

CARU CYMRU – Case Study

CASE STUDY TITLE: Litter Free Zones for business in Powys

Organisation	Keep Wales Tidy and Powys County Borough Council
Date/s case study covers	Quarter 1, 2022-23
Project summary (including location)	<p>The scheme was launched in 2022. The following provides a summary of the activity in Powys to date.</p> <p>18 businesses initially registered their interest, before joining the scheme. They range from a variety of business types and sizes, such as multinational corporations with a local presence eg McDonalds, and a Nidec research and technology base. Others include Aldi, Tesco and Morrisons, Gregg's Bakery and a Wetherspoons pub.</p> <p>Local independent business are also represented: two campsites and two cafes and non-profit leisure centres.</p> <p>Participation in the scheme allows businesses to make a positive contribution to their community. This can be particularly important for businesses whose products may be perceived as contributing to a local litter problem.</p>
Partners involved (other core funded projects, community groups etc.)	Keep Wales Tidy and Powys CBC
Resources (funding, staffing, volunteer time etc.)	Staff from Keep Wales Tidy and Powys CBC promoted the Litter Free Zone scheme to their networks using digital and hard copy materials. Local Councilors helped to encourage participation, whilst the Keep Wales Tidy Communications team promoted centrally.
Any barriers, risks and issues overcome	The principle challenge to engagement is getting the message to the right people in the right organisations. This is compounded in businesses with a rapid staff turnover where our contact may leave or be re-deployed elsewhere. Using local and national networks, and digital and physical materials has helped. Overall, the Litter Free Zones scheme has amounted to a new opportunity for businesses to engage positively with their community. It is creating new working relationships that will hopefully bring further opportunities.

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Feedback/quotes from participants / beneficiaries



“The photo shows Ian Pugh, business owner & mechanic with Cllr Rob Harper, Montgomery Town Councillor responsible for facilities, maintenance and cleansing on Castle Street in Montgomery. Mr Pugh is now helping to keep the area around his premises tidy as part of the new Litter Free Zones initiative. It shows any business large or small, sole trader or otherwise can get involved.”

James Thompson, Waste Awareness & Enforcement Manager, Powys CBC



“It’s important to the community that we keep Newtown tidy. We have put up bilingual posters in the pub to encourage customers not to litter and to support the project.”

Sara Davies, Shift Manager, The Black Boy (Wetherspoons), Newtown

Photographs, videos, social media etc.



[Keep Wales Tidy launch Tweet](#) (left)

[Article on Business News Wales](#) (right)

Printed article in Brecon and Radnor Express, 15 June 2022:



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Collective Impact: Outputs and outcomes and how they contribute to WFG Goals and Ways of Working	<p>Involvement: Businesses that want to make a positive contribution to the community can do so via the Litter Free Zones scheme. The business diversity of Powys is represented in those that are participating.</p> <p>Collaboration: The partnership approach of Litter Free Zones is helping to ensure a Resilient Wales and a Wales of Cohesive Communities. Jennifer Coppel, Community Champion at Newtown Morrisons, has helped to garner momentum for the scheme; Morrisons was one of the first businesses to sign-up across Wales. Since then, Jennifer has successfully encouraged the nearby Aldi store to take part. Newtown itself now has eight Litter Free Zone businesses.</p>
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