

## PROGRESS REPORT

<b>Sponsor Name:</b>	Keep Wales Tidy
<b>Project Name:</b>	Caru Cymru – Caring for Wales
<b>Case ID:</b>	82334
<b>Claim Period:</b>	1 <sup>st</sup> April – 31 <sup>st</sup> July 2023

- 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 **220** Keep Wales Tidy hubs open across Wales. Of these 87 (40%) 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 **1,560** hub clean-ups undertaken.

From April to July 2023:

- 22 new hubs were set up by Keep Wales Tidy staff
- 74 (33.6%) of hubs were active and supported at least one volunteer activity
- 187 litter picks supported by hubs (and data entered via Epicollect)
- 2553 people participated
- 1,204 bags of rubbish were collected
- 284 bags of recycling were collected
- 4,396 volunteer hours were supported

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

Social media activity to promote the hubs was stepped up in May, with posts encouraging people to make use of the hubs over the three bank holiday weekends. A dedicated social media campaign was developed to promote the hubs in the build up to 'The Big Help Out', a national day of volunteering on 8 May. A paid for Facebook advert resulted in a reach of more than 17,000. Our support for the #CoronationCleanUp campaign in the Gwent area, in which hubs were highlighted, led to broadcast media coverage on S4C and BBC Wales.

Late in the quarter, we promoted Litter Picking Hubs on our Green Flag Wales channels – highlighting the 16 hubs located in Green Flag parks and green spaces. KWT comms worked with the Awen Cultural Trust, setting up a photoshoot, drafting a joint press release and social media to celebrate the launch of their hub at B-Leaf in Green Flag awarded Bryngarw Country Park in Bridgend. (B-Leaf is a work-based initiative for adults with learning disabilities.)

**Parciau yng Nghymru** @Gr... · 30 Jun  
 Mae'n wych gweld Hyb Codi Sbwriel #CaruCymru newydd yn agor yn B-Leaf yn @BryngarwPark!

A wyddoch chi fod 16 o Hybiau wedi eu lleoli ym mharciau Baner Werdd Cymru?

Dewch o hyd i'ch Hyb agosaf i fenthg yr offer am ddim: [bit.ly/3n6MzPG](https://bit.ly/3n6MzPG)



**Parciau yng Nghymru** @Gr... · 30 Jun  
 Brilliant to see a new #CaruCymru Litter Picking Hub opening at B-Leaf in @BryngarwPark!

Did you know 16 Hubs are located in #GreenFlagWales parks? They enable visitors to borrow all the kit they need for free.

Check out the map to find your local Hub: [bit.ly/390l4n7](https://bit.ly/390l4n7)



***Delivery: Support and Expand Network of volunteer Litter Champions;***

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

*Wellbeing and skills survey of 100 champions*

There are 1,329 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 29,137 clean-ups undertaken by Keep Wales Tidy Litter Champions and 14,316 by council partner champions (Cardiff, Carmarthenshire and Blaenau Gwent) – a total of **43,453 clean-ups**. Champions have spent **41,154 hours**.

From April to July 2023:

- 9 new Keep Wales Tidy Champions inducted, trained and issued kit
- 3,875 clean ups conducted.
- 252 distinct Keep Wales Tidy champions entered data via Epicollect, 23 in Carmarthenshire, 482 in Blaenau Gwent
- 7,653 total bags collected (4,394 by Keep Wales Tidy, and 1,171 [Cardiff] by council partner champions), 380 [Carmarthenshire], and 1708 [Blaenau Gwent]
- 706 total bags of recycling were collected (625 Keep Wales Tidy, 24 [Cardiff] by council partner champions, 57 [Carmarthenshire])
- 5,483 total volunteer hours were recorded (2,923 by Keep Wales Tidy, 1,106 [Cardiff] by council partner champions, 484 [Carmarthenshire], 970 [Blaenau Gwent])

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

***Delivery: Co-ordinate National Clean up Campaigns;***

*Target = 800 clean-ups undertaken<sup>1</sup> involving 6,600 people.*

*Report per campaign to evidence impact*

A total of **1,130 clean-ups** have taken place, involving **29,254** people.

## 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)*

KWT project officers continue to set up new groups and support existing groups with advice, equipment, bin bags and support.

Since October 2020, **830** groups/organisations<sup>2</sup> have been supported to improve LEQ, **68,945** hours<sup>3</sup> spent improving LEQ, 7,322 green space activities<sup>4</sup> undertaken, and **63** new groups have been established.

From April to July 2023:

- 3 new community group were established
- 272 groups/organisations have been supported to improve LEQ. This includes 131 distinct groups entered data via Epicollect
- 791 total green space improvement activities by community groups; 740 by Keep Wales Tidy, 9 in Cardiff, and 42 [Carmarthenshire]
- 4,963 total people took part [111 in Cardiff, and 185 in Carmarthenshire]
- 5,076 total bags of rubbish were collected; 4,499 by Keep Wales Tidy, 97 [Cardiff], 480 [Carmarthenshire]

<sup>1</sup> 4 campaigns with 200 clean-ups at each

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

<sup>3</sup> Includes national clean ups, group activities, litter champions, hub clean-ups

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

- 520 total bags of recycling were collected; 490 by Keep Wales Tidy, 4 [Cardiff], 26 [Carmarthenshire]
- 12,243 total volunteer hours were spent; 11,703 by Keep Wales Tidy, 155 [Cardiff], 385 [Carmarthenshire]

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

- Newport – The Council has donated two carts to community groups to aid litter collection. The Pride in Pill group has been supported with advice, including on sourcing safety training, to support with river clean projects on the Usk and Bettws brook.
- Monmouthshire – The Council and Keep Wales Tidy supported the Monmouth Litter group in facilitating an anti-litter poster competition within local schools. An award ceremony was held, and two selected schools, Kymin View School and Raglan CiW School were visited and trained in surveying. The winning posters were put up and surveying completed with pupils to measure the impact the signage had on littering.
- Torfaen – Community groups and Litter Champions are being trained to provide evidence of fly-tipping to the Council in order to support of enforcement. This follows volunteers requesting involvement.
- Cardiff - Supported Keep Grangetown Tidy, St Mellons Clean Up, Keep Rhiwbina Tidy, Keep Creigiau Tidy, STEPS and HETRA with litterpicking equipment. Supported both Friends of Tremorfa Park & Pentwyn & Llanedeyrn Pickers wind their groups up, helping ensure that all processes and procedures were adhered to, for funders, committee members and volunteers.

***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*

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

40 LEQ trials/pilots have been completed, written up and shared via the online partner portal to date. See table below.

No.	County	Trial
1	Powys	Ballot Bins at Bus Stations
2	Blaenau Gwent	Fast Food Campaign
3	Denbighshire	#2min marine board
4	Newport	Car Bins
5	Blaenau Gwent	Separate Litter / Recycling on the Go
6	Merthyr Tydfil	Smoking Litter
7	Monmouthshire	Recycling Bin promotion - laybys
8	Monmouthshire	Recycling Bin promotion - park
9	Powys	Community on-street Recycling
10	Newport	Life is Sweet Mural
11	Caerphilly	Litter in Skateparks
12	Denbighshire	Litterpicking Stations
13	Monmouthshire	Residential Area Litter Hotspots
14	Wrexham	Fly-tipping - Effectiveness of Reverse Psychology Messaging
15	Monmouthshire	Business Zone Litter Hotspots
16	NPT	Domestic Waste at Street Bins
17	Pembrokeshire	Gelliswick School Dog Fouling Campaign
18	Pembrokeshire	Haverfordwest Skatepark
19	Swansea	Flytipping
20	Anglesey	Pedal and Pick
21	Newport	Binrastructure - multiple occupancy
22	Blaenau Gwent	Smoking-related Litter
23	Cardiff	Chewing Gum Litter
24	Monmouthshire	Dog fouling signage (Castroggi Park)
25	Monmouthshire	Smoking litter
26	Swansea	New bins
27	Monmouthshire	Poster competition
28	Conwy	Tourism Litter
29	Ceredigion	#2min marine board
30	Blaenau Gwent	Flytipping prevention - 3 mile ditch
31	Swansea	Air quality
32	Powys	Re-usable cup scheme, Llanidloes
33	Bridgend	Alien Bins
33	RCT	Household Recycling Campaign
34	Torfaen	Torfaen Community Skip
35	Anglesey	Plastics School Project
36	Wrexham	Wildlife QR Code Litter Trail
37	Gwynedd	Smoking Bins
38	Flintshire	Glow in the Dark Bins
39	Carmarthenshire	Burry Port Equipment Storage
40	Blaenau Gwent	Binrastructure - school bins

## ***Local authority interventions***

Powys County Council increased the number of larger recycling-on-the-go bins in town centres. 40 such bins have now been installed, which has seen an increase in recycling and reduced the number of collections needed to be undertaken by staff. The new bins have had reduction in vandalism as they are flame retardant.

Flintshire Streetscene, in partnership with trading standards, are developing a Community Impact Statement (CIS) to increase the efficiency of enforcement following non-compliance. Currently a 'Duty of Care' fixed penalty notice is issued on non-compliance, followed by court action if the charge is not paid. This is a criminal charge, which can be a difficult and expensive route, with a low resolution rate. The team are in consultation with their legal team to implement the strategy. The CIS would fall under the civil court which would streamline enforcement. The CIS framework would ensure that adequate evidence for prosecution had been gathered before a case is taken to court.

## ***Litter Free Zones***

Updated headline figures:

- 330 organisations are signed up; 209 schools, 8 young-people organisations and 121 businesses and other organisations (96 of which are traditional profit-seeking businesses)
- 168 organisations have received training and are active
- 3,821 participants have litter-picked their adopted area

KWT staff have been busy encouraging and supporting companies and schools who have signed up to start their clean-up activities. Promotion of the scheme has continued on Keep Wales Tidy social media channels.

New businesses registered in this quarter include NFU Mutual and Cyfle Cymru in Cardiff.

New schools that have signed up this quarter include Ysgol Goronwy Owen Benllech and Ysgol Bodedern in Anglesey.

Keep Wales Tidy has engaged with partner organisations to help promote the Litter Free Zones scheme to their peers locally. This has involved supporting the company, Motorlegs, to encourage other small businesses in an area of Cardiff with particularly bad litter and anti-social behaviour. Similarly, Keep Wales Tidy has supported Friends of Mostyn Street and Llandudno Hospitality Association to promote the scheme amongst businesses throughout the town of Llandudno. We have already seen how local activity can spur further interest and momentum amongst businesses in Newtown.

### ***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*

Four national campaigns have been run to date: 'Make Memories, Not Mess', 'Leave Only Pawprints', the 'No Regrets' roadside litter campaign and the 'Not a Good Look / Not Up my Street' fly-tipping campaign.



## ***Fly-tipping***

Tenant engagement activities continued to take place in this quarter. These included:

### **04/04/2023 - Wales and West Waste Awareness Day, Splott, Cardiff**

A joint event with Wales and West Housing Group, Cardiff Council, local PCSOs and Cardiff Youth Service. We talked to residents about the 'Not Up My Street' campaign and ran a recycling information stand. Face painting, music and a litter picking activity helped to engage young people.

### **13/04/2023 - Melin Homes Waste Awareness Day, Abergavenny, Monmouthshire**

We partnered with Melin Homes, Monmouthshire Council and Llanfoist Reuse Shop on the Hillside Estate in Abergavenny for a Waste Awareness Day. Monmouthshire Council cleared a large amount of litter and fly-tipping in the area. We talked with tenants and gave out our fly-tipping campaign waste information packs.

### **25/04/2023 – Housing Ynys Môn Litter Pick and Waste Awareness Day, Holyhead, Anglesey**

We collaborated with Housing Ynys Mon and Anglesey Council who were running a drop-in event to help tenants find out about managing their waste and recycling, collect free bags and bins. We were joined by local PCSO officers from Holyhead who were keen to discuss the impact of the campaign.

### **26/04/2023 - Pobl Waste Awareness Day, Birchgrove, Swansea**

We teamed with Pobl Group to engage with tenants in the Birchgrove area of Swansea. Unfortunately, a planned community Repair Café was postponed due to staffing issues.

Following discussions with RSL partner, the tenant information pack was translated into five additional languages – Arabic, Punjabi, Polish, Romanian and Somali. Digital and print ready assets were shared with Caru Cymru partners via the Partner Hub.

## **Make Memories, Not Mess**

An extension and additional funding for the project gave us the opportunity to refresh our successful 'Make Memories Not Mess' campaign, which was created in response to so-called 'lockdown litter' in spring/summer 2021.

We were particularly looking to target groups of young people making use of Welsh parks and beaches. As per phase one of the campaign, we wanted the refreshed campaign to be consistent with behaviour change principles and focus on the actions people can take to ensure they are 'making memories not mess'.

As of 31 July, designs for new materials were being finalised and a specialist agency had been appointed to deliver a comprehensive package of digital media and outdoor advertising opportunities, including bus advertising, bus shelters and billboards, cinema foyer and shopping centre advertising and social media.

## ***LEQ campaign toolkit***

The campaign toolkit allows users to customise and download bilingual materials

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

***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*

***Organisations taking action to reduce single-use plastic:***

To date, **25 organisations** have taken action to reduce single-use plastic. Including 9 this period:

**Powys** – The KWT Project Officer initiated a Llanidloes Keep Cup initiative. This involves three hospitality businesses (The Hanging Gardens, The Wild Oak Café, Cobbler's tea Rooms) contributing time to promote single-use cup reduction. A case study is provided.

Through the Green Key Programme, KWT have been working with a number of hospitality businesses across Wales on improving their sustainability performance. A number of those sites have developed actions around single-use plastic that go beyond the minimum requirements of the Award criteria. This includes;

**Delta Hotels by Marriott Swansea, Cardiff Marriott Hotel, and Delta Hotels by Marriott St Pierre County Club** have all been working on the final stages of removing all single-use toiletries in guest bedrooms, replacing with dispensers and purchasing refills in bulk. As of April they will begin the phasing-out of all single use food containers (e.g. ketchup) in the restaurant and again introduce bulk dispensers.

**Cardiff Park Plaza** are in the final stages of removing all single-use toiletries in the guest bedrooms and will complete as existing stock is used up. Their Environment Committee is also looking at alternatives to the disposable slippers currently used in the spa before addressing other single-use items

Across their site, **Bluestone Resorts** have introduced a number of incentives to encourage refills covering beverage such as water and hot drinks. As a step to encourage staff to promote the concept, staff were all provided with their own reusable drink container. Bluestone also have an ambition to make their spa as sustainable as possible, and a number of initiatives are planned over the coming year.

**Voco St Davids** have removed unnecessary single-use plastic from their bar, such as straws and stirrers. They have also introduced bulk dispensers in the guest bedrooms for all toiletries.

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

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

This quarter KWT staff fed into Denbighshire County Council's corporate strategy for becoming plastic-free.

This quarter, Newport City Council moved to providing reusable water bottles over disposable bottles for on-street staff. This will save upwards over one thousand bottles over the summer months.



*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 shared with Welsh Government but has not yet received comment or update on the national plan.

**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.

We have been working with Keep Scotland Beautiful to align LEAMS and LMS data in as far as we are able and have added this to our Litter data collection for 2023/24. The new categories which have been added for 23/24 LEAMS includes a breakdown of drinks related litter for DRS (eg; size of bottles as well as type) and the expected categories for packaging in regard to EPR litter payments.

The guidance for developing local litter and fly-tipping strategies (above) has been developed and will feed into a training session for local authorities in the future. A template, along with national and local indicators has been developed and will support the National Litter & Fly-tipping Prevention Plan when published.

Keep Wales Tidy Policy Manager (and Eco-Schools representative) continue to be involved in 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. A piece of research including best practice, case studies and recommendations for policy has been carried out with Cardiff University and will be shared with the Welsh Government Circular Economy team.

**Research papers produced** – Research papers have been finalised and discussed with relevant stakeholders to date include: dog fouling, smoking litter, roadside litter, enforcement, fly-tipping, tourism and litter, weeds and detritus and drug related litter. A full list of all Caru Cymru Policy work can be found in the appendix.

The Blue Flag impact report has been finalised and shared with Welsh Government and other stakeholders.

Additional briefings have been finalised this quarter including: wet wipes, single-use vapes, guidance for the restoration of community alleyways for the prevention of fly-tipping. A paper on Urban Street design has been finalised and is being shared with DCW ahead of official publication.

### **Annual litter surveys**

LEAMS categories have been reviewed for 23/24 and DRS and EPR (packaging) items have been added to the survey form which will provide valuable baseline information for when these schemes come online.

Welsh Government should be aware that single use vapes are by far the most widespread and fastest emerging issue.

#### **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 partner meeting was held on 27 June 2023. Miller Research presented the findings of their evaluation, we looked back at the achievements of Caru Cymru between 2021 and 2023 and discussed future partnership working.

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 **£279,398** investment to tackle poor LEQ issues.

<b>Funder</b>	<b>Activity</b>	<b>Date</b>	<b>Amount</b>
Hubbub	Roadside Litter campaign	April 2023	£10,517
Keep Britain Tidy	Spring Clean Cymru 2023	March 2023	£22,500
McDonalds	Partnership Working	Dec 2022	£25,000
Chewing gum Taskforce grant <sup>5</sup> (private gum producers)	Chewing Gum campaigns in 5 local authority areas	September 2022	£96,000
Keep Britain Tidy	Spring Clean Cymru 2022	April 2022	£22,500
WRAP	Litter Work	Mar 2022	£19,000
Hubbub	River clean up	Nov 2021	£5,333
McDonalds	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
McDonalds	Clean up campaign	Nov 2020	£25,000
Coca-Cola	Marine litter activities	Oct 2020	£10,000
		<b>Total</b>	<b>£279,398</b>

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

**Volunteer effort** – since October 2020 there has been **£1,797,330** of volunteer effort tackling poor LEQ (£10/hour from data entered on Epicollect)

Volunteer Type	Hours (Oct 20–Mar 23)	Hours (April – July 2023)	Total
Groups	68,606	12,243	80,849
Litter champions	35,671	5,483	41,154
Hub participants	31,891	4,396	36,287
National campaigns	18,219	0	18,219
Litter Free Zones	1,717	1,507	3,224
<b>Totals</b>	<b>156,104</b>	<b>23,629</b>	<b>179,733</b>

**Evidence of partnership working across council boundaries and sectors –**

**Ellipsis / Hubhub** – Roadside litter campaign is underway in Cardiff and the Vale.

Activity has included a voxpop video with the general public and social media campaign, messaging on motorway Corex signs working with Welsh Government, targeted signage in Cardiff and Culverhouse Cross supported by Cardiff and Vale of Glamorgan Councils, installation of bilingual signage and bin wraps at Sarn Servicers and Brooklands Retail Park and a ‘Tidy Pitstop’ promotional event at Cardiff Gate Services.

Future work will include on-line and in-person surveys, installation of a cigarette litter ballot bin at Brooklands Retail Park and a litterpick with Starbucks staff. Ellipsis will carry out surveying at the end of August and results will be shared with project partners.

**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 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 recyclate 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, thirteen groups are generating income from recycling/reuse activities.

	<b>Group Name</b>	<b>Items recycled/reused/sold</b>	<b>County</b>
1	Cardiff Rivers Group	Scrap metal, batteries, WEE, nitrous oxide cannisters, NEXT bikes, items donated/found sold on ebay	Cardiff
2	Twmbarllwm Society	Scrap metal sold to generate income for Risca Museum.	Caerphilly
3	Newport Canal and Rivers Group	Raised hundreds of pounds by selling scrap metal collected during clean-ups and by selling unwanted household items in car boot sales. Money raised covers group costs and is also donated to a men's mental health charity and to the Bettws Food Bank.	Newport
4	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.	Torfaen

		Also generate some income from clothes recycling <a href="https://www.dragonbags.co.uk/">https://www.dragonbags.co.uk/</a>	
5	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
6	Resource CIC	Scrap metal, scrap store and Mobile library of things	Denbighshire
7	FoE Ruthin	Terracycle recycling programme for soft plastics	Denbighshire
8	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
9	Ysgol Dafydd Llwyd	Clothes bank to raise money for the school	Powys
10	Crickhowell Primary School	Battery recycling scheme to raise money for the school	Powys
11	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 - <a href="#">Newtown's 'Waste Not' project wins two national awards   County Times</a> . <a href="#">Waste Not Newtown   Newtown   Facebook</a>	Powys
12	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. Quarter 4 of 2023-24 saw the group link with schools to create and sell items such as bowls and frisbees from recycled plastic. <a href="http://www.thehanginggardens.org">www.thehanginggardens.org</a>	Powys
13	Llangattock Litter Pickers	Selling scrap metal collected in clean-ups	Powys

### **Support for Repair and Re-use movement**

**Conwy** - Crest recycles, upcycles and provides volunteering activities for adults with learning needs. Keep Wales Tidy has met with Crest and promoted their opportunities this quarter.

### **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.*

Handheld PM monitors were used to engage with two Swansea schools – Sketty Primary School and Cwmrhydyceirw Primary School. In addition, 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 finalised in February and a final report has been finalised and shared with the Air Quality officials in Welsh Government.

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

The delays to the Litter Prevention & Fly-tipping Plan has meant that we haven't engaged local authorities as we would have liked to in developing local litter & fly-tipping prevention strategies. However, it is hoped that this will be a key area of development going forward.

### **Additional achievements**

#### **Any changes likely to be needed to deliver the project**

None this period

**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 and funding line were used on a post-campaign release for Spring Clean Cymru.
- The logo and funding line were used on the press release promoting Litter Picking Hubs in Green Flag parks and green spaces.
- The logo was added to all policy papers.

Broadcast media coverage included BBC Radio Wales, BBC Wales and S4C.

### **3. Special Conditions**

- **The project sponsor must appoint an independent external evaluator within six months of the Project Start Date.**

Work for the final evaluation will begin in April. Workshops have been set up with KWT and partners.

- **The approved Keep Wales Tidy activities under Measure 16.2 must not duplicate the**



Outputs and Targets	Target	Actual to date	Notes
Litter-picking hubs established across Wales	200	220	
% of hubs located in deprived areas	33%	40%	
Self-supported clean-ups facilitated as a result of the hubs	2,000	1,560	Some hubs are still not reporting clean-ups via Epicollect. We are working to make this simpler going forward so we can capture more accurate data
Clean-ups undertaken by litter champions	20,000	43,453	
Wellbeing and skills survey of litter champions	100	124	
Clean ups undertaken during National Clean up campaigns	800	1,130	
People directly involved in National clean up campaigns	6,600	29,524	
Hours undertaken by volunteers to improve LEQ	150,000	179,733	
Community groups/organisations supported to improve LEQ	300	830	
Green space improvement activities by community groups	2,500	7,322	
New community groups established to adopt areas	60	63	
Wellbeing and skills survey of new community groups	10	12	
'New' Community Green Flag awarded sites	40	47	
Groups working towards community Green Flags	20	20	
Green Flag Community applications from deprived areas	10	17	
Local trials undertaken and analysis of outcomes	40	40	
Local authorities who have adopted new interventions	22	35	
Businesses and schools maintaining litter free zones around their premises	200	168	330 schools and business have signed up, but 168 are active and reporting data currently.
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	25	Covid made this target very difficult as companies were fearful of contamination of reusables, but more have started taking action recently
Local Authorities who have undertaken review of single use plastics and implemented reduction plan	11	7	
Policy and research papers produced	12	20	A full list of policy, research, consultation responses and Guidance papers produced is listed in appendix.

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	KWT is not actively promoting until the Litter & Fly-tipping Prevention Plan is launched
Private sector investment levered in to help tackle LEQ issues	£150,000	£279,398	
Volunteer effort to tackle LEQ issues	£1,500,000	£1,797,330	
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	13	
Creation of Tiny Forest to improve biodiversity in urban area	1	1	
Air Quality behaviour change pilot with school	1	1	

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	0	34
Bilingual press release templates created for partners promoting key project activities and outcomes.	12	0	13
Social media Guidelines produced, to include dedicated hashtag #CaruCymru, with additional hashtags developed for specific campaigns and trials. Regular social media activity	1	0	14
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	24	288
Annual report/infographic to highlight annual outcomes (1 per year)	3	1	3

Promotional events (1 per year)	3	4	26
Dissemination of information/lessons learned from pilot trials	22	14	40
<b>Total</b>	<b>121</b>	<b>43</b>	<b>420</b>

<b>Jobs created/safeguarded</b>	<b>Target</b>	<b>Actual to date</b>
Number of FTE jobs safeguarded	36.7	31.68
Number of jobs created	3.8	12.85

## Appendices

<b>Caru Cymru Policy &amp; Research produced 21-22</b>
[Guidance] <a href="#">Roadside litter guidance paper</a>
[Guidance] <a href="#">Dog Fouling Guidance paper</a>
[Guidance] <a href="#">Smoking Litter Guidance paper</a>
[Research] <a href="#">Enforcement for littering Review</a>
[Project Report] Smoking Related Litter Trial in Blaenau Gwent
[Report / Data] All Wales LEAMS report for 21-22
[Report / Data] All Wales LEAMS report 22-23
[Report / Data] 22 x local authority LEAMS data reports 21-22
[Consultation response] <a href="#">Mandatory digital waste tracking</a> 2022
[Consultation Response] <a href="#">Extended Producer Responsibility</a> (UK Government 2021)
[Consultation Response] <a href="#">Scottish Government Litter Strategy</a> 2022
[Consultation Response] <a href="#">Litter &amp; Fly-tipping Prevention Plan</a> 2021
[Contracted Research- Internal] 2021-22 WRAP Contracted research into litter payments for EPR. - 3 x work reports covering Duty Bodies, Compositional methodology and framework for litter payments)
<b>Caru Cymru Policy &amp; Research produced 22-23</b>
[Guidance] <a href="#">Binrastructure Guidance paper</a>
[Guidance] Waste at Events guidance paper
[Guidance] Drug related Litter paper [DRAFT]
[Guidance] Weeds and Detritus
[Guidance] Alley way improvement (for the prevention of fly-tipping)
[Guidance] Skip Amnesty Guidance (for the prevention of fly-tipping)
[Guidance] Guidance for a local litter and fly-tipping prevention strategy development.
[Guidance] Template for local litter and fly-tipping prevention strategy
[Guidance] Urban Design to reduce littering
[Briefing] Wet wipes
[Briefing] Single Use Vapes
[Research] <a href="#">Circularity Behaviours</a>



[Research] <a href="#">Tourism and Litter</a>
[Research] <a href="#">Fly tipping from a behavioural perspective: Challenges &amp; solutions paper</a>
[Research] Perceptions of the Blue Flag Award In Wales 22/23 [DRAFT]
[Research] Cardiff Study - A Pilot Study to Explore Sustainable Models for Repair and Reuse Hubs in Wales
[Contracted Research - External] In depth Fly-tipping research with students and social housing tenants (Mindfield)
[Contracted Research - External] Cardiff University – Circular Behaviours to encourage Repair & Reuse
[Report] Car Bins Trial Report
[Report] <a href="#">Litter Awareness Course Scoping</a>
[Report] Delivery of Local Trials for Caru Cymru – Lessons & opportunities
[Report / Data] All Wales LEAMS report 22-23
[Report / Data] 22 local authority LEAMS data reports 22-23
[Consultation response] <a href="#">Mandatory digital waste tracking 2022</a>
[Consultation Response] <a href="#">Scottish Government Litter Strategy 2022</a>
[Consultation Response] <a href="#">Written evidence</a> submitted to Committee on SUP Bill (2022)
[Consultation Response] Changes to statutory guidance on school uniform and appearance policies (2022)
[Consultation Response] Public engagement in Climate Change Strategy
[Consultation Response] Visitor Levy
[Consultation Response] National Framework for Social Prescribing (with RSPB Cymru)
[Consultation Response] <a href="#">Scottish Government Litter Strategy 2022</a>
[Contracted Research- Internal] 2022-23 WRAP Contracted research bin waste compositional methodology.