



Caru Cymru Local Trial Template

Local authority:	Isle of Anglesey County Council	
Project title:	Pedal and Pick – Clearing litter from the rural lanes on Anglesey whilst on a cycle ride	
Issue addressed:	Fast food packaging from McDonald's, KFC, Costa etc are found in the remoter country lanes on Anglesey e.g. on national cycle routes and promoted cycle routes	
Brief outline:	To provide the means to collect above packaging whilst cycling – foldable litter picker, 90 litre trailer for bike and high vis vest.	
Timescales:	Start Date: Mid May 2022	End Date: End of June 2022
Project Outline		
What is LEQ problem?	Often you will come across fast food packaging strewn across the most remote parts of the Island, usually between 5 and 10 miles away from the nearest fast food outlet (Holyhead or Bangor). Too far away from habitation for Litter Champions to collect	
Who is the target audience?	Locals	
Where will you run it?	Along National Cycle routes 5 and 8 along with named trails including the Copper Trail. Possibly use a traffic free cycle route as a control?	
What is the intervention?		Purchase of small cycle trailers and foldable litter pickers and high vis vests.
What is the cost of intervention to KWT (including vat)?	Bike cargo trailer: 8 x cargo trailer - £673.13 HOMCOM Cargo Trailer Bike Stroller Garden Trolley W/Carrier Utility Luggage & Wheels Black supplied by Aosom Foldable litter pickers - Helping hand= £112.37 Hi vis vests = £94.38 Total = £879.88	
Who is procuring the intervention?	Keep Wales Tidy Project Officer – Gareth Evans	
What are you trying to measure?	Reduction of fast food litter, increased awareness of fast food litter on these country lanes.	
Who will be involved?	Gareth Evans, Keep Wales Tidy and Carys Roberts, IoACC Waste management team along with the cycling community on Anglesey.	

Monitoring and Evaluation	
What monitoring is in place for the project?	<p>Use of Epicollect to initially survey the agreed routes followed by survey of litter collected specifically monitoring the agreed fast food types.</p> <p>The agreed cyclists would download Epicollect app and record during their rides. Aim for 2 peddle and picks per cyclists per month.</p>
Trial report	
Headline results	<p>Approx.60% of the litter collected was on-the-go food litter (bottles, cans, sandwich cases) with 90 takeaway items.</p> <p>Numerous brands were found including McDonald’s, Costa, Starbucks, Burger King and KFC.</p> <p>Most prevalent was drinks containers and McDonald’s litter.</p> <p>The other 40% was general household waste – possibly from recycling wagons.</p>
Data and outcomes	<p>30 miles of country lanes were litter picked as part of this trial. The area picked was in the Southeast of the Island. There were 11 recorded activities.</p> <p>1113 individual pieces of litter were picked: 643 takeaway litter and 490 household waste.</p>
Lessons	<p>Safety was a priority with this trial. As the trial was in narrow lanes, it was found that parking the bikes near gates and pull ins was the safest thing to do, then conduct a 50 metre walking litter pick before moving on. It was also found that it was easier with two people on bikes – 1 picking the litter and the other recording on Epicollect.</p> <div style="text-align: center;">  </div>
Comms	<p>Keep Wales Tidy news story</p> <p>North.Wales article</p> <p>Daily Post article</p> <p>Social media example</p>
Opportunities	<p>It is planned to continue this trial but in 4 separate areas in the North, South, West and East of the Island.</p> <p>This model could further enhance engagement opportunities with cycling / activity groups.</p>