

PROGRESS REPORT

Sponsor Name:	Keep Wales Tidy
Project Name:	Caru Cymru – Caring for Wales
Case ID:	82334
Claim Period:	1 July – 30 September 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, 2,000 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 **163** Keep Wales Tidy hubs open across Wales. Of these 68 (**42%**) 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 **917** hub clean-ups undertaken.

From July to September 2022:

- 2 new hubs were set up by Keep Wales Tidy staff
- 123 litter picks supported by hubs (and data entered via Epicollect)
- 1,036 people took part
- 576 bags of rubbish were collected
- 173 bags of recycling were collected
- 2,741 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 Marine Cymru 2022.

Delivery: Support and Expand Network of volunteer Litter Champions;

Target = 20,000 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. There are **1,315** 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 17,132 clean-ups undertaken by Keep Wales Tidy Litter Champions and 10,180 by council partner champions (Cardiff, Carmarthenshire and Blaenau Gwent)

– a total of **27,312**. Champions have spent **17,212** hours.

From July to September 2022:

- 12 new Keep Wales Tidy Champions inducted, trained and issued kit
- 3,209 clean ups conducted: Keep Wales Tidy Litter Champions (1,684), and 780 [Cardiff], and 153 [Carmarthenshire], and 592 in Blaenau Gwent.
- 238 distinct Keep Wales Tidy champions entered data via Epicollect, 34 in Carmarthenshire, 512 in Blaenau Gwent
- 5,604 total bags collected (2,688 by Keep Wales Tidy, and 1,121 [Cardiff] by council partner champions), 356 [Carmarthenshire], and 1439 [Blaenau Gwent]
- 629 total bags of recycling were collected (465 Keep Wales Tidy, 19 [Cardiff] by council partner champions, 75 [Carmarthenshire], 70 [Blaenau Gwent]
- 3,884 total volunteer hours were spent (1,921 by Keep Wales Tidy, 1,028 [Cardiff] by council partner champions, 196 [Carmarthenshire], 739 [Blaenau Gwent]

The Litter Champion survey has been designed, translated and sent out. We will analyse results in Q3.

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

To date, **834 clean-ups** have taken place, involving **21,831** people.

Marine Clean Cymru 2022 ran from 16 September to 9 October.

In the days immediately following the Queen's death on 8 September, all publicity for the campaign was put on hold and all paid for advertising was paused until after the official mourning period. This severely affected our reach and the number of event registrations.

The decision was made to extend the campaign by a week which allowed Keep Wales Tidy staff and volunteers time to rearrange events that had been scheduled to take place on the day of the Queen's funeral.

The extensive suite of bilingual resources, including posters, social media frames, static and motion social media posts, email banner and web banner were amended following the change of dates. All resources were made available on the Caru Cymru Hub, along with press release templates.

The campaign was run in partnership with the Marine Conservation Society to coincide with the Great British Beach Clean. Keep Wales Tidy officers were asked to organise a beach clean (where applicable) and these events were listed on the Marine Conservation Society's website. As part of the collaboration, Project Officers at beach clean ups were required to undertake a 100m beach survey and then asked to submit the data back. All the data collected is used nationally, by OSPAR, and sent to the

¹ 4 campaigns with 200 clean-ups at each

International Coastal Clean Up, to inform policy makers about commonly littered items and litter trends over time.

For all other water based clean up events, groups and volunteers were signposted to Epicollect to record their results. Some of the newly created Epicollect video tutorials assisted with helping people set this up.

We took out an advertising campaign with Reach PLC which included a series of digi-ads, social media posts, an editorial on Wales Online as well as a full-page advert in the printed magazine published on a Saturday.

One particularly successful event took place in Newport, South Wales over two days. This clean-up targeted the Liberty city foreshore, removing over 400 bags of litter and the same volume in bulky items. Over 40 volunteers from numerous local organisations participated.

Headline figures:

- **82** clean-up events were registered
- **3,000** volunteer hours
- **840** volunteers were registered to take part
- 308 red bags of general waste were collected
- 66 bags of recycling
- 37,168 impressions through the Reach social media advertising
- 65,322 impressions through our social media advertising
- Broadcast coverage included BBC Radio Cymru, S4C Prynawn Da, BBC Radio Wales, Business News Wales podcast, Wales on Sunday

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 = 300 community groups/organisations supported to improve LEQ

Target = 150,000 hours undertaken by volunteers to improve LEQ

Target = 2,500 green space improvement activities by community groups

Target = 60 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, 743 groups/organisations² have been supported to improve LEQ, 37,137 hours³

² This includes groups/organisations insured by KWT, using Epicollect, hubs, organisations taking part in National Campaigns

³ Includes national clean ups, group activities, litter champions, hub clean-ups

spent improving LEQ, 5,435 green space activities⁴ undertaken, and **59** new groups have been established.

From July to September 2022:

- 8 new community groups have been established
- 280 groups/organisations have been supported to improve LEQ. This includes 117 distinct groups entered data via Epicollect
- 562 total green space improvement activities by community groups; 471 by Keep Wales Tidy, and 18 [Cardiff], 73 [Carmarthenshire]
- 3,275 total people took part
- 2,846 total bags of rubbish were collected; 2,031 by Keep Wales Tidy, and 101 [Cardiff], 714 [Carmarthenshire]
- 491 total bags of recycling were collected; 352 by Keep Wales Tidy, and 8 [Cardiff], 131 [Carmarthenshire]
- 7,559 total volunteer hours were spent; 6,825 by Keep Wales Tidy, and 140 [Cardiff], 594 [Carmarthenshire]

Keep Wales Tidy officers and council partners continue to support community group activity to improve LEQ. Some examples this quarter include:

Newport – The local authority hosted a volunteer engagement/celebration event with support from Keep Wales Tidy. This acknowledged the work of volunteer groups in Newport, reminded everyone of H&S issues, and allowed general discussion.

Monmouthshire – A concerted period of engagement with Keep Abergavenny Tidy has identified hotspots and generated agreed actions. The local authority has carried out interventions on request from the group and Keep Wales Tidy has coordinated local trials following a partnership meeting.

Caerphilly – The KWT officer, Caerphilly CBC and community groups have been working on a project to remove trolleys from rivers. Caerphilly CBC purchased specialist equipment to ease the effort involved in clean ups and improve safety of participants. The KWT officer has been helping local groups to identify problem areas and then leading on activities to remove trolleys. Trolleywise have been collecting usable trolleys and returning them to the supermarkets and Cardiff Rivers Group have been collecting the unusable trolleys and selling for scrap.

Rhondda Cynon Taff - Keep Wales Tidy and the local authority are working together with Tonyrefail Environmental Association and the police to tackle litter caused by anti-social behaviour. Additional bins and collections have been provided by the local authority and the police will be monitoring specific areas.

Whilst we can accurately capture data submitted by groups who use Epicollect, we estimate that only 60% 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 Q2 and identified the following actions:

⁴ Includes clean-ups, conservation, access, INNS activities undertaken by community groups, but does not include litter champions

- 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. Further videos in English have been specifically recorded for Litter Champions, Hubs, and Litter Free Zones. Welsh tutorials for same will be recorded in Q3.
- Monthly drop-in sessions for volunteers, groups, litter free zones organisations and hubs to be conducted by a rotating group of Keep Wales Tidy officers. Two sessions have been held so far, with good results and more volunteers successfully signed up. Volunteers have suggested a number of recommendations to be discussed at the next internal Epicollect working group meeting.

Delivery: Increasing number of Community Green Flag awarded sites

Target = 40 'new' Community Green Flag awarded sites and 20 groups working towards community Green Flags

Target = 10 Green Flag Community applications from deprived areas

22 new Green Flag community sites were awarded in 2021, a Keep Wales Tidy record. 8 were from the 30% most deprived wards in Wales. Then, on 26 July 2022, we announced that 25 new sites had achieved the Green Flag Community Award – beating the previous record! 9 of these were from the 30% most deprived areas.

Since Caru Cymru began, a total of **47 new community green flag sites** have been awarded, with 17 of these from 30% most deprived areas.

Following the announcement of the Green Flag Award sites in July, the Mayor of Merthyr invited Green Flag Community Award sites to a celebration event to recognise their achievements and to thank them for the incredible work they undertake to improve, protect and maintain Merthyr's green spaces.

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 = 40 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 = 200 organisations (businesses and schools) maintaining litter free zones around their premises and 1200 clean-ups

Local LEQ trials

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

LEQ Trials in progress - examples

A number of trials are in progress and/or completed and in process of being written up. These include:

- Newport – graffiti artwork

- Newport – binrastructure in multiple occupancy flats
- Pembrokeshire – skate park litter prevention
- Vale of Glamorgan – Floor messaging signage
- Bridgend – ‘alien’ solar powered bins in Porthcawl
- Caerphilly – skate park voting bin to decrease the amount of broken glass/youth litter
- Gwynedd – smoking litter
- Swansea – flytipping campaign
- Torfaen – smoking litter
- Anglesey – pedal and pick
- Neath Port Talbot – superhero bins
- RCT – recycling/waste disposal in multiple occupancy flats
- Wrexham – flytipping signage
- Adopt- a-highway

New interventions/ways of working by local authorities

- 23 reported previously and another 6 reported this period (see below). **Total = 29**

Local Authority	New Intervention
Carmarthenshire	Introduced bottle recycling facilities at 2 schools to improve waste management. Other schools in the local authority area have already removed the option of purchasing drinks in plastic bottles in an effort to reduce waste.
Powys	3 new small, electric street sweepers are in operation. The municipal waste is processed for recycling/composting/aggregate.
Newport	Numerous graffiti hot-spot areas have now been enhanced with locally-commissioned art murals depicting the history of the city. This approach appears to be reducing tagging in the immediate vicinity, and further evidence is currently being gathered.
Caerphilly	Started a food waste campaign called ‘Mash for Cash’. The campaign sees houses monitored with one food recycling participant chosen at random each month, with each winner receiving £500. The Local Authority hopes that the campaign will increase in food waste recycling participation, whilst the prize money could help residents during the current cost of living crisis.
Blaenau Gwent	Council are providing additional kit for litter champions when necessary, eg a different style litter picker to alleviate wrist pain and trolleys so that heavy bags can be transported easily. This has increased litter champion activity. 1331 bags of litter were collected by litter champs between Jul and Sept.
RCT	RCT street cleansing have purchased a moulding machine to make their own household rubbish bins from plastic waste and are currently researching ways to expand usage by creating bins from hard plastic waste collected at recycling centres.

Litter Free Zones

Another series of social media posts were published and a reminder for Project Officers to continue working within their communities to encourage new businesses to join. As a result, 4 new businesses in Ceredigion have signed up to the scheme; these are first to do so in the county.

Updated headline figures:

- **A total of 297 organisations have signed up**
- **177 schools and a further 10 young-people organisations are signed up**
- **104 businesses and other organisations are signed up; of which 89 are traditional profit-seeking businesses**
- **124 organisations have received training and are active**
- **313 participants have litter-picked their adopted area**

Two new editorials focussing on case studies were submitted and published on the Business News Wales website as well as updated digi-ads and advertorials and this has encouraged other businesses to sign up.

We have now extended the free litter picking kits to non-profit organisations as well as schools.

Schools and businesses have been invited to complete a **Litter Free Zone** survey to gather their views on the impact of the work.

At the end of November there are plans to record a Litter Free Zone podcast focussing on new businesses who have already joined and are undertaking regular litter picks within their organisation.

Case studies, quotes and images of employee litter picks have formed the basis on ongoing social media over the past few months and an editorial on newly established Litter Free Zone businesses is featured in the Community e-newsletter each quarter. Litter Free Zone businesses have been encouraged to share activity on social media.

Some other positive outcomes of the scheme have also been reported eg The Port Talbot branch of McDonald's has reported that they have started to recycle more efficiently in the restaurant, meaning they no longer need one of their general waste skips.

Delivery: Awareness Raising and Public Engagement

Target = 4 National campaigns on Dog Fouling, General litter, Roadside Litter and Fly-tipping

Target = Production of LEQ campaign toolkit

Three national campaigns have been run to date: 'Make Memories, Not Mess' and 'Leave Only Pawprints' and the 'No Regrets' roadside litter campaign.

Dog fouling

We continued to work with BriteSpark Films to promote the campaign within the Channel 5 documentary 'Britain's Dog Poo Scandal'. The documentary, presented by Alexis Conran, aimed to raise awareness of the dangers of dog fouling and investigate different solutions to tackle the problem. We put the film company in touch with our contacts at Newbridge RFC. Eight-year-old Jake Harding and his dad Ben featured in the documentary to highlight how important it is to pick up after your pet. Newbridge RFC supported our national dog fouling campaign back in March after Jake fell face first in dog poo whilst playing rugby. The programme featured expert advice from vets and

doctors with an investigation into potential solutions which includes discussions around enforcement, dog's diets, changing attitudes and rewarding responsible dog owners. It included some interesting solutions from across the globe, including potty training dogs. You can watch the documentary [online here](#).

Through July, August and September we promoted the dog fouling campaign at a wide range of events across Wales to encourage thousands dog owners across the country to pick up after their pets. We gave away free branded dog poo bags alongside dog treats and photo opportunities with our 'head in hole' dog board.

Roadside litter

Our campaign launched at the end of April and ran until the end of August in two bursts with targeted outdoor, radio and digital audio advertising. In July we put out a mid-way poll, via an online platform called Focal Data, to monitor the campaign.

Out of 257 respondents across Wales, over 20% said they had seen or heard a roadside litter advert during this time. The poll allowed us to identify areas where people had seen or heard less advertisements. We targeted these areas with ad vans in August. These were the more rural areas where there's less outdoor advertising infrastructure.

All 257 participants were shown the campaign designs and messaging within the survey and asked the following questions:

- 74% strongly agreed or agreed that the campaign highlights an important issue
- 59% strongly agreed or agreed that the campaign messaging is clear
- 66% strongly agreed or agreed that the campaign encourages people to stop throwing litter out of a vehicle
- 73% strongly agreed or agreed that the campaign encourages people to take their litter home
- 67% strongly agreed or agreed that the campaign makes people understand that throwing litter out of a vehicle is wrong
- 50% strongly agreed or agreed that the campaign makes people feel guilty about littering
- 53% The campaign makes people want to better themselves by not throwing litter out of their vehicle

Throughout July, August and September our roadside litter campaign video, featuring a voice over from Welsh actor Mark Henry-Davies, played on the big screen at every Adventure Cinema outdoor cinema showing across Wales, reaching thousands of movie-goers. We also attended a showing in Conwy and Neath Port Talbot to engage with people and give away our roadside litter campaign eco-friendly car stickers.

Football pitch side advertising went live at Cardiff, Swansea and Wrexham football clubs in August and will run until the end of the football season in 2023.

Local authority partners shared our campaign resources on social media, websites and to the press in their areas. They also had access to artwork for printed signage.

We began engaging employers of commercial drivers to support our campaign in July. The first transport company to take our campaign messages on the road was D H Transport, based in Ceredigion. In August we secured support from a high-profile haulage company, Owens Group, with signage on their vehicles and joint PR.

A database of employers of commercial drivers across Wales has been created to send out our campaign resources and further surveys to develop our campaign beyond the campaigning period to tackle roadside litter.

A full campaign advertising evaluation is currently underway to identify the reach and impact of the campaign including results of an end of campaign poll which will be ready for the next report.

Fly-tipping – Cowshed were awarded the design contract for the national campaign. It will feature bright, vibrant colours, bold typography, and high fashion photography. In line with key behaviour change principles, campaign messaging will encourage positive behaviours and empower rather than blame and threaten. Distinctive top-line messages for each audience will be underpinned by clear and concise actions which will be used consistently to create a cohesive overarching campaign.

A fly-tipping workshop was held on 17 August, attended by Caru Cymru partners, Welsh Government and Fly-tipping Action Wales. Mind Field outlined key findings from their research with students and social housing tenants and the Policy Team discussed their 'barriers and solutions' paper. Partners were given an opportunity to feedback via a series of live polls.

'Co-creation workshops' with students and social housing tenants will be hosted by Mind Field in Q3, giving us the opportunity to gather feedback on the initial design concepts.

Although the campaign is not due to launch until late November, engagement activities will take place throughout Q3 at universities across the country including Bangor University, Cardiff University, Cardiff Metropolitan University, Swansea University and Wrexham Glyndwr. Activities will include:

- Waste awareness days
- Repair Cafes
- Clothing swaps
- Recycling pop-ups

We will use these events to talk to directly to students about Caru Cymru and carry out a short survey about their waste behaviours and delivery methods which will help inform our campaign rollout.

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/>. Marine Clean Cymru materials were added in this quarter

Chewing gum – The following Caru Cymru partners were successful in applying to the Chewing Gum Task Force Grant Scheme. The scheme is funded by major gum producers such as Mars Wrigley and Perfetti Van Melle as well as producers of nicotine replacement therapy gum.

- Blaenau Gwent: £20,000 (single council award). They have agreed their signage package with Behaviour Change to include banners, stickers and 'Clean' stencil. Cleaning process is expected to start in mid-October.
- Denbighshire: £20,000 (single council award). Signage package is yet to be agreed but they

are expected to commence their clean process in mid-October.

- Flintshire: £16,000 (single council award). Details TBC.
- Newport: £20,000 (single council award). They have agreed their signage package will include lamp post signs, stickers and 'Clean' stencil. Cleaning process is expected to start in mid-October.
- Swansea: £20,000 (single council award). Signage package is yet to be agreed but they are expected to commence their clean process in mid-October.

Keep Britain Tidy are administering the grant scheme. Keep Wales Tidy will continue to work with Keep Britain Tidy to promote future funding opportunities.

Delivery: Single use plastic reduction and increase in reusables

Target = 50 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, **8 organisations** have taken action to reduce single-use plastic.

A campaign promoting Keep Wales Tidy's waste reduction resources (including single use plastics) will take place in Q3. This will include paid for social media advertising and a podcast with Business News Wales. We will also be circulating bilingual guidance to event organisers, encouraging them to take action.

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. The Guidance for developing local strategies has been drafted and will be shared with Welsh Government (in the first instance) next quarter.

Commented [AL1]: [@Jake Casin](#) please can you add the details of the LFZ businesses who have taken action to this section?

To date, Torfaen, Carmarthenshire, Blaenau Gwent and Merthyr Tydfil have produced strategies. Newport has a draft strategy. Powys has written a Litter Bin Policy.

Development of 22 LEQ action plans – new plans for 22-23 have been produced and are in use.

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.

The work on the litter payments model for WRAP and undertaken by Keep Wales Tidy and the other 'Tidy groups' in the UK has been finalised and shared with relevant Welsh Government officials. Another additional piece of work has been requested on the collection of bin composition data after the UK Government's renegeing on litter payments. This is largely complete but yet to be signed off.

Similarly, the guidance for developing local litter and fly-tipping strategies (above) has been developed with the potential for this requirement of EPR payments in mind. A template, along with national and local indicators has been developed and will be discussed with Welsh Government to ensure that there is alignment with the National Litter & Fly-tipping Prevention Plans.

Keep Wales Tidy are attending the Visitor Levy Consultation events between September and November and will be submitting a formal consultation response by the December deadline.

Keep Wales Tidy have also submitted a response to the Social Prescribing Framework consultation. This was a joint response with RSPB.

In September, the Policy Manager provided written evidence to the CCEI Committee and gave oral evidence to the Committee in September on the Single Use Plastics Bill.

A scoping study on the concept of a Litter Awareness Course for offenders has been produced and funding is being sought for the proposal for a national course to be developed and delivered.

Research papers produced – Seven research papers have been finalised and discussed with relevant stakeholders to date: dog fouling, smoking litter, roadside litter, enforcement, fly-tipping, tourism and litter and Binrastructure. Further research is being undertaken around different topic areas and will be made available next quarter. This includes drug related litter and weeds and detritus. In addition, the policy team are scoping how to best support the Circular Economy team in Welsh Government in their understanding of Circular Behaviours.

Annual litter surveys – LEAMS surveys have commenced for 2022-23. Discussions with KSB were held in the Summer of 2022 to learn and understand more about their revised methodology (LMS). We have been given some access to the LMS system and will be trialling this going forward to identify whether it could work for Wales. Surveys are expected to be completed by November with an All Wales Report in the last quarter of 2022/23.

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 = £150,000 of Private Sector investment levered in to help tackle LEQ issues

Target = £1,500,000 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 –

As mentioned above, a fly-tipping workshop was held on 17 August, attended by Caru Cymru partners, Welsh Government and Fly-tipping Action Wales.

A full Caru Cymru full partner meeting was held on 13 September 2022. Updates were given on finance, the roadside litter and fly-tipping campaigns. Miller Research Ltd provided an overview of the external evaluation process and Newport Council delivered a presentation on the impact of their graffiti initiative. The meeting slides (with recordings) for both sessions were uploaded to the Caru Cymru Partner Hub.

Presentations on the programme to encourage engagement with a wider range of stakeholders are regularly given.

Private Sector investment – since October 2020 we have secured **£243,881** investment to tackle poor LEQ issues.

Funder	Activity	Date	Amount
Chewing gum Taskforce grant ⁵ (private gum producers)	Chewing Gum campaigns in 5 local authority areas	September 2011	£96,000
KBT	Spring Clean Cymru 2022	April 2022	£22,500
WRAP	Litter Work	Mar 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	£243,881

Volunteer effort – since October there has been **£1,202,700** of volunteer effort tackling poor LEQ (£10/hour from data entered on Epicollect)

Volunteer Type	Hours (Oct 20–June 22)	Hours (this period)	Total
Groups	43,303	7,559	50,862
Litter champions	24,583	3,884	28,467
Hub participants	24,382	2,741	27,123
National campaigns	9,954	3000	12,954
Litter Free Zones	500	251	751
Totals	102,722	17,435	120,207

Evidence of partnership working across council boundaries and sectors –

⁵ <https://www.keepbritaintidy.org/local-authorities/reduce-litter/gum-litter/chewing-gum-task-force>

Ellipsis / Hubbub – A meeting to discuss the findings of the project in Cardiff took place in September, attended by Welsh Government officials, KWT and representatives from Cardiff and the Vale of Glamorgan councils. Monitoring took place between April to June and covered 16 sites across three districts, and 12 roads across six road networks in and around Cardiff. A total of 5,757,227 square metres were surveyed. The full report (found attached) includes detailed analysis of city and roadside littering. Further discussions with Ellipsis and Hubbub are due to take place in Q3 with the aim of developing a new project based on the findings and recommendations in the report.

Alan Turing Institute (ATI) – Following interviews held in August, Sam Fielding was appointed as our PhD intern for a period of six months. Sam is currently studying a PhD at the University of Edinburgh and will be working with Keep Wales Tidy's ICT and Data Manager and Policy Team to explore possible modelling approaches that could be used to classify the cleanliness of an area from its imagery. In September, Keep Scotland Beautiful and the University of Stirling finalised a report investigating the effectiveness of existing AI products for litter detection and how this could be included in current monitoring systems. The culmination of the internship will be a week-long collaborative study session taking place at the ATI in February.

Powys – Brownies groups in Shropshire have borrowed litter picking kit from several Powys Hubs to carry out clean-ups in England.

Merthyr Tydfil – A successful partnership event took place between Keep Wales Tidy, Healthy Hill-sides, the local authority deep cleansing team and tidy towns team and South Wales Fire and Rescue Service. It was an event to prevent fires and remove litter and flytipping at Y Graig in the Gurnos on 8/09/22. Fire breaks were created through bracken bruising and a huge amount of litter and fly tipping was removed including 40 general waste bags, 36 recycling bags, 2 vans full of large items and approx 15 tyres.

https://www.flickr.com/photos/keep_wales_tidy/albums/72177720302641550

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). Agreement by Library service to distribute red and green bags to the 11 libraries serving as Hubs. In 2017-18 a two-bag system (waste and recyclables) was introduced for Swansea's Cleansing Teams and now incorporates volunteer litterpicking through Caru Cymru. Between April and June 2022, the Parks and Cleansing Service recovered 11.3 tonnes of recyclables - based on the landfill disposal rate of £178.88 (£214.66 inc. VAT) per tonne, this represents savings of £2021.34 (£2425.61 inc. VAT)
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	Ongoing dual segregation trial using green/clear bags (green =general / clear = plastic and tins). Council have bought large dual segregation carts to help recycling and given 5 to community groups to test.

Trials to increase reuse/recycling and generate income for groups

1 trial run to date (CRG – nitrous oxide cannisters).

Groups generating income from recycling/reuse activities

To date, eleven groups are generating income from recycling/reuse activities.

Group Name	Items recycled/reused/sold	County
Cardiff Rivers Group	Scrap metal, batteries, WEE, nitrous oxide cannisters, NEXT bikes, items donated/found sold on ebay	Cardiff
Twmbarllwm Society	Scrap metal sold to generate income for Risca Museum.	Caerphilly
Newport Canal and Rivers Group	Raised over £250 by selling scrap metal collected during clean-ups. Money donated to men's mental health charity.	Newport
Co Star Partnership	Get donations of unwanted paint from big UK brands. Resell at £2 a litre so people can 'paint a room for less than £15' and it saves paint from going to landfill. Run a food bag scheme where people can buy a low-cost bag of groceries for £4. The contents are donated by local supermarkets and everyone in Cwmbran is eligible. A bag includes chilled items, fresh fruit and veg, tins and packets. The money helps residents save money on their food shop, stops food being thrown away and supports CoStar's other services. Also generate some income	Torfaen

	from clothes recycling https://www.dragonbags.co.uk/	
Ogmore Angling Association	Trollies retrieved from River Ogmore are given back to Tesco in return for a financial donation, the club are now looking at setting themselves up so they can start selling other metal they find in rivers.	Bridgend
Resource CIC	Scrap metal, scrap store and Mobile library of things	Denbighshire
FoE Ruthin	Terracycle recycling programme for soft plastics	Denbighshire
Ysgol Tir Morfa	They find, and get donated, bikes which they repair in bike maintenance lessons and sell on, collect old clothes which they sell by weight and have opened a charity shop where students sell items. All profits go towards a Hydro Pool within the school/trips etc	Denbighshire
Ysgol Dafydd Llwyd	Clothes bank to raise money for the school	Powys
Crickhowell Primary School	Battery recycling scheme to raise money for the school	Powys
Waste Not – Circular Economy Mid Wales	Divert 'waste' from household recycling centre to sell in the shop at the local HWRC and a circular economy shop in the town centre where they sell items that would have otherwise ended up in a skip. In Oct, they diverted 7.5 tonnes of materials from landfill. They also run a repair café and upcycling workshops. They have been awarded several national awards for circular economy enterprise - Newtown's 'Waste Not' project wins two national awards County Times . Waste Not Newtown Newtown Facebook	Powys
The Hanging Gardens	They run a café and collect paper waste to turn into briquettes which they hope to sell (a new trial). They also recycle rubber gloves and water filters. www.thehanginggardens.org	Powys

Support for Repair and Re-use movement

- **Newport** – The Keep Wales Tidy officer supports Remake Newport and sits on the steering group. Support was given this quarter at a tool sharpening event and seed swap.
- **RCT** - One new zero waste shop opened in Aberdare selling items from the council recycling centres and a repair and reuse session was held in their learning room. The zero waste shop in Llantrisant has been expanded to cope with customer demand.
- **Blaenau Gwent** - Roseheyworth Recycling Education Centre will be opening soon. Repair and reuse workshop will be held to enable the community to gain training and education in repair and reuse techniques. The site will have relevant equipment including sewing machines and will house a Reuse shop.

Our research into Circularity Behaviours in particular, has reportedly been of interest to the new Circular Economy Team set up in Welsh Government. A very positive and useful meeting was held with them in September, and it was agreed that Keep Wales Tidy would provide support for the practitioners group with both policy and Eco-Schools being represented.

A 'common survey bank' to identify circular behaviours has been developed and will be used at some of the social housing events to attempt to understand some of the gaps in our research.

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 Q4 of 2021-22.

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.

Baseline monitoring is now due to take place after the autumn half term, with the intervention in place during November. It has been difficult to source appropriate equipment for the air quality monitoring side which are both effective at this scale and user-friendly. We have sourced a PM monitor now for this purpose and will explore some of the issues encountered further in the trial report.

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

Baseline monitoring is now due to take place after the autumn half term, with the intervention in place during November.

During this quarter, Keep Wales Tidy experienced issues with Meta's payment system which restricted all paid for advertising on Facebook and Instagram in July and August. This adversely affected plans for promoting our Litter Picking Hubs and Marine Clean Cymru. A workaround was found, and the issue was resolved in mid-September.

Ongoing concerns around payment of 2022-05 claim (submitted in June 202) which remains unpaid in early November 2022. In October further requests were made for supporting evidence for some LA claims – following discussions with RPW it has been agreed that summaries against this element of the claim will be provided and a sample of evidence will be requested going forward. This has impacted relations with some of our partners but is the only way we could find agreement to move forward with this claim. This also means that the Claim Window for 2002-08 did not open and a new window will not open until the 2022-05 claim is completed by RPW and Hourly rates for 2022-23 financial year are input into the WEFO system. The expectation is that this will be completed in November 2022 but has had a massive knock-on for work planning with the small KWT finance team.

Additional achievements

The feasibility study for the potential for a 'Litter awareness course' for offenders has been finalised and 4 authorities have been identified as having a particularly keen interest in taking this forward. A proposal for a National Awareness Course has been completed as a basis for seeking further funding to develop and launch this over a potential 18-month timeframe (once funding is secured).

Any changes likely to be needed to deliver the project

A re-evaluation request was submitted in early June 2022 to reflect revised hourly rates (unit costs) - approval received from RPW in August 2022, but this information cannot be input into the WEFO until the previous claim is signed off. This has resulted in no KWT staff time being claimed since April 2022.

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 logo and funding line were added to all roadside litter press releases and additional materials, including pitch side advertisements.
- The logo was added to Litter Picking hub banners.
- The logo and funding line were added to all Marine Clean Cymru resources and press releases.
- Keep Wales Tidy continues to work with Caru Cymru partners to ensure the logo features on trial materials. In Q2, these included bin stickers, signage and hi vis jackets.

71 print and online relating to Caru Cymru activities were identified during this period, generating 547,247,099 opportunities to see the coverage. All were positive in tone.

3. Special Conditions

- **The project sponsor must appoint an independent external evaluator within six months of the Project Start Date.**

In Q2, the first evaluation report was finalised, circulated to Caru Cymru partners, and uploaded to the Caru Cymru Partner Hub. As mentioned above, Miller Research Ltd joined the Caru Cymru partner meeting on 13 September to discuss the report and the next steps of the evaluation process.

Mid-term evaluation meetings and workshops will be held with KWT staff, local authority partners and other participants (litter champions, groups, hub managers etc) during October with the aim of getting the mid-term evaluation report drafted by end of November.

- **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.

Outputs and Targets	Target	Actual to date	Notes
Litter-picking hubs established across Wales	200	163	
% of hubs located in deprived areas	33%	42%	
Self-supported clean-ups facilitated as a result of the hubs	2,000	917	
Clean-ups undertaken by litter champions	20,000	27,312	
Wellbeing and skills survey of litter champions	100	0	Survey sent out, results will be collated in Q3
Clean ups undertaken during National Clean up campaigns	800	834	
People directly involved in National clean up campaigns	6,600	21,831	
Hours undertaken by volunteers to improve LEQ	150,000	120,207	
Community groups/organisations supported to improve LEQ	300	917	
Green space improvement activities by community groups	2,500	5,435	
New community groups established to adopt areas	60	59	
Wellbeing and skills survey of new community groups	10	0	Survey sent out, results will be collated in Q3
'New' Community Green Flag awarded sites	40	47	
Groups working towards community Green Flags	20	20	Estimate 20 new sites will submit in 2023
Green Flag Community applications from deprived areas	10	17	
Local trials undertaken and analysis of outcomes	40	14	Another 14 are in progress and/or completed and being written up. With more planned for new year
Local authorities who have adopted new interventions	22	29	
Businesses and schools maintaining litter free zones around their premises	200	124	297 signed up, but 124 have been trained and have started clean-ups
National campaigns: Fly tipping, Dog fouling and Roadside litter	3	3	Fly-tipping campaign in development to launch in Q3.
Production of a bilingual LEQ campaign toolkit	1	1	
Organisations who take action to reduce unnecessary single use plastics	50	8	
Local Authorities who have undertaken review of single use plastics and implemented reduction plan	11	5	
Policy and research papers produced	6	7	
Development of LEQ action plans (1 per local authority)	22	22	Amended each year to reflect new priorities
Production of Local Authority Litter Strategies	8	4	Newport has a draft strategy
Private sector investment levered in to help tackle LEQ issues	£150,000	£243,881	

Volunteer effort to tackle LEQ issues	£1,500,000	£1,202,700	
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	11	
Creation of Tiny Forest to improve biodiversity in urban area	1	1	
Air Quality behaviour change pilot with school	1	0	Due to take place in Q3

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	5	29
Bilingual press release templates created for partners promoting key project activities and outcomes.	12	1	10
Social media Guidelines produced, to include dedicated hashtag #CaruCymru, with additional hashtags developed for specific campaigns and trials. Regular social media activity	1	1	11
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	11	219
Annual report/infographic to highlight annual outcomes (1 per year)	3	0	1
Promotional events (1 per year)	3	8	18
Dissemination of information/lessons learned from pilot trials	22	1	14
Total	121	27	304

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

