

Caru Cymru Local Trial Template

Local Authority:	Wrexham	
Project Title:	Littering along country lane – QR code litter picking trail to tackle hotspot area.	
Issue addressed:	Littering along Afon Gwenfro, Caia Park, Wrexham	
Brief outline:	<p>Brief outline: A litter picking QR code trail will be put in place along the Afon Gwenfro walking trail in Wrexham.</p> <p>6 A2 signs will be put in place along the popular route, each sign will lead to the next, creating a narrative for litter pickers to follow with each sign linking to a QR code which provides stats about local wildlife in the area. This will be targeted at families with young children that would not normally maintain the area as well as highlighting that the area is cared for by local litter pickers. Walkers will be prompted to take part in a survey if they complete all 6 signs to be in with a chance to win a zero-waste shopping voucher.</p> <p>The trial will take place over six-weeks, which coincides with a busy period for littering in this area. The hope is that the area will see a steep increase in the maintenance by volunteers as well as reduction in littering by walkers and passers-by through awareness of the issue and an appreciation the trail itself.</p>	
+Timescales:	Start Date: September 2022	End Date: October 2022
Project Outline		
What is LEQ problem?	Littering from passers by along a popular walking route.	

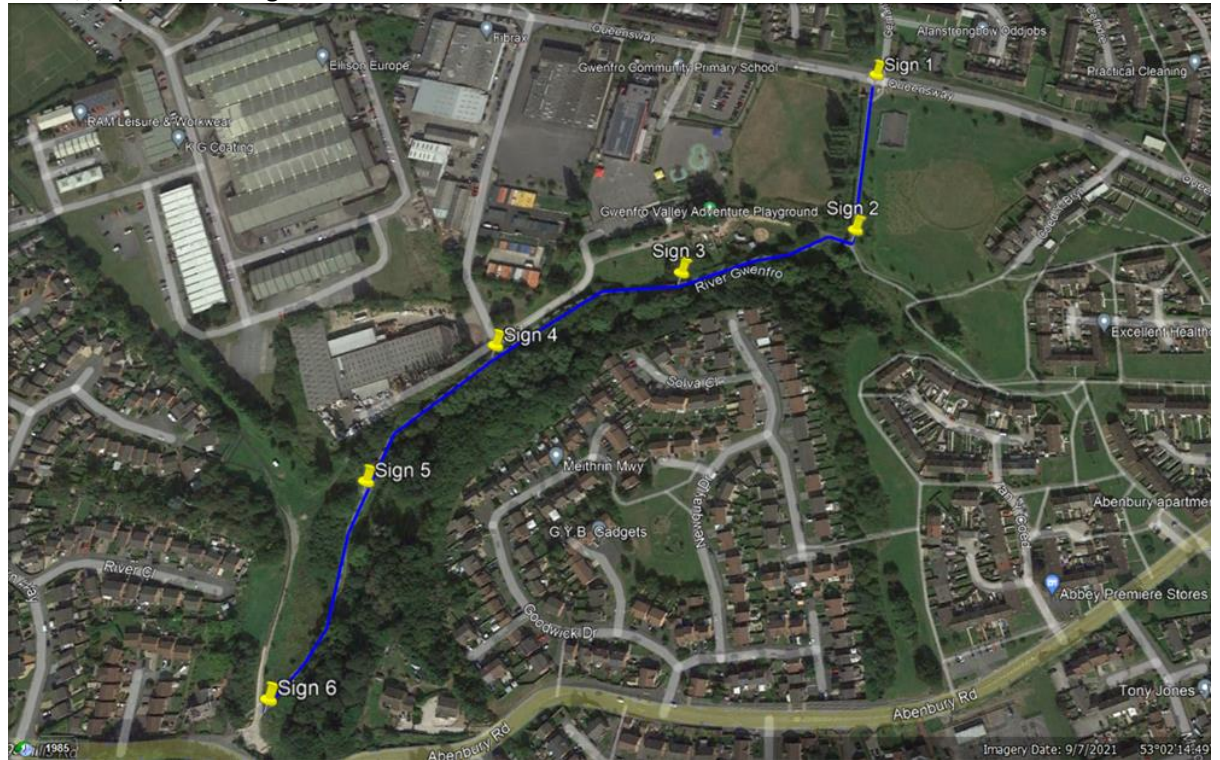
Who is the target audience?

Public



Where will you run it?

Wrexham's Afon Gwenfro route Caia Park (route start W3W/// cleanser.washed.dish - route finish W3W/// prove.ruffling.tells



What is the intervention?	6 A2 signs to include narrative QR code trail.
What is the gross cost of intervention to KWT (including vat, postage etc)?	Worldspan Creative agency to provide design and print for this trial. Total Net £474 Carriage <u>Total £474</u>
Who is procuring the intervention?	Keep Wales Tidy
What are you trying to measure?	We want to measure whether the intervention has an impact on local littering levels during the trail's duration.
Who will be involved?	Shane Hughes and Guto Williams are involved from Keep Wales Tidy and Emma Watson is involved from Wrexham CBC.
Monitoring and Evaluation	
What monitoring is in place for the project?	Weekly walk of trail, uptake of QR code and three large scale litter picks undertaken by Wrexham Litter Pickers
Trial report	
Headline results	Trial spanned two quarters. There were 33 downloads of the QR code information. Three extensive litter picks carried out by the voluntary group: Wrexham Litter Pickers.
Data and outcomes	Results below from three large litter picks undertaken by "Wrexham Litter Pickers" over the trial period, 33 downloads across the period <ul style="list-style-type: none"> • 19/9 – 6 bags • 27/9- 18 bags and 9 trolleys • 28/10 – 1 bag
Lessons	As two signs were vandalised any future trial would benefit from aluminium signs, rather than plastic. The vandalism interrupted the period that the intervention was in operation for and, therefore, the usefulness of the data collected. Running the trial over a longer period of time would allow for more meaningful data to be collected.
Opportunities	The QR codes were successful in prompting user engagement on the trail. The QR codes provided an opportunity to share locally relevant information with members of the public and recruit active volunteers.