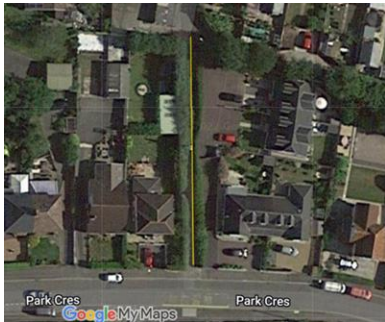


Caru Cymru Local Trial Template

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| Caru Cymru Local Trial Template | | |
| Local authority: | Monmouthshire County Council (MCC) | |
| Project title: | Residential area litter hotspots | |
| Issue addressed: | Litter – Alleyway from Park Crescent to Ysguborwen | |
| Brief outline: | <p>Following data gathering by Keep Abergavenny Tidy (KAT), problem areas were identified that could be tackled in partnership with local town and county councils and Keep Wales Tidy (KWT).</p> <p>One area identified was an alleyway between Park Crescent and Ysguborwen in the Park and Lansdown wards. Options considered for interventions were centred on improving the infrastructure: bin provision and altering fences and hedges etc to prevent litter being trapped. Partners involved were KAT, Monmouthshire County Council (MCC), Abergavenny Town Council (ATC). Case Study written by Tom Ward-Jackson of KWT, with many contributions from Angie Ash of Keep Abergavenny Tidy, who participated throughout.</p> | |
| Timescales: | Start Date: August 2022 | End Date: Oct 2022 |
| Project Outline | | |
| What is LEQ problem? | <ul style="list-style-type: none"> • Persistent and often heavy littering in the alleyway. • Litter is on the floor and trapped in the hedge and behind a dilapidated fence. • The littering appears to be worse in the alleyway, which is somewhat out of sight, than the roads at either end. • Local people using alleyway complain of litter, fear of using alleyway in restricted light. • Local litter pickers have noted the alleyway sometimes smells of urine. <p>Other factors:</p> <ul style="list-style-type: none"> • Outgrowing and overhanging hedges blocking streetlight and reducing visibility. • The condition and litter trapping effect of the broken barbed wire fence. • No litter bin in a radius of several hundred metres. • Graffiti on junction box and a short section of corrugated tin fence. | |
| Who is the target audience? | Public users of the alleyway | |
| Where will you run it? (+ What 3 Words location if possible) | Alleyway between Ysguborwen and Park Crescent- ///resources.oblige.magicallly  | |

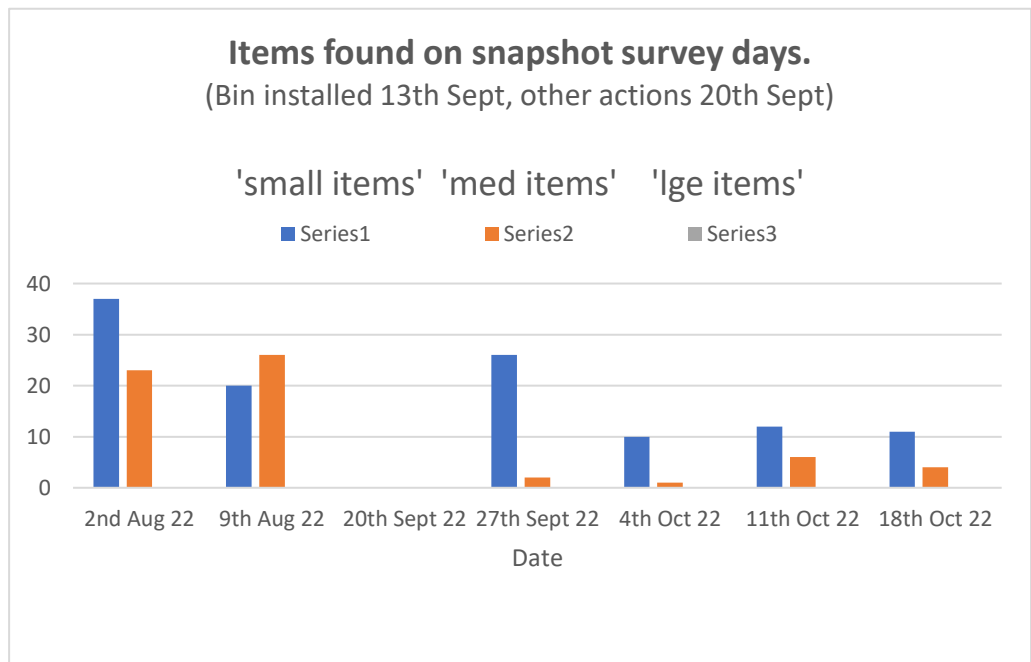
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| What is the intervention? | <p>The following actions took place aligned as far as possible with the monitoring schedule:</p> <ul style="list-style-type: none"> • MCC supplied and installed a litter bin in September 2022 in the middle of the alleyway by a metal railing chicane. • KWT and a KAT volunteer stencilled temporary [chalk] signage to highlight the presence of the new bin at either end of the alleyway ('bin this way', footprints, arrow). • KWT and a KAT volunteer also cleaned up as far as we were able under the hedge to create a better visual impression of the cleanliness of the alleyway. 15 bags of rubbish were removed. |
| What are you trying to measure? | <p>Reduction of litter Use of new litter bin</p> |
| Who will be involved? | <p>Keep Wales Tidy (KWT), Keep Abergavenny Tidy (KAT), Monmouthshire County Council (MCC), Abergavenny Town Council (ATC)</p> |
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| Monitoring and Evaluation | |
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| What monitoring is in place for the project? | <ul style="list-style-type: none"> • 6 weekly litter survey by KWT officer and KAT volunteers. <ul style="list-style-type: none"> ○ 2 pre litter bin related intervention surveys 26 August to 9 September. ○ 4 post litter bin related intervention surveys 27 September to 19 October. • Anecdotal comment on the cleanliness of the alleyway. <p>Several interventions took place that were not coordinated with the data collection. The extent to which these affected the results is, as such, unknown. The interventions were:</p> <ul style="list-style-type: none"> • Informal and uncoordinated cleansing by volunteers. • Uncoordinated cutting of hedges in survey areas and removal of redundant fencing (ownership and responsibility was initially unclear). |
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| Trial report | |
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| Headline results | <ul style="list-style-type: none"> • A new bin was installed in the middle of the alleyway. • Temporary stencilling was done on the pavement leading into the alleyway, and inn the alleyway itself to highlight the new bin. • Rubbish was cleared out as far as possible from under the hedge behind the fence (15 bags). • Subsequent littering was reduced. |



Data and outcomes (including any unexpected outcomes)

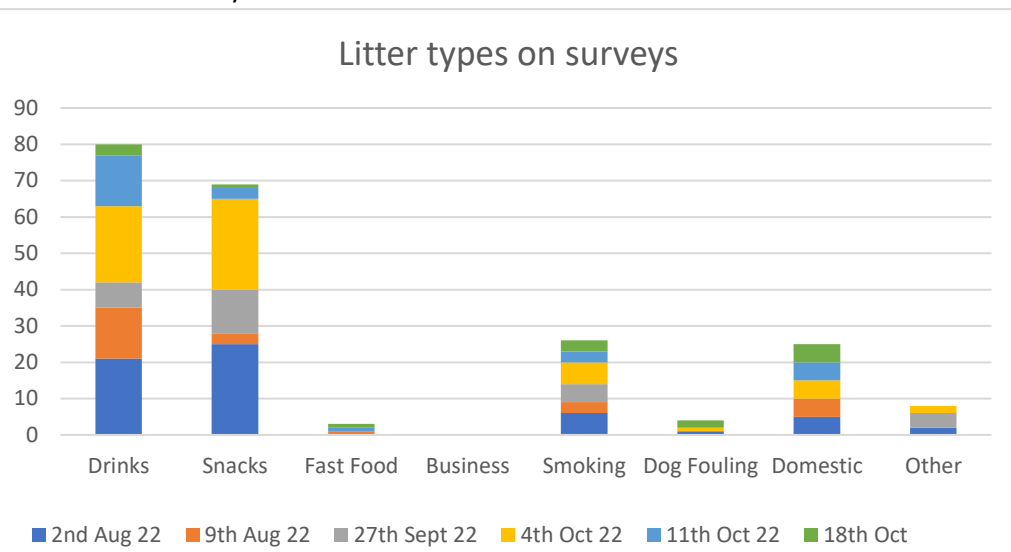
The snapshot surveys week by week found less rubbish on the ground after the litter bin was installed.

The bin was seen to be well used, so it is reasonable to conclude that the bin with the associated messaging was effective in diverting some of the rubbish from being dropped on the ground in the limited time period of one month following the installation of the bin.



The chart shows that there was less litter recorded after the interventions than before.

The most commonly found items were drinks and snack related especially in the pre intervention surveys.



There was an improvement to the amount of littering locally. This is likely to be linked to the installation of a litter bin and a thorough cleanse of the vicinity. However, the activity appeared to prompt further, informal, cleansing by members of the public, which may have contributed to less litter being recorded. In addition, the extent to which hedge and fence improvements may have impacted on people's propensity to litter is unknown.

Lessons

Keep Abergavenny Tidy succeeded in setting up a large partnership meeting with agencies, including several county council departments and town council. KAT identified hotspot areas for litter drop through their routine collection of data, recorded on Epicollect. These records were a powerful tool in demonstrating the scale of the problem and the impact of volunteers to the town and county council.

It was positive that the councils were responsive to the initiative in attending the initial meeting called by KAT and undertaking actions to deal with the issues. However, the difficulty in getting partners back together to plan interventions resulted in some inconsistency of delivery. From the outset, agreement should be sought for a shared understanding of the nature and conduct of a planned, methodical, systematic, and evaluated intervention; roles and responsibilities; the plan's sequencing, outcome measures etc. before any interventions start; communications *within* this partnership and the public.

Communication of the principles of conducting a trial needed to be clearer to the various parties. This was explained but perhaps needed more emphasis through several varied means of communication.

Reducing the scope of a trial could reduce the complications of coordinating the various possible interventions.

More engagement ahead of the trial was required to ensure we were in touch with all those that might have an interest or influence in the trial area, such as those it turned out were litter picking in the area.

The fact that the lane crossed local council ward boundaries complicated engagement with local councillors.

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| | <p>The difficulties in engaging particularly with the town council resulted in frustration and ultimately some upset for Keep Abergavenny Tidy volunteers, which has a negative effect on their working relationship.</p> <p>It is positive that there is a lot of good will in the town around litter picking and many people feel empowered to do it thanks in large part to the work of Keep Abergavenny Tidy.</p> <p>KAT has asked for a repeat survey in April 2023 to give a six-month follow-up of this intervention. This will allow longer term change to be monitored.</p> |
| <p>Opportunities</p> | <p>The links made between local organisations and analysis of the issues on the site can inform further activity in the long term. A lot has been learned in terms of partnership working. There is the opportunity and appetite to move on and develop new projects in the locality.</p> <p>Questions over ownership of the boundaries seem to have been resolved, which should make it easier for authorities to take action when there are problems.</p> |