

Caru Cymru Local Trial

Local authority:	Conwy County Borough Council	
Project title:	Caru Cymru – Local project – Betws y Coed	
Issue addressed:	Visitor litter at local beauty spot	
Brief outline:	To undertake a messaging campaign to reduce litter from visitors and tourists gathering alongside the river Conwy. The messaging will also alert visitors that the area is looked after by local volunteers.	
Timescales:	Start Date: Spring 2022	End Date: Autumn 2022

Project Outline

What is LEQ problem?	Littering of cans, food and disposable BBQs in popular visitor areas of Betws y Coed. Awareness campaign with messaging to be run along the banks of the river Conwy where visitors picnic and BBQ in the Spring/ Summer months. The areas identified however do get visitors all year round but not as many in the winter months.	
Who is the target audience?	Tourists / visitors who take a walk and picnic.	
Where will you run it?	Hotspots along the banks of the River Conwy in Betws y Coed. Two signs opposite car park by Pont Pair and one at the end of the boardwalk where there are picnic benches.	
What is the intervention?	Messaging campaign using the Caru Cymru bilingual signage to focus on the agreed areas that have issues with food related litter. The trial period will run on with signage remaining in situ until the group decide to move them to other areas down the river. Involvement by local council and NRW ensures support in the messaging.	
What is the gross cost of intervention to KWT (including vat, delivery)?	£65 for sign printing.	
Who is procuring the intervention?	Guto Williams (KWT) procured the design and delivery of signage.	
What are you trying to measure?	We are trying to measure a shift in attitude to leaving litter at some of the most beautiful areas in Wales. Visitors come to these places for the sole reason to be in nature and experience the natural beauty. By strategically placing the signage we hope to alert people the importance of taking picnic litter home or to the nearest bin.	
Who will be involved?	Gwyl Roche – KWT / Cllr Liz Roberts – Elected Local Member and the Betws Scout Group	

Monitoring and Evaluation

What monitoring is in place for the project?	Three litter picks held throughout the trial period with figures kept by the leader of the scout group.	
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Trial report

Headline results

Anecdotal feedback is that there seems to be a reduction in picnic litter, with the signs re-enforcing a positive message.



It would be good to see if this continues into the summer months.

Data and outcomes

18 volunteers did 3 sessions litter picking and collected 12 bags of litter.



Lessons

With different areas of Betws y Coed being managed by different agencies it is important to include all partners at every stage, this can sometimes hold up certain elements when deadlines are looming.

Opportunities

Conwy Council have secured funding to develop the Pont Pair bridge area adding picnic benches and permanent bins. Conwy are open to the idea of bin wraps to promote positive messaging on taking food related litter home or to the nearest bin.