by KWT and 140 [BG], 33 [Carms], 29 [Cardiff] by council partner champions)
- 3,897 total volunteer hours were spent (2,092 by KWT and 584 [BG], 101 [Carms], 1120 [Cardiff] by council partner champions)

### **Support National volunteer activity to raise awareness and help communities tackle poor LEQ**

***Delivery: Co-ordinate National Clean up Campaigns;***

*Target = 800 clean-ups undertaken<sup>1</sup> involving 6,600 people.*

*Report per campaign to evidence impact*

No campaigns were scheduled this period. The next one is planned for March 2022.

To date, 388 clean-ups have taken place, involving 3,675 people.

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

***Delivery: Provide support to help facilitate volunteer action and long-term community ownership***

*Target = 900 community groups/organisations supported to improve LEQ*

*Target = 400,000 hours undertaken by volunteers to improve LEQ*

*Target = 9,000 green space improvement activities by community groups*

*Target = 100 new community groups established to adopt areas*

*Wellbeing and skills survey of 10 new groups*

*Group map included on KWT website so we can direct new volunteers and businesses to them*

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<sup>1</sup> 4 campaigns with 200 clean-ups at each

*(nb only independent, constituted groups can be included)*

Whilst we can accurately capture data submitted by groups who use Epicollect, we know there are a large number who do not use it, meaning that we are always under-reporting the number of groups, green space activities and hours undertaken by volunteers. We will never get all groups using the system so need to find a way to capture info on those who don't use it which is a difficult challenge. We have set up an internal KWT group to look at this and come up with suggestions to increase take-up.

Since October 2020, **34** new groups have been established.

From October to December 2021:

- 5 new groups been established
- 387 total green space improvement activities by community groups; 336 by KWT, 36 [Carms], 15 [Cardiff]
- 67 distinct groups entered data via Epicollect; 55 by KWT, and 12 [Carms]
- 1,603 total people took part; 199 [Carms]
- 1,981 total bags of rubbish were collected; 1,460 by KWT, and 246 [Carms], 275 [Cardiff]
- 243 total bags of recycling were collected; 221 by KWT, and 22 [Carms]
- 3,455 total volunteer hours were spent; 3,017 by KWT, and 438 [Carms]

KWT officers and Council partners continue to support community group activity to improve LEQ. Some examples this quarter include:

**Newport** - Ringland Community Group has been granted permission by NCC to lease a section of land that has previously had fly-tipping and arson issues. Plan is to litter pick and plant wildflower and potential seating area, KWT supported with design, advice and pointed them to LPFN packages.

**Monmouthshire** – Planning virtual Litter Forum with MCC for volunteers to help share ideas, support volunteers and to inform future activity. KWT officer has supported Keep Abergavenny Tidy through advice, Growing Space at Mardy Park with a mini cigarette butt trial and Monmouth Litter with loan of litter boom for Monnow river clean-up.

**Torfaen** - The Eco Warriors of Bran have recently taken on the practical management of "Pixie Park" a neglected greenspace in Greenmeadow, Cwmbran. The group have planted trees and wildflowers to enhance the local biodiversity.

**Blaenau Gwent** – Council and litter champs support Sirhowy Woodlands Group with weekly activities to clear areas and improve green space.

**RCT** - Working with Llanharan and Brynnau Whimbles on restoring community garden.

**Cardiff** – First aid training held for community groups. Following training Cardiff Rivers Group fundraised and delivered first aid kits to trained recipients. First Volunteer Network meeting post-Covid held, 5 groups attended to discuss local issues and successes.

**Delivery: Increasing number of Community Green Flag awarded sites**

*Target = 20 'new' Community Green Flag awarded sites and 10 groups working towards community Green Flags*

*Target = 5 Green Flag Community applications from deprived areas*

22 new Green Flag community sites were awarded in 2021, which is a KWT record. 8 were from the 30% most deprived wards in Wales. Staff are now looking for new sites for 2022 with the help of partner organisations and encouraging groups to apply. We are in discussions with over 20 new sites.

**Develop programme of work on LEQ issues to create preventative interventions and encourage behaviour change**

**Delivery: Develop interventions to encourage responsible disposal of litter**

*Target = 22 local trials undertaken, analysed and results shared with project partners*

*Target = 22 local authorities who have adopted new interventions (prevention measures eg behaviour change trial, changing practises)*

*Target = 100 organisations (businesses and schools) maintaining litter free zones around their premises and 1200 clean-ups*

**Local LEQ trials**

Local authorities and KWT project staff have finalised their local LEQ trial plans. Some trials have already taken place, a number have recently started and will be completed in Q4, with the rest taking place next year as they need to take place in spring/summer months.

5 LEQ trials completed, written up and shared via the online partner portal to date:

Local Authority	Trial	Location	Report
Blaenau Gwent	Smoking related litter	Abertillery, Ebbw Vale, Tredegar	✓
Cardiff	Chewing Gum litter	2 locations in City Centre	✓
Powys	Smoking related litter	Newtown and Llandrindod	✓
Denbighshire	2min beach clean	Rhyl beach	✓
Blaenau Gwent	Fast Food Litter	Ebbw Vale	✓

**LEQ Trial progress examples**

**Caerphilly** – youth litter trial has begun. The skate park has been selected and a survey conducted with 24 young people to get their views on which intervention should be trialled.

**Gwynedd** – starting a number of trials including: dog fouling nudge campaign, effectiveness of electric sweeper in Caernarfon, new signage to reduce wild campaign and littering in laybys/roadside, Gladiator gum removal machine, automatic bin sensors.

**Newport** – trialling bin improvements in multi-occupancy housing in Pilgwenlly to encourage better usage. New bin housing complete, just awaiting mural design before trial can start.

**Monmouthshire** - Roadside litter trials on A449 planning underway. A449 twin wheely bins installed with signage by MCC. Progress monitored by maintenance crews. Recycling not working and more bins required for size of A449 truckstop.

**Swansea** – The Council have earmarked five of Swansea's worst flytipping hotspots (from 40) for a range of physical and signage interventions, including signage, new kerbs, blockstone, posts etc. They have undertaken photo surveys of the sites and are liaising with Highways for physical works estimates/quotes. Brief, text and draft designs for three bilingual flytipping signs been produced. Installation will take place in Q4

**Cardiff** - 'Weee wish you a Merry Christmas' trial tested before Christmas in inner city ward/s to increase recycling of small electricals. Containers have been ordered for hubs for people to pop in to drop off items in Grangetown, Cathays, Splott & Butetown (prize draw as an incentive). 47 people attended and 325 items were dropped off for recycling. Will assess success and then expand.

**Cardiff** - Preparation work complete to trial re-usable sacks for household recycling rather than single use plastic bags. 4000 properties on trial with split chamber collection vehicle - Launch in Q4.

**Conwy** - An anti-littering campaign is being run in Betws Y Coed with local volunteer group and community councillors. Poster designs agreed and awaiting confirmation for positioning of signage. Hotspot areas around the town are being discussed and highlighted for the trial.

**Pembrokeshire** – Haverfordwest skate park been selected, and a survey conducted with young people to get their views on which intervention should be trialled. Selected a basketball hoop bin.

***New interventions/ways of working by local authorities***

- 4 reported previously and another 3 reported this period (see below). **Total = 7**

<b>Local Authority</b>	<b>New Intervention</b>
Wrexham	Crown Buildings introducing food waste and other recycling in the new public facing area. Colour coded, shapes, pictures to drive the recycling with accessibility to all. Taken away all personal bins to encourage recycling throughout office/building. Christmas market was the first event to trial recycling, gave stall holders food waste bins, Wrexham CBC gave out 250 paper recycling bags, big PR press following event, increasing recycling and more available to public.
Cardiff	New recycling points at hubs (see above)
RCT	RCTCBC changed garden waste collection in November to reusable bags. This will save 2.5 - 3m single use bags from being used

**Litter Free Zones** - Scheme set up ready for Jan launch. Many businesses indicated an interest and lots of preparatory work being done by all partners to spread the word ready for Q4 launch.

**Blaenau Gwent** - The council LEQ Officer and the Town Centre development manager have been working together to make all town centres into litter free zones. Litter pickers have been distributed to those shops that were interested and the next stage is for town centres to formally sign up as litter free zones and promote to all businesses and their customers. Shops and businesses were very receptive to the idea and keen to become involved.

***Delivery: Awareness Raising and Public Engagement***

*Target = 3 National campaigns on Dog Fouling, Roadside Litter and Fly-tipping*

2 National Campaigns run to date: Make Memories not Mess and Dog Fouling and work has begun on the Roadside Litter and Flytipping campaigns.

**Dog fouling** – the national dog fouling campaign launched on 7 October 2021 with a national press release and social media campaign that generated good media coverage and social media reach across Wales.

Press release templates, posters and social media graphics were sent to Local Authority partners and Keep Wales Tidy project officers to utilise on their own channels.

Later in October, regional press releases were issued with backing from The Wildlife Trust. In November, a national press release 'Pawprints appearing across Wales' went out to highlight the campaign activity taking place across Wales.

We attended a large event at Bute Park to promote the campaign with branded materials including dog poo bags, treats, temporary tattoos and a dog 'head in hole' board.

In December, we launched a campaign burst on social media 'Leave only pawprints this Christmas' accompanied by paid for advertising via Team Dogs Christmas gift guide. We also attended a Santa Dash event in North Wales to promote the dog fouling campaign and mailed out hard copies of the campaign materials to all the Town and Community Councils across Wales.

The artist designing our Snoopy sculpture for the Dogs Trust art trail was revealed in Q3 and plans are underway to promote our campaign to a huge new audience during the trail in 2022.

Cardiff: based on the 'Green Dog Walkers' scheme, they are aiming to grow a community of champions who pledge to pick up after dog and share bags with others if needed. Activity in Q3 has focused on developing champion tool kit and forming promotion partnerships.

**Roadside litter** – The roadside litter campaign communications and marketing plan was finalised in Q3 with two tender documents written up for an outdoor and digital audio advertising agency and a design and messaging agency for the national campaign. These tenders went live on Sell 2 Wales in January 2022.

A survey was sent out to haulage companies and commercial drivers in Q3 to find out what lorry drivers think about roadside litter to help shape the national campaign. A roadside litter workshop with Local Authority partners was planned for January 2022 to focus on; what we know about roadside litter, the target audience for the national campaign, results of the roadside litter survey, messaging and advertising for the campaign and to run through the trials being set up in relation to roadside litter.

In Q3, three roadside litter trials progressed:

- The Communication Team created designs and messaging for a trial on a stretch of the A55 in Gwynedd in partnership with Griffiths.
- Further planning took place for the that is being delivered in partnership with McDonalds.
- Further discussions have been held for the Adopt a Highway Scheme.

These roadside litter trials will take place in 2022 and feed into the national campaign.



**Fly-tipping** – A Fly-tipping survey was sent out to local authorities last quarter to try and ascertain the current scale and nature of the issues of fly-tipping. These results have been collated and a document which aims to take a ‘barriers and solutions’ approach using a Comm-B model of behavioural change is currently in draft and will be discussed with Welsh Government officials as a precursor to further developments on the fly-tipping campaign.

### **LEQ campaign toolkit**

The campaign toolkit is live on Caru Cymru website. It allows users to customise and download bilingual materials. <https://brandbag.keepwalestidy.cymru/>. It will be regularly updated as new campaign resources become available.

#### **Delivery: Single use plastic reduction and increase in reusables**

*Target = 100 organisations who take action to reduce single use plastic*

*Target = 11 local authorities who have undertaken internal review of single-use plastics and implemented plastic reduction plan*

#### **Organisations taking action to reduce single-use plastic:**

1. Wrexham - Put forward a "New Way of Working" for the Crown building, includes recommendations on reduce and reuse, cups, boxes etc.
2. Ysgol Llanddulas (Conwy) have started not using single use plastics one day every week as part of the Eco Schools work

#### **Local Authorities who have undertaken internal review and implemented reduction plan -**

5 local authorities have undertaken internal review of single-use plastics and implemented plastic reduction plan: Caerphilly, Powys, Wrexham, Ceredigion, Merthyr Tydfil

#### **Delivery: Support the development, delivery and monitoring of the WG National Litter and flytipping prevention plan**

*Target = Provide support and guidance on the development of local authority litter/ fly-tipping strategies. 8 local authorities working towards local litter strategies*

*Target = Development of 22 LEQ action plans (1 per local authority)*

*Target = Policy and research advice into LEQ issues. 6 research papers produced*

*Target = Annual litter surveys. LEAMS survey improvements in lowest performing areas. Increase in % of B grade streets in lowest performing areas*

**Local Authority litter strategies** – Although support will be given if approached, Keep Wales Tidy are not actively promoting local authority litter strategies until the Welsh Government formally publishes the Litter & Fly-tipping Prevention Plan as the ideal scenario is for local strategies to inform the national plan and subsequent actions. Guidance for local strategies will be developed at the appropriate time.

To date, Carmarthenshire, Blaenau Gwent and Merthyr Tydfil have produced strategies.

**Development of 22 LEQ action plans** – all 22 are written and being reported against quarterly.

**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. Guidance and signposting continue with many public enquiries and requests from students from schools, universities and colleges for data and advice. We continue to work with WEL and other eNGO's on shared policy interests.

Keep Wales Tidy are undertaking a number of strands of work for WRAP/ DEFRA in regard to litter payments for EPR with Keep Britain Tidy, Keep Northern Ireland Beautiful and Keep Scotland Beautiful. This work will inform litter payments under the proposed EPR scheme for the UK but will also inform the future of litter data collection and litter management to inform the Welsh Government Strategy. We submitted the final draft of the Stage 3 report in January and are in discussion with various stakeholders as to the key recommendations.

**Research papers produced** – Smoking related litter guidance has been finalised. Bin/infrastructure, roadside litter and drug related litter guidance papers are in draft and a Flytipping research paper will be complete by March.

An enforcement review paper has been finalised and has fed into discussions with stakeholders. We are also undertaking a broader piece of research into tourism and litter and on circularity behaviours.

3 research papers have been finalised and shared to date: dog fouling, smoking litter and enforcement.

**Annual litter surveys** - LEAMS surveys have been completed for 21/22. An All Wales report will be produced by March 2022 with key findings. A more detailed report will also be produced for local authorities.

**Delivery: Bring together range of partners and stakeholders to deliver action on LEQ**

*Target = Co-ordination of regional and topical LEQ Forums, involving multiple stakeholders*

*Target = £200,000 of Private Sector investment levered in to help tackle LEQ issues*

*Target = £4,000,000 of volunteer effort to tackle poor LEQ*

*Evidence of partnership working across council boundaries and sectors through gathering of feedback at forum meetings, case studies and reports*

**Regional and topical LEQ forums bringing together range of stakeholders –**

The next Caru Cymru full partner forum meeting is in February 2022. Planning is also underway for 3 topical forums in January on Roadside Litter, Enforcement and Bin/infrastructure.

Presentations on the programme to encourage engagement with a wider range of stakeholders are regularly given. During this period meetings have been held with HACT (Housing Associations Charitable Trust) to try to engage them in litter-picking activities and the dog fouling campaign, and WLGA cabinet leads.

**Private Sector investment** – since October 2020 we have secured **£106,381** investment to tackle poor LEQ issues.

Funder	Activity	Date	Amount
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Hubbub	River clean up	Nov 2021	£5,333
McDonalds	Car bins, LFZ and litter awareness course	Nov 2021	£25,000
Coca Cola	Litter prevention work	Dec 2021	£10,000
Hubbub	River clean up	2021	£7,048
Keep Britain Tidy	Spring Clean Cymru	2021	£22,500
Helping Hands	Litter free zone sponsorship	Aug 2021	£1,500
McDonalds	Clean up campaign	Nov 2020	£25,000
Coca Cola	Marine Litter activities	Oct 2020	£10,000
		<b>Total</b>	<b>£106,381</b>

**Volunteer effort** – since October there has been **£737,315** of volunteer effort tackling poor LEQ (£10/hour from data entered on Epicollect)

Volunteer Type	Hours (Oct20–Sept 21)	Hours (Oct– Dec21)	Total
Groups	26,069	3,445	29,514
Litter champions	13,204.5	3,897	17,101.50
Hub participants	18,376	1,390	19,766
National campaigns	7,350	0	7,350
<b>Totals</b>	<b>64,999.5</b>	<b>8,732</b>	<b>73,731.50</b>

**Evidence of partnership working across council boundaries and sectors –**

- **Caerphilly and Merthyr Tydfil** – Collaborative working with councils, South Wales and Gwent Police and the ranger on Gelligaer and Merthyr Common to tackle litter and flytipping. This will be carrying on, on a monthly basis. The last partnership meeting reported there had been a reduction of fly tipping on the common since the partnership was introduced.

Collaborative work with KBT, KNIB and KSB continues to have a positive impact on sharing information and resources across the four nations on a range of issues including EPR, fly tipping and enforcement as well as the national annual clean up campaigns.

A trial has begun with Alun Griffiths for the A55 to tackle litter at hotspots around their construction area and two further sites have been identified to replicate the trial and messaging. If successful, we will be working with other contractors to roll out the messaging nationwide at roadworks sites.

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

**Delivery: Increase in reuse/recycling collected during community clean-ups**

Target = 15 councils recycling waste at community litter-picks

Target = 3 trials to increase recycling/reuse and generate income from community groups from waste

Target = 10 groups generating income from recycling/reuse activities

Target = Support to grow the repair/borrowing movement to help prevent irresponsible disposal of broken goods

Change in practice of cleansing teams to enable more recycling, leading to improvement in recycling rates. Evidence/reports provided

**Recycling waste at community litter-picks and change of practice of cleansing teams to enable more recycling** – 15 councils are currently recycling waste during community clean ups, but need to get more separation at community events.

Local Authority		Detail
Anglesey	Y	Orange (glass) Blue (cans & hard plastics) bags provided to all Hubs for community use
Bridgend	Y	Going forward all red bags filled by groups, hubs and champions will go to Derwen Recycling Ltd, which handles over 500 tonnes of waste a day, for recycling at at the solar-powered plant in Neath Abbey, so recycling will be separated for the first time ever. Derwen now take all street litter waste and other fly-tipping. The facility is able to extract materials such as plastics, card and metals for recycling. It is early days yet but BCBC hoping to achieve around or above a 40% recycling rate
Blaenau Gwent	N	Litter champions now separate waste for recycling, the LEQ Officer is receiving many more requests for blue bags
Caerphilly	Y	Waste is separated at waste transfer station after collection. Some litter champs put recyclables in their own household recycling
Cardiff	Y	New split wagons working well and groups trialling split hoops. Will assess impact on recycling figures at end of year. Litter champions able to put collected recycle out with domestic waste
Carmarthenshire	Y	Volunteers are asked to segregate collected waste at the point of collection. They carry red bags for non-recyclables and blue ones for salvageable recyclable materials (cans, paper, plastic, wrapping, polystyrene).
Ceredigion	N	No provision currently, will look at it when new officer in post
Conwy	Y	All community litter waste is recycled at CCBC waste sorting depot.
Denbighshire	N	Recycling options being used at some events/campaigns
Flintshire	N	No provision at present but hoping to develop trial system. Environmental Improvement Officer to lead
Gwynedd	Y	Clear bags for recycling available at limited events. Hoping to roll out on a greater scale.
Merthyr Tydfil	Y	All litter Hubs, champions and groups are being encouraged to separate waste when picking for recycling. LA have implemented a new system at their recycling depot to remove all recycling from bags going to landfill. 80% of waste in bags is recyclable.
Monmouthshire	Y	Volunteer litter pickers can use the current purple bags to put recyclables out through their domestic waste. They can be left with orange general litter bags for collection after litter picks, although in practice this is difficult to carry through, so with Caru Cymru funding, vans are soon to be kitted with dividers to make it possible to separate recyclables on collection by the council.
Newport	Y	Litter Champions, Hubs and groups are provided with clear bags so that recyclables can be separated from general waste in the same way as Council street cleansing staff.
Neath Port Talbot	Y	Glass bottles, cans and plastics now go into green recycling bags, non-recyclables go in red KWT bags. Looking to progress litter champions being able to put rubbish out with domestic waste, including recycling.
Pembrokeshire	N	No formal system in place at the moment. Some litter champions separate out bottles and cans into their household recycling. The red bags that get collected go into the residual waste stream.
Powys	Y	Community groups and Hubs are encouraged to sort recycling during litter picks and trialling new split hoops. Alternative hoop design purchased and

		delivered to two of the Hubs and to one PCC Street Cleanser to enable trial of recycling bag pouches on litter-picks.
Rhondda Cynon Taf	Y	All waste collected by litter champs, hubs and at events is collected in one bag and is then sorted into landfill and recycling at the waste depot.
Swansea	Y	All litter champs, groups and hubs separate waste and recyclables using the same two bag system as Council's street cleansing teams (though using KWT red bags for waste instead of the Council's blue bags).
Torfaen	Y	Litter Champions, Hubs and groups are provided with green bags so that recyclables can be separated from general waste in the same way as Council street cleansing staff.
Vale of Glamorgan	N	Litter champions are able to recycle through domestic waste stream and put out red bags with domestic waste
Wrexham	N	Trialling dual segregation using green/clear bags (green =general / clear = plastic and tins). Council have bought large dual segregation carts to help recycling

### ***Trials to increase reuse/recycling and generate income for groups***

1 trial run to date (CRG).

### ***Groups generating income from recycling/reuse activities***

<b>Group Name</b>	<b>Items recycled</b>	<b>County</b>
Cardiff Rivers Group	Scrap metal, batteries, WEE, nitrous oxide cannisters, NEXT bikes	Cardiff
Twmbarllwm Society	Scrap metal sold to generate income for Risca Museum. Volunteers now also saving cans to donate to Museum	Caerphilly
Newport Canal and Rivers Group	Supporting them to get their waste carriers license so they weigh in scrap metal from clean ups.	Newport

### ***Support for Repair and Re-use movement***

- **Wrexham** - Repair Cafe re-opened on Bryn Lane near to the recycling centre (following closure due to pandemic)
- **Newport** - Continued the support of Remake Newport by attending steering group meetings and Litter Hub support
- **Monmouthshire** - TEAMS mtg with Abergavenny and Monmouth repair cafes re: help we can provide. Offered to provide tool repair workshop and to help publicise cafes.
- **Neath Port Talbot** - HMRC's have a reuse shop people can take items too for small repairs. Minimal charge for people to buy the items. Covers costs. Extended not long ago as so popular.
- **Blaenau Gwent** - The reuse shop is extremely busy at the moment. Items such as books, clothing, bikes have been diverted from landfill and redistributed to the public.
- **Swansea**- In discussion with Environment Centre Repair café re: possible funding for heavy duty sewing machines, Terracycle recycling points, along with support for the Council's Tip Treasures shop or 'mobile repair café' (which regularly supports Swansea repair café events - the plan is for this vehicle to visit more locations in future).
- **Denbighshire** - Supported and initiated contact for Brighter Futures in Rhyl to become a

Repair Café.

Policy team are in discussion with Waste officials in Welsh Government to explore potential for the evaluation and guidance around repair hubs and waste centre 'tip' shops. In addition, research is being looked into for 'circularity behaviours' and initial discussions are taking place with Repair Café Wales and Benthg.

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

***Delivery: Creation of Tiny Forest to improve biodiversity in urban area***

*Target = 1 Tiny Forest planted with 300 native trees. 50 volunteers seeing improvement in health and wellbeing. 50 volunteers using green space for recreation and relaxation*

The pilot has been planned and will take place in Q4 in Holyhead, Anglesey.

***Delivery: Air Quality behaviour change pilot with school***

*Target = 1 pilot run.*

*An increase in public awareness in target location demonstrated through project surveys*

*School to conduct travel survey of 30 parents and staff before, during and after campaign. Results to demonstrate a change in behaviour as a result of the project.*

The Air Quality trial is in the early stages of development but has already attracted more interest than expected. Discussions have taken place this quarter Cardiff University, Eco-Schools and the WLGA. We are currently sourcing air sensors that can be used for the trial which is expected to launch in the summer term.

### **Unexpected challenges or delays and how they are to be overcome.**

Covid-19 continues to cause problems and delays. We have had to change plans/timelines with some activities, including delaying many LEQ trials until 2022-23.

Capturing volunteer data is a challenge. Set up internal group to investigate.

RPW Issues – new requirements for expenditure register is impacting on workload and time taken to get agreement for work to take place. Regular meetings been set up to try to overcome issues and delays.

### **Additional achievements**

LEQ trials are bringing in new partners and benefits-in-kind for some interventions eg bins provided by fast food restaurants.

We are undertaking a feasibility study for the potential for a 'Litter awareness course' for offenders and this will be discussed with local authorities in Q4. The study is expected to be completed by May 2022.

### **Any changes likely to be needed to deliver the project**

We requested a budget re-evaluation in summer 2021 to cover a number of necessary changes to the programme. We are still awaiting a decision which is impacting on our ability to deliver to profile

and means we are unable to claim the actual cost of staff employed on the project. We are unsure whether we will be able to 'backdate' the difference. If we cannot then KWT will be in deficit.

We are likely to need to submit another re-evaluation shortly as the staff unit costs will change again.

**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).

Publicity materials have continued to be developed in accordance with RDP guidelines and our communications team has continued to seek regular advice from the Wales Rural Network Support Unit. In this period, we acknowledged support from the European Agricultural Fund for Rural Development in the following ways:

- The logo was added to high vis vests for the Anglesey 'pedal and pick' trial.
- The logo was added to the fly-tipping trial signage for trials in Swansea and Wrexham.
- The logo and funding line was added to all national, regional, local and template press releases for the dog fouling campaign.
- The logo and funding line was added to the Team Dog's Christmas Gift Guide.
- The logo and funding line was added to add Litter Picking Hub press releases.
- The logo was added to roadside litter signage for the A55 trial.
- The logo was added to the 'recycling on the go' signage for the Monmouthshire LEQ trial.

70 print and online relating to Caru Cymru were identified during this period, generating 131,375,747 opportunities to see the coverage. The national dog fouling campaign, Litter Picking Hub launches, and clean-up activities were the most prominent topics.

Broadcast media coverage included That's TV, BBC Radio Wales and BBC Radio Cymru. As well as the national dog fouling campaign, the coverage was led by the BBC Radio Wales 'Make a Difference' campaign which showcased Litter Picking Hubs.

### **3. Special Conditions**

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

The monitoring and evaluation tender has been awarded to Miller Research Ltd. Baseline report has been completed and a self-evaluation toolkit prepared (attached). The first evaluation has been delayed slightly but interviews will take place Dec - Feb with the aim of publishing the report by end of Feb 2022.

- **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.

**4. Assets**

Please provide the serial number of any assets acquired that are included in Eligible Costs claimed.

*The applicant must establish and maintain an inventory of all fixed assets acquired, built, or improved wholly or partly using the grant. An asset is defined as an item that will not be used up within 12 months and which is not intended to be sold before the end of its useful life. Assets below £10,000 can be excluded. Nb No equipment and/or asset acquired with grant aid must be disposed of, transferred or dissipated within 5 years of the Project End Date without the prior written consent of the grantor.*

Date of purchase	Description	Price (net) £	Grant paid £	Location of title deeds	Serial/ID numbers	Location of Asset	Date of disposal	Sale of disposal (net) £



Outputs and Targets	Target	Actual to date	Notes
Litter-picking hubs established across Wales	200	133	
% of hubs located in deprived areas	33%	47%	
Self-supported clean-ups facilitated as a result of the hubs	4,000	529	Many hubs were closed due to CV-19
Clean-ups undertaken by litter champions	15,000	12,397	Much more activity due to lack of group events
Wellbeing and skills survey of litter champions	100	0	Will conduct in 22-23
Clean ups undertaken during National Clean up campaigns	800	388	2 more planned in Spring 22 and 23
People directly involved in National clean up campaigns	6,600	3,675	
Hours undertaken by volunteers to improve LEQ	400,000		Activities on hold for a year due to CV-19. Groups now active again but unwilling/forget to report activities (just want to clean-up). Confident work is happening but capturing evidence has been very difficult. More time spent by officers supporting hubs, litter champions
Community groups/organisations supported to improve LEQ	900		
Green space improvement activities by community groups	9,000		
New community groups established to adopt areas	100	34	
'New' Community Green Flag awarded sites	20	22	
Groups working towards community Green Flags	10	20	
Green Flag Community applications from deprived areas	5	8	
Local trials undertaken and analysis of outcomes	22	5	20+ planned and/or started
Local authorities who have adopted new interventions	22	7	
Businesses and schools maintaining litter free zones around their premises	100	0	Launch in Q4. Confident will easily exceed target
National campaigns: Fly tipping, Dog fouling and Roadside litter	3	2	2 more planned for 22-23
Production of a bilingual LEQ campaign toolkit	1	1	
Organisations who take action to reduce unnecessary single use plastics	100	4	Need to re-focus, not been priority to date
Local Authorities who have undertaken review of single use plastics and implemented reduction plan	11	5	
Policy and research papers produced	6	3	
Development of LEQ action plans (1 per local authority)	22	22	
Production of Local Authority Litter Strategies	8	3	
Private sector investment levered in to help tackle LEQ issues	£200,000	£106,381	
Volunteer effort to tackle LEQ issues	£4,000,000	£737,315	Issues with gathering accurate data on volunteer hours
Local Authorities recycling waste collected at community litter-picks	15	15	

Trials to increase recycling/reuse	3	1	
Community Groups generating income from waste	10	3	
Creation of Tiny Forest to improve biodiversity in urban area	1	0	Planned for Q4
Air Quality behaviour change pilot with school	1	0	Not due to take place until 22-23

Already met
On Target/In progress
At risk of not being met

## Case level indicators

Information dissemination activity	Target	Number delivered this period	Cumulative to date
Creation of Caru Cymru web pages and LEQ Hub Cymru (online) where project information will be promoted	1	0	1
National press releases issued relating to the project launch, clean-up campaigns, awareness campaigns and litter picking hubs.	12	2	9
Bilingual press release templates created for partners promoting key project activities and outcomes.	12	1	6
Social media Guidelines produced, to include dedicated hashtag #CaruCymru, with additional hashtags developed for specific campaigns and trials. Regular social media activity	1	2	6
Project brand and language guidelines produced and disseminated to partners.	1	0	1
Presentations on the project to encourage participation (eg presenting to businesses, school clusters, community forums, colleges)	66	20	172
Annual report/infographic to highlight annual outcomes (1 per year)	3	0	0
Promotional events (1 per year)	3	3	5
Dissemination of information/lessons learned from pilot trials	22	7	7
<b>Total</b>	<b>121</b>	<b>35</b>	<b>207</b>

<b>Jobs created/safeguarded</b>	<b>Target</b>	<b>Actual to date</b>
Number of FTE jobs safeguarded	37.7	37.47
Number of jobs created	2.8	8.6