

## Caru Cymru Local Trial Template

<b>Local authority:</b>	Rhondda Cynon Taf	
<b>Project Title:</b>	Fernhill social housing estate	
<b>Issue addressed:</b>	Household recycling	
<b>Brief outline:</b>	Litter, incorrectly presented household waste, fly-tipped bulky items, recycling	
<b>Timescales:</b>	<b>Start Date: September 2021</b>	<b>End Date: February 2022</b>
<b>Project Outline</b>		
<b>What is LEQ problem?</b>	Residents not using council recycling services for household waste collection	
<b>Who is the target audience?</b>	Residents of the estate	
<b>Where will you run it?</b>	Fernhill, Mountain Ash	
<b>What is the intervention?</b>	To encourage residents on a housing association estate to recycle household waste and stop fly tipping.	
<b>What is the gross cost of intervention to KWT (including vat, delivery)?</b>	£722.35 for 2 bins.	
<b>What are you trying to measure?</b>	Increase in recycling of household waste.	
<b>Who will be involved?</b>	Maria Toogood Keep Wales Tidy and Nick Harries from local authority.	
<b>Monitoring and Evaluation</b>		
<b>What monitoring is in place for the project?</b>	Local authority to measure recycling before trial begins, periodically throughout the trial period and afterwards. Survey of residents' attitudes to recycling and surrounding issues to be carried out by Maria at specific points throughout the trial period.	
<b>Trial report</b>		
<b>Headline results</b>	No increase in recycling.	
<b>Data and outcomes (including any unexpected outcomes)</b>	At the start of the trial in September 2021 the housing estate was recycling 25% of its' household waste. By the end of the trial in February 2022 there was no increase in the amount of household waste being recycled.	
<b>Lessons</b>	<p>The largest issue was not having all partners on board at the start. The trial would have been more successful if the start had been delayed until all involved had been able to meet and work out a timetable of action and interventions.</p> <p>There had been a meeting of all partners prior to the start of the trial but that meeting had been to discuss the overall management of the site including vandalism and pest control and had not included the trial project. In the timeframe of the trial, no other partner meeting took place.</p> <p>There were difficulties in establishing joint working with staff from Trivallis, the housing association who manage the site, and there was limited involvement of the local councillor.</p>	

It was decided that instead of signs, two bins would be ordered. The bins had poster slots on the side for retrospective placement of posters.



The plan was to engage with the school on the housing estate through assemblies then pupils to design posters for use on the bins. These bins were delayed due to manufacturing problems and arrived after the trial closure date. That meant working with the school has been delayed far outside of the trial period.

During this trial period, the council provided one member of street cleansing who worked on the site dealing with the fly-tipping. Unfortunately, this seemed to have a negative effect with fly-tipping incidences increasing as residents were perhaps aware that fly-tipping would be removed free of charge with no penalties.

### **Opportunities**

One success was working with Social Farms and Gardens who were keen to become involved with re-establishing the allotments on the estate as a wider community engagement initiative. Although this was not completed during the trial period, the option is there for the future.

There is an ongoing opportunity to work with the local councillors and school to hold assemblies and have a poster competition. Posters can be added to the bins on an ongoing basis. This may encourage all those involved in managing this estate to instigate community engagement regarding recycling and environmental management.