

Caru Cymru Local Trial Template

Local Authority:	Ceredigion	
Project Title:	Clean Up Station Boards	
Issue addressed:	Litter on beaches.	
Brief outline:	Trial effectiveness of clean up station boards on Ceredigion beaches, and whether they are positioned in areas of greatest need.	
Timescales:	Start Date: 29/10/22	End Date: 5/10/22
Project Outline		
What is LEQ problem?	Litter on beach and foreshore	
Who is the target audience?	Public	
Where will you run it?	Llangrannog, traeth y Pentref ///collides.picnic.handsets	
What is the intervention?	Beach Cleaning board with litter picker and bags	
What is the cost of intervention to KWT (exact amount including vat)?	Boards are already in place after being purchased by The Beach Hut restaurant and take away and the Pentre Arms Hotel. Litter pickers and bags provided by KWT officer.	
Who is procuring intervention?	n/a	
What are you trying to measure?	Effectiveness of cleaning stations, including location. Reduction in litter. Reduction in Littering. Use of station. Quantity of waste collected. Public perception.	
Who will be involved?	KWT volunteers from Llangrannog Welfare Committee and staff from the Beach Hut	
Monitoring and Evaluation		
What monitoring is in place for the project?	Litter quantities and source of litter, use of board and where the individuals are from.	
Trial report		
Headline results	<p>Staff from the Beach Hut and volunteers from Llangrannog Welfare Committee monitored the usage of the 2-minute beach clean board in the village during October half term.</p> <p>Volunteers spoke to the individuals using the board, initially sharing information on the trial, then asking them where they were from and why they were using the beach clean board. They also enquired whether the board was situated in a suitable location.</p> <p>The volunteers weighed the litter, which was collected in second hand plastic shopping bags (provided on the board) and tried to find its source. During the trial, volunteers stored the collected waste in the village bin compound before disposing of it in the appropriate recycling bins once the trial had ended.</p>	

<p>Data and outcomes</p>	<p>During the trial the board was used on 38 occasions; 30 times by people visiting the area and 8 by locals.</p> <p>3 full big bags, weighing 15.1kg in total was collected from the beach.</p> <p>Analysis showed:</p> <ul style="list-style-type: none"> - 50% of the waste was food/drink waste from individuals and businesses. - 40% of waste was from the fishing and agricultural industry. - 10% miscellaneous. <p>The board was used far more by visitors to the area than by local residents.</p>
<p>Lessons</p>	<p>The board is used much more than was first thought and needs to be restocked regularly. More readily available beach cleaning equipment should be available at the beach throughout the year, and visible on every beach entrance.</p> <p>The board creates a great deal of interest, but many people pose by the board for a photo/social media post and then return the equipment without participating in a any kind of clean up.</p>
<p>Opportunities</p>	<p>Awareness raising. Even if individuals are only using the board for photos or social media, it is raising awareness about the marine and beach litter problem.</p> <p>Individuals are eager to “do their bit” when visiting the beach but need sufficient and easily located equipment to be able to participate.</p>