

Caru Cymru Local Trial Template

Local Authority:	Monmouthshire	
Project Title:	Mardy Park mini trial on smoking litter issue	
Issue addressed:	<i>Targeting smoking related litter in a park setting</i>	
Brief outline:	To deal with smoking litter problem at the front of Mardy Park Resource Centre, Abergavenny. Working with volunteers from the Growing Space gardening group who raised the issue the plan was to tidy up the 'informal smoking area', repair the cigarette butt bin and install a sign to encourage its use.	
Timescales:	Start Date: September 2021	End Date: November 2021
Project Outline		
What is LEQ problem?	Volunteers that maintain the park space raised concerns about the amount of smoking related litter	
Who is the target audience?	The target audience is primarily staff and visitors to the Mardy Park resource Centre, Abergavenny, and specifically those that frequent the informal smoking area.	
Where will you run it? (+ What 3 Words location if possible)	Mardy Park Resource Centre, Abergavenny, Monmouthshire, NP7 6HU, hedge.recorders.inspector	
What is the intervention?	The intervention is a general tidy-up to the target area, a repair to a smoking litter bin and the installation of a sign. https://www.flickr.com/photos/keep_wales_tidy/albums/72177720299666837	
What is the gross cost of intervention to KWT (including vat, postage etc)? <i>Add links if possible</i>	The only cost of this intervention was the signage, which cost £14. 	
Who is procuring the intervention?	Keep Wales Tidy, using Caru Cymru funding	
What are you trying to measure?	Measuring any change in the amount of smoking related litter in a defined area.	
Who will be involved?	Mardy Park Resource Centre (run by Monmouthshire County Council), Keep Wales Tidy, Mardy Park volunteers	
Monitoring and Evaluation		
What monitoring is in place for the project?	<i>A count of cigarette butts took place on a weekly basis. Cigarette butts were removed following each count to provide comparable figures.</i>	
Trial report		

Headline results	This intervention is shown to have had success in reducing the amount of smoking related litter.
Data and outcomes (including any unexpected outcomes)	<p>Baseline totals of butts counted weekly and cleared away from September 30: 54, 16, 15, 3, 3, No survey, 16,</p> <p>After signs were installed and bin repaired on November 12: 6, 11, 3, 6.</p> <p>This shows a reduction in the number of butts being dropped.</p>
Lessons	<p>The improvements must be attributed to the entire intervention and not to any individual aspect (clean-up, repaired bin, signage).</p> <p>The volunteers who had raised the issue were very pleased to have some input to help their efforts to solve it and felt that it had a positive effect. Smokers who use the area expressed their appreciation for the tidy up and were pleased that efforts were made to encourage people to do the right thing with their litter.</p>
Opportunities	<p>This intervention demonstrates that improvements can be made to the propensity of littering through simple and low-cost interventions. This also demonstrates the benefit of involving people in identifying and enacting a solution.</p> <p><i>"It was great progress! The sign is working"</i> Mardy Park volunteer</p> <p>The Centre has been asked to maintain the bin and the volunteers are happy to remove the smoking litter going forward. As such, the volunteers are motivated to continue.</p>