

Caru Cymru Local Trial Template

| | |
|--|---|
| Caru Cymru Local Trial Template | |
| Local Authority: | Denbighshire |
| Project Title: | #2minuteBeachClean Station |
| Issue addressed: | Large quantity of litter on Rhyl and Prestatyn Beaches. |
| Brief outline: | Trial effectiveness of #2minutebeachclean on Denbighshire Beaches. |
| Timescales: | Start Date: August 2021 End Date: October 2021 |
| Project Outline | |
| What is LEQ problem? | Large quantity of litter on Rhyl and Prestatyn Beaches. Large number of complaints received regarding issue. Large number of inquiries regarding litter picking on beaches. Hot weather and Covid travel restrictions increasing numbers to Denbighshire coastline. |
| Who is the target audience? | Public |
| Where will you run it? | Rhyl Beach near The Surf Café |
| What is the intervention? | 2min beach board (three week lead time). |
| What is the cost of intervention to KWT (exact amount including vat)? | £642 for Board £43.94 for Bins Total = £685.94 |
| Who is procuring intervention? | Gareth Jones (KWT) |
| What are you trying to measure? | Effectiveness of cleaning stations. Reduction in litter. Reduction in Littering. Use of station. Quantity of waste collected. Public perception. |
| Who will be involved? | Leisure Cafes. Streetscene (Denbighshire CBC). Gareth Jones (KWT) |
| Monitoring and Evaluation | |
| <i>Note: Please email policy lead if support is needed with this element</i> | |
| What monitoring is in place for the project? | <ol style="list-style-type: none"> 1. litter quantities and public perception - Gareth Jones. 2. board usage and waste quantities, plus public perception - Café staff 3. waste quantities removed – Steetscene |
| Trial report | |
| Headline results | People love #2minuteBeachClean and it works |
| Data and outcomes | <p>7/9/21: 10am-11:30am</p> <ul style="list-style-type: none"> • 1 volunteer used board, spent 30minutes and collected half a bag. <p>8/9/21: 11:30am-1pm.</p> <ul style="list-style-type: none"> • 3 volunteers used board, 2 together 1 alone. The pair spent 20minutes and collected half a bag. Individual did the #2min and collected half a carrier bag sized bag of waste, she commented that <i>“the board was a great idea and enjoyed using it”</i>. <p>13/9/21: 1pm-3pm.</p> |

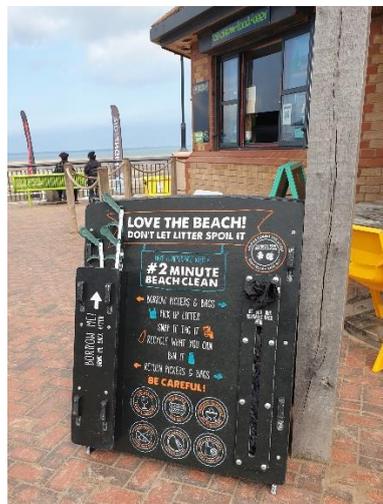
- 5 volunteers used board, 3 together 2 alone. 1st individual spent 20 mins and collected a carrier bag full. 2nd individual spent 35mins but deposited waste in a different bin. The small group of young adults appeared to have great fun and did 2minute beach cleans one after the other like a kind of competition taking pictures and posting on social media etc. The group commented “yeah it’s cool there should be lots of them!”

Simon Jones from the Pro Surf Café said: “The 2 minute board is a great idea, it’s a scheme we are very supportive of and really glad that we could help Keep Wales Tidy and have the board at the Café. We are very supportive of any environmental campaign especially surrounding marine litter and plastics and regularly help with litter picks on the beach.”

Will Riley, The Harbour Master commented: “It would be great to see more of these boards throughout the Denbighshire Coastline and especially at our café’s and centres, they look amazing and promote a good message.”

Tara Dumas, Head of Waste for Denbighshire said: “Clean up stations such as the 2minute board are a superb engagement tool for the public, they give the opportunity for everyone to get involved and make litter picking “easy” which I believe is very important!”

The feedback received to date has been very positive. People like it, use it to collect litter and waste from the beach, so it seems successful. I would like to run further trials next summer, taking the board down onto the beach during a busy day to see the impact it has then.



Lessons

The board wasn't transportable so I couldn't move it from place to place to trial in different areas, but more importantly I couldn't take it down onto the actual beach itself, even for a day, as it was simply too heavy. The board is permanently situated on the Promenade.

Opportunities

Looking into the development of our own boards.

Boards/stations clearly popular and work. The more we have, the greater the awareness raising, and more litter collected.