

## 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 April – 30 June 2022

- 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, 2,000 litter-picks. One third of hubs located in deprived areas*

See Keep Wales Tidy's online map for locations of Litter Picking Hubs, opening hours and contact details. <https://keepwalestidy.cymru/caru-cymru/community-action/litter-picking-hubs/>

There are now **161** Keep Wales Tidy hubs open across Wales. Of these 67 (**42%**) 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 **751** hub clean-ups undertaken.

From April to June 2022:

- 13 new hubs were set up by Keep Wales Tidy staff
- 103 litter picks supported by hubs (and data entered via Epicollect)
- 1,373 people took part
- 732 bags of rubbish were collected
- 150 bags of recycling were collected
- 3,480 volunteer hours were supported

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

We signposted volunteers to Litter Picking Hubs in our communications for Spring Clean Cymru 2022.

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

*Target = 20,000 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 June, there were **1,300** individual Litter Champions on the Keep Wales Tidy database, with many more champions being supported through 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 15,448 clean-ups undertaken by Keep Wales Tidy Litter

Champions and 8,655 by council partner champions (Cardiff, Carmarthenshire and Blaenau Gwent) – a total of **24,103**. Champions have spent **13,328** hours.

From April to June 2022:

- 39 new Keep Wales Tidy Champions inducted, trained and issued kit
- 4,877 clean ups conducted: Keep Wales Tidy Litter Champions (3,445), and 770 [Cardiff], and 32 [Carmarthenshire],, and 630 in Blaenau Gwent.
- 381 distinct Keep Wales Tidy champions entered data via Epicollect, 18 in Carmarthenshire, 472 in Blaenau Gwent
- 9,276 total bags collected (5,657 by Keep Wales Tidy, and 1,639 [Cardiff] by council partner champions), 58 [Carmarthenshire], and 1922 [Blaenau Gwent]
- 965 total bags of recycling were collected (818 Keep Wales Tidy, 33 [Cardiff] by council partner champions, 10 [Carmarthenshire], 104 [Blaenau Gwent]
- 4,920 total volunteer hours were spent (2,905 by Keep Wales Tidy, 978 [Cardiff] by council partner champions, 55 [Carmarthenshire], 982 [Blaenau Gwent]

### **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*

To date, **752 clean-ups** have taken place, involving **20,991** people.

Spring Clean Cymru 2022 took place from 25 March to 10 April. As this was once again part of the Great British Spring Clean, we worked closely with Keep Britain Tidy and Keep Scotland Beautiful on the development of the campaign.

Headline figures:

- **364 clean-up events** were registered
- Volunteers pledged to pick up 4,709 bags of litter
- **17,226 volunteers** were registered to take part
- 149 schools across Wales got involved, with many holding whole-school clean-up events
- We reached 381,000 people through social media adverts, posts and online advertising
- Broadcast coverage included BBC Radio Wales' 'Country Focus', Owen Money's 'Money for Nothing' and S4C News.

Partners and volunteers were encouraged to make use of an extensive suite of bilingual resources, including posters, social media frames, static and motion social media posts, thank you certificates, email banners and web banners.

We delivered a successful digital advertising campaign, with boosted posts on social media, Google Display ads which garnered 485,763 impressions with 907 clicks through to our online form and an AR filter which had an engagement of 2,941 during the campaign. Our [interactive quiz](#) on WalesOnline had a particularly high level of engagement reaching over 72,000 people and 5,555

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

clicks through to the quiz.

A series of high-profile clean-ups organised by Keep Wales Tidy officers were promoted on the Keep Wales Tidy website and social media channels. The events included:

- A clean-up with the cast of S4C's drama series 'Rownd a Rownd' in which volunteers were given a tour of the set. As part of this work, we also supplied Welsh language Caru Cymru campaign materials to the production company to be displayed in the background of the drama.
- Working with Snowdonia National Park Authority, 18 volunteers scaled Yr Wyddfa (Snowdon), collecting 19 bags (105kg) of litter.
- Dogs and their owners took part in a 'Paws and Pick' event at Bute Park. BBC Radio Wales' Behnaz Akhgar did a live broadcast from the clean-up (more details below).

### **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 = 300 community groups/organisations supported to improve LEQ*

*Target = 150,000 hours undertaken by volunteers to improve LEQ*

*Target = 2,500 green space improvement activities by community groups*

*Target = 60 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 (nb only independent, constituted groups can be included)*

Since October 2020, 667 groups/organisations<sup>2</sup> have been supported to improve LEQ, 29,578 hours<sup>3</sup> spent improving LEQ, 4,873 green space activities<sup>4</sup> undertaken, and **51** new groups have been established.

From April to June 2022:

- 230 groups/organisations have been supported to improve LEQ. This includes 89 distinct groups entered data via Epicollect
- 616 total green space improvement activities by community groups; 575 by Keep Wales Tidy, and 5 [Cardiff], 36 [Carmarthenshire]
- 3,004 total people took part
- 2,667 total bags of rubbish were collected; 2,242 by Keep Wales Tidy, and 47 [Cardiff], 378 [Carmarthenshire]

<sup>2</sup> This includes groups/organisations insured by KWT, using Epicollect, hubs, organisations taking part in National Campaigns

<sup>3</sup> Includes national clean ups, group activities, litter champions, hub clean-ups

<sup>4</sup> Includes clean-ups, conservation, access, INNS activities undertaken by community groups, but does not include litter champions

- 313 total bags of recycling were collected; 281 by Keep Wales Tidy, and 4 [Cardiff], 28 [Carmarthenshire]
- 7,685 total volunteer hours were spent; 7,059 by Keep Wales Tidy, and 236 [Cardiff], 390 [Carmarthenshire]
- 7 new groups been established

Keep Wales Tidy officers and council partners continue to support community group activity to improve LEQ. Some examples this quarter include:

**Monmouthshire** – Support provided to Mardy Park group to help establish a tree nursery, which will produce trees for community projects. The trees and the learning will be shared with numerous community groups across the county.

**Denbighshire** - Dog Fouling campaign undertaken with Rhuddlan Local Nature Reserve group. Planning session held with Afon Elwy Environment Group.

**Bridgend** - KWT and BCBC met with a litter champion to view and discuss a problematic area. BCBC installed 2 bins and are now monitoring. Early feedback is a significant drop in littering and the bins are being used

**Flintshire** – Community Heart Productions, Bryn Deva school, Deeside Litter Picking Group provided with Litter Picking kits. Helped Deeside group to identify their most challenging areas of Litter reoccurrence in order to implement the right strategy i.e. the need of involvement of Businesses in Sandycroft in Litter free Zone. Supported community clear up days : Holywell Scouts, Bryn-Y Felin Clear up, Friends Of Wepre Litter Pick, Bryn Deva School Litter Pick, Easter Community Day with Groundwork.

**Torfaen** - Number of activities within Blaen Bran Community Woodlands and with the Bridge 46 to Five Locks Canal Group.

Whilst we can accurately capture data submitted by groups who use Epicollect, we estimate that only 60% of supported groups use it, meaning that we are always under-reporting the number of groups, green space activities and hours undertaken by volunteers. There are a number of reasons why some people are reluctant to report data, so we have set up an internal team to look at it with the view of trying to increase take-up. The team met up regularly in Q4 and identified the following actions:

- Real-time 'how to' videos recorded by a Keep Wales Tidy officer – demonstrating how quick and easy it is to input data. English and Welsh tutorials for community groups were recorded in Q4. Further videos in English have been specifically recorded for Litter Champions, Hubs, and Litter Free Zones. Welsh tutorials for same will be recorded in Q3.
- Monthly drop-in sessions for volunteers, groups, and litter free zones and hubs, to be conducted by a rotating group of Keep Wales Tidy officers. Two sessions have been held so far, with good results coming out from them and more volunteers successfully signed up, including a number of recommendations raised by volunteers. These are to be discussed at the next internal Epicollect working group meeting.
- Expanded website support in the form of a Frequently Asked Question section, along with expanded and revised guidance on the Keep Wales Tidy website.

- Promotional item in the new Keep Wales Tidy Community Newsletter. This was published in Q2 and included links to some of the existing training videos, as well as links to other guidance already made. Ideas for stand-alone promotional items are being discussed, such as a “thank-you” type newsletter, which would be distributed to Local Authorities and community volunteers, showing the breadth of the volunteer activity to date.
- Utilising the Keep Wales Tidy Community, a private Facebook group for volunteer groups to share ideas and best practice. A number of comments or questions about Epicollect come in via this avenue, and help is provided if queries come in.

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

*Target = 40 ‘new’ Community Green Flag awarded sites and 20 groups working towards community Green Flags*

*Target = 10 Green Flag Community applications from deprived areas*

22 new Green Flag community sites were awarded in 2021, which is a Keep Wales Tidy record. 8 were from the 30% most deprived wards in Wales.

28 community green spaces applied for the Green Flag Community Award for the first time this quarter. Judging is now underway, with the announcement of awarded sites due to take place in Q2 on 26 July.

**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 = 40 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 = 200 organisations (businesses and schools) maintaining litter free zones around their premises and 1200 clean-ups*

**Local LEQ trials**

14 LEQ trials/pilots have been completed, written up and shared via the online partner portal to date, including 7 this period:

1. Smoking litter (Merthyr town centre)
2. Recycling on the go facilities and signage – A449 laybys (Monmouthshire)
3. Recycling on the go facilities and signage – park (Monmouthshire)
4. Car bins (Newport)
5. Smoking litter ‘mini’ trial in Mardy Park (Monmouthshire)
6. Dog Fouling signage in Castroggi Park (Monmouthshire)
7. Community on-street recycling (Powys)


**LEQ Trials in progress - examples**

**Anglesey** – A cycling and litter trial – ‘Pedal and Pick’ – is ready to start in Quarter 2. This is to raise awareness of roadside litter on the country lanes of Anglesey and gather useful data on the types of litter found. Volunteer cyclists will take part in the trial.



**Conwy** – Signs have now been installed as part of an anti-littering campaign targeting hotspot area used for picnics. The timings have coordinated with the peak tourism season. Monitoring underway.

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

- 12 reported previously and another 11 reported this period (see below). **Total = 23**

Local Authority	New Intervention
Neath Port Talbot	Introduced BBQ bins at busy seaside locations this quarter.
Neath Port Talbot	AHP Trial for nappy recycling <a href="https://www.npt.gov.uk/32872#contents1">https://www.npt.gov.uk/32872#contents1</a>
Pembrokeshire	Introduced BBQ bins at busy seaside locations this quarter.
Conwy	The introduction of 360 litre bins, using NTM vehicles for lifting/disposal, has afforded greater levels of waste collection and reduced the manual handling demands on staff.
Newport	Newport City Council has supported the implementation of the Litter Lotto scheme. This quarter saw the first winner announced in the county.
Pembrokeshire	<p>Keeping up with the Jones's awareness and enforcement campaign to increase the amount of recycling and reduce bags being put out on incorrect days. Involves engagement and information being provided via door knocking and ongoing monitoring of recycling efforts over a 9- week intervention period. Door knocking with information started in April at Bush estate, with recycling kit being issued to those that requested it. Monitoring took place weekly. Significant reduction in bags being placed out on wrong week. In May the estate was visited again. The campaign was explained to residents, and those not adhering were sent compliance model letters with some receiving section 46 EPA, 1990</p> 
Cardiff	Introduction of aperture recycling bins in block of flats with communal bin stores. Greater interaction from residents designed to improve quality and cleanliness of recycling, improve bin store presentation and reduce rejection rates from collection crews and associated litter/ Poor LEQ. 5 sites had bins installed May 2022 - servicing 89 flats. Single use recycling bags swapped for reusable sacks for residents.
Blaenau Gwent	'Recycling on the go' is a trial intervention for Litter Champions. Their concern was lack of recycling opportunities when litter picking. A double litter picking hoop has being trialled so Champions can separate plastic and metal at the same time. An increase of recycling bags demonstrates it is working.



<p>Anglesey</p>	<p>Fishing netting and ropes are being recycled with Odyssey Innovation in partnership with the council. Large bins are located at Holyhead Port, Amlwch Port and at Penhesgyn Recycling centre. The Council's Maritime team, recycling centre staff and port users deposit any discarded netting/fishing line and other marine plastics they find.</p> <p>As part of Marine Clean Cymru in Q2, KWT volunteers will separate plastics for recycling as part of the scheme.</p>  
<p>Gwynedd</p>	<p>Gladiator machine successfully trialed in Bangor and Gwynedd</p>
<p>Swansea</p>	<p>Issue with student generated waste and recycling during term time and at end of the student year. Council worked with Swansea University's Community Liaison team and the YMCA to set up pop-up donation points for reusable items to be passed on to others. As a new intervention it had limited impact. The Council have held discussions with colleagues in Cardiff Council about the issue.</p>

**Litter Free Zones**

By the end of June, 173 schools and 92 businesses (or other organisations) had signed up. Of these, 39 schools and 44 businesses were fully active by the end of the quarter. 297 participants have litter-picked their adopted area and entered data via Epicollect.

The scheme continues to go from strength to strength, thanks partly to the concerted mid campaign push over the last month to get businesses involved before the start of the summer holidays. There is a significant range in business types and sizes, from independent businesses to multinationals with many hundreds of employees.

Digital Adverts and editorials for the Litter Free Zone campaign ran for two months in Business News Wales, specifically targeting businesses and by focusing on case studies this has encouraged other businesses to sign up. As a result, over 30 businesses have signed up since mid-May.

In Powys, the Buttington outlet in the north of the county recently joined the campaign. Not only do they keep their car park and outside space clean, but they have also adopted the area immediately around their premises, including the Canal and Rivers Trust picnic area near the old Lime Kilns on Buttington Wharf.



Grosvenor Therapies in Mold is one of a number of businesses in the town to join the campaign and other recognised companies to sign up were the National Museum of Wales in Cardiff, KFC in Merthyr Tydfil and Snowdonia National Park.

The comms team have been busy attending events throughout Wales. Litter Free Zones has proved a popular talking point and at the recent RDP event in Builth Wells, visitors to the stand enquired as to how to get involved. New materials have been printed to distribute at upcoming events such as the Royal Welsh Show, various sporting events, a series of outdoor cinemas and the Pembrokeshire County Show.

Case studies, quotes and images of employee litter picks have formed the basis on ongoing social media over the past few months and an editorial on newly established Litter Free Zone businesses is featured in the Community e-newsletter each quarter. Litter Free Zone businesses have been encouraged to share activity on social media.

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

*Target = 4 National campaigns on Dog Fouling, General litter, Roadside Litter and Fly-tipping*

*Target = Production of LEQ campaign toolkit*

Three national campaigns have been run to date: 'Make Memories, Not Mess' and 'Leave Only Pawprints' and the 'No Regrets' roadside litter campaign.

**Dog fouling** – The Dogs Trust's art trail and app launched on 8 April. Our Snoopy Sculpture was designed by the Cardiff based illustrator, Emily Hilditch, and was initially located in a high footfall area of Bute Park.

The project sponsored a Snoopy Sculpture for Dogs Trust's art trail in spring 2022 to reach a whole new audience with city-wide exposure to promote its dog fouling campaign. The Sculpture featured 'Dog's Day Out' with illustrations of responsible dog owners across Cardiff including one carrying a dog poo bag. Our Snoopy has been collected 2,416 on the Snoopy Trail app with thousands of people taking part in the trail. We launched the trail with a high-profile event on 9 April, 'Paws and pick' during Spring Clean Cymru where Benaz Akgar from BBC Radio Wales joined the event and tuned in live to Owen Money's show. The event raised awareness of the dangers of dog fouling and we gave away hundreds of Caru Cymru branded dog poo bags.

We carried out a second engagement event at Roath Park Snoopy Trail in Cardiff in May to promote the campaign to thousands of people. Local authorities, schools, town and community councils and Keep Wales Tidy project officers continue to promote the campaign on a local level via public engagement events across the country to spray chalk pawprints and put signage up in dog fouling hot spots.

Channel 5 are currently filming a dog fouling documentary 'Alexis Conran investigates' in which we've liaised with the film makers at Brite Sparks Films to interview our contacts at Newbridge RFC and promote our campaign.

**Roadside litter** – After extensive research and consultation with partners, the national roadside litter campaign launched on 20 April. It targeted a primary audience of young males using established behaviour change principles. In Q1, campaign activities included:



- Campaign materials and messaging were shared with partners on the Caru Cymru Hub.
- National, regional and local press releases were issued.
- Outdoor advertising went live. This included billboards, petrol stations and pumps, bus rears, 'ad vans', parking meters, cinemas, telephone kiosks and digital screens. All locations were carefully mapped using partner data on roadside litter hotspots.
- Radio and digital audio advertising went live. Stations/platforms included Spotify, Capital FM, and Heart FM. Radio activity was upweighted to weekends and bank holidays.
- A launch video supported by influencers generated a high number of views on Instagram and TikTok.
- Adventure Cinema agreed to show the campaign film at every pop-up cinema event they are running in Wales over the summer. In Q1 this included three showings in Penarth.

Mid-campaign monitoring was carried out late in the quarter to allow us to see which adverts had been seen or heard. Once analysed, these results will give us the opportunity to make any changes needed in Q2. The campaign will be further developed in Q2 with pitch-side ads starting up at the start of the season and an exciting partnership with a high-profile haulage company.

Aside from developing the national campaign, further work has been carried out on three trials linked to roadside litter including a car bin survey with McDonald's customers in Newport (see report).

***Fly-tipping*** – Research into fly-tipping from a behavioural perspective using a Comm-B model of behavioural change has been completed and has been discussed with WLGA and other partners, including Welsh Government and Fly-tipping Action Wales. Mind Field have almost completed their research into messaging around students and social housing tenants which will inform our campaign and interventions. The research and the campaign will be discussed with Caru Cymru partners, Welsh Government and FTAW in August.

### ***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/>. Reusable cup resources and roadside litter materials were added in this quarter.

***Chewing Gum – Helped to push the [Chewing Gum Task Force Grant Scheme and](#) NPT***, Newport, Conwy, Ceredigion, Flintshire and Gwynedd were successful.

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

*Target = 50 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:***

To date, **8 organisations** have taken action to reduce single-use plastic. 6 reported previously and another two reported this period (see below).

- **Denbighshire** - Rhug Estates has now changed over to non-plastic single use boxes and cutlery after lengthy discussions with project officer.
- **Wrexham** - Glyndwr University have put a 30p charge on disposable coffee cups that they sell in their coffee shops, which they collect and put towards buying the freshers a reusable coffee cup. During freshers week they run events and ask students where they think certain items of recycling go. They have also replaced all bins on campus to recycling bins.
- **Anglesey** – The Plastic-free group within local authority meet regularly. The Council is still in discussion with the vending machine contractors regarding reducing the amount of single use plastics in the machines. Similar discussions beginning with school catering companies and local companies (delayed due to Covid) which will hopefully result in some positive actions.

Advice and resources for businesses looking to reduce their waste was made live on the Keep Wales Tidy website in mid-June, as part of our celebrations for World Refill Day. This includes ideas for quick wins and long-term solutions, as well as templates for a waste audit and action plan. Businesses are encouraged to complete the pledge form to tell us what actions they are taking ([English](#) / [Welsh](#)). It will form part of our ongoing communication with Litter Free Zone businesses and will be promoted as part of an advertising campaign with Business News Wales in Q2. Specific waste reduction guidance is being developed for event organisers. This will be added to the waste reduction pages of the website in Q2.

#### ***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 Fly-tipping 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. The Guidance for developing local strategies has been drafted and will be shared with Welsh Government (in the first instance) next quarter.

To date, Torfaen, Carmarthenshire, Blaenau Gwent and Merthyr Tydfil have produced strategies. Newport has a draft strategy.

***Development of 22 LEQ action plans*** – new plans for 22-23 have been produced and are in use.

***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.

The work on the litter payments model for WRAP and undertaken by Keep Wales Tidy and the other 'Tidy groups' in the UK has been finalised and shared with relevant Welsh Government officials. We have been approached by WRAP to undertake another piece of work which looks separately at bin composition analysis. This will be confirmed and completed in / by the next quarter end.

Similarly, the Guidance for developing local litter strategies (above) has been developed with the potential for this requirement of EPR payments in mind.

A number of early conversations have been held with the Welsh Treasury around the development of a consultation for a Visitor Levy for Wales. Our recently completed Tourism and litter paper (which also explores a levy) has been shared with Treasury officials and has been very positively received. The paper will be made publicly available next quarter so that the Treasury can reference it in the consultation.

A scoping study on the concept of a Litter Awareness Course for offenders is near completion and will be available next quarter.

**Research papers produced** – Four research papers have been finalised and shared to date: dog fouling, smoking litter, roadside litter and enforcement. Further research papers are being finalised and will be made available next quarter. These include fly-tipping, tourism and litter, Binrastructure and drug related litter.

**Annual litter surveys** – LEAMS surveys have commenced for 2022-23. Discussions with KSB will be held in the Summer of 2022 to learn and understand more about their revised methodology (LMS). Surveys are expected to be completed by November with an All Wales Report in the last quarter of 2022.

***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 = £150,000 of Private Sector investment levered in to help tackle LEQ issues*

*Target = £1,500,000 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 –***

A Caru Cymru full partner meeting was held in May 2022. Updates were given on finance, roadside litter campaign, EPR, LEQ trials and litter data and AI and the probation service gave an update on their work and how it can tie in with Caru Cymru. There was a forward look to Marine Clean Cymru and key programme dates. Meeting slides and link to the recording were uploaded to the Caru Cymru Partner Hub shortly after the meeting.

Follow up actions and resources from the three workshops held will be sent next quarter. These will include: roadside litter campaign update, litter awareness course scoping and binrastructure guidance including a number of templates and tools for local authorities such as bin audits and bin decision flow charts.

Presentations on the programme to encourage engagement with a wider range of stakeholders are regularly given.

**Private Sector investment** – since October 2020 we have secured **£147,881** investment to tackle poor LEQ issues.

Funder	Activity	Date	Amount
KBT	Spring Clean Cymru 2022	April 2022	£22,500
WRAP	Litter Work	Mar 2022	£19,000
Hubbub	River clean up	Nov 2021	£5,333
McDonald's	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
McDonald's	Clean up campaign	Nov 2020	£25,000
Coca-Cola	Marine litter activities	Oct 2020	£10,000
		<b>Total</b>	<b>£147,881</b>

**Volunteer effort** – since October there has been **£1,027,220** of volunteer effort tackling poor LEQ (£10/hour from data entered on Epicollect)

Volunteer Type	Hours (Oct 20–Mar 22)	Hours (this period)	Total
Groups	35,618	7,685	43,303
Litter champions	20,645	3,938	24,583
Hub participants	20,902	3,480	24,382
National campaigns	7,928	2026	9,954
Litter Free Zones	87	413	500
<b>Totals</b>	<b>85,180</b>	<b>17,542</b>	<b>102,722</b>

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

**McDonald's** – A car bin trial, funded by McDonald's (private sector) has been completed After giving out three types of car bins to drive-through customers on 30 March, an online survey was carried out to gather consumer feedback. McDonald's provided £10 Uber Eats vouchers as an incentive for people to complete the surveys. Keep Wales Tidy's policy team analysed the results in Q1, and the full report can be found attached.

**Newport** - Newport City Council is working with multiple registered social landlords to jointly fund environmental enforcement officers that can patrol a wider area, regardless of tenancy and land ownership. The different organisations are cooperating to achieve a shared goal of improving LEQ across Newport.

**WLGA** – Regular update meetings have been established with the WLGA and have proved productive and positive.

**Ellipsis / Hubbub** – A meeting to discuss the findings of the Ellipsis project in Cardiff was delayed this quarter due to a bereavement and is expected to be rescheduled in August / September.

**Alan Turing Institute** – Keep Wales Tidy have been successful in their application to the Alan Turing Institute for their Data Challenge. Interviews for interns will take place in the first week of August. In parallel, Keep Scotland Beautiful are working with the University of Stirling to lay some of the groundwork around the strategic challenges for this work which should be finalised by September.

**Denbighshire** – Denbighshire has sought advice around behavioural approaches to some of their most persistent LEQ issues and trials they want to undertake. Officials from Denbighshire, including their newly appointed behaviour change officer met with Caru Cymru staff from the Policy, Community and Education teams.

**Neath Port Talbot and Powys** - A joint enforcement scheme with Police and trading standards departments in both local authorities has carried out stop and search operations to improve fly-tipping in targeted areas.

**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** – 18 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) and blue (cans and hard plastics) bags provided to all Hubs for community use.
Bridgend	Y	Going forward, all red bags filled by groups, Litter Picking Hubs and Litter Champions will go to Derwen Recycling Ltd, which handles over 500 tonnes of waste a day, for recycling 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, but Bridgend County Borough Council is hoping to achieve around or above a 40% recycling rate
Blaenau Gwent	N	Following an increase in the number of Litter Champions asking for their blue recycling bags, Blaenau Gwent is planning a small trial to encourage them to separate waste by using the Helping Hand Double Hoop system. Data was gathered beforehand and waste collection will be monitored going forward, hopefully reducing the number of general waste bags and increasing the number of recycling bags.
Caerphilly	Y	Waste is separated at waste transfer station after collection. Some Litter Champions 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 the end of the year. Litter champions are able to put collected recyclate 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 and polystyrene).
Ceredigion	Y	Waste is sorted at a MRF following collection and transfer
Conwy	Y	All community litter waste is recycled at Conwy County Borough Council waste sorting depot.
Denbighshire	Y	Waste is sorted at a MRF following collection and transfer
Flintshire	N	No provision at present but hoping to develop trial system. Environmental Improvement Officer is now in post and will lead in in year three.
Gwynedd	Y	Clear bags for recycling available at limited events. Hoping to roll out on a greater scale.
Merthyr Tydfil	Y	All Litter Picking Hubs, Litter Champions and groups are being encouraged to separate waste when picking for recycling. The local authority has 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. 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, Litter Picking 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 Keep Wales Tidy bags. Litter Champions are 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 Litter Picking Hubs are encouraged to sort recycling during litter picks and are trialling new split hoops. An alternative hoop design has been purchased and delivered to two of the Hubs and to one Powys County Council Street Cleanser to enable a trial of recycling bag pouches on litter picks.
Rhondda Cynon Taf	Y	All waste collected by Litter Champions, Litter Picking 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 Champions, groups and Litter Picking Hubs separate waste and recyclables using the same two bag system as council's street cleansing teams (though using Keep Wales Tidy red bags for waste instead of the council's blue bags). Agreement by Library service to distribute red and green bags to the 11 libraries serving as Hubs. In 2017-18 a two-bag system (waste and recyclables) was introduced for Swansea's Cleansing Teams and now incorporates volunteer litterpicking through Caru Cymru. Between April and June 2022, the Parks and Cleansing Service recovered 11.3 tonnes of recyclables - based on the

		landfill disposal rate of £178.88 (£214.66 inc. VAT) per tonne, this represents savings of £2021.34 (£2425.61 inc. VAT)
Torfaen	Y	Litter Champions, Litter Picking 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	Y	Litter Champions are able to recycle through domestic waste stream and put out red bags with domestic waste.
Wrexham	N	Ongoing dual segregation trial using green/clear bags (green =general / clear = plastic and tins). Council have bought large dual segregation carts to help recycling and given 5 to community groups to test.

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

1 trial run to date (CRG – nitrous oxide cannisters).

- Denbighshire has a Re-use shop at The Re-cycling Centre in Rhyl with profits shared between the company that runs the shop and Denbighshire CBC, however some items need repair so are currently binned. We are in discussions with Brighter Futures (Rhyl) who run Men's, Women's, Children's Sheds to set up a Repair Café so that they can sort, repair and return items for sale at the Re-use shop with Denbighshire CBC giving a percentage of profits to Brighter Futures.

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

To date, 5 groups are generating income from recycling/reuse activities.

<b>Group Name</b>	<b>Items recycled/reused/sold</b>	<b>County</b>
Cardiff Rivers Group	Scrap metal, batteries, WEE, nitrous oxide cannisters, NEXT bikes, items donated/found sold on ebay. Collect tools and sewing machines for TFSR	Cardiff
Twmbarllwm Society	Scrap metal sold to generate income for Risca Museum.	Caerphilly
Newport Canal and Rivers Group	Raised over £250 by selling scrap metal collected during clean-ups. Money donated to men's mental health charity.	Newport
Circulate	Furniture recycling and repair workshops. They sell items in their base in Blaenavon	Torfaen
Co-Star and Tools for Self-reliance	At skip days, any tools collected are donated to TFSR who sell some to generate income and donate some to African charities. Co-Star have had paint donated from numerous retailers and they also source recycled paint through a local registered social landlord and the Community RePaint network. The range is called 'ReColour'.	Torfaen

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

- **Caerphilly** –a new repair and re-use shop at Penallta HWRC will soon open
- **Torfaen** - KWT have supported the Co-Star Partnership Litter Hub with a series of community waste amnesties. Skips were made available to the local community with the aim of reducing fly-tipping and also rehoming/repurposing or recycling unwanted items. Home furnishings went to Ukrainian aid charities and a local food bank, with hand tools going to the local charity Tools

For Self Reliance Cymru. Tool repair and maintenance sessions have also been held with community volunteers at Richards Field Allotments in Wainfelin.

- **Denbighshire** - Supported was provided to Brighter Futures, Rhyl, in establishing a Repair Café.
- **Flintshire** – support is being provided to three community repair/re-use organisations in the county in order to make them more established within their communities; the organisations are now in the process of becoming Litter Free Zones and/or Litter Picking Hubs.
- **Vale of Glamorgan** - The LA has built a reuse shop at their Household Waste Recycling Centre as part of strategy to improve reuse targets. The intention is to divert waste from the tip and sell reclaimed items for reuse and remove them from the waste stream. They intend to make minor repairs to sell on goods.
- **Swansea** - Environment Centre supported through purchase of PAT testing kit and a heavy duty sewing machine. Portable Repair Café also operating in Swansea.

A number of meetings with Repair Café Wales and Benthg have now taken place with the Policy team and have identified a number of opportunities to explore further research as part of local Caru Cymru trials. Our research into Circularity Behaviours in particular, has been particularly useful for them to support different messages and targeting different audiences. Further work is being developed as to how these messages are tested at their new facilities in Newport and how both organisations can feed into the fly-tipping campaign.

### **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*

Working in partnership with Holyhead Town Council a suitable site was identified for the Tiny Forest at Y Parc, a popular spot for recreation within the town. The Tiny Forest was successfully planted in Q4 of 2021-22.

#### ***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 now due to commence in September 2022.

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

Some of the LEQ trials are still experiencing delays because of long lead times on bins (12-16 weeks). All plans and methodologies are in place so that the trials can begin as soon as bins arrive and are installed.

Due to RPW requirements several Local Authorities are required to gain permission for some

expenditure over £5,000. This is proving onerous for our partners due to the large number of supporting documents required (Local Authorities often use Framework Agreements) and the time it is taking to gain approval (or otherwise). Communications from RPW often need to be chased up and currently (late August 22) there are two outstanding requests dating from June 2022. There is also some frustration regarding how long it takes for claims to be uploaded to WEFO online and for these to be checked, approved and paid.

### **Additional achievements**

The feasibility study for the potential for a 'Litter awareness course' for offenders is in its final stages and 4 authorities have been identified as having a particularly keen interest in taking this forward. The Policy team are working on the next stages of what a National Litter Awareness Course would look like and how the development stage could be funded.

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

A re-evaluation request was submitted in early June 2022 to reflect revised hourly rates (unit costs) - approval received from RPW in August 2022.

Following discussion with WG policy team, changes to project deliverables have been agreed as per table below. These new deliverables have been reported against this period:

<b>Target</b>	<b>Revised</b>
Self-supported clean-ups facilitated as a result of the hubs	2,000
Clean-ups undertaken by Litter Champions	20,000
Groups/organisations supported to improve LEQ	300
Hours undertaken to improve LEQ	150,000
Green space improvement activities undertaken	2,500
New community groups established	60
'New' Community Green Flag awarded sites	40
Groups working towards community Green Flags	20
Green Flag Community applications from deprived areas	10
Local trials undertaken and analysis of outcomes	40
Businesses and schools maintaining litter free zones	200
National campaigns: Fly tipping, Dog fouling and Roadside	4
Organisations who take action to reduce single use plastics	50
Private sector investment levered in to help tackle LEQ	£150,000
Volunteer effort to tackle LEQ issues	£1,500,000

**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, the ways we acknowledged support from the European Agricultural Fund for Rural Development included:

- The logo and funding line were added to the advertorial, national, regional and local press releases for the roadside litter campaign. The logo was also added to poo bag dispensers for use at promotional events.
- The logo and funding line were added to all Litter Free Zone press releases and press release templates.
- The logo and funding line were added to all Spring Clean Cymru resources and press releases.
- Keep Wales Tidy continues to work with Caru Cymru partners to ensure the logo features on trail materials.

62 print and online relating to Caru Cymru activities were identified during this period, generating 4,944,875 opportunities to see the coverage. All were positive in tone. Litter Free Zones, the roadside litter and dog fouling campaigns were the most prominent topics. Broadcast coverage included BBC Radio Wales and S4C.

### 3. Special Conditions

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

Keep Wales Tidy has monthly meetings with the external evaluator, Miller Research Ltd to keep evaluation on track. The first evaluation report has been drafted and circulated to KWT for comment.

- **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	Serial/ID numbers	Location of Asset	Date of disposal	Sale of disposal
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		£		deeds				(net) £

Outputs and Targets	Target	Actual to date	Notes
Litter-picking hubs established across Wales	200	161	
% of hubs located in deprived areas	33%	42%	
Self-supported clean-ups facilitated as a result of the hubs	2,000	751	
Clean-ups undertaken by litter champions	20,000	24,103	
Wellbeing and skills survey of litter champions	100	0	Survey drafted and will go out in Q2 (Sept)
Clean ups undertaken during National Clean up campaigns	800	752	
People directly involved in National clean up campaigns	6,600	20,901	
Hours undertaken by volunteers to improve LEQ	150,000	102,722	
Community groups/organisations supported to improve LEQ	300	667	
Green space improvement activities by community groups	2,500	4,873	
New community groups established to adopt areas	60	51	
Wellbeing and skills survey of new community groups	10	0	Survey drafted and will go out in Q2 (Sept)
'New' Community Green Flag awarded sites	40	22	28 have applied for 1 <sup>st</sup> time in Q1. They will be assessed in Q2.
Groups working towards community Green Flags	20	20	
Green Flag Community applications from deprived areas	10	8	
Local trials undertaken and analysis of outcomes	40	14	20+ planned and/or in progress
Local authorities who have adopted new interventions	22	23	
Businesses and schools maintaining litter free zones around their premises	200	84	265 signed up, but 84 have been trained, and have started clean-ups
National campaigns: Fly tipping, Dog fouling and Roadside litter	3	3	Fly-tipping campaign to launch in autumn
Production of a bilingual LEQ campaign toolkit	1	1	
Organisations who take action to reduce unnecessary single use plastics	50	8	
Local Authorities who have undertaken review of single use plastics and implemented reduction plan	11	5	
Policy and research papers produced	6	4	4 due next quarter on Tourism, binfrastructure, fly-tipping and drug related litter.
Development of LEQ action plans (1 per local authority)	22	22	
Production of Local Authority Litter Strategies	8	4	
Private sector investment levered in to help tackle LEQ issues	£150,000	£147,881	

Volunteer effort to tackle LEQ issues	£1,500,000	£1,027,220	
Local Authorities recycling waste collected at community litter-picks	15	18	
Trials to increase recycling/reuse	3	1	
Community Groups generating income from waste	10	5	
Creation of Tiny Forest to improve biodiversity in urban area	1	1	
Air Quality behaviour change pilot with school	1	0	In development

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	4	24
Bilingual press release templates created for partners promoting key project activities and outcomes.	12	1	9
Social media Guidelines produced, to include dedicated hashtag #CaruCymru, with additional hashtags developed for specific campaigns and trials. Regular social media activity	1	1	10
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	34	208
Annual report/infographic to highlight annual outcomes (1 per year)	3	1	1
Promotional events (1 per year)	3	6	10
Dissemination of information/lessons learned from pilot trials	22	6	13
<b>Total</b>	<b>121</b>	<b>53</b>	<b>277</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