

PROGRESS REPORT

Sponsor Name:	Keep Wales Tidy
Project Name:	Caru Cymru – Caring for Wales
Case ID:	82334
Claim Period:	1 st October– 31 st December 2022

- 1. Progress Report** - Summary of the project progress, activity and achievements to date, including any particular milestones or results achieved, and any unexpected challenges or delays and how they are to be overcome.

Support volunteer activity to help empower communities across Wales to tackle poor local environment quality issues in their area

Delivery: Establish network of Community Litter Picking Hubs;

Target = 200 hubs, 2,000 litter-picks. One third of hubs located in deprived areas

See Keep Wales Tidy's online map for locations of Litter Picking Hubs, opening hours and contact details. <https://keepwalestidy.cymru/caru-cymru/community-action/litter-picking-hubs/>

There are now **185** Keep Wales Tidy hubs open across Wales. Of these 71 (**38.3%**) are located in deprived areas (defined as being in the top 30% most overall deprived). Since the project started in October 2020, there have been **991** hub clean-ups undertaken.

From October to December 2022:

- 22 new hubs were set up by Keep Wales Tidy staff
- 74 litter picks supported by hubs (and data entered via Epicollect)
- 801 people took part
- 398 bags of rubbish were collected
- 116 bags of recycling were collected
- 2,930 volunteer hours were supported

In addition to this, there are also council-run hubs in some areas e.g. Cardiff.

We signposted volunteers to Litter Picking Hubs in our communications for Marine Cymru 2022.

Delivery: Support and Expand Network of volunteer Litter Champions;

Target = 20,000 clean-ups undertaken by champions.

Wellbeing and skills survey of 100 champions

New Litter Champions continue to be signed up, trained, and kitted out with equipment. There are **1,328** individual Litter Champions on the Keep Wales Tidy database, with many more champions being supported through local authority champion schemes. Project staff and partners support the work of champions across Wales and encourage them to report their clean-up activities via Epicollect.

Since October 2020, there have been 20,741 clean-ups undertaken by Keep Wales Tidy Litter Champions and 11,433 by council partner champions (Cardiff, Carmarthenshire and Blaenau Gwent)

– a total of **32,174**. Champions have spent **20,831** hours.

From October to December 2022:

- 17 new Keep Wales Tidy Champions inducted, trained and issued kit
- 2,431 clean ups conducted: Keep Wales Tidy Litter Champions (1,178), and 747 [Cardiff], and 104 [Carmarthenshire], and 402 in Blaenau Gwent.
- 175 distinct Keep Wales Tidy champions entered data via Epicollect, 28 in Carmarthenshire, 348 in Blaenau Gwent
- 5,515 total bags collected (2,067 by Keep Wales Tidy, and 2,228 [Cardiff] by council partner champions), 242 [Carmarthenshire], and 978 [Blaenau Gwent]
- 419 total bags of recycling were collected (313 Keep Wales Tidy, 8 [Cardiff] by council partner champions, 51 [Carmarthenshire], 47 [Blaenau Gwent])
- 3,619 total volunteer hours were spent (1,324 by Keep Wales Tidy, 1,660 [Cardiff] by council partner champions, 133 [Carmarthenshire], 502 [Blaenau Gwent])

The Litter Champion survey has been sent out and over 100 responses received. The results have been analysed. A full report is in appendix and has been supplied to Miller Research.

Litter Champion Survey - Results highlights:

- 124 responses
- 56% female / 44% male
- 92% of respondents said that litter picking made them feel useful
- 90% said it made them feel good about themselves.
- 71% stated that litter picking plays a role in them being more physically active.
- 88% said that they felt they were having a positive impact on their local area.
- Greater reported health outcomes were reported by those who had been a litter champion for over 1-3 years and those under 25.
- Newer champions particularly reported the additional benefits of meeting new people and encouraging them to access green spaces
- Over ½ respondents said that it encouraged them to get out and visit green spaces.

Litter issues:

- Fast food and drinks bottles were cited as the most problematic items by our litter champions and littering was understandably one of their biggest concerns in their local area (followed by dog fouling and then fly tipping).
- When asked their one wish for tackling litter – there was a variety of comments. 116 people listed their views with the majority around education, enforcement or plastic bans and deposit schemes.

Tackling Litter Wish – feedback examples:

- *Better dialogue with Transport for Wales to achieve clearance of litter from railway tracks and margins (especially around stations!)*
- *To encourage businesses to take more pride outside their premises especially food outlets. What happened to people making sure their pavements are washed regularly and kept litter free?*

- *I think if people were paid for each bag they fill more people would join up*
- *Points on their licence for the DRIVER of a vehicle dropping litter (photographic evidence is easy to obtain from dash cam). The excuse it wasn't me and blaming a passenger doesn't wash with me, the driver is responsible for passengers. Period!*
- *For the fishing industry to be taken to task about the stuff they just throw overboard*
- *Our local project officer used to regularly join us on picks, but in recent years their involvement has dropped. Would be great if they could join us more regularly again as we need more practical support on the ground.*
- *To be recognised as an ambassador.*

Support National volunteer activity to raise awareness and help communities tackle poor LEQ

Delivery: Co-ordinate National Clean up Campaigns;

Target = 800 clean-ups undertaken¹ involving 6,600 people.

Report per campaign to evidence impact

To date, **834 clean-ups** have taken place, involving **21,831** people.

The next national clean-up campaign will be Spring Clean Cymru. It will run from 17 March to 2 April 2023.

Undertake activities to empower communities, and develop a sense of pride and ownership as a prevention method to future LEQ problems

Delivery: Provide support to help facilitate volunteer action and long-term community ownership

Target = 300 community groups/organisations supported to improve LEQ

Target = 150,000 hours undertaken by volunteers to improve LEQ

Target = 2,500 green space improvement activities by community groups

Target = 60 new community groups established to adopt areas

Wellbeing and skills survey of 10 new groups

Group map included on KWT website so we can direct new volunteers and businesses to them (nb only independent, constituted groups can be included)

Since October 2020, 827 groups/organisations² have been supported to improve LEQ, 44,167 hours³ spent improving LEQ, 5,917 green space activities⁴ undertaken, and **60** new groups have been

¹ 4 campaigns with 200 clean-ups at each

² This includes groups/organisations insured by KWT, using Epicollect, hubs, organisations taking part in National Campaigns

³ Includes national clean ups, group activities, litter champions, hub clean-ups

⁴ Includes clean-ups, conservation, access, INNS activities undertaken by community groups, but does not include litter champions

established.

From October to December 2022:

- 1 new community group was established
- 272 groups/organisations have been supported to improve LEQ. This includes 86 distinct groups entered data via Epicollect
- 482 total green space improvement activities by community groups; 444 by Keep Wales Tidy, and 38 [Carmarthenshire]
- 2,306 total people took part [182 in Carmarthenshire]
- 2,060 total bags of rubbish were collected; 1,592 by Keep Wales Tidy, 468 [Carmarthenshire]
- 303 total bags of recycling were collected; 271 by Keep Wales Tidy, 32 [Carmarthenshire]
- 7,032 total volunteer hours were spent; 6,617 by Keep Wales Tidy, 415 [Carmarthenshire]

A survey of community groups who have been formed during this reporting period has been conducted and analysed. A full report is in appendix and has been supplied to Miller Research.

New Groups - Results highlights:

- ALL groups said it made them feel more connected to their community.
- ALL groups agreed it made them feel more connected to their local environment and wildlife.
- 66% said they had learned new skills
- 75% said they gained a new interest or hobby
- 60% said there was a stronger sense of community in their local area.
- 83% said it made them feel healthier
- 75% said it encouraged them to visit green spaces.
- 83% said that it encouraged them to be more physically active.
- 75% said that it had had a positive impact on their physical health
- 83% said that it had had a positive impact on their mental health.
- ALL groups said it had encouraged them to meet new people.

Comments received included:

- *"It has helped my Mental Health"*
- *"I believe our community is becoming more resilient as a result"*
- *"The roads and park areas are much tidier and people have noticed in the local community end of grateful"*
- *"Having our community allotment has given us a purpose, we are all involved and are learning new skills."*
- *"More are getting involved"*

Keep Wales Tidy officers and council partners continue to support community group activity to improve LEQ. Some examples this quarter include:

Powys – Numerous community groups and organisations were supported throughout Powys in Q3. This involved providing litter picking equipment (to Montgomeryshire Wildlife Trust, Pont Hafren and Game Change Project), advice on H&S (to Llangynidr community council), Epicollect refresher training (to Montgomeryshire Wildlife Trust, Pont Hafren in Welshpool, and Gardd Bro Dyfi), project advice (to Hanging Gardens regarding waste reduction), and practical support (Newtown Town Council held a week-long campaign in Oct, with KWT & PCC support).

Merthyr – The Keep Wales Tidy project officer has been working with Cwm Taf Nature Network to improve green space in the area. In November a litter pick and bulb planting event took place with 27 children from Gwaunfarren Primary School.

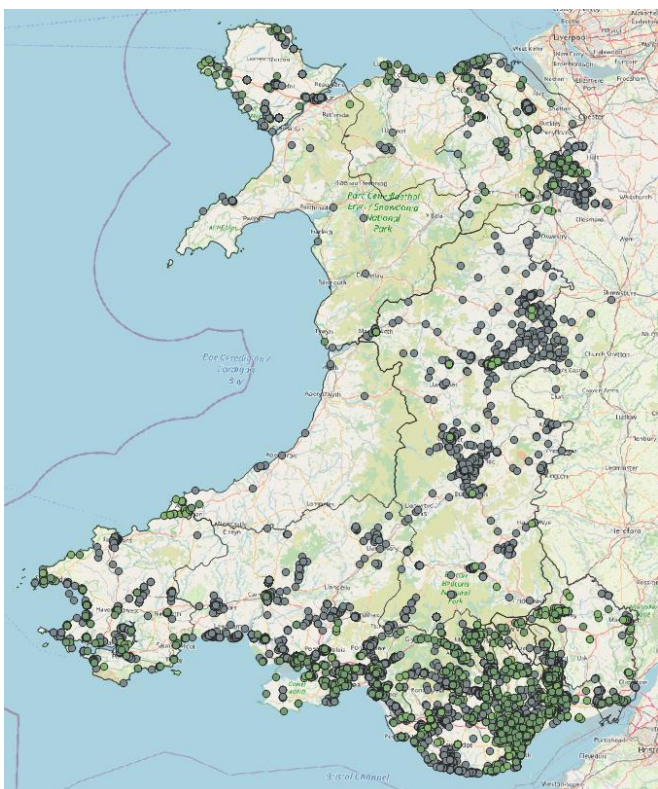
Caerphilly – Young people at the Innovate Project in Aberbargoed took part in the Bag it, Bin it' campaign with a stencil spraying activity at local playing fields to prevent and raise awareness of dog fouling. They signed up as litter free zone too so will be carrying out litter picks in their area in the future.

Blaenau Gwent – Blaenau Gwent council are working with probation services to improve local areas. Since Victoria Festival Park shut down a few years ago it has become littered and unsightly. The probation service are working with the council and a local community group to keep the area clean and tidy until future redevelopment happens.

RCT – A partnership event took place between RCT CBC, Newydd Housing and Keep Wales Tidy to tackle household flytipping and litter problems at Rhos Dyfed a small housing estate managed by Newydd Housing. A team of 12 people cleared the problem areas and engaged with residents to raise awareness of the issues. RCT street cleansing disposed of one tonne of contaminated waste and one tonne of waste which was to be sorted at the recycling centre.

Whilst we can accurately capture data submitted by groups who use Epicollect, we estimate that only 60% of supported groups use it, meaning that we are always under-reporting the number of groups, green space activities and hours undertaken by volunteers. There are a number of reasons why some people are reluctant to report data, so we have set up an internal team to look at it with the view of trying to increase take-up. The team met up regularly in Q3 and identified the following actions:

- Real-time 'how to' videos were recorded by a Keep Wales Tidy officer – demonstrating how quick and easy it is to input data. English and Welsh tutorials for community groups were recorded in Q3. In preparation of renewal of volunteer insurance, agreed to draft a letter with more incentives for volunteers to use existing support to record activity on Epicollect.



Map shows the location of litter-picking activity in 2022 by hubs, litter champions and community groups

Delivery: Increasing number of Community Green Flag awarded sites

Target = 40 'new' Community Green Flag awarded sites and 20 groups working towards community Green Flags

Target = 10 Green Flag Community applications from deprived areas

22 new Green Flag community sites were awarded in 2021, a Keep Wales Tidy record. 8 were from the 30% most deprived wards in Wales. Then, on 26 July 2022, we announced that 25 new sites had achieved the Green Flag Community Award – beating the previous record! 9 of these were from the 30% most deprived areas.

Since Caru Cymru began, a total of **47 new community green flag sites** have been awarded, with 17 of these from 30% most deprived areas.

Develop programme of work on LEQ issues to create preventative interventions and encourage behaviour change

Delivery: Develop interventions to encourage responsible disposal of litter

Target = 40 local trials undertaken, analysed and results shared with project partners

Target = 22 local authorities who have adopted new interventions (prevention measures eg behaviour change trial, changing practises)

Target = 200 organisations (businesses and schools) maintaining litter free zones around their premises and 1200 clean-ups

Local LEQ trials

25 LEQ trials/pilots have been completed, written up and shared via the online partner portal to date. These include the following 11 this quarter:

- Denbighshire – litter picking stations
- Newport – graffiti artwork 'Life is Sweet' mural
- Caerphilly – litter in skateparks
- Pembrokeshire – dog fouling initiative, Gelliswick School
- Pembrokeshire – Haverfordwest skatepark litter
- Swansea – fly-tipping campaign
- Anglesey – pedal and pick
- Neath Port Talbot – domestic waste at street bins
- Monmouthshire – residential area litter hotspots
- Monmouthshire – business zone litter hotspot
- Wrexham – the effectiveness of reverse psychology messaging

LEQ Trials in progress - examples

A number of trials are in progress and/or completed and in process of being written up. These include:

- Newport – bin/infrastructure in multiple occupancy flats
- Gwynedd – smoking litter
- Torfaen – smoking litter
- Adopt- a-highway; Carmarthenshire, Ceredigion
- Blaenau Gwent – school bin/infrastructure
- Flintshire – bin cameras
- Flintshire – Glow in dark bins
- Conwy – tourist litter
- Rhondda Cynon Taff – household waste recycling

New interventions/ways of working by local authorities

- 29 reported previously and another 2 reported this period (see below). **Total = 31**

Local Authority	New Intervention
Powys	PCC have an ultra-low emissions vehicle fleet strategy. The Council has also looked at opportunities to make it easier for street cleansing staff to separate waste/recycling on their walking rounds.
Blaenau Gwent	A 5-mile ditch has been dug on the verge of Manmoel Common to reduce industrial/commercial fly-tipping in the area by preventing vehicle access to the common. Signage and dummy cameras were installed as an additional preventative method. The ditch has stopped off-roaders and land rovers from driving illegally in the area and dumping. Since being installed only one fly-tipping incident has been reported. The ditch reduces the time to clean up fly-tipping as any items are concentrated in one area near the road making it much easier for the cleaning team to clear.

Litter Free Zones

Another series of social media posts were published and a reminder for Project Officers to continue working within their communities to encourage new businesses to join. As a result, 4 new businesses in Ceredigion have signed up to the scheme; these are first to do so in the county.

Updated headline figures:

- 303 organisations are signed up; 186 schools, 10 young-people organisations and 107 businesses and other organisations (87 of which are traditional profit-seeking businesses)
- 138 organisations have received training and are active
- 1823 participants have litter-picked their adopted area

Schools and businesses have been invited to complete a **Litter Free Zone** survey, which gathers views on the impact of the work. The responses will help shape the future of the scheme and will be shared with Caru Cymru evaluators. To date, businesses have shared the following positive comments:

“Very positive - they enjoy getting out of the office & the sense of satisfaction when the job is done mixed with some disappointment at the amount of litter they have collected in an hour.”

“Positive comments on social media [and] good local public relations”

“More happy customers”

“Sense of teamwork has increased whilst working towards a common goal”

“The few that do go out and litter pick enjoy it for the social aspect. You get a little lunchtime walk in, and personally at least two of us find it calming”.

“Customers and the public recognise our staff more because they see them in street and then identify them with our business”.

In January 2023, all businesses participating in the **Litter Free Zone** scheme will be asked what waste reduction implementations they are currently adopting. The information gathered from the responses will inform our Commit to Cutting Waste campaign.

Intermittent social media posts and case studies are still scheduled into our social media calendar and case studies are forming interesting topics in our quarterly community newsletter.

Delivery: Awareness Raising and Public Engagement

Target = 4 National campaigns on Dog Fouling, General litter, Roadside Litter and Fly-tipping

Target = Production of LEQ campaign toolkit

Three national campaigns have been run to date: ‘Make Memories, Not Mess’ and ‘Leave Only Pawprints’ and the ‘No Regrets’ roadside litter campaign.

Dog fouling

Recognising that darker evening can lead to more dog poo being left behind on streets, parks and beaches, the #BagItBinIt message was promoted across Keep Wales Tidy social media channels and community e-newsletter.

Roadside litter

Our roadside litter campaign launched at the end of April 2022 and ran until the end of August 2022 in two bursts with targeted outdoor, radio and digital audio advertising. Additional campaign work is still underway at football clubs and targeting commercial drivers.

End of Roadside Litter campaign evaluation

At the end of the campaign, we put out an end of campaign poll, via an online platform called Focal Data, to evaluate the campaign. Here are the headline results:

Out of 253 respondents across Wales, 23% (+1% compared to the mid-way poll results) said they had seen or heard a roadside litter advert during the campaigning period.

All 253 participants were shown the campaign designs and messaging within the survey and asked the following questions:

- 76% strongly agreed or agreed that the campaign highlights an important issue (+2% compared to the mid-way poll results)

- 71% strongly agreed or agreed that the campaign messaging is clear (+12% compared to the mid-way poll results)
- 71% strongly agreed or agreed that the campaign encourages people to stop throwing litter out of a vehicle (+5% compared to the mid-way poll results)
- 76% strongly agreed or agreed that the campaign encourages people to take their litter home (+3% compared to the mid-way poll results)
- 75% strongly agreed or agreed that the campaign makes people understand that throwing litter out of a vehicle is wrong (+8% compared to the mid-way poll results)
- 53% strongly agreed or agreed that the campaign makes people feel guilty about littering (+3% compared to the mid-way poll results)
- 53% The campaign makes people want to better themselves by not throwing litter out of their vehicle (+9% compared to the mid-way poll results)

Out of the 35 participants that has seen the campaign artwork whilst out driving (such as a billboard) responded to the following questions:

51% said the campaign made them think about littering in general and why people do it

46% said the campaign made them feel responsible for their own litter

26% said the campaign made them want to take pride in my community

23% said the campaign made them want to better themselves

17% said the campaign had no effect on them

11% said the campaign stopped them throwing litter out of their vehicle

11% said the campaign made them feel guilty about littering

Although the official campaigning period ended in August 2022, our pitch side advertising continues to run at Cardiff, Swansea and Wrexham football clubs to thousands of our target audience until the end of the football season in 2023.

61,754 people saw our campaign messaging on the ad vans during the campaign with 63% of the people who saw the ad vans being male and 20% of those males were aged 16-30. Local authority partners continue to utilise our roadside litter campaign resources that are available on the partner hub. Powys council created signage from our campaign artwork to use in a roadside litter hotspot in November.

In November, we sent out a survey to our database of employers of commercial drivers on 'World toilet day' to find out more about how drivers access toilets whilst out on the roads during work. This survey is still open and is set to close at the end of this month.

At the end of last year our roadside litter campaign featured in UK-wide news, such as the Daily Mail, due to discussions around vehicle registrations being printed onto fast food packaging.
<https://www.dailymail.co.uk/news/article-11466595/amp/Car-registration-numbers-printed-McDonalds-food-packaging-drive-thrus.html>

Full versions of our mid-way and end of campaign poll results are also available.

Fly-tipping – ‘Co-creation workshops’ with students and social housing tenants were hosted by MindField in Q3, giving us the opportunity to gather feedback on the initial design concepts.

Engagement activities with universities took place throughout Q3:

04/10/2022 and 06/10/2022 – engagement events Cardiff University Freshers Fayre

17/10/2022 – Bangor University waste awareness door knocking event

20/10/2022 – Bangor University repair café

25/10/2022 – Cardiff Metropolitan University clothing swap

10/11/2022 – Cardiff University recycling pop up

We used the events to talk directly to students about Caru Cymru and carried out a short survey about fly-tipping, their household waste behaviours and campaign delivery methods. Key insights can be found below:

- 13% of students said they would leave their household waste at the side of the road.
- 41% of students said they would leave their household waste next to a full bin area.
- 96% of students said they are concerned about the environment.
- 54% of students said they would acquire second hand items instead of purchasing brand new.

Phase one of the campaign launched on 1 December with the first burst including press and activity across all of Keep Wales Tidy’s digital channels. Broadcast media coverage included a segment on ITV Wales Weekend News; and since the launch, our posts have reached nearly 14,500 on social media. University partners shared our campaign resources on their digital channels.

A second burst of student campaign materials will run in February onwards including digital audio advertising, outdoor, cinema and bus advertising in areas surrounding university campuses in Wrexham, Swansea and Cardiff. Campaign materials such as the student information packs will be utilised to engage with students during further activities planned with universities for Q4:

12/01/2023 – Swansea University waste awareness door knocking event

17/02/2023 – Cardiff Metropolitan University clothing swap

18/02/2023 – Swansea University recycling pop up & repair café

w/c 27/02/2023 – Wrexham Glyndwr repair café

14/03/2023 – Cardiff Metropolitan University clothing swap

Phase two of the campaign, targeting social housing tenants, will launch on the 30 January with the first burst to include press and online advertising.

Local authority partners and registered social landlords will be given access to our campaign toolkit and encouraged share our campaign resources on social media, their websites and in local media.

Tenant engagement activities are being planned with local authorities and registered social landlords. These discussions started late in Q3 and will continue in Q4. To date, activities have been confirmed with 13 social landlords in the following areas: Anglesey, Gwynedd, Flintshire, Wrexham, Merthyr Tydfil, Swansea, Rhondda Cynon Taf, Caerphilly, Vale of Glamorgan, Carmarthen, Bridgend, Newport and Cardiff.

Outdoor advertising is also planned for later in spring to promote the campaign messaging in and around key communities across Wales.

LEQ campaign toolkit

The campaign toolkit allows users to customise and download bilingual materials.

<https://brandbag.keepwalestidy.cymru/>.

In Q3, the campaign toolkit was promoted in the community e-newsletter.

Delivery: Single use plastic reduction and increase in reusables

Target = 50 organisations who take action to reduce single use plastic

Target = 11 local authorities who have undertaken internal review of single-use plastics and implemented plastic reduction plan

Organisations taking action to reduce single-use plastic:

To date, **12 organisations** have taken action to reduce single-use plastic (8 reported previously and another 4 reported in this period – see below).

- **Gwynedd** - Plas Coch Guesthouse has reduced use of single use plastics and now return bulk packaging to suppliers so they can reuse.
- **Powys** – Castle Street Garage is working with a supplier to reduce unnecessary plastic packaging.
- **Pembrokeshire** – PLANED have committed to being ‘zero waste’. To date, this had focused on improving recycling facilities and reducing their energy footprint. However, they have also briefed all new employees about waste reduction and what is expected of staff when working from the office.
- **RCT** - Residents previously collected household recycling in single use plastic bags, RCT’s recent introduction of reusable cloth collection bags for recycling will reduce single use plastic bags by 2.5-3 million bags per year.

In November 2022, a campaign promoting Keep Wales Tidy’s **Commit to Cutting Waste** was launched encouraging businesses and organisations to pledge their commitment to four Rs: **Reduce, Reuse, Recycle and Repair**.

The campaign commenced with a series of paid for social media posts as well promoting two downloadable toolkits for businesses to use. The first was a **Tackling Waste Business Toolkit** and the second was a **Litter at Events Guidance Document** aimed at Event Organisers.

A podcast was specifically recorded by Business News Wales where Laura from Zero Sero Waste based in Newport, Gwent took part. This featured on the main Business News Wales website, posted on their social media channels, and also shared amongst our own followers. A series of digi-ads was also produced, targeting businesses to use the helpful information and resources.

PLANED, a community-led development organisation based in the market town of Narberth in Pembrokeshire was one of the first businesses to pledge their support. This led the way for the campaign to feature in S4C’s Prynawn Da magazine show. Owen Derbyshire, Keep Wales Tidy’s new CEO recorded his first television interview since joining the company in October alongside PLANED’s Enterprise and Business Coordinator, Cris Tomos. PLANED highlighted how efficient they

have become and offered inspiration to other businesses to do the same.

Businesses were asked to pledge their support by completing a form on the Keep Wales Tidy website. The form asked what actions they are already taking and what and what they will commit to in the future in terms of; reducing waste, encouraging reuse, increasing recycling and encouraging repairs.

Local Authorities who have undertaken internal review and implemented reduction plan -

5 local authorities have undertaken internal review of single-use plastics and implemented plastic reduction plan: Caerphilly, Powys, Wrexham, Ceredigion, Merthyr Tydfil.

Delivery: Support the development, delivery and monitoring of the WG National Litter and Fly-tipping Prevention Plan

Target = Provide support and guidance on the development of local authority litter/ fly-tipping strategies. 8 local authorities working towards local litter strategies

Target = Development of 22 LEQ action plans (1 per local authority)

Target = Policy and research advice into LEQ issues. 6 research papers produced

Target = Annual litter surveys. LEAMS survey improvements in lowest performing areas. Increase in % of B grade streets in lowest performing areas

Local authority litter strategies – Although support will be given if approached, Keep Wales Tidy are not actively promoting local authority litter strategies until the Welsh Government formally publishes the Litter & Fly-tipping Prevention Plan as the ideal scenario is for local strategies to inform the national plan and subsequent actions. The Guidance for developing local strategies has been drafted and has been share with Welsh Government but has not yet received comment or update on the national plan.

However, our Binrastructure guidance has been particularly useful for Local Councils and is beign proactively used and applied in the development of bin policy statements (Eg; Merthyr, Powys).

To date, Torfaen, Carmarthenshire, Blaenau Gwent and Merthyr Tydfil have produced strategies. Newport has a draft strategy. Powys has written a Litter Bin Policy and the Policy team have been invited to speak to the Scrutiny committee and full council about revising their approach to binrastructure in the county.

Development of 22 LEQ action plans – new plans for 22-23 have been produced and are in use.

Policy and research advice into LEQ issues – Keep Wales Tidy continue to provide advice and guidance to national and local authority agencies and the public. Guidance and signposting continue with many public enquiries and requests from students from schools, universities and colleges for data and advice. We continue to work with WEL and other eNGO's on shared policy interests.

The work on the litter payments model for WRAP and undertaken by Keep Wales Tidy and the other 'Tidy groups' in the UK has been finalised – including the additional work on binned packaging and shared with relevant Welsh Government officials. This has been a useful endeavour and will contribute to the Welsh and Scottish current work programme when considering EPR for litter payments.

The guidance for developing local litter and fly-tipping strategies (above) has been developed with the potential for requirement for EPR payments in mind. A template, along with national and local indicators has been developed and it is hoped that this can be worked through with every local authority in Wales post-April if and when the National Prevention plan is published and supported.

Keep Wales Tidy attended 3 of the 4 regional Visitor Levy Consultation events between September and November and submitted a formal consultation response in December which built on our recent research on tourism and LEQ.

In addition, we also produced written responses to the Welsh Government's 'Public engagement on Climate Change strategy' as well as their proposals for changes in school uniform guidance.

Keep Wales Tidy Policy Manager (and Eco-Schools representative) are now on the Welsh Government practitioner working group for the Circular Economy Repair and Reuse Programme. This work fits well with Keep Wales Tidy's ambitions for Caru Cymru around waste reduction and promotion of repair and reuse as well as recommendations of the Internal evaluators who suggested a greater emphasis on this area as a way of maximising engagement.

A scoping study on the concept of a Litter Awareness Course for offenders has been produced and funding is being sought for the proposal for a national course to be developed and delivered.

Research papers produced – Seven research papers have been finalised and discussed with relevant stakeholders to date: dog fouling, smoking litter, roadside litter, enforcement, fly-tipping, tourism and litter and Binrastructure. Weeds and Detritus and drug related litter are the focus of the next quarter. The Policy Team will also be going through the LEQ trial reports as part of an internal evaluation and we are repeating the Blue Flag survey research which was carried out in 2017/18.

Annual litter surveys – LEAMS surveys have been completed for 2022-23. Discussions with KSB were held in the Summer of 2022 to learn and understand more about their revised methodology (LMS) a subsequent meeting with Welsh Government was held to understand the two systems. We have been given some access to the LMS system and have been trialling the system here – more time is needed to explore this. An All Wales Report will be finalised in the last quarter of 2022/23.

Delivery: Bring together range of partners and stakeholders to deliver action on LEQ

Target = Co-ordination of regional and topical LEQ Forums, involving multiple stakeholders

Target = £150,000 of Private Sector investment levered in to help tackle LEQ issues

Target = £1,500,000 of volunteer effort to tackle poor LEQ

Evidence of partnership working across council boundaries and sectors through gathering of feedback at forum meetings, case studies and reports

Regional and topical LEQ forums bringing together range of stakeholders –

A full Caru Cymru full partner meeting was held in December 2022. Updates were given on finance, the fly-tipping campaign and key achievements in 2022. Miller Research Ltd provided an overview of the participant workshop findings and key recommendations to date. Monmouthshire Council delivered a presentation on the impact of their recycling trials. The meeting slides (with the recording) for both sessions were uploaded to the Caru Cymru Partner Hub.

Presentations on the programme to encourage engagement with a wider range of stakeholders are

regularly given.

Private Sector investment – since October 2020 we have secured **£268,881** investment to tackle poor LEQ issues.

Funder	Activity	Date	Amount
McDonald's	Partnership Working	Dec 2022	£25,000
Chewing gum Taskforce grant ⁵ (private gum producers)	Chewing Gum campaigns in 5 local authority areas	September 2022	£96,000
KBT	Spring Clean Cymru 2022	April 2022	£22,500
WRAP	Litter Work	Mar 2022	£19,000
Hubbub	River clean up	Nov 2021	£5,333
McDonald's	Car bins, LFZ and litter awareness course	Nov 2021	£25,000
Coca Cola	Litter prevention work	Dec 2021	£10,000
Hubbub	River clean up	2021	£7,048
Keep Britain Tidy	Spring Clean Cymru	2021	£22,500
Helping Hands	Litter free zone sponsorship	Aug 2021	£1,500
McDonald's	Clean up campaign	Nov 2020	£25,000
Coca-Cola	Marine litter activities	Oct 2020	£10,000
		Total	£268,881

Volunteer effort – since October there has been **£1,390,430** of volunteer effort tackling poor LEQ (£10/hour from data entered on Epicollect)

Volunteer Type	Hours (Oct 20–Sept 22)	Hours (this period)	Total
Groups	50,862	7,032	57,894
Litter champions	28,467	3,619	32,086
Hub participants	27,123	801	27,924
National campaigns	12,954	0	12,954
Litter Free Zones	751	354	1,105
Totals	120,157	11,806	131,963

Evidence of partnership working across council boundaries and sectors –

Ellipsis / Hubbub – in discussions around the next phase of the Roadside litter campaign in Cardiff.

Alan Turing Institute (ATI) –The Data Study Group will be held at the end of February and an Ethics paper will be circulated to relevant stakeholders.

Action to increase recycling and reuse to prevent waste from being littered/fly-tipped

Delivery: Increase in reuse/recycling collected during community clean-ups

Target = 15 councils recycling waste at community litter-picks

Target = 3 trials to increase recycling/reuse and generate income from community groups from

⁵ <https://www.keepbritaintidy.org/local-authorities/reduce-litter/gum-litter/chewing-gum-task-force>

waste

Target = 10 groups generating income from recycling/reuse activities

Target = Support to grow the repair/borrowing movement to help prevent irresponsible disposal of broken goods

Change in practice of cleansing teams to enable more recycling, leading to improvement in recycling rates. Evidence/reports provided

Recycling waste at community litter-picks and change of practice of cleansing teams to enable more recycling – 18 councils are currently recycling waste during community clean-ups but need to get more separation at community events.

Local Authority		Detail
Anglesey	Y	Orange (glass) and blue (cans and hard plastics) bags provided to all Hubs for community use.
Bridgend	Y	Going forward, all red bags filled by groups, Litter Picking Hubs and Litter Champions will go to Derwen Recycling Ltd, which handles over 500 tonnes of waste a day, for recycling at the solar-powered plant in Neath Abbey, so recycling will be separated for the first time ever. Derwen now take all street litter waste and other fly-tipping. The facility is able to extract materials such as plastics, card and metals for recycling. It is early days, but Bridgend County Borough Council is hoping to achieve around or above a 40% recycling rate
Blaenau Gwent	N	Following an increase in the number of Litter Champions asking for their blue recycling bags, Blaenau Gwent is planning a small trial to encourage them to separate waste by using the Helping Hand Double Hoop system. Data was gathered beforehand and waste collection will be monitored going forward, hopefully reducing the number of general waste bags and increasing the number of recycling bags.
Caerphilly	Y	Waste is separated at waste transfer station after collection. Some Litter Champions put recyclables in their own household recycling
Cardiff	Y	New split wagons working well and groups trialling split hoops. Will assess impact on recycling figures at the end of the year. Litter champions are able to put collected recycle out with domestic waste
Carmarthenshire	Y	Volunteers are asked to segregate collected waste at the point of collection. They carry red bags for non-recyclables and blue ones for salvageable recyclable materials (cans, paper, plastic, wrapping and polystyrene).
Ceredigion	Y	Waste is sorted at a MRF following collection and transfer
Conwy	Y	All community litter waste is recycled at Conwy County Borough Council waste sorting depot.
Denbighshire	Y	Waste is sorted at a MRF following collection and transfer
Flintshire	N	No provision at present but hoping to develop trial system. Environmental Improvement Officer is now in post and will lead in in year three.
Gwynedd	Y	Clear bags for recycling available at limited events. Hoping to roll out on a greater scale.
Merthyr Tydfil	Y	All Litter Picking Hubs, Litter Champions and groups are being encouraged to separate waste when picking for recycling. The local authority has implemented a new system at their recycling depot to remove all recycling from bags going to landfill. 80% of waste in bags is recyclable.
Monmouthshire	Y	Volunteer litter pickers can use the current purple bags to put recyclables

		out through their domestic waste. They can be left with orange general litter bags for collection after litter picks, although in practice this is difficult to carry through. With Caru Cymru funding, vans are soon to be kitted with dividers to make it possible to separate recyclables on collection by the council.
Newport	Y	Litter Champions, Litter Picking Hubs and groups are provided with clear bags so that recyclables can be separated from general waste in the same way as council street cleansing staff.
Neath Port Talbot	Y	Glass bottles, cans and plastics now go into green recycling bags, non-recyclables go in red Keep Wales Tidy bags. Litter Champions are able to put rubbish out with domestic waste, including recycling.
Pembrokeshire	N	No formal system in place at the moment. Some Litter Champions separate out bottles and cans into their household recycling. The red bags that get collected go into the residual waste stream.
Powys	Y	Community groups and Litter Picking Hubs are encouraged to sort recycling during litter picks and are trialling new split hoops. An alternative hoop design has been purchased and delivered to two of the Hubs and to one Powys County Council Street Cleanser to enable a trial of recycling bag pouches on litter picks.
Rhondda Cynon Taf	Y	All waste collected by Litter Champions, Litter Picking Hubs and at events is collected in one bag and is then sorted into landfill and recycling at the waste depot.
Swansea	Y	All Litter Champions, groups and Litter Picking Hubs separate waste and recyclables using the same two bag system as council's street cleansing teams (though using Keep Wales Tidy red bags for waste instead of the council's blue bags). Agreement by Library service to distribute red and green bags to the 11 libraries serving as Hubs. In 2017-18 a two-bag system (waste and recyclables) was introduced for Swansea's Cleansing Teams and now incorporates volunteer litterpicking through Caru Cymru. Between April and June 2022, the Parks and Cleansing Service recovered 11.3 tonnes of recyclables - based on the landfill disposal rate of £178.88 (£214.66 inc. VAT) per tonne, this represents savings of £2021.34 (£2425.61 inc. VAT)
Torfaen	Y	Litter Champions, Litter Picking Hubs and groups are provided with green bags so that recyclables can be separated from general waste in the same way as council street cleansing staff.
Vale of Glamorgan	Y	Litter Champions are able to recycle through domestic waste stream and put out red bags with domestic waste.
Wrexham	N	Ongoing dual segregation trial using green/clear bags (green =general / clear = plastic and tins). Council have bought large dual segregation carts to help recycling and given 5 to community groups to test.

Trials to increase reuse/recycling and generate income for groups

1 trial run to date (CRG – nitrous oxide cannisters).

Groups generating income from recycling/reuse activities

To date, twelve groups are generating income from recycling/reuse activities.

Group Name	Items recycled/reused/sold	County
Cardiff Rivers Group	Scrap metal, batteries, WEE, nitrous oxide cannisters, NEXT bikes, items donated/found sold on ebay	Cardiff
Twmbarllwm Society	Scrap metal sold to generate income for Risca Museum.	Caerphilly
Newport Canal and Rivers Group	Raised over £250 by selling scrap metal collected during clean-ups. Money donated to men's mental health charity.	Newport
Co Star Partnership	Get donations of unwanted paint from big UK brands. Resell at £2 a litre so people can 'paint a room for less than £15' and it saves paint from going to landfill. Run a food bag scheme where people can buy a low-cost bag of groceries for £4. The contents are donated by local supermarkets and everyone in Cwmbran is eligible. A bag includes chilled items, fresh fruit and veg, tins and packets. The money helps residents save money on their food shop, stops food being thrown away and supports CoStar's other services. Also generate some income from clothes recycling https://www.dragonbags.co.uk/	Torfaen
Ogmore Angling Association	Trolleys retrieved from River Ogmore are given back to Tesco in return for a financial donation, the club are now looking at setting themselves up so they can start selling other metal they find in rivers.	Bridgend
Resource CIC	Scrap metal, scrap store and Mobile library of things	Denbighshire
FoE Ruthin	Terracycle recycling programme for soft plastics	Denbighshire
Ysgol Tir Morfa	They find, and get donated, bikes which they repair in bike maintenance lessons and sell on, collect old clothes which they sell by weight and have opened a charity shop where students sell items. All profits go towards a Hydro Pool within the school/trips etc	Denbighshire
Ysgol Dafydd Llwyd	Clothes bank to raise money for the school	Powys
Crickhowell Primary School	Battery recycling scheme to raise money for the school	Powys
Waste Not – Circular Economy Mid Wales	Divert 'waste' from household recycling centre to sell in the shop at the local HWRC and a circular economy shop in the town centre where they sell items that would have otherwise ended up in a skip. In Oct, they diverted 7.5 tonnes of materials from landfill. They also run a repair café and upcycling workshops. They have been awarded several national awards for circular economy enterprise - Newtown's 'Waste Not' project wins two national awards County Times . Waste Not Newtown Newtown Facebook	Powys
The Hanging Gardens	They run a café and collect paper waste to turn into briquettes which they hope to sell (a new trial). They also recycle rubber gloves and water filters. www.thehanginggardens.org	Powys

Support for Repair and Re-use movement

- **Caerphilly** – The Penallta Reuse Shop officially opened on October 21st. In the first 3 months 16,600 items were sold which is a great success as all items on sale were originally destined for landfill. The shop is managed by Wastesavers with a 50/50 share of profit between the local authority and Wastesavers.

- **Blaenau Gwent** – The Roseheyworth Recycling Education Centre is linking with Ebbw Vale Institute to provide repair and reuse sessions.
- **Gwynedd** – On 20 October, as part of the fly-tipping campaign, we worked with Bangor University's Student Volunteering team, Repair Café Wales, Petha and Gwynedd Council to host Bangor University's very first repair café.
- **Cardiff** – To promote our fly-tipping campaign, we hosted a clothing swap at Cardiff Metropolitan University's Llandaff campus on 25 October, working in partnership with their sustainability and engagement team and Cardiff Council (reel from event is available [here](#)).
- **Cardiff** – On 10 November, alongside Cardiff Council Waste Team and Benthyc Cymru, we hosted a recycling pop-up and engagement stand near Cardiff University's students union. Benthyc Cymru were on site promoting their Cardiff Library of Things, and we ran a drop off point for recyclable clothing and electrical household items.

The Policy team have been working closely with the Welsh Government Repair and Reuse Practitioners group and are supporting the team to undertake initial mapping work as well as broader behavioural research. Cardiff University will be appointing a research post for the remainder of Caru Cymru to look further not behavioural aspects of repair and reuse and connections have been made with the Welsh Government Circular economy team and the CLAS centre at Cardiff University.

As a member of Sustainable Clothing and Textiles Cymru (SCTC), our education team supported November's launch of the [Fashioning Wales Future](#) report. This set out the case for a Wales-wide roll out of uniform swap shops, as well as other recommendations for making clothing and textiles more sustainable. The launch took place at a special event hosted by one of our Eco-Schools, Cynffig Comprehensive School in Bridgend, which has been running a successful uniform swap shop since 2019.

Delivery of Innovative Pilots to trial new approaches to improve LEQ, health and wellbeing

Delivery: Creation of Tiny Forest to improve biodiversity in urban area

Target = 1 Tiny Forest planted with 300 native trees. 50 volunteers seeing improvement in health and wellbeing. 50 volunteers using green space for recreation and relaxation

Working in partnership with Holyhead Town Council a suitable site was identified for the Tiny Forest at Y Parc, a popular spot for recreation within the town. The Tiny Forest was successfully planted in Q4 of 2021-22.

Delivery: Air Quality behaviour change pilot with school

Target = 1 pilot run.

An increase in public awareness in target location demonstrated through project surveys

School to conduct travel survey of 30 parents and staff before, during and after campaign. Results to demonstrate a change in behaviour as a result of the project.

As referenced in previous reports, it was difficult to source appropriate equipment for air quality monitoring which was both user-friendly and effective at this small scale. We eventually sourced particulate matter monitors and baseline monitoring took place in November at two Swansea schools – Sketty Primary School and Cwmrhydyceirw Primary School.

Four workshop sessions were carried out with the schools, and student designed banners were erected on the outer fences of the school grounds. The number of cars idling during school pick up times was monitored before and after the interventions took place.

Data collection was completed in February. A write up of the trial report is underway and should be available next quarter.

Unexpected challenges or delays and how they are to be overcome.

The sheer number of relevant consultations coming from Welsh Government has been challenging. The lack of notice for these consultations has been flagged before due to the considerable time needed to formulate a response. In addition, Welsh Government consultations are also now accompanied often with a series of community engagement events which we are often asked to support via our networks (Eco-Schools for example). We are expecting to respond to the Clean Air Bill later this year although advance notice of precisely when this will be released would be appreciated and would allow us to formulate a response and support engagement.

Additional achievements

Any changes likely to be needed to deliver the project

A re-evaluation request was submitted in January 2023 to reflect forecast number of units by type and some forecast spend timings - approval received from RPW in February 2023

2. Publicity – Please provide details of how this project has been publicised in accordance with the Welsh Government guidelines (please refer to your Grant Approval letter).

Publicity materials have continued to be developed in accordance with RDP guidelines and our communications team has continued to seek regular advice from the Wales Rural Network Support Unit. In this period, the ways we acknowledged support from the European Agricultural Fund for Rural Development included:

- The logo was used on infographic reels promoting the success of Caru Cymru in 2022.
- The logo and/or funding line were used on all 'Not a Good Look' campaign materials, social media graphics, press releases, posters, student information packs.
- The logo was used on glow in the dark stickers for Flintshire trial.
- The logo was used on the air quality trial signage and banner.
- The logo was added to the winter community e-newsletter.
- The logo was added to the downloadable Commit to Cutting Waste and Litter at Event Guidance toolkits.

45 print and online items relating to Caru Cymru activities were identified during this period, generating 160,561,838 opportunities to see the coverage. 44 items were positive in tone and one was neutral.

3. Special Conditions

- **The project sponsor must appoint an independent external evaluator within six**

Outputs and Targets	Target	Actual to date	Notes
Litter-picking hubs established across Wales	200	185	
% of hubs located in deprived areas	33%	38%	
Self-supported clean-ups facilitated as a result of the hubs	2,000	991	
Clean-ups undertaken by litter champions	20,000	32,174	
Wellbeing and skills survey of litter champions	100	124	Report attached
Clean ups undertaken during National Clean up campaigns	800	834	
People directly involved in National clean up campaigns	6,600	21,831	
Hours undertaken by volunteers to improve LEQ	150,000	131,963	
Community groups/organisations supported to improve LEQ	300	827	
Green space improvement activities by community groups	2,500	5,917	
New community groups established to adopt areas	60	60	
Wellbeing and skills survey of new community groups	10	12	Report attached
'New' Community Green Flag awarded sites	40	47	
Groups working towards community Green Flags	20	20	Estimate 20 new sites will submit in 2023
Green Flag Community applications from deprived areas	10	17	
Local trials undertaken and analysis of outcomes	40	26	A number of trials are in progress and/or completed and in process of being written up.
Local authorities who have adopted new interventions	22	31	
Businesses and schools maintaining litter free zones around their premises	200	138	303 signed up, but 138 have been trained and have started clean-ups. Will use SCC to get more active
National campaigns: Fly tipping, Dog fouling and Roadside litter	3	4	
Production of a bilingual LEQ campaign toolkit	1	1	
Organisations who take action to reduce unnecessary single use plastics	50	12	
Local Authorities who have undertaken review of single use plastics and implemented reduction plan	11	5	
Policy and research papers produced	6	7	
Development of LEQ action plans (1 per local authority)	22	22	Amended each year to reflect new priorities
Production of Local Authority Litter Strategies	8	4	Newport has a draft strategy
Private sector investment levered in to help tackle LEQ issues	£150,000	£268,881	

Volunteer effort to tackle LEQ issues	£1,500,000	£1,319,630	
Local Authorities recycling waste collected at community litter-picks	15	18	
Trials to increase recycling/reuse	3	1	
Community Groups generating income from waste	10	12	
Creation of Tiny Forest to improve biodiversity in urban area	1	1	
Air Quality behaviour change pilot with school	1	0	Trial got underway in Q3. Will be completed and written up in Q4.

Already met
On Target/In progress
At risk of not being met

Case level indicators

Information dissemination activity	Target	Number delivered this period	Cumulative to date
Creation of Caru Cymru web pages and LEQ Hub Cymru (online) where project information will be promoted	1	0	1
National press releases issued relating to the project launch, clean-up campaigns, awareness campaigns and litter picking hubs.	12	2	31
Bilingual press release templates created for partners promoting key project activities and outcomes.	12	1	11
Social media Guidelines produced, to include dedicated hashtag #CaruCymru, with additional hashtags developed for specific campaigns and trials. Regular social media activity	1	1	12
Project brand and language guidelines produced and disseminated to partners.	1	0	1
Presentations on the project to encourage participation (eg presenting to businesses, school clusters, community forums, colleges)	66	16	235
Annual report/infographic to highlight annual outcomes (1 per year)	3	1	2
Promotional events (1 per year)	3	2	20
Dissemination of information/lessons learned from pilot trials	22	11	25

	Total	121	34	338
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Jobs created/safeguarded	Target	Actual to date
Number of FTE jobs safeguarded	37.7	37.47
Number of jobs created	2.8	8.6