

CARU CYMRU

Case Study

CASE STUDY TITLE: Recycling On the Go for Litter Champions

Organisation	Keep Wales Tidy and Blaenau Gwent CBC
Date/s case study covers	May – June 2022
Project summary (including location)	There is a need to increase recycling of plastic and cans from waste collected by litter champions, so a new 'double-bag' hoop was tested with selected champions throughout the Borough over a month period. The hoop allows them to more easily carry 2 bags at once.
Partners involved (other core funded projects, community groups etc.)	5 Litter champions Blaenau Gwent CBC – bought hoops, provided general and recycling bags
Resources (funding, staffing, volunteer time etc.)	£98.70 per hoop (incl of vat and delivery) Volunteer time spent litter-picking Bags from council and collection of filled bags
Any barriers, risks and issues overcome	The hoops are costlier than the normal ones (£17 incl vat and delivery). Due to the high cost they'll only be offered on an ad hoc basis if a litter champion expresses a wish to 'Recycle on the Go'. The bungie is very tight so requires an element of strength to attach correctly.
Feedback/quotes from participants / beneficiaries	All participants were in agreement that the newer hoops were excellent but not suitable to all users due to the weight.
Photographs, videos, social media etc.	No photos
Collective Impact: Outputs and outcomes	The hoops were well received by the persons involved and proved successful. In Abertillery and Tredegar there was an increase from 8 to 25 bags of recycling, while Ebbw Vale had no change (could be due to weather conditions).
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