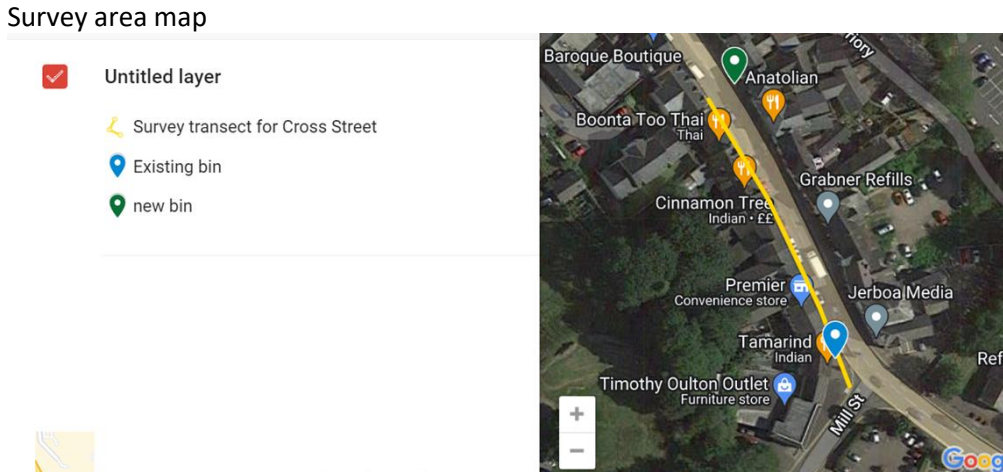


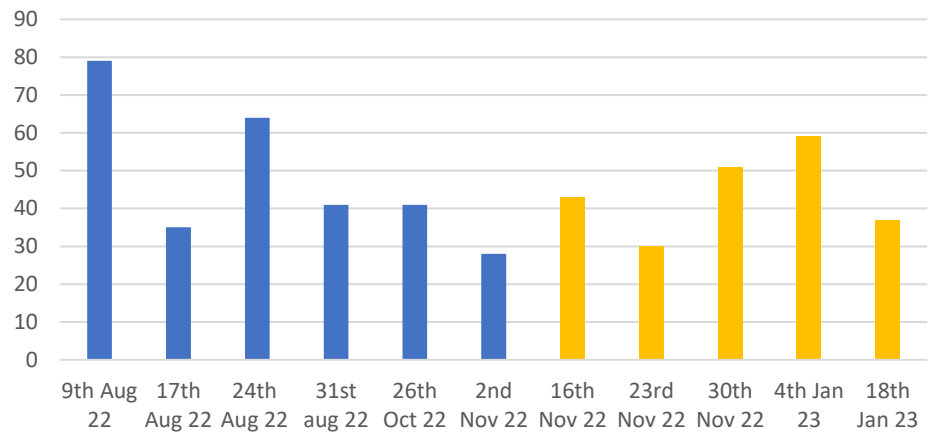


Caru Cymru Local Trial Template

Caru Cymru Local Trial Template		
Local authority:	Monmouthshire County Council	
Project title:	Business Zone Litter Hotspot	
Issue addressed:	Litter on a commercial street in Abergavenny	
Brief outline:	Following data gathering by Keep Abergavenny Tidy (KAT), problem areas were identified that could be tackled in partnership with multiple bodies including Monmouthshire County Council (MCC). An area identified was Cross Street at the edge of the town centre. Options considered for interventions were centred on use of the Litter Free Zone scheme with a group of businesses and improving bin provision.	
Timescales:	Start Date: August 2022	End Date: January 2023
Project Outline		
What is LEQ problem?	Litter in and around a town centre location. The street itself and nearby bus station and green space around the Castle and Swan Meadows were also affected. The area was identified by Keep Abergavenny Tidy through records and reports from their litter picking volunteers.	
Who is the target audience?	Public users of the street and local businesses based there.	
Where will you run it? (+ What 3 Words location if possible)	Cross Street in Abergavenny, between the Angel hotel (///facing.deodorant.fabric) and the Abergavenny Hotel (///roadblock.multiples.lurching) .	
	<p>Survey area map</p> 	
What is the intervention?	<ul style="list-style-type: none"> • A new bin from MCC. • Litter Free Zone scheme sign ups with multiple businesses. KAT leg work to line up businesses to take part with Keep Wales Tidy (KWT) input for actual sign ups. MCC Caru Cymru budget for Litter Free Zones. KAT provision to businesses that wanted kit. • Temporary pavement stencils. Through KWT with volunteers. 	

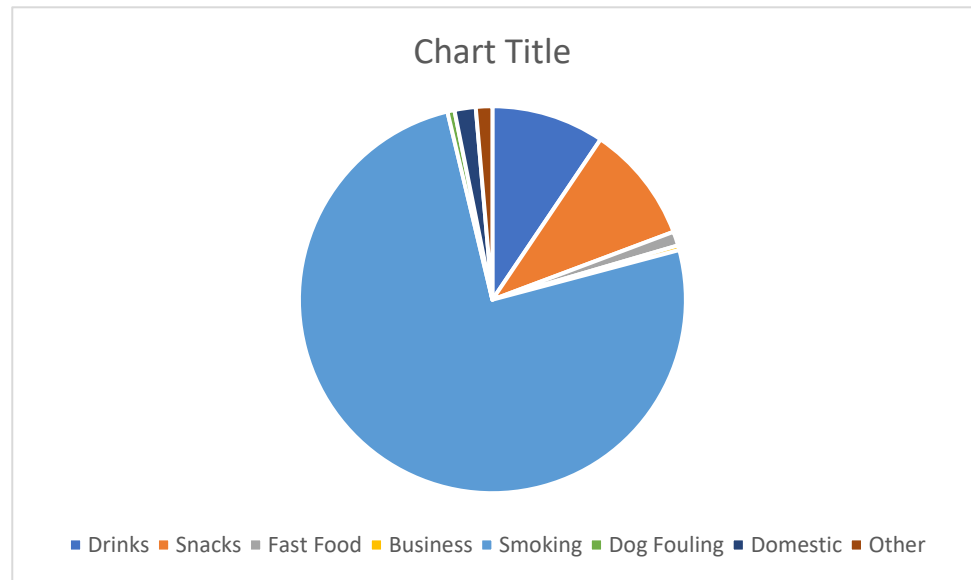
Who is procuring the intervention?	KWT – stencils and spray paint MCC – New litter bin installed
What are you trying to measure?	Reduction of litter on the street.
Who will be involved?	Keep Wales Tidy, MCC, Keep Abergavenny Tidy, Town Council.
Monitoring and Evaluation	
What monitoring is in place for the project?	6-week plus schedule of litter surveys on a transect of Cross Street, carried out by KWT officer and KAT volunteers. Extra surveys were done while intervention plans were made. Weekly survey taken on the same day by KAT volunteers.
Trial report	
Headline results	<ul style="list-style-type: none"> • A new bin was provided by Monmouthshire County Council. • Thanks to engagement work by KAT volunteers, 6 businesses signed up on the Litter Free Zone scheme and were provided kits by Keep Abergavenny Tidy. The Litter Free Zone scheme was promoted in the local press: Keep Abergavenny Tidy and trials. • Stencilling to highlight bins was done using temporary chalk spray. • Stencilling and photo ops for the businesses were conducted on a launch day on 8 November 2022. <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
Data and outcomes (including any unexpected outcomes)	The litter levels weren't as high as expected at the survey times so there wasn't an obvious impact detected in the figures either side of the official launch of the interventions on the 8 November. The numbers include smoking litter which was by far the most numerous item found.

Total Number of items each survey-
Blue before and Orange after intervention



However, the survey results show trends in the sort of litter that is still an issue on the street.

Chart Title



The exercise did highlight that many businesses had a positive attitude to the cleanliness of the street and were already removing items of litter and sweeping at the shop fronts. A pleasant outcome was to be able to give credit to those business owners for their efforts by inclusion in the scheme.

Also, it highlighted the town cleanliness team was efficient and made regular clean ups. It seems that occasions when significant litter was on the street that may be observed by the public are probably quickly cleaned up. It would be of interest to determine if less rubbish had to be picked up by the town street cleaning team.

Lessons

Keep Abergavenny Tidy’s work in engaging with the businesses, liaising with the Town Clerk, and carrying out surveys was very important.

Surveys began on one side of the road in anticipation of the bin being installed there, but in the end it was decided it should go the other side where there was

	<p>more room. It would help if there was more capacity for council officers to plan the interventions and their timing in conjunction with partners surveying.</p> <p>Lots of businesses came forward to sign up to Litter Free Zones, however the extent to which those businesses actively engage is currently unknown. Fortunately, KAT is providing ongoing support to the local businesses, including in regard to making Epicollect reports.</p>
Opportunities	<p>There is a model of the teamwork required to enable to this scheme to happen that could be rolled out in other similar situations taking account of learning in terms of coordination of interventions and how businesses get involved.</p>