


Caru Cymru Local Trial	
Local Authority:	Monmouthshire
Project Title:	Litter prevention signage designed by Monmouth school children
Issue addressed:	<i>Litter near schools</i>
Brief outline:	Anti-litter signage campaign with two schools using posters from a competition organised by Monmouth Litter Group.
Timescales:	Start Date: 18 May 2023 End Date: 11 July 2023
Project Outline	
What is LEQ problem?	<i>Littering in the wider Monmouth area including near to schools</i>
Who is the target audience?	<i>Local residents and users of the school.</i>
Where will you run it? (+ What 3 Words location if possible)	<i>Raglan School. Community Car park - ///ribcage.notch.revealing Kymin View School. School frontage - ///tripling.tripods.arching</i>
What is the intervention?	<p>Engaging with pupils from two schools near Monmouth on an anti-litter signage campaign. Signage was created using winning posters from a competition organised by Monmouth Litter Group involving 6 primary schools in the area. 12x A3 di-bond signs were printed with 2 designs from each school that entered. Mounting rails were attached and the posters were installed by or near the schools participating in the trial.</p> 
What is the gross cost of intervention to KWT (including vat, postage etc)? <i>Add links if possible</i>	<p>Mileage and admin time of Monmouthshire officer. Signage printed on di-bond. 12x A3 signs - £288 Fittings for signage. £103.38 rail, clips and adhesive. £19.37 bolts and metal strips. Some bolts reused from previous trial. Metal strips salvaged from scrap materials. Monmouth Litter Group incurred costs including printing and book token prizes as well as volunteer time.</p>
Who is procuring the intervention?	Signage and fittings procured by Keep Wales Tidy.
What are you trying to measure?	Reduction in litter Attitudes by school children
Who will be involved?	Keep Wales Tidy project officer, local authority officer, Monmouth Litter Group volunteers, Pupils from Raglan CiW School and Kymin View School. Wyesham Wombles.
Monitoring and Evaluation	

What monitoring is in place for the project?	Working with the schools and Monmouth Litter Group volunteers, the aim is for two pre-intervention and four post-intervention surveys per area. Litter to be surveyed by size and type with full involvement of the pupils. Initial surveys were attended by the Keep Wales Tidy project Officer to demonstrate the method, then the schools led the surveys.
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Trial report

Headline results	<p>It was possible to see a reduction overall in the litter dropped at both school locations following the installation of the signage.</p> <p>The signage was well received and there was a reported greater awareness and sensitivity to the litter issue among school pupils and in the community.</p> <p>Link to project photos on Flickr: https://flic.kr/s/aHBqjAH7Ch</p>
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Data and outcomes (including any unexpected outcomes)	<p>The data shows a slight reduction in litter after the installation of the signage.</p> <p>Raglan Sch (left), Kymin View Sch (right)</p> <div style="display: flex; justify-content: space-around;"> <div data-bbox="491 763 954 1447"> <p style="text-align: center;">Total Number of items each survey- Blue before and Orange after intervention</p> <table border="1"> <thead> <tr> <th>Date</th> <th>Before (Blue)</th> <th>After (Orange)</th> </tr> </thead> <tbody> <tr><td>18th May 23</td><td>51</td><td>-</td></tr> <tr><td>25th May 23</td><td>48</td><td>-</td></tr> <tr><td>8th June 23</td><td>57</td><td>-</td></tr> <tr><td>15th June 23</td><td>-</td><td>52</td></tr> <tr><td>22nd Jun 23</td><td>-</td><td>21</td></tr> <tr><td>29th Jun 23</td><td>-</td><td>-</td></tr> <tr><td>6th Jul 23</td><td>-</td><td>36</td></tr> </tbody> </table> </div> <div data-bbox="978 763 1425 1447"> <p style="text-align: center;">Total Number of items each survey- Blue before and Orange after intervention</p> <table border="1"> <thead> <tr> <th>Date</th> <th>Before (Blue)</th> <th>After (Orange)</th> </tr> </thead> <tbody> <tr><td>6th Jun 23</td><td>145</td><td>-</td></tr> <tr><td>13th Jun 23</td><td>42</td><td>-</td></tr> <tr><td>20th Jun 23</td><td>-</td><td>25</td></tr> <tr><td>27th June 23</td><td>-</td><td>28</td></tr> <tr><td>4th July 23</td><td>-</td><td>27</td></tr> <tr><td>11th July 23</td><td>-</td><td>33</td></tr> </tbody> </table> </div> </div> <p>See appendix for more data.</p> <p>The whole project starting from the engagement by Monmouth Litter Group with the six schools in the competition. Further engagement of pupils then followed from two schools by participating in the surveys and considering the issue and the value to the community in encouraging people to do the right thing.</p> <p><i>“I think pupils minds have changed from part of it, because they saw that younger children and children in the school care about their environment. And they want the next generation to be nice and clean and healthy.”</i> Kymin View pupils.</p> <p>The children strongly agreed it made a difference that some signs had come from the school.</p> <p><i>“I think it made people think because the children had taken the time to try to make them stop it [dropping litter].”</i> Kymin View pupil.</p>	Date	Before (Blue)	After (Orange)	18th May 23	51	-	25th May 23	48	-	8th June 23	57	-	15th June 23	-	52	22nd Jun 23	-	21	29th Jun 23	-	-	6th Jul 23	-	36	Date	Before (Blue)	After (Orange)	6th Jun 23	145	-	13th Jun 23	42	-	20th Jun 23	-	25	27th June 23	-	28	4th July 23	-	27	11th July 23	-	33
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"It's definitely made a difference. Now I struggle to find pieces of litter." Kymin View pupil.

"When I go out with my friends you see people going to use the litter bins." Kymin View pupil.

The production of the good quality signage from the children's designs was a great validation of their efforts and their views on the issue. The creators of the chosen posters were very proud to see their work printed up and being used.

"I'm happy to see the signs go up and for the people who won the competition." Kymin View pupil.

"The children designing the posters had better impact because the children had ownership on what they wanted to do in the community. They had identified litter as being a problem in the area. Although we were doing litter picks they weren't mindful of litter being dropped. The winners posters went up in the community and the children really enjoyed this because they've seen their work had a purpose. Therefore they're encouraging their parents and people within the community to look at the posters." Lindsey Vernon, teacher at Kymin View School



"Thanks for all of your support, it' helped to make it much more meaningful for the schools as well as the benefits of permanent posters." Sarah from Monmouth Litter Group.

"Our Eco committee has done video and put it up on 'dojo' to explain that we were doing the litter picks, that we did the posters and as a result that we've seen a decrease in litter." Lindsey Vernon, Kymin View teacher

"We knew that littering was bad before we started the poster campaign but now we have a better understanding of why it's bad and how much litter picking and not littering can help an environment." – Lizzy, Raglan CiW School

"Being part of the campaign and litter picking was fun and it meant we were doing something helpful and good for where we live." – Erin, Raglan CiW School

"I like being an Eco Warrior and litter picking because it's good for the environment." Raglan CiW School pupil

"The poster competition was widely supported by our whole school and the winning designs were thoughtful and eye-catching. The posters are recognisable in the community as being designed and created by school children and I think this sends an emotional and clear message to people about littering and how the children are anti-litter. Being part of the anti-litter campaign, has also supported

the children in contributing to the wider community.” – Mrs Jenkins, Raglan CiW School

Comms

A press release from Monmouth Litter Group was issued in June 23 to the Monmouth Beacon.

Tweet from Kymin View

https://twitter.com/kymin_view/status/1663453778555576320?s=20



[Love monmouth hate litter facebook poster comp post.](#)

[Love monmouth hate litter facebook poster comp post 2.](#)

Lessons

Giving responsibility of large parts of the project such as poster design and surveying to the children and supporting that with resources and guidance meant the overall impact on the pupils was greater. They did a brilliant job!

Though arguably it was trickier to get consistent results It was brilliant from an engagement point of view for the school pupils to do most of the surveying.

For consistency it would have been useful to fit the surveying process into one half term and avoid half term holiday and end of year. It was still possible to get a picture of the littering happening, though.

Opportunities

For other litter groups in other towns to use a similar method to run a competition and make use of the results to influence behaviour.

After the trial with the two schools the signage will be returned to each school that designed the posters. Two for each of the six that entered the competition. They will be able to use this signage at their own schools. They could be supplied with a plan and template to conduct surveying of their own.

Appendix

Survey data

Kymin View - All items by type

	6th Jun 23	13th Jun 23	20th Jun 23	27th June 23	4th July 23	11th July 23
	Totals	Totals		Totals	Totals	Totals
Drinks	5	4	2	4	2	2
Snacks	71	23	16	15	15	22
Fast Food	3	2	0	0	0	0
Business	10	3	3	4	0	0
Smoking	26	5	2	2	5	3
Dog Fouling	1	0	0	0	0	0
Domestic	16	5	2	3	3	6
Other	12	0	0	0	2	0
ALL	144	42	25	28	27	33

Kymin View - Items by size

	Small	Medium	Large	Total
6th Jun	131	13	0	144
13th Jun	35	4	3	42
20th Jun	17	5	3	25
27th June	27	1	0	28
4th July	17	5	5	27
11th July	30	3	0	33

Raglan CiW School- Items by type

	18th May 23	25th May 23	8th June 23	15th June 23	22nd Jun 23	29th Jun 23	6th Jul 23
	Totals	Totals	Totals	Totals	Totals	Totals	
Drinks	2	3	6	5	2	0	2
Snacks	7	11	9	17	5	0	7
Fast Food	1	0	6	3	2	0	0
Business	3	5	1	6	0	0	1
Smoking	24	14	20	5	6	0	15
Dog Fouling	1	2	1	0	0	0	0
Domestic	8	5	1	16	5	0	6
Other	5	8	13	0	1	0	5

Raglan CiW School- Items by size

18th May	39	9	3	51
25th May	28	17	3	48
8th June	48	6	3	57
15th June	33	15	4	52
22nd Jun	17	4	0	21
6th Jul	35	1	0	36