


Caru Cymru Local Trial Template

Local Authority:	Monmouthshire	
Project Title:	Usk Island recycling bins promotion	
Issue addressed:	<i>Underuse of bins identified in popular green spaces including Usk island. Particular litter issues at sudden peaks in visitor numbers. No recycling of binned items.</i>	
Brief outline:	<ul style="list-style-type: none"> • To maximise awareness of new dual recycling bins when they are installed by MCC and encourage their full and proper use (contrasted with another site without awareness raising). • Use signage to indicate the bins presence. • Engage with visitors in person, using verbal survey. • Surveying <ul style="list-style-type: none"> ○ MCC staff- Weighing waste from ordinary bins and recycling bins ○ MCC staff- Weighing litter picked waste ○ KWT Officer- surveying transects ○ KWT Officer- monitoring bins estimating fullness and contents 	
Timescales:	Start Date: Surveying weekly 2 weeks before bin and signage installation in mid September	End Date: 6 weeks later
Finances / Spend	Signage highlighting installation and indicating locations on board substantial enough to be reusable. Includes £13 translation cost. £500 max	

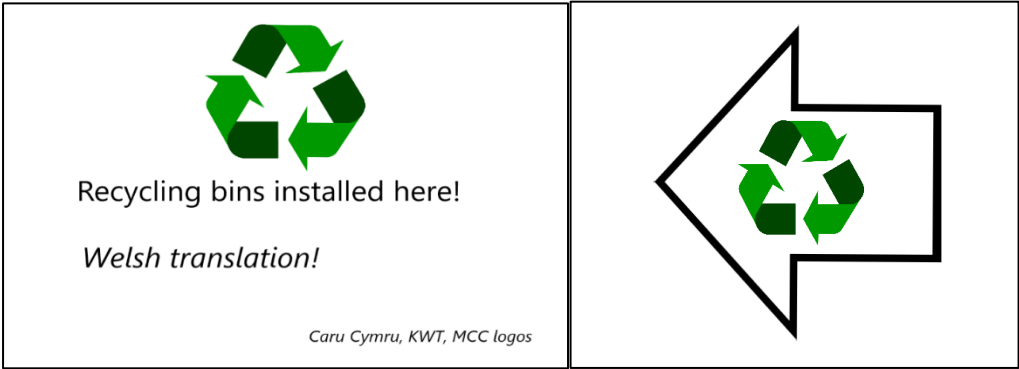
Project Outline

What is LEQ problem?	Littering in the park despite presence of bins. No recycling of binned rubbish
Who is the target audience?	All Public users of the park, local and visitors.
Where will you run it? (+ What 3 Words location if possible)	<i>Usk island, Usk. In relation to new bin locations</i> <ul style="list-style-type: none"> • <i>///fade.unheated.clerics - car park</i> • <i>///parsnip.twist.outsiders – play park</i> • <i>///tastes.crib.crush riverside grass in central area</i>
What is the intervention?	<ul style="list-style-type: none"> • Installation of 6 additional bins for recyclables by MCC. • Signage to highlight bins installation and other signage indicating their presence produced by KWT – recycling logo, arrows, brief info on the installation (See below for mock ups). • Caru Cymru signage printed by MCC. • Engagement of the public verbally by KWT officer (not undertaken owing to quiet time of year).



	<p>Signage in situ at park entrances and on bins.</p> 
<p>What is the gross cost of intervention to KWT (including vat, postage etc)?</p>	<p>£456 printing signage from 'Get noticed' in Monmouthshire £28.88 sundry fixings from Screwfix 8 x 26 mile round trips by car (often combined with other journeys)</p>
<p>Who is procuring the intervention?</p>	<p>MCC procured bins and printing of Caru Cymru signage. KWT officer to procure additional signage indicating presence of new recycling bins.</p>
<p>What are you trying to measure?</p>	<p>Reduction in litter, greater use of bins, increase in recycling</p>
<p>Who will be involved?</p>	<p>Keep Wales Tidy and local authority.</p>
<p>Monitoring and Evaluation</p>	
<p>What monitoring is in place for the project?</p>	<p>6 surveys over 6 weeks timed just before bin collection and litter picking. Keep Wales Tidy</p> <ul style="list-style-type: none"> • Use Epicollect litter survey template on 2 transects. Near play park and stretch including a bench on the riverside. (depending on location of recycling bins). (Actual surveys recorded on paper) <p>Keep Wales Tidy and MCC</p> <ul style="list-style-type: none"> • Record levels in bins both recycling and non recycling. MCC by weighing take from bins • Record levels in bins both recycling and non recycling. KWT by recording percentages on survey days. • Record quantities of litter collected from the ground. MCC by weighing what is actually collected
<p>Trial report</p>	
<p>Headline results</p>	<p>Monmouthshire County Council invested in 6 new twin recycling/ litter bins, bringing recycling on the go to the Usk island park and increasing the overall bin coverage, which had decreased over the years due to some unreplaced losses.</p> <p>The clearly signed recycling bins diverted a significant amount of recyclable material from residual waste bins.</p> <p>Use of recycling bins was mostly correct. Items incorrectly placed in the recycling bins (for cans and plastic containers) were often otherwise recyclable.</p> <p>There was a small reduction in litter on the ground.</p>

<p>Data and outcomes (including any unexpected outcomes)</p>	<p>The percentage of material going into waste litter bins that was recyclable went down from 13% and 20% before the recycling bins were opened to 7.5% on 3 occasions and 2% on one occasion.</p> <p>There was a higher average percentage of recyclables ending up in the wrong bin where the residual waste bin was a standalone rather than part of a twin bin (9.5% to 2.5%). <i>(For logistical reasons the baseline surveys were done by temporarily blocking the recycling bins which had already been in use for a short time. In the first week it appears people may have approached the twin bins intending to recycle but finding that side blocked used the waste side.)</i></p> <p>Correct use of recycling bins was on average 91.5% (with adjustment on a couple of skewing results with only 1 or 2 items in a bin, 83% otherwise). Where there was contamination, it was often by items that are commonly recyclable suggesting that about half of misuse was in good faith.</p> <p>The transect surveys did show a reduction in litter though quantities were small altogether. Total 'medium to large items' found across the two survey lines went from 6 and 12 before the intervention, to 7, 3, 3 and 3 afterwards. There was also a slight reduction in the proportion of the litter that could have been put in the new bins, though results could easily be skewed by a few items here or there.</p>
<p>Lessons</p>	<p>For good reasons there were some changes to the original plans such as increasing the number of bins that were installed, MCC crews doing recording of what they were collecting, KWT also checking on bins at the same time as surveying dropped litter, and not setting up engagement activities with the public owing to the time of year and it being quite quiet.</p> <p>Because of the logistics for MCC of getting the bins installed, the surveying and installation of signage was done after they went in and achieved by blocking the recycling bins to get baseline data then unblocking them and installing signage . It would have been cleaner to have timed the surveying and extra signage with the bin installation, and may have been less confusing for the public.</p> <p>In the end, the time of year the surveying was done meant there were low levels of litter and relatively low levels of bin use, so results could be skewed by a few items. In terms of the council caring for the site, though, the investment of the bins is better used by having them in place ahead of the busiest periods later in the year.</p>
<p>Opportunities</p>	<p>The 'Recycling on the go' signage can be used on other sites to promote new or existing facilities.</p> <p>The introduction of signage could be tested in the summer to see if it increases correct use of the recycling facilities.</p>



Signage sketches for Recycling bin promotion- 4 different signs



Actual signage design with translation made up by KWT Comms department.