

PROGRESS REPORT

Sponsor Name:	Keep Wales Tidy
Project Name:	Caru Cymru – Caring for Wales
Case ID:	82334
Claim Period:	1 January – 31 March 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, 4,000 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 **148** Keep Wales Tidy hubs open across Wales. Of these 65 (**44%**) 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 **638** hub clean-ups undertaken.

From January to March 2022:

- 15 new hubs were set up by Keep Wales Tidy staff
- 123 litter picks supported by hubs (and data entered via Epicollect)
- 1,136 people took part
- 882 bags of rubbish were collected
- 236 bags of recycling were collected
- 2,039 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 = 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 March, there were **1,286** 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 12,003 clean-ups undertaken by Keep Wales Tidy Litter

Champions and 7,223 by council partner champions (Cardiff, Carmarthenshire and Blaenau Gwent) – a total of **19,226**.

From January to March 2022:

- 63 new Keep Wales Tidy Champions inducted, trained and issued kit
- 3,612 clean ups conducted: Keep Wales Tidy Litter Champions (2,725), and 887 [Cardiff], and 32 [Carmarthenshire]
- 312 distinct Keep Wales Tidy champions entered data via Epicollect, 16 in Carmarthenshire
- 5,727 total bags collected (4,201 by Keep Wales Tidy, and 1464 [Cardiff] by council partner champions), and 62 [Carmarthenshire]
- 763 total bags of recycling were collected (709 Keep Wales Tidy, 47 [Cardiff] by council partner champions, 7 [Carmarthenshire])
- 3,591 total volunteer hours were spent (2,007 by Keep Wales Tidy, 1536 [Cardiff] by council partner champions, 48 [Carmarthenshire])

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

Delivery: Co-ordinate National Clean up Campaigns;

Target = 800 clean-ups undertaken¹ involving 6,600 people.

Report per campaign to evidence impact

Promotion of Spring Clean Cymru 2022 launched in early January. 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.

We designed 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. All resources were made available on the Caru Cymru Hub, along with press release templates.

The new Keep Wales Tidy website allowed us to create a much-improved hub of information for Spring Clean Cymru volunteers. This included a fully bilingual registration process for clean-up events, a calendar of high-profile clean-ups organised by Keep Wales Tidy officers, a resources 'picker' and an interactive search for local authority equipment and clean-up information.

As COVID-19 restrictions had affected school involvement in national clean-up campaigns in 2020 and 2021, we put a much greater emphasis on the school element of Spring Clean Cymru 2022 in Q4. We developed school-specific resources, created dedicated web pages and registration form, promoted the campaign in the Eco-Schools newsletter and across Eco-Schools social media channels. By the end of the quarter, 156 schools had registered their involvement, with many due to hold whole-school clean-up events.

We organised an advertising campaign with Reach PLC which included an article on WalesOnline featuring an interactive quiz, and boosted posts on social media. We also worked with the advertising agency Hello Starling on further promotion on digital channels, including Google Display adverts, boosted posts on Facebook and Instagram, and – for the first time – an AR filter on Snapchat.

¹ 4 campaigns with 200 clean-ups at each

As of the end of March, a total of 312 Spring Clean Cymru events had been registered, with more than 15,000 volunteers of all ages due to take part. With this in mind – and with two national clean-up campaigns still to take place before the end of the project – we are confident of surpassing the targets. A full report on Spring Clean Cymru 2022 will be included in the next progress report.

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 (nb only independent, constituted groups can be included)

Since October 2020, 522 groups/organisations have been supported to improve LEQ, 21,893 hours spent improving LEQ, 3,390 green space activities undertaken, and **44** new groups have been established.

From January to March 2022:

- 482 groups/organisations have been supported to improve LEQ. This includes 46 distinct groups entered data via Epicollect
- 578 total green space improvement activities by community groups; 536 by Keep Wales Tidy, and 3 [Cardiff], 39 [Carmarthenshire]
- 2,586 total people took part
- 2,909 total bags of rubbish were collected; 2,470 by Keep Wales Tidy, and 29 [Cardiff], 410 [Carmarthenshire]
- 361 total bags of recycling were collected; 323 by Keep Wales Tidy, and 6 [Cardiff], 32 [Carmarthenshire]
- 6,522 total volunteer hours were spent; 5,671 by Keep Wales Tidy, and 433 [Cardiff], 418 [Carmarthenshire]
- 10 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 – A virtual Monmouthshire Litter Forum was jointly hosted by Monmouthshire County Council and Keep Wales Tidy. This provided a presentation to 24 attendees and break out discussions to secure dialogue.

Blaenau Gwent – The Blaenau Gwent LEQ Officer engaged with the traveller community at Cwm Crachen raising awareness of litter. A litter pick took place with approximately 10 children and adults from the traveller community. 12 bags of litter and some bulky rubbish was collected all from outside their site. The enthusiasm and motivation of the group was fabulous, and another litter pick is being organised for Q1.

Wrexham – Wrexham County Borough Council have issued five dual segregation carts to Wrexham Litter Pickers, who will trial recycling on the go as they conduct their litter picks. This is part of a wider plan to implement wider recycling methods to community groups and litter champions. They are also supplied with different coloured bags so that contamination recycled items can be monitored.

Rhondda Cynon Taf – The RCT officer supported the local authority's commitment to improving the LEQ of local trail paths and helped South East Wales River Trust organise and run a litter pick of the Penywaun trail and South West Wales Rivers Trust in the Pwll y Waun nature reserve.

Whilst we can accurately capture data submitted by groups who use Epicollect, we estimate that only 50% 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, with more to follow in the next quarter.
- Monthly drop-in sessions for volunteers, groups, and hubs, to be conducted by a rotating group of Keep Wales Tidy officers.
- 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 will be issued early in the next quarter.
- Utilising the Keep Wales Tidy Community, a private Facebook group for volunteer groups to share ideas and best practice.

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 Keep Wales Tidy record. 8 were from the 30% most deprived wards in Wales.

Thanks to encouragement from Keep Wales Tidy officers and the help of partner organisations, 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 = 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

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

LEQ Trial progress examples

Caerphilly – A trial of recycling facilities at a skate park in Caerphilly has been rescheduled due to delays in bin manufacturing. A large voting bin has been designed and ordered and should be delivered in time for the busy summer holidays.

Merthyr – A smoking litter trial near Merthyr town centre bus station is underway. This area suffers from smoking litter, but the good news is that the smoking litter bins are being well used.

Gwynedd – Following logistical delays, Gwynedd will be trialing the following during the coming weeks: effectiveness of an electric sweeper in Caernarfon; new signage to reduce wild camping and littering in laybys/roadside; a Gladiator gum removal machine, and automatic bin sensors.

Wrexham – A fly-tipping trial is underway comparing the effectiveness of “reverse psychology messaging” signage against that of a more traditional “warning sign / penalty” approach to fly-tipping prevention. Within Q4, two signs were placed at two sites (with a third control site with no sign). All sites are being monitored weekly by Wrexham County Borough Council and Keep Wales Tidy. The initial six-week trial is now projected to run into mid-summer in order to gather more detailed data over a longer time period.

Anglesey – A local cycling and litter trial – ‘Pedal and Pick’ – has been set up ready to begin on the 1 June.

Eight local volunteer cyclists have been recruited to take part in the six-week trial, which will see them tackle litter on harder to reach paths and side roads along the coast. 40kg cargo trailers have been ordered, which will be attached to the rear of their bikes and will be used to store litter collected during the trial. Foldable litter pickers and branded hi-vis jackets have also been sourced, meaning the cyclists will stop along their ride safely before picking up the litter and continuing their ride. Cyclists will complete an end of trial survey regarding litter collected as well as areas covered.

Monmouthshire – Bins and signage have been installed to increase recycling on the go in an area of green space. Monitoring by Monmouthshire County Council crews and Keep Wales Tidy is ongoing. Signs will be available after the trial for redevelopment.

Conwy - An anti-littering campaign is being run in Betws Y Coed with a local volunteer group and community councillors. Poster designs have been agreed and positioning of signage has been confirmed. Hotspot areas around the town are being targeted for the peak tourism season.

Pembrokeshire – Pupils at Gelliswick School identified a problem with dog fouling along the safe route to school and wanted to take action. Keep Wales Tidy and Pembrokeshire County Council are working with the pupils to set up a local trial using the dog fouling campaign materials already produced as well as installing a bag dispenser at the school. Work is due to begin in Q1.

New interventions/ways of working by local authorities

- 7 reported previously and another 5 reported this period (see below). **Total = 12**

Local Authority	New Intervention
Powys	Powys County Council initiated a 'Put a Lid on It' campaign to encourage residents to contain recyclables when presented for collection. This is promoted on social media every time bad weather is forecast as recycling boxes are vulnerable to high winds resulting in lots of windblown litter. More targeted interventions included 268 households on an estate in Newtown. Powys County Council Waste Awareness staff joined church volunteers to engage residents and give out replacement recycling boxes and lids all day. Stats show a 33% increase in requests for replacement lids or nets since their availability was promoted.
Denbighshire	There is a long running problem with gulls tearing refuse sacks open in West Rhyl and residents putting out additional refuse sacks. As a trial, Denbighshire will provide 'gull proof sacks' to residents to prevent damage to bags and limit quantity of waste put out for collection. Sacks will be marked with addresses and microchipped, with refuse staff supplied with scanners and readers to monitor issues and effectiveness of compliance. This will be rolled out in June to almost 800 properties in the area which has a high volume of HMOs.
Monmouthshire	The local authority has committed to increasing investment in bins/binfrastructure. The decision to increase spending by up to an additional £25k per year over next four years came from the Chief Executive because of Caru Cymru – the project acted as a stimulus by raising awareness of litter issues.
Newport	A trailer-mounted matrix sign, purchased with Caru Cymru money, is in use. The signage allows for bilingual messaging to be displayed and is remotely controlled from the office. Plans are now underway to monitor the impact of different messaging.
Vale of Glamorgan	The local authority has implemented the requirement that all new concession stands must use recycled or recyclable materials.

Litter Free Zones – successfully launched for both schools and businesses.

The Litter Free Zone scheme for schools and businesses was launched in January. By the end of March, 156 schools and 55 business or other organisations had signed up. Of these, 25 schools and 18 businesses were fully active by the end of the quarter.

The majority of schools are primary, but comprehensive schools and colleges have also registered their interest.

There is a significant range in business types and sizes, from independent businesses with one member of staff to multinationals with many hundreds. Most notably, all town centres in Blaenau Gwent have signed up to become Litter Free Zones and are starting to record their data on Epicollect.

All information is available on the Keep Wales Tidy [website](#). All promotional materials were uploaded to the Caru Cymru Hub for partners to use. Keep Wales Tidy staff were also provided with printed materials for schools and businesses for launch events.



Litter Free Zones have been encouraged to share activity on social media.

Additional Litter Free Zone promotional activities will pick up again in late spring when businesses will be in a prime position to start engaging in litter picking events with their employees. A series of digital ads, case studies and editorial features will commence at the end of May in Business News Wales, directly targeting new businesses

Plans to promote the Litter Free Zone campaign at the Wales Business Show in Swansea are already in place. This is a perfect opportunity to network with other businesses and raise awareness with our target audiences. The comms team are currently looking into creative ways to encourage businesses to sign up to the Litter Free Zone campaign at other national events throughout the summer.

Images below show two Litter Free Zones launching: Below left, shows Seven Road Primary School in Cardiff, and below right show the Black Boy Wetherspoon Pub in Newtown



Delivery: Awareness Raising and Public Engagement

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

Target = Production of LEQ campaign toolkit

Two national campaigns have been run to date: 'Make Memories, Not Mess' and 'Leave Only Pawprints'.

Dog fouling – there was extensive media activity for the 'Leave Only Pawprints' campaign in Q4.

We celebrated 'Walk Your Dog Month' with another campaign burst on social media and a joint press release with RSPCA Cymru, Dogs Trust, British Veterinary Association and Ramblers Cymru. This highlighted the health risks associated with dog fouling to pets and livestock.

As part of our advertising package with Reach PLC, an advertorial ran on WalesOnline during February. This featured ex-rugby player Darryl Adams, who has suffered ongoing health problems as a result of dog fouling, and a young player from Newbridge RFC's who had a near miss. Darryl's story went on to attract UK-wide and international press coverage.

In March, we issued a follow-up national press release in partnership with Newbridge RFC to further raise awareness of the potential dangers of dog fouling on sports pitches.

In response to media coverage about the campaign, Brite Spark Films reached out to us to take part in a Channel 5 documentary about dog fouling. We put them in contact with Newbridge RFC to promote our campaign within the show. Filming is due to take place in the next quarter.

Local engagement events continued in Q4, including an event at Castle Park on 14 March run in conjunction with Merthyr Tydfil County Borough Council. Staff from the council joined Keep Wales Tidy's project officer to raise awareness of the campaign among dog owners, giving away free dog poo bags.

In Torfaen, New Inn Primary were supported to carry out a local clean-up and installed dog poo bag dispensers made with attractive images to encourage dog walkers to pick up their waste.

Powys County Council and Keep Wales Tidy held an online meeting with Town and Community Councils. The dog fouling materials were introduced, and advice provided as to appropriate ways in which the materials could be deployed locally. Following the meeting, dog fouling campaign materials were sent to nine Town and Community Councils. The physical materials have since been applied locally, which has greatly increased the reach of the campaign message and increased the involvement of communities in Powys.

Unfortunately, the launch of Dogs Trust's art trail was postponed in Q4, moving from 25 March to 8 April, due to the impact of COVID-19. A high-profile engagement event took place on 9 April to mark the launch – full details will follow in the Q1 2022-23 progress report.

Roadside litter – Two tenders for the national roadside litter campaign went live on Sell2Wales in January. After a competitive process, creative agency Droplet were appointed to design the messaging and look for the campaign. Hello Starling were appointed to deliver an extensive outdoor and digital advertising package.

A roadside litter workshop was held with Caru Cymru partners on 26 January. This gave us the opportunity to discuss research about roadside litter and common characteristics of litterers; review the findings of our commercial driver survey; update partners on trials; and consult with partners on key audiences, themes, advertising, networks, and events for the national campaign.

We used live polls and the chat function on Microsoft Teams to engage local authorities in the workshop. We also invited representatives from Droplet and Hello Starling to attend, so they could gain a better understanding of the issue and listen to feedback from local authorities. A follow-up survey was carried out with local authorities to identify hotspot areas for advertising. We also consulted with Traffic Wales and the Trunk Road Agency.

Based on extensive research and consultation with partners, we developed the campaign to target a primary audience of young males using established behaviour change principles. We tested the messaging and draft designs with a small focus group of young male drivers, which allowed us to refine the look of the materials. More information can be found in the attached communications plan.

The campaign went live on 20 April. A full report will be provided in the Q1 2022-23 progress report.

Aside from developing the national campaign, further work has been carried out on three trials linked to roadside litter:

- Staff from Alun Griffiths carried out five weeks of litter picking and monitoring in a lane commonly used for parking just off the A55 in Gwynedd. After anti-littering messaging was installed, the amount of litter continued to fluctuate during the monitoring period, with clear evidence that the area was being used as a pull-in to eat fast food. After a review, it was agreed that the existing signage may not have been sufficiently visible, particularly during dark evenings. Therefore, additional signage has been installed and as the hours of daylight increased, it was agreed to carry out another month's monitoring. Unfortunately, Griffiths have had staffing problems (partly due to COVID-19) and have not restarted monitoring to date. They are aiming to restart monitoring and litter picking in the next quarter.
- As mentioned below (see p.10) car bins were tested with customers in three McDonald's restaurants in Newport as part of our car bin trial.
- Further planning and discussions have been held for the Adopt a Highway Scheme. An external road safety and awareness training session for Keep Wales Tidy officers has been arranged for May. Once complete the scheme guidance can be signed off and the first sites will be adopted shortly afterwards.

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. A further meeting to discuss the approach and findings with Caru Cymru partners is scheduled for June. Meanwhile, we identified key audiences and activities for the planned fly-tipping campaign and recruited Mind Field to undertake some research into the messaging and language of fly-tipping with both students and social housing tenants. This research will be shared with partners once completed in the next quarter.

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/>

In this quarter, smoking litter campaign resources were uploaded to the toolkit. With reusable cup resources and roadside litter materials scheduled to be added early in the next quarter.

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:

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

The **Powys County Council Catering Service** has acted to reduce the amount of single use plastic items that it provides across its educational, business and community settings. The Covid pandemic and associated hygiene concerns saw certain items return to use, but the service is now working to reduce unnecessary single use items once again.

Long Course Weekend

Keep Wales Tidy met with the organisers of the Long Course Weekend in Tenby to discuss how the two organisations might work together to help reduce environmental impact. In particular looking at how to deal with litter and waste left on Tenby North beach after the swim event, not all of which is related to the event, and a more general overview of actions that could further reduce plastic waste throughout the event. Keep Wales Tidy will have a stand in the athletes' village providing an opportunity to promote waste reduction and encourage more participation in plogging.

Keep Wales Tidy's policy and communications teams have been developing advice and resources for businesses looking to reduce their waste. These include simple templates for a waste audit and action plan, with ideas for quick wins and long-term solutions. Information will be available on the website and circulated to businesses as an interactive toolkit. Businesses will be asked to tell us what actions they're taking by completing a pledge form.

The updated information and toolkit will go live early in late May. 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 over late spring/summer 2022.

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. Guidance for local strategies will be developed at the appropriate time.

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

Development of 22 LEQ action plans – all 22 are written and being reported against quarterly. Plans will be updated for 2022-23

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 Wales and Scotland (with litter payments now 'under review' in England and Northern Ireland) but will also inform the future of litter data collection and litter management to inform the Welsh Government Strategy. All three reports have now been finalised and although not publicly available, they have been discussed with Welsh Government officials in the Circular Economy and LEQ teams.

A consultation response was submitted to Welsh Government and DEFRA in relation to the proposal for Mandatory digital Waste Tracking. A response to the Scottish Government's Litter and Fly-tipping proposal was also submitted with suggested opportunities for alignment and support with the Welsh approach.

Research papers produced – Binrastructure and drug related litter guidance papers are in progress. Our fly-tipping research is in its final stages although has yet to be published widely.

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

A paper exploring circularity behaviours has been shared with Welsh Government, Repair Café Wales, Benthgy and WLGA, leading to further discussions on opportunities for shared research.

A research paper on tourism and litter will be completed by next quarter.

Annual litter surveys – results for 2021-22 surveys were published on 17 March.

Ahead of the announcement, we provided an overview of results to local authorities during February's partner meeting. We uploaded the full report and key messages document were uploaded to the Caru Cymru Partner Hub. We also provided a suite of editable social media graphics to local authorities for the first time.

A national press release featuring a quote from the Deputy Minister for Climate Change was issued on 17 March and a summary report and news story went live on the Keep Wales Tidy website. The press release and news story highlighted the prevalence of littered packaging on our streets.

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 = £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 –

A Caru Cymru full partner meeting was held in February 2022. Updates were given on finance, the dog fouling campaign, Litter Free Zones, Caru Cymru targets, LEAMS results and updates on the evaluation and workshops. Swansea and Carmarthenshire local authorities highlighted some initiatives they were running, and Welsh Government gave an update on LEQ work. There was a forward look to Spring 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.

Three topical forums were also held this period on Roadside Litter (as mentioned above), Enforcement and Binrastructure. Workshop notes and presentations were added to the Caru Cymru Partner Hub. A Binrastructure guidance paper, reflecting some of the issues and discussions from the workshop will be developed and shared next quarter. A follow-up survey was sent to all attendees of the enforcement workshop and the full enforcement review paper has been shared which received broad support. A further conversation with local authorities will be taking place next quarter to discuss the development of a national litter awareness course for offenders.

Presentations on the programme to encourage engagement with a wider range of stakeholders are regularly given. During this period meetings have been held with Wales Probation Service, WLGA and LitterLotto.

Private Sector investment – since October 2020 we have secured **£125,381** investment to tackle poor LEQ issues.

Funder	Activity	Date	Amount
WRAP	Litter Work	March 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
		Total	£125,381

Volunteer effort – since October there has been **£851,800** of volunteer effort tackling poor LEQ (£10/hour from data entered on Epicollect)

Volunteer Type	Hours (Oct20–Dec21)	Hours (this period)	Total
Groups	29,514	6,104	35,618
Litter champions	17,101.50	3,543	20,645
Hub participants	19,766	1,136	20,902
National campaigns	7,350	578	7,928
Litter Free Zones	0	87	87
Totals	73,731.50	10,870	85,180

Evidence of partnership working across council boundaries and sectors –

McDonald's – A car bin trial is underway in partnership with, and funded by, McDonald's (private sector). The trial is testing three types of car bins with their drive-through customers in three locations in Newport to see how effective they are at tackling litter from cars. On 30 March, participants were given a free bin and asked to complete an online survey. McDonald's provided £10 Uber Eats vouchers as an incentive for people to complete the surveys. Keep Wales Tidy's policy team will analyse the results in the next quarter, and these will feed into the development of the national campaign.

Wales Probation Service – Number of meetings to discuss joint working opportunities. They carry out regular litter picks, so we are hopeful we can involve them in national clean-up campaigns and other initiatives e.g. Litter Free Zones, cleaning up local hotspots and capture their data using Epicollect. They are keen to work more closely with project partners and agreed to speak at the Caru Cymru partner meeting in May to outline how they can help local authorities.

WLGA – Regular update meetings have been established with the WLGA and have proved productive and positive. Fly-tipping and the Circular Communities work (WLGA / Miller) have been a focus in this quarter.

Ellipsis / Hubbub – Keep Wales Tidy facilitated a meeting with Ellipsis and Hubbub to explore monitoring of roadside litter in the Cardiff and Vale areas including major road arterial routes as well as the suggested city centre area. The meeting also included Welsh Government officials and the TRA. We will continue working with both agencies to provide support for this project.

Alan Turing Institute – Keep Wales Tidy have been successful in their application to the Alan Turing Institute for their Data Challenge. More information will be provided next quarter once agreements are in place.

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 fly tipping. This will be carrying on, on a monthly basis. This partnership continued to work successfully in Q4 and continued to decrease the amount of fly-tipping in the area. A young volunteer raised funding for and arranged installation of cameras on the common, the ranger (an ex-police officer) has set up a regular stop and check on larger vehicles and the partnership has agreed to expand their coverage to the whole of Merthyr Tydfil.

Wrexham and Flintshire – Caru Cymru funded officers from Wrexham County Borough Council and Flintshire County Council held an initial meeting to begin discussions on ways the two authorities can collaborate and share resources during year three.

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).
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	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

To date, four groups are generating income from recycling/reuse activities, three reported previously and another 1 reported this period (see below).

Group Name	Items recycled	County
Newport Canal and Rivers Group	The group has now raised over £250 by selling scrap metal collected during clean-ups. The money has been raised for a men's mental health charity.	Newport

Support for Repair and Re-use movement

- **Caerphilly** – a tender and interviews to run a new repair and re-use shop at Penallta HWRC has been completed and the contract will be awarded shortly. The building has been refurbished and is ready to open as soon as the tender has been agreed with plans to open by the end of Q1.
- **Torfaen** – Support has been given to the "Clear and Create" project in Cwmbran. Also assisted the Co-Star Partnership with their plans to recycle / repurpose as much waste as possible into practical, craft items. A skip event was held with appropriate materials being reused / repurposed.
- **Powys** – There are currently eight Repair Cafés up and running in the county and two new re-use hubs in high street locations. All Powys County Council HWRCs now have re-use shops or plans to install one, all working with local charities/social enterprises too. The council is collaborating with Freegle and furniture recycling charities to increase re-use by Powys County Council Housing and RSLs in their refurbishments. Powys is home to Tools for Self-Reliance Cymru and both the council and Keep Wales Tidy contribute to and purchase from the initiative. Powys County Council takes part in Food Waste Action and has established several Community Fridges: food redistribution to reduce commercial waste.
- **Bridgend** – Re-use shop run by Emmaus has reopened at the council's Maesteg Community Recycling Centre. Emmaus has a partnership with the authority's waste collection partner Kier.

A number of meetings with Repair Café Wales and Benthgyl 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.

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 this period. See attached case study.

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. Monitoring and evaluation will need to be revised as purchasing high quality air sensors is not feasible which has meant some delays.

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

Some of the LEQ trials are 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.

COVID-19 continues to cause problems and delays. We have had to change plans/timelines with some activities.

Additional achievements

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

The feasibility study for the potential for a 'Litter awareness course' for offenders is ongoing and this was 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 need to submit another re-evaluation as the staff unit costs have changed.

The global pandemic has had a huge impact on Caru Cymru. Many project elements have had to change, reduce or re-focus whilst others have had more time allocated to them. The major casualty has been practical volunteer activity. Even if we successfully increase the number of groups using Epicollect, it will be almost impossible to hit a number of the original participant activity targets as almost all practical work was put on hold for a year due to Covid. Hubs were closed, group activity was halted (then had restrictions on numbers), litter-free zones scheme was delayed etc. On a more positive note however, more time was focussed on supporting litter champions who were able to continue working during the pandemic, and as a result we have already hit the original litter champion clean-up target; the activity level now sits around 19,000 activities. We are also very confident of over-achieving on a number of other targets due to the extra time available, additional resources that have been invested in external communication and promotion and project adaptations due to covid.

Due to the issues of capturing data from participants, the huge impact COVID-19 has had on practical work and successful changes that were made to adapt the programme during a pandemic, we would like to request a revision to the targets as follows:

Target	Original	Revised	Change
Self-supported clean-ups facilitated as a result of the hubs	4,000	2,000	- 2,000

Clean-ups undertaken by Litter Champions	15,000	20,000	+ 5,000
Groups/organisations supported to improve LEQ	900	300	- 600
Hours undertaken to improve LEQ	400,000	150,000	-250,000
Green space improvement activities undertaken	9,000	2,500	- 6,500
New community groups established	100	60	- 40
'New' Community Green Flag awarded sites	20	40	+40
Groups working towards community Green Flags	10	20	+10
Green Flag Community applications from deprived areas	5	10	+5
Local trials undertaken and analysis of outcomes	22	40	+18
Businesses and schools maintaining litter free zones	100	200	+200
National campaigns: Fly tipping, Dog fouling and Roadside	3	4	+1
Organisations who take action to reduce single use plastics	100	50	-50
Private sector investment levered in to help tackle LEQ	£200,000	£150,000	-£50,000
Volunteer effort to tackle LEQ issues	£4,000,000		-

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 project funder plaque is clearly displayed on the front door of the Keep Wales Tidy head office in Cardiff.
- The logo and funding line were added to the advertorial, national, regional and local press releases for the dog fouling 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 the press releases and all resources relating to the All Wales Report
- The logo and funding line were added to all Spring Clean Cymru resources and press releases. It was also added to a promotional video used at Westminster parliamentary launch of the Great British Spring Clean.
- The logo was added to smoking litter resources before being added to the campaign toolkit.
- The logo was added to an interpretation board for Anglesey's Tiny Forest.
- Keep Wales Tidy continues to work with Caru Cymru partners to ensure the logo features on trail materials.



We marked St Dwynwen's Day on 25 January with a celebration of Caru Cymru and the achievements of year one. The Keep Wales Tidy Communications Team created an infographic and social media posts highlighting community action statistics. 'The Keep Wales Tidy Community' Facebook group also launched – this is a private platform for community groups across Wales share

ideas and best practice, and for Keep Wales Tidy to gather feedback on Caru Cymru campaigns and initiatives. By the end of Q4, the group had just under 200 members.

Following St Dwynwen's Day, the Keep Wales Tidy e-newsletter was relaunched to focus on encouraging community action and promoting Caru Cymru campaigns.

84 print and online relating to Caru Cymru activities were identified during this period, generating 191,042,420 opportunities to see the coverage. All were positive in tone. The national dog fouling campaign, launch of Litter Free Zones and the All Wales Report were the most prominent topics. There were also 33 items identified for Spring Clean Cymru specifically, generating 942,067 opportunities to see the coverage. Broadcast coverage included That's TV South Wales and BBC Radio Wales.

With the launch of three national campaigns and initiatives, January to March 2022 were the best performing months for Caru Cymru on social media with the highest impressions (339,082), engagements (10.858) and number of posts (437) being put out across the Keep Wales Tidy's main channels.

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. Miller Research gave a presentation at the all-partner meeting in February and have been going through all the project reports, case studies and trial plans. They have prepared 2 workshops, 1 for local authority and Cardiff University partners, and the other for KWT staff. The workshops were held at end of March. These will be written up and included in the first evaluation report which will be produced by end of April.

- **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

Outputs and Targets	Target	Actual to date	Notes
Litter-picking hubs established across Wales	200	148	
% of hubs located in deprived areas	33%	44%	
Self-supported clean-ups facilitated as a result of the hubs	4,000	638	
Clean-ups undertaken by litter champions	15,000	19,226	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	Full stats from Spring Clean Cymru to be added in Q1 report. As of end of March, 312 clean-ups had been registered (bringing the total to 700)
People directly involved in National clean up campaigns	6,600	3,675	Full stats from Spring Clean Cymru to be added in Q1 report. As of end of March, 15,000 volunteers were due to take part (bringing the total to 18,675)
Hours undertaken by volunteers to improve LEQ	400,000	85,180	Activities on hold for a year due to CV-19. Confident work is happening but capturing evidence has been very difficult. More time spent by officers supporting hubs, litter champions. Request for reduction in targets
Community groups/organisations supported to improve LEQ	900	522	
Green space improvement activities by community groups	9,000	3,390	
New community groups established to adopt areas	100	44	
'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 in progress
Local authorities who have adopted new interventions	22	12	
Businesses and schools maintaining litter free zones around their premises	100	43	Another 168 schools and businesses had registered their interest by the end of Q4
National campaigns: Fly tipping, Dog fouling and Roadside litter	3	2	Two 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	6	New section on Keep Wales Tidy to be launched in Q1
Local Authorities who have undertaken review of single use plastics and implemented reduction plan	11	5	
Policy and research papers produced	6	4	
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	£200,000	£125,381	

Volunteer effort to tackle LEQ issues	£4,000,000	£851,800	Ongoing issues with gathering accurate data on volunteer hours
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	4	
Creation of Tiny Forest to improve biodiversity in urban area	1	1	See attached case study
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	11	20
Bilingual press release templates created for partners promoting key project activities and outcomes.	12	2	8
Social media Guidelines produced, to include dedicated hashtag #CaruCymru, with additional hashtags developed for specific campaigns and trials. Regular social media activity	1	3	9
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	2	174
Annual report/infographic to highlight annual outcomes (1 per year)	3	1	1
Promotional events (1 per year)	3	1	4
Dissemination of information/lessons learned from pilot trials	22	0	7
Total	121		

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