



## Caru Cymru Local Trial Template

<b>Local Authority:</b>	Merthyr Tydfil County Borough Council	
<b>Project Title:</b>	Smoking Litter	
<b>Issue addressed:</b>	<i>Smoking Litter in own Centre</i>	
<b>Brief outline:</b>	Aim is to reduce the amount of cigarette litter in the Town centre	
<b>Timescales:</b>	<b>Start Date: 11<sup>th</sup> April 2022</b>	<b>End Date: Mid May 2022</b>
<b>Project Outline</b>		
<b>What is LEQ problem?</b>		Smoking related waste, being thrown on the floor or Planters in Merthyr town centre being used as ash trays
<b>Who is the target audience?</b>	All Smokers	
<b>Where will you run it?</b>	Taxi Rank on Victoria Street <a href="http://tribal.energy.manage">///tribal.energy.manage</a>	
<b>What is the intervention?</b>	Social media 'Tidy Butts' campaign, placement of 2 smoking ballot bins, campaign signage (posters), pocket ashtray giveaways and posters	
<b>What is the gross cost of intervention to KWT?</b>	Based on a delivery to the <b>Civic Centre in Merthyr Tydfil</b> , including 2 Ballot Bins with both pole and railing mounts total cost (including VAT (Value Added Tax) and shipping) would be £704. <a href="#">Ballot Bin Starter Pack.pdf</a>	
<b>Who is procuring the intervention?</b>	Keep Wales Tidy will be purchasing the Ballot Bins. MTCBC (Merthyr Tydfil County Borough Council) will print off shop front posters MTCBC had a supply of Pocket Ashtrays from a previous campaign that we were able to use. They managed to get some stub it out stickers to fit on a selection of them.	
<b>What are you trying to measure?</b>	Cigarette Litter is a big problem in Merthyr Town Centre and Merthyr as a whole. On a previous campaign the council collected 77000 cigarette ends in the whole of Merthyr Town Centre. The area which was highlighted as being a problem area currently was Victoria St especially around the taxi rank. By conducting this trial, we are looking to reduce the amount of cigarette ends discarded on the floor.	
<b>Who will be involved?</b>	Mark Davies and Holly Aspey (Keep Wales Tidy), Darren Griffiths, Terry (street cleansing) and Vicky Robst (Comms) Merthyr Tydfil CBC	
<b>Monitoring and Evaluation</b>		
<b>What monitoring is in place for the project?</b>	Terry will be responsible for monitoring and cleaning of the trial area on a weekly basis every Friday for the duration of the trial.  Smoking Related Litter Trial.docx	

Attached is a plan for the 6-week trial with location and who is responsible for what.

### Trial report

#### Headline results **A Positive Start**

#### Data and outcomes (including any unexpected outcomes)

22<sup>nd</sup> of April – 83 Cigarettes on the floor.  
29<sup>th</sup> of April – 75 cigarettes on the floor

**Intervention Day – 30<sup>th</sup> April.** KWT and Merthyr CBC had a mobile unit in town and engaged with the public and businesses. ~200 pocket ashtrays were issued to shops (for their customers), and ~100 to passers-by, posters and smoking bins were erected.

Members of the public who came to talk to us were amazed with the statistics we were giving them. Many of them were smokers and were thrilled with the pocket ashtrays we handed out to them. Most of the comments I had was, *“there were not enough bins to put cigarette ends in.”*



Stub them, **bin them**  
Diffoddwch nhw, **biniwch nhw**

Ashtrays for butts, drains for water.

Bonion yn y blychau llwch, dŵr i lawr y draen.

#TidyButts  
#BonionTaclus



**Did you know...?**



Cigarette butts are classed as litter  
It is an offence to drop/throw cigarettes  
It costs the Council £20,000 a year to clear cigarette butts from our streets  
Cigarette filters contain over 4,000 toxins are harmful to the environment can take 12 years to break down!

**Over a three-day period, a staggering 77,000 cigarette butts were collected from Merthyr Tydfil Town Centre.**

#TidyButts #CaruCymru





Post intervention

- 6th of May – 234 cigarette ends in both voting bins, but no data on numbers on floor
- 13th of May – 53 on the ground for the previous week and 146 in the bins
- 20th of May - 314 in the bins and 140 on the floor
- 27th of May – 85 in the bins and 83 on the floor

Results conclusion

Early results indicate that the bins have been very well used and have been a focal point for engagement about smoking related litter in the area. Previous experience with voting bins has shown positive results, but there is some indication that the ‘novelty’ of the bins are reduced with time, suggesting that regularly changing the question and maintaining the novelty element could yield more consistent results. Pocket ashtrays have been well received in this and other trials of a similar nature and there is the potential to explore how this could be funded at retail outlets in the long-term.

Merthyr Council will publicise the results in a press release: Excerpt below.

*‘Working in partnership with Keep Wales Tidy as part of the Caru Cymru ‘Tidy Butts’ campaign, our Street Cleansing Team has been raising awareness of the hazards of cigarette litter. During a 6-week trial in April and May this year, voting bins were placed on Victoria Street in the town centre asking questions such as ‘does pineapple belong on pizza’ to encourage smokers to use the bins instead of dropping cigarette litter on the floor. The trial proved successful with many people using the bins, however there’s still some way to go’.*

**Lessons**

There have been some new recycling bins situated around Merthyr Town Centre, but not all of them have the capacity to stub out any cigarettes for disposal.

**Opportunities**

Going forward the council will keep using the voting bins until they are needed elsewhere. The questions will be updated regularly. Since the trial, we have re-visited the area with Victoria Parry (Town Centre Support Officer), who will include an article in monthly newsletters to all shop owners and businesses of their responsibility under the Environmental Act to keep the immediate



Cigarette bin



Cigarette bin

areas around their shops litter free. questions Rugby or fcquestions Pineapple c

