

Caru Cymru Local Trial Template

Local Authority:	Bridgend County Borough Council (BCBC)	
Project Title:	Alien bins	
Issue addressed:	Negativity and misunderstanding around newly installed solar bins	
Brief outline:	Promotion of new solar power bins installed across Porthcawl	
Timescales:	Start Date: May 2022	End Date: June 2022
Project Outline		
What is LEQ problem?	BCBC has recently introduced a trial of solar bins in Porthcawl purchased with a capital grant provided by Caru Cymru. The trial has been promoted through the council's media channels but this has generated a lot of mixed feedback from residents and visitors to the area. The council has also recently entered a contract with Derwen where a percentage of the litter waste will be recycled. Bin users are unaware of this.	
Who is the target audience?	Residents and visitors	
Where will you run it? (+ What 3 Words location if possible)	Porthcawl 37 Esplanade, Porthcawl CF36 3YR, UK 15 Eastern Promenade, Porthcawl CF36 3XA, UK 13 Rest Bay Cl, Porthcawl CF36 3UN, UK 4 West Dr, Porthcawl CF36 3LT, UK Griffin Park, Porthcawl CF36 5TS, UK	
What is the intervention?	Wrapping of each bin in a different alien design with information on how to use the bin and recycling to reduce negativity, raise awareness and encourage their use. Following completion of the trial, a competition was run with local schools for pupils to name the bins.	
What is the gross cost of intervention to KWT (including vat, postage etc)? <i>Add links if possible</i>	Illustrator Emily Hilditch (https://emilyhilditch.com/) charged £250 per bin design. Total cost of 5 bins = £1,250. Laminates were printed by Harris Printers in Porthcawl https://harrisprinters.co.uk/ x 5 Bins = £903.60 including VAT including installation.	



Who is procuring the intervention?
Please code PO to nominal 5075
 Pam Bacon, Keep Wales Tidy

What are you trying to measure?
 Whether the wrapping of the bins increased usage.

Who will be involved?
 Karen Lewis (KWT Comms), Pam Bacon (KWT Regional Manager), Brian Jones (KWT Project Officer), Angela Tozer & Sophie Dimmery (BBCC) and local schools in Porthcawl

Monitoring and Evaluation

Note: Please email policy lead if support is needed with this element

What monitoring is in place for the project?
 Monitoring pre and post installation was taken from the reports generated by the bin technology – number of throw ins by the public chosen to determine usage.

Trial report

Headline results
 There was a slight improvement seen in the number of ‘thrown-ins’ following the branding and promotion.

Data and outcomes (including any unexpected outcomes)
 The table below show the number of litter throw-ins by members of the public and the footfall numbers for Porthcawl, pre -bin wrapping and 4week pre- data (purple), the 2-week monitoring only (blue) period and promotion (green) period:

Date of Report		Location	Throw in's	Footfall
Date from:	28/02/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK		40212
Date to:	06/03/2022	Griffin Park, Porthcawl CF36 5TS, UK	8	
		4 West Dr, Porthcawl CF36 3LT, UK	22	
		37 Esplanade, Porthcawl CF36 3YR, UK	13	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	6	
		Total	49	

Date from:	07/03/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK		40212
Date to:	13/03/2022	Griffin Park, Porthcawl CF36 5TS, UK	4	
		4 West Dr, Porthcawl CF36 3LT, UK	18	
		37 Esplanade, Porthcawl CF36 3YR, UK	11	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	0	
		Total	33	
Date from:	14/03/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	6	64929
Date to:	20/03/2022	Griffin Park, Porthcawl CF36 5TS, UK	3	
		4 West Dr, Porthcawl CF36 3LT, UK	49	
		37 Esplanade, Porthcawl CF36 3YR, UK	29	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	3	
		Total	90	
Date from:	21/03/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	19	51439
Date to:	27/03/2022	Griffin Park, Porthcawl CF36 5TS, UK	5	
		4 West Dr, Porthcawl CF36 3LT, UK	0	
		37 Esplanade, Porthcawl CF36 3YR, UK	27	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	12	
		Total	63	
Date from:	28/03/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	8	48757
Date to:	03/04/2022	Griffin Park, Porthcawl CF36 5TS, UK	6	
		4 West Dr, Porthcawl CF36 3LT, UK	32	
		37 Esplanade, Porthcawl CF36 3YR, UK	16	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	3	
		Total	65	
Date from:	04/04/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	10	65286
Date to:	10/04/2022	Griffin Park, Porthcawl CF36 5TS, UK	6	
		4 West Dr, Porthcawl CF36 3LT, UK	23	
		37 Esplanade, Porthcawl CF36 3YR, UK	11	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	2	
		Total	52	
Date from:	11/04/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	30	63795
Date to:	17/04/2022	Griffin Park, Porthcawl CF36 5TS, UK	26	
		4 West Dr, Porthcawl CF36 3LT, UK	122	
		37 Esplanade, Porthcawl CF36 3YR, UK	40	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	87	
		Total	305	
Date from:	18/04/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	43	60328
Date to:	24/04/2022	Griffin Park, Porthcawl CF36 5TS, UK	6	
		4 West Dr, Porthcawl CF36 3LT, UK	127	
		37 Esplanade, Porthcawl CF36 3YR, UK	37	
		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	54	

		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	267	
Date from:	25/04/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	14	56216
Date to:	01/05/2022	Griffin Park, Porthcawl CF36 5TS, UK	24	
		4 West Dr, Porthcawl CF36 3LT, UK	89	
Monitoring period		37 Esplanade, Porthcawl CF36 3YR, UK	77	
no promotion		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	43	
		Total	247	
Date from:	02/05/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	46	55727
Date to:	08/05/2022	Griffin Park, Porthcawl CF36 5TS, UK	14	
		4 West Dr, Porthcawl CF36 3LT, UK	66	
Monitoring period		37 Esplanade, Porthcawl CF36 3YR, UK	101	
no promotion		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	47	
		Total	274	
Date from:	09/05/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	38	56400
Date to:	15/05/2022	Griffin Park, Porthcawl CF36 5TS, UK	30	
		4 West Dr, Porthcawl CF36 3LT, UK	46	
Promotion Campaign		37 Esplanade, Porthcawl CF36 3YR, UK	66	
running		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	22	
		Total	202	
Date from:	16/05/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	28	56231
Date to:	22/05/2022	Griffin Park, Porthcawl CF36 5TS, UK	10	
		4 West Dr, Porthcawl CF36 3LT, UK	26	
Promotion Campaign		37 Esplanade, Porthcawl CF36 3YR, UK	72	
running		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	23	
		Total	159	
Date from:	23/05/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	27	72345
Date to:	29/05/2022	Griffin Park, Porthcawl CF36 5TS, UK	8	
		4 West Dr, Porthcawl CF36 3LT, UK	77	
Promotion Campaign		37 Esplanade, Porthcawl CF36 3YR, UK	45	
running		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	23	
		Total	180	
Date from:	29/05/2022	15 Eastern Promenade, Porthcawl CF36 3XA, UK	46	52882
Date to:	05/06/2022	Griffin Park, Porthcawl CF36 5TS, UK	32	
		4 West Dr, Porthcawl CF36 3LT, UK	69	
Promotion Campaign		37 Esplanade, Porthcawl CF36 3YR, UK	96	
running		13 Rest Bay Cl, Porthcawl CF36 3UN, UK	78	
		Total	321	

The table above shows that the number of throw-ins increased by the end of the promotional period to 321 with a footfall of 52, 882 compared to the pre-installation period 267 with a footfall of 60,328.

Periods compared:		
Period	Average Throw-ins pre week	Average footfall per week
4week Pre- installation (Purple)	172.25	59541.50
4week Post – installation (green)	215.50	59464.50

The table above shows a slight increase of 43.25 throw ins per week post Alien Bin wrapping installation compared to pre-installation.

Lessons

Promotional activities were run on social media and appeared in paid for local publications. However, social media did produce negative comments but also some questions. The negative comments mainly related to choosing Porthcawl for the trial and criticising the costs. The questions related to the bin’s technology and use of data which allowed the council to further explain the rationale behind the trial and promote the recycling of litter too, providing an excellent opportunity to educate residents.

Opportunities

After completion of the trial, the following schools were invited to take part in the competition to name an alien bin:

- West Park Primary School – Purple Bin, Rest Bay
- Newton Primary School – Pink Bin, West Drive
- Porthcawl Primary School – Light Blue Bin, Eastern Promenade
- Nottage Primary School – Yellow Bin, Esplanade
- Corneli Primary School – Dark Blue Bin, Griffin Park

Unfortunately, Porthcawl Primary and Nottage Primary were unable to take part so Ysgol y Ferch O’Sgêr and Afon Y Felin Primary Schools were chosen as replacements. This caused a delay to the deadline for the name submissions meaning it was not possible to announce the winning names before the summer break. The winning names chosen by The Mayor are as follows:

- West Park Primary School – ‘Ziggy’ Purple Bin, Rest Bay
- Newton Primary School – ‘Solar Squish’ Pink Bin, West Drive
- Afon Y Felin Primary School – ‘Comet the Space Bin’ Light Blue Bin, Eastern Promenade
- Ysgol y Ferch O’Sgêr – ‘Y Bin Hudol’ Yellow Bin, Esplanade
- Corneli Primary School – ‘Solar Muncher’ Dark Blue Bin, Griffin Park

Stickers of the names with the winning school’s name were made and added to the bins. Arrangements were then made for the schools to be presented with a certificate and have a photograph with The Mayor at Rest Bay on Wednesday 12 October.

Representatives from each Eco Club attended with their teacher. Corneli Primary were unable to attend on the day and 2 members of the project team visited the school to talk about the project in the school assembly and give out their certificate.