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## Litter Innovation Fund (LIF)

### Final Report

Further to your award it is important for us to evaluate how effective your research project has been and if the wider aims of the fund have been achieved.

The purpose of the Litter Innovation Fund is to support councils and communities in the development and evaluation of innovative approaches to tackling litter, which have the potential to be implemented more widely. The Litter Strategy also encourages people to use and contribute to online best-practice 'hubs', to help test and refine new innovations, share learning and extend the implementation of best-practice. It is therefore a condition of your award that you provide a full report of your project, to share in the knowledge and insights gained from your experiences and, if successful, to enable others to replicate it.

To assist these two aims, we require you to complete the following document. Section A sets out a template final report which is designed to provide the information needed to identify interventions with the potential for wider application, and to enable your project to be implemented by others if appropriate. Section B seeks the information that we need to demonstrate how the grant funding from the Litter Innovation Fund has been used. Please consult the monitoring and evaluation guidance for further help on answering any questions. You can also contact us at [LitterFund@wrap.org.uk](mailto:LitterFund@wrap.org.uk).

As set out in the guidance to applicants once we have signed off this report, successful applicants are expected to make the information from Section A of this template available online, to share best practice, enable others to replicate your project and learn from your experience. Information that you share with us may also be subject to requests for disclosure by Defra or MHCLG under the Freedom of Information Act or Environmental Information Regulations. It is likely therefore that information from this report will be released into the public domain. If there is any information contained in your report that you wish to remain confidential or regard as subject to copyright or commercially sensitive please clearly identify it. In particular, please do not include personal data of any individuals in Section A.

The completed form should be e-mailed to [litterfund@wrap.org.uk](mailto:litterfund@wrap.org.uk)



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<b>LIF Reference Code</b>	ENG102-001 PO:12183	<b>Date</b>	1 October 2018
<b>Organisation Name</b>	Bristol City Council	<b>Completed by</b>	Kurt James

### Project Abstract

Please provide an overview of this report, up to 400 words (Grant funding amount received, Aims, Results and Scalability of the project)

The aim of the project was to build a shared community responsibility campaign for the cleanliness of a busy shopping street called Stapleton Road, Bristol which straddles the Lawrence Hill and Easton wards in central Bristol. In the 2015/16 Bristol Quality of Life Survey 80% of Lawrence Hill ward residents and 91% of Easton ward residents said that litter was a problem.

The project brought together businesses and residents, and in particular the Muslim and Somali communities to deliver a litter and fly tipping reduction campaign using various interventions including engagement, posters, newsletters, social media, community action and community workshops to raise awareness of litter and fly tipping issues and influence behaviour change. This process would result in a reduction in the amount of litter and fly tipping in the area.

The value of the project was £10,000 with the addition of £1,111 in matched funding.

### Results

- There has been a significant reduction in the prevalence of food on the go related litter in the survey area.
- The data available shows a reduction in fly tip incidents reported in the year to date comparison data provided by Bristol Waste Company.
- The data and photographic evidence shows a reduction in visible and perceptual litter issues.



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- 30 businesses were given Tidy Business Standards Awards.
- 8 businesses are now doing self-cleaning on Stapleton Road.
- 8 workshops and sessions were run by faith organisations to raise awareness and influence change behaviour.
- 30 volunteer litter pickers were recruited.

#### **Scalability**

- This project can be replicated easily to address similar problems in areas with similar levels of diversity.



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## Final Report

### Section A: Project report

#### What did you want to achieve?

Please set out the project context, purpose and aims. This will have been laid out in your original application. For sharing purposes please include this, and any clarification needed

- What specific problem(s)/area(s) did your intervention target, and why did you choose it? Please include a description of the local context.
- What did your intervention aim to achieve? Set out the intended outcomes and impacts.

#### Project aim

The aim of the project was to encourage a community to take more responsibility for the cleanliness of a busy shopping and residential area of Bristol. The project brought together businesses and residents, and in particular the Muslim and Somali communities to deliver a litter and fly tipping reduction campaign using various interventions including engagement, posters, newsletters, social media, community action and community workshops to raise awareness of litter and fly tipping issues and influence behaviour change. This process would result in a reduction in the amount of litter and fly tipping in the area.

#### What specific problem did we want to address?

We wanted to reduce the high levels of persistent littering and fly tipping on Stapleton Road, Bristol and the surrounding area which straddles the Lawrence Hill and Easton wards in central Bristol. In the 2015/16 Bristol Quality of Life Survey 80% of Lawrence Hill ward residents and 91% of Easton ward residents said that litter was a problem.

We chose this problem as the focus of the bid because it has proven so difficult to solve. For many years the council, waste



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companies and various community groups have tried and failed to resolve ongoing litter and fly tipping issues.

Stapleton Road receives the highest level of street cleansing and refuse collection resources in Bristol outside of the city centre with residential waste collected three days each week, streets cleansed all day 6 days per week, and dedicated fly tip collections 5 days per week. This ongoing level of service delivery has not made a sustained impact on litter and waste issues which regularly feature in local and social media. <https://www.facebook.com/groups/602904566472861/photos/>

#### **Why did we choose this area?**

Lawrence Hill ward is the most deprived and dense ward in Bristol with 8 out of 10 of its lowest super output areas in the 10% most deprived in the country. In 2011 the road was named as the most dangerous in England. <http://www.mirror.co.uk/news/world-news/forget-home-office-crime-mapping-1695400>

This ward has seen significant demographic change over the last 10 years shown by a large increase in the Somali population and reflected in the number of Somali, North African and Muslim businesses. It is densely populated with a large number of flats and Houses of Multiple Occupancy with a transient population.

Lawrence Hill ward has the lowest male life expectancy, highest level of household overcrowding and the lowest level of car ownership in Bristol. It suffers from high levels of crime, poor health and low levels of educational attainment. The ward has a Black and Minority Ethnic population of 60% compared to a city ward average of 16%. 30% of the areas main language is not English, with 40% of the ward population born outside the UK. 33% of Lawrence Hill ward classify themselves as Muslim compared with a city average of 5.1%. 21% of the Muslims in Bristol were born in Somalia, with a high proportion of the 8,300-10,000 population living in the Lawrence Hill ward.

This long road is Bristol's most diverse shopping and residential street and is a key arterial route in the city comprised of over 200 businesses with many food or food to go establishments. Stapleton Road has an occupancy rate of 4.5% compared to a Bristol



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average of 7.5%, and is well used.

**What did your intervention aim to achieve? Set out the intended outcomes and impacts**

1. A reduction in the amount of fast food litter as measured by Local Environmental Quality and resident perception surveys.
2. A reduction in the amount of fly tipping complaints recorded by Bristol Waste Company.
3. Reduction in the number of reported fly tip incidents.
4. Increase in the number of businesses given a Tidy Business Standards Award.
5. Increase in the number of businesses doing self-street cleaning.
6. Increase in the number of workshops and sessions run by faith organisations to followers to raise awareness and change behaviour.
7. Increase in the number of volunteers litter picking and the number of volunteer hours.

**What was your project plan?**

- Describe the project plan – what you intended to do, including details of intervention site(s), timelines, use of resources (e.g. materials) and involvement of people and other organisations. Include details of a control or comparison site, if applicable.
- How did you expect your intervention to achieve its aims and intended impacts (see the ‘intervention pathway’ diagram in the Monitoring & Evaluation guidance)

**Describe the project plan – what you intended to do, including details of intervention site(s), timelines, use of resources (e.g. materials) and involvement of people and other organisations. Include details of a control or comparison site, if applicable.**

The project plan centred on delivering neighbourhood management with a community development approach to address and reduce fly tipping and littering in the area. The aim of the plan was:

- To engage with businesses and Muslim businesses in particular and encourage them to manage their waste properly, do more to keep their business frontages clear of litter and encourage their customers to dispose of their waste properly.



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- To engage with residents and encourage them to manage their waste properly, litter and fly tip less and to take more responsibility for keeping the area clean and tidy.
- To engage with faith communities and mosques in particular and encourage them to share waste management information with their communities and get them to play a leadership role in improving the cleanliness of the area.

Task	Delivered When	By Who
Set up project partnership steering group	April-18	The council, Public Health
Recruit project coordinator	May-18	Project partners
Recruit volunteers	May-18	Project Coordinator
Gather baseline data	May-18	Resource Future, Project Coordinator and Volunteers
Design and print promotional materials	May-18	Project Coordinator
Launch of Clean Stapleton Road champions and project actions	Jun-18	Project Steering Group
Complete and close project	Sept-18	Project Steering Group
End project impact evaluation (perception and visual impact survey and waste disposal quantity data recording)	Sept-18	Resource Future, Project Coordinator and Volunteers

**How did you expect your intervention to achieve its aims and intended impacts (see the ‘intervention pathway’ diagram in the Monitoring & Evaluation guidance)**

Key to making the plan work was the recruitment of a Somali and Arabic speaking project manager to deliver the project plan and act as a determined neighbourhood manager for the area who would identify key issues and work with businesses, residents and agencies to address them on a systematic basis. Well intended projects in the past have failed as they ‘did’ to the community, lacked the language skills to communicate with Muslim owned businesses and did little to engage with the diverse and transient resident community.



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### **Using the intervention pathway model:**

#### **Business behaviour**

1. The project manager and volunteers visit businesses to identify any waste management issues they have with their own businesses or those of other businesses in the area.
2. Where businesses have waste carrier licence issues the project coordinator encourages businesses to procure adequate waste collection arrangements.
3. Where there are problems with the presentation of commercial bins then the project manager would share this information with the enforcement service so this can be addressed.
4. Where there are problems with commercial bins that appear abandoned then the project manager would ask the waste carrier to remove them.
5. The project manager would encourage businesses to take proactive measures to keep their business frontage clear of litter which could be done by sweeping up.
6. The number of businesses without commercial waste contracts reduces.
7. The presentation of commercial waste improves.
8. Abandoned commercial waste bins are removed.
9. Number of businesses clearing litter from shop frontages increases.
10. Businesses that took proactive measures were presented with Tidy Street Awards.

#### **Resident behaviour**

1. The project manager and volunteers design leaflets in different languages and using symbols showing waste collection days and how to present waste.
2. These leaflets are distributed to residents by the project coordinator and volunteers who also engage with the residents



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about their need to manage and present their waste properly at the right time and to do their bit to minimise their impact on waste and litter issues on Stapleton Road.

3. Resident behaviour is monitored on collection days and further intervention is used where it is shown that behaviour has not changed.
4. The presentation of residential waste improves.

### **Engagement with faith communities**

1. The project manager prepared messages about the need to manage waste and litter issues.
2. The project manager would deliver these messages in local mosques, and ensure that these issues were shared on a weekly basis. This included encouraging communities to take proactive measures to demonstrate a willingness to address litter and waste issues in the area.
3. Local mosques organise and deliver litter picking in the local area.
4. The presentation of residential waste improves.

### **What was innovative about this project?**

- Describe how your project differs from existing approaches, or extends/develops previous research.

### **Describe how your project differs from existing approaches, or extends/develops previous research.**

The main difference between this project and previous approaches to tackling waste management, littering and fly tipping problems was the recruitment of a project manager from the Somali and Muslim community who was determined to tackle the litter and fly tipping issues and understood the need to engage Muslim businesses and residents in doing more because they were not engaging with the problems and did not see their role in resolving the problems.

There was an attitude held by a large section of the businesses and residents that problems with waste management, litter and fly tipping were the responsibility of the local authority, even though the local authority did not cause these problems.



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The local authority wrongly assumed over the years that efforts to improve the cleanliness of the area (such as changes to the waste management methodology, and the frequency of waste collection and street cleansing) would be seen and understood by the new communities who had moved to the area. Efforts to make change happen whether delivered by the council or the voluntary sector have not endured, and have been designed with the involvement of new communities being an afterthought. It might sound simple but the new communities need to understand why managing waste properly is important as we cannot assume that culturally this is the case – it is also something that we cannot force.

In the past we found it difficult to engage the Muslim and Somali community in anti-littering campaigns and decided to work with them to address significant and ongoing littering and fly tipping problems which required behaviour change from this community.

This project was particularly innovative because the need for it was driven from the Muslim and Somali community working in partnership with a number of public agencies to reach a community that has been resistant to mainstream messaging. They were prepared to own, design and deliver the intervention.

By designing the project with the Muslim and Somali communities and recruiting from within them we were able to incorporate this community's aims and aspirations and learned that they should be a part of the solution and not have solutions imposed upon them.

This project has not only made a visual impact to the community but it has engaged with Somali Sudanese, Ghanaian, Afghan, Ethiopian, Turkish, Kurdish, Pakistani, Arab (Syrian, Tunisian, Algerian and Moroccan), Djibouti, Kenyan and Eritrean communities – which is not something we have been able to do before.



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### What did you do?

- How did you implement your project in reality? Please describe what happened during your project.
- Did anything change from your original plan, and if so, why? Did you encounter any problems or unexpected issues that might have affected your results?
- How did people react during the project?

To enable others to replicate your project, please include images of any key signage, posters, graphics etc. that you used, as well as photographs, maps or other essential information to show how interventions were deployed. Documents can be provided as appendices if appropriate. The information you provide should not be subject to copyright and should be able to be shared freely

### How did you implement your project in reality? Please describe what happened during your project.

#### Project setup

Following the recruitment of the project manager by our voluntary sector partner Up Our Street, a project steering group and operational team were established. The project manager recruited 45 volunteers with 8 being trained in how to conduct resident perception and environmental quality surveys. The volunteers collected data street litter volumes, resident perceptions and local environmental quality scores with surveys completed at project start, mid project and project end, and points in between where required.

#### Publicity design and distribution

Informed by the local view that people do not care about warnings about fines because they do not believe they will be issued, a publicity campaign was designed which used nudge nudge techniques to celebrate the area and reward the people who kept it clean.

The project team designed a project identity to be used on all publicity materials, and a local designer who is passionate about improving the area produced the following:



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- The "Show Stapleton Road Some Love" logo, slogan, concept and print ready design.
- A postcard with the grey bin rota clearly listed in a visual format, and translated into 3 languages on the back.
- A 3 fold flyer reminding people that money spent on waste removal won't be spent on potholes, youth services etc.
- Large stencils of the logo and flower motifs to be stencilled over the pavements in bright colours.
- Designs for banners to be displayed on Stapleton Road.

The team produced posters and distributed 5,500 leaflets showing waste collection times, how to present waste, tackle fly tipping and highlighting the importance of keeping streets clean. Stencils were produced and used with chalk based spray paint to highlight change. One hundred T-shirts were printed and distributed to volunteers.

The project has been publicised through an article and interview in the Up Our Street newsletter delivered to 14,000 homes and articles in the local newspaper. National Refill Day 2018 was also launched on Stapleton Road on 27 September 2018.



**Launch of National Refill Day 2018**



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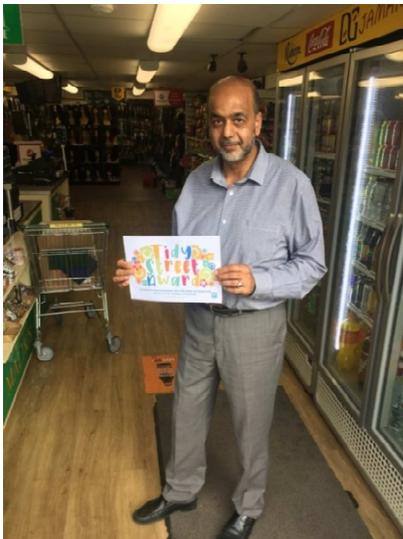
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## Outreach

To push the behaviour change message, the project engaged with up to 6,000 people on a one to one or group basis on the street, in cafes, restaurants and takeaways; and at the local leisure centre, at workshops and at the local mosque:

- The project manager has engaged with 150 businesses, local schools, local faith groups, councillors, activists, contractors and local organisations; they have also engaged with new migrant communities including Somali, Sudanese, Ghanaian, Afghan, Ethiopian, Turkish, Kurdish, Pakistani, Arab (Syrian, Tunisian, Algerian and Moroccan), Djiboutian, Kenyan and Eritrean communities.



**Local business owner with his Tidy Business Award**



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Engaging with businesses saw Tidy Street awards handed to 30 businesses who worked hard to improve the cleanliness of Stapleton Road.

Eight workshops were conducted – three for local faith groups and five for local communities and organisations. The workshops were designed to use community experience to shape litter prevention ideas:

- Workshop attendees believed that sustaining reduced levels of littering and fly tipping would need continued engagement of businesses, communities and faith groups. The Stapleton Road project succeeded in creating behaviour change as the improvements in one area encouraged others to take part until the scheme and its benefits were being felt across the whole of Stapleton Road.
- Evidence from workshop attendees indicates that litter picking events mostly attract people who care about and are engaged with the issue of littering. We have seen that local people are willing to be involved if the event is on their street. The challenge of reaching out to the wider community and engaging a broader range of participants has been overcome in some instances through the involvement of external organisations or by offering incentives for groups to participate. Workshop participants and interviewees further suggested that more people could be engaged in such events if they were conducted in a range of different areas, from local streets to parks and council housing blocks.
- An important aspect of project delivery was the organisation of community litter picks. Increasing the diversity of participants in street litter picking initiatives compared with only engaging self-selecting volunteers increased the ability to directly engage with litterers and produced a positive culture of behaviour change. If the project can reach more individuals through street cleaning initiatives, more opportunities can be created to facilitate cultural behaviour change. Community litter prevention interventions also have a variety of wider benefits such as improving the perception of Stapleton Road.

### **Community Litter Picking**

The project manager organised a Stapleton Road clean-up <https://www.bristolpost.co.uk/news/bristol-news/how-stapleton-roads-litter-nightmare-1890854-and-held-16/08/2018>. This event was attended by a Cabinet Member, councillor, residents, businesses,



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the police, the leisure centre, Bristol Waste Company, the council and Up Our Street. People picking litter were thanked by residents pleased that work was being done to improve the local area. The leisure centre also handed out vouchers to people participating in the clean-up. <https://www.bristol247.com/news-and-features/social-impact/a-community-making-progress-stapleton-road-picking-up-after-itself/>

Litter picks were also organised by the local mosque.

The 'Litter-Pick Plus' option was used to maximise the potential of clean ups to lead to litter prevention. This litter pick involved engaging with the local community, faith groups, community groups, businesses, and the police. Fly tipping was dealt with using signs and leaflets with translation alongside community engagement so that people understood the problem and their role in resolving it.

Litter picking was the most successful and widely respected form of community level litter intervention followed by the clearance of fly-tipping from local hotspots.



**Stapleton Road Clean Up**



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### **Problem identification**

In the first 12 weeks the project manager reported 60-90 incidents of fly tipping and waste. By the end of the project fly tipping and waste incidents were being reported once or twice each week. The project manager also took 1100 pictures of issues along Stapleton Road and shared them with Bristol Waste Company. They also recruited change champions to continue to influence behaviour and encourage change on Stapleton Road.

### **Did anything change from your original plan, and if so, why? Did you encounter any problems or unexpected issues that might have affected your results?**

The project took longer to start than anticipated once funding was agreed. This was compounded by the late release of funding.

Pressure on resources within the local authority meant that the council Enforcement Team were unable to enforce commercial waste and fly tipping issues. Also, some landlords did not engage with the project and continued to fly tip furniture in alleyways for the duration of the project.

### **How did people react during the project? To enable others to replicate your project, please include images of any key signage, posters, graphics etc. that you used, as well as photographs, maps or other essential information to show how interventions were deployed. Documents can be provided as appendices if appropriate. The information you provide should not be subject to copyright and should be able to be shared freely**

The local reaction to the project was good as the level of face to face engagement particularly with communities who value engagement done in this way showed a willingness to get involved and encourage others to do the same.



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The pictures below illustrate some of the problems encountered before the project started.





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The pictures below show improvements to the cleanliness of Stapleton Road.





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The pictures below show the community taking action themselves.



The pictures below show some bins that were moved to address street littering hotspots





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The pictures below show some of the leaflets and flyers produced by the project

**TAWFIQ Masjid & Centre**  
مسجد ومركز التوفيق

**SATURDAY 18th AUGUST  
COMMUNITY  
LITTER PICK  
At Barton Hill**

Time: 2pm - 4pm  
Meet at the bottom of Corbett House to tackle areas in and around urban park.

Let's have a greener, cleaner Barton Hill!

There will be more future sessions planned.

Barton Hill needs you!

Litter pickers and hi-viz jackets provided

Ka qayb qaado nafaafada xaafada

Children are very welcome!

Help improve YOUR Neighbourhood

Contact : Adan Jaawiye  
07572972185

**Show Some Love**

**STAPLETON RD. BS5**

**Show Some Love**

**STAPLETON RD. BS5**

**USE GREY BAGS** DO NOT PUT YOUR RUBBISH OUT OVERNIGHT

BLACK BAGS ARE NOT COLLECTED AND YOU COULD BE FINED £100

<b>M</b> before 09:00 	<b>NO BAGS</b> 	<b>W</b> before 09:00 	<b>NO BAGS</b> 	<b>F</b> before 09:00 	<b>NO BAGS</b> 	<b>NO BAGS</b> 
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for more bags call 0117 304 9022  
or email [hello@bristolwastecompany.co.uk](mailto:hello@bristolwastecompany.co.uk)

wrap up our street

**Show Some Love**

**STAPLETON RD. BS5**

before 09:00 M ~~W~~ ~~Tu~~ ~~W~~ ~~F~~ ~~Sa~~ ~~Su~~

Waste must be presented in grey Bristol Waste Company sacks.  
Black bags are considered fly tipping and you could be fined £100.  
Put your waste out on the morning of collection before 9am.  
Do not put waste out the night before collection as this attracts rats, seagulls and insects.  
Please do your bit to Make Stapleton Road great.  
for more bags call 0117 304 9022  
or email [hello@bristolwastecompany.co.uk](mailto:hello@bristolwastecompany.co.uk)

Smieci musza byc wystawiane w szarych workach dostarczanych przez Bristol Waste Company.  
Czarne plastikowe worki wystawiane na ulice sa uznawane ze nielegalne zamiecianie. Za wystawianie czarnych workow moge byc Panstwo ukarani kara 100 funtow.  
Smieci musza byc wystawione przed 9 rano w ten sam dzien kiedy jest zaplanowane ich zbieranie z Panswa ulicy.  
Prosze nie wystawiac smieci poprzedniego wieczoru poniewaz przyciaga to szcurki, mewy i insekty.  
Prosze przestrzegac tych zasad aby Stapleton Road stala sie czystsza ulica i przyjemniejszym miejscem dla wszystkich mieszkancow.  
Aby zamowic nowe szare worki od Bristol Waste Company prosze dzwonic pod numer 0117 304 9022  
[hello@bristolwastecompany.co.uk](mailto:hello@bristolwastecompany.co.uk)

Qashinka waa in lagu soo ridaa badda cawlan ee shirkadda Bristol Waste Company.  
Bacarka madow wazba loo yaqaanaa in lagu soo ridoo qashinka sida shardi darrada ah damiira loo dhigo. wadanka lagu ganaasi karaas £100.  
Qashinkaaga dibada soo dhig maallinta la qaadayo 9am aroornimo ka hor.  
Habeenkii qashinka dibedda ha soo dhigin maaddaama ay tani soo jiidan karto jirka, shimbabo badeedka iyo cayayaanka.  
Fadlan kaalintaada ka soo bax si Stapleton Road u noqoto meel bilicsan.  
Hadii Baco dheeraad ah u baahato soo wac lambarka 0117 304 9022  
[hello@bristolwastecompany.co.uk](mailto:hello@bristolwastecompany.co.uk)

wrap up our street

**Good Garden Award**

Awarded to people who make Easton green  
Thank you for brightening up the neighbourhood

up our street

please display this in your window

We were walking by and noticed what a lovely garden you have.

It really makes a difference to the street.

The impact is greater than you might think: by showing your respect for your area and your neighbours, you encourage others to do the same and discourage littering, fly-tipping and graffiti.

You help make the community where you live a nicer place to be. Thank you!

Report flytipping  
You can report rubbish dumped on the street online at [www.bristol.gov.uk](http://www.bristol.gov.uk). Bristol City Council aims to clear fly-tipping within two working days. If you want to report fly-tipping on private land, call 0117 922 2100.

up Our Street  
We support community action in Easton and Lawrence Hill. Find out more about us at [www.upourstreet.org.uk](http://www.upourstreet.org.uk) or call 0117 954 2834

up our street

Large items collection  
For large items in good condition these people collect:  
SOFA Project  
Emmaus Bristol  
Happytal  
Sue Ryder  
British Heart Foundation  
Bristol City Council collect  
1-3 items: £25  
4-6 items: £50  
0117 922 2100  
to book a collection  
Use Facebook - BS5 Booby and BS5 Booby vibes to give away or sell large or small items.



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### How did you monitor your intervention?

#### Indicators:

- What indicators did you set out to monitor, in order to help understand if your project achieved its intended outcomes and aims?
- Were you able to establish a baseline, i.e. by collecting information on the original state of your indicators, before your intervention began?
- What were your intended indicators of success?

#### What indicators did you set out to monitor, in order to help understand if your project achieved its intended outcomes and aims?

- A reduction in the amount of fast food litter as measured by Local Environmental Quality and resident perception surveys.
- A reduction in the amount of fly tipping complaints recorded by Bristol Waste Company.
- Reduction in the number of reported fly tip incidents.
- Increase in the number of businesses given a Tidy Business Standards Award.
- Increase in the number of businesses doing self-street cleaning.
- Increase in the number of workshops and sessions run by faith organisations to followers to raise awareness and change behaviour.
- Increase in the number of volunteers litter picking and the number of volunteer hours.

#### Were you able to establish a baseline, i.e. by collecting information on the original state of your indicators, before your intervention began?

- Yes. The measurable data that we could use was local fly tip data (Bristol Waste Company).
- Yes. Local Environmental Quality Surveys and resident perception surveys were carried out (Survey)
- Yes. Number of businesses doing self-street cleaning. Baseline was zero (Project data)



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- Yes. Number of workshops and sessions run by faith organisations to followers to raise awareness and change behaviour. Baseline was zero (Project data).
- Yes. Number of volunteers litter picking and the number of volunteer hours. Baseline was zero (Project data).

Incident Reporting Period	No Fly Tips
01/06/17 - 30/09/17	98

#### Local Environmental Quality Score Baseline 22 May-9 June 2018

Count of Q3: How would you rate the cleanliness of Stapleton Road today from 1 to 5 with 1 being very clean and 5 being very dirty	22.09.2018-9.06.2018
A- Very clean	4%
B- Clean	19%
C- Average	22%
D- Dirty	41%
E- Very dirty	15%
<b>Grand Total</b>	<b>100%</b>

#### What were your intended indicators of success?

- A reduction in the amount of fly tipping complaints recorded by Bristol Waste Company.
- A reduction in the amount of fast food litter as measured by Local Environmental Quality and resident perception surveys.
- Increase in the number of businesses given a Tidy Business Standards Award. (Baseline was zero).
- Increase in the number of businesses doing self-street cleaning. (Baseline was zero).
- Increase in the number of workshops and sessions run by faith organisations to followers to raise awareness and change



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behaviour. (Baseline was zero).

- Increase in the number of volunteers litter picking and the number of volunteer hours. (Baseline was zero).

#### Other influences and understanding causality

- How did you try to understand if any changes that occurred in your indicators were caused by your project, rather than other external factors?
- Were you able to identify and monitor a comparison or 'control' site?
- Describe the context and what happened during your intervention e.g. description of the weather, any events, any other campaigns (local or national), etc
- What, if any, data/information did you record on external factors that may have influenced your data?
- How did you attempt to mitigate against them?

#### How did you try to understand if any changes that occurred in your indicators were caused by your project, rather than other external factors?

Local environmental quality surveys and resident perception surveys were conducted at the beginning of the project, during and at project end. The results of these surveys have been used to capture the visual and perceptual changes to the area delivered by the project. Photographic evidence was also collected to record progress.

When viewing the fly tip data there are many external factors which can influence these reported incidents so it is difficult to attribute change using this data solely to a project.

#### Were you able to identify and monitor a comparison or 'control' site?

- No.



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**Describe the context and what happened during your intervention e.g. description of the weather, any events, any other campaigns (local or national), etc.**

- Bristol has an ongoing Clean Streets Campaign which supports litter reduction through behaviour change across the city.
- The exceptionally hot weather made the delivery of the project more challenging. This area has a large amount of footfall generally which was exacerbated by the high temperatures meaning more people were on the streets consuming and generating more litter and waste.
- There is an ongoing enforcement campaign that again covers the whole city.

**What, if any, data/information did you record on external factors that may have influenced your data?**

- No additional data was collected as weather, the Clean Streets Campaign and enforcement impacted the whole city and were not localised events.
- Bristol weather data for project duration below.

	Ambient Temperature			Rainfall	Wind	Barometric		
	(Deg C)			(mls)	(mph)	Pressure (hpa)		
	Max	Min	Avg	Total	Max	Max	Min	Notes
May	27.4	3.4	13.6	21.0	17.0	1015	990	'



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June	<b>30.4</b>	9.9	17.8	1.0	7.7	1015	998	Warmest & driest June on Record
July	<b>31.0</b>	13.2	20.7	23.0	7.1	1013	990	3rd Warmest July since 1853
August	28.7	10.1	17.6	52.0	15.1	1024	734	'
September	24.8	5.2	14.7	41.0	21.5	1023	994	'

**How did you attempt to mitigate against them?**

See above.

**METHODS: Data sources and collection**

- How did you source or collect the data/information to measure the indicators above?
- For each data source, set out at what points during the project you collected data (and why), and at what locations. Include information on the data you collected before your project began.
- How did you make sure data collection was consistent?



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**How did you source or collect the data/information to measure the indicators above?**

The following data was sourced as follows:

<b>Data Type</b>	<b>Data Collection Method</b>
Fly-tipping	Bristol Waste Company fly tipping complaints captured from their reporting systems.
Presentation of business waste and improved adherence to the waste hierarchy (reduce, reuse, recycle, etc.).	Count by project manager of the number of businesses given Tidy Business Standards Awards.
Number of businesses doing self-street cleaning.	Count by project manager.
Local recycling rates before and after the intervention.	Bristol Waste Company were unable to collect meaningful data for this indicator which was communicated to Resourcefutures at project inception
Number of workshops and sessions run by faith organisations to followers to raise awareness and change behaviour.	Count by project manager.
Number of volunteers litter picking and the number of volunteer hours.	Count by project manager.

**For each data source, set out at what points during the project you collected data (and why), and at what locations. Include information on the data you collected before your project began.**

<b>Data Source</b>	<b>Data Collection Period</b>	<b>Notes</b>
Resident Perception Survey.	22.05.2018-09.06.2018 09.07.2018-22.08.2018 03.09.2018-20.09.2018	Survey methodology was designed by Resourcefutures Please see Appendix A for location data.
Local environmental quality survey	21.05.2018 02.07.2018-29.08.2018	Survey methodology was designed by Resourcefutures



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	04.09.2018-28.09.2018	Please see Appendix A for location data.
Fly Tipping Data	01.06.2017-30.09.2018	Fly tipping data is a record of incidents of fly tipping reported to Bristol Waste Company.
Number of businesses doing self-street cleaning	At project startup and post project conclusion.	This is a simple count of the numbers of businesses doing self-cleaning at project start-up and project conclusion.
Local recycling rates before and after the intervention	No data available.	
Number of workshops and sessions run by faith organisations to followers to raise awareness and change behaviour	At project startup and post project conclusion.	This is a simple count of the numbers of businesses doing self-cleaning at project start-up and project conclusion.
Number of volunteers litter picking and the number of volunteer hours. Count by project manager	At project startup and post project conclusion.	This is a simple count of the numbers of businesses doing self-cleaning at project start-up and project conclusion.

#### How did you make sure data collection was consistent?

Data Source	Collection Methodology
Local Environmental Quality Surveys.	Volunteers were all trained by Resource Futures in how to conduct visual audits, local environmental quality surveys and residents perception surveys
Resident perception survey.	Volunteers were all trained by Resource Futures in how to conduct visual audits, local environmental quality surveys and residents perception surveys
Fly tip data.	We used the same data period across two years to show a consistent approach to data collection.



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### OUTCOME: Results and Data Analysis

Please record all the information derived from the project, using appendices if appropriate. As set out in the Monitoring and Evaluation Guidance, please include any assumptions made or qualifications needed.

**Please record all the information derived from the project, using appendices if appropriate. As set out in the Monitoring and Evaluation Guidance, please include any assumptions made or qualifications needed.**

Please see the appendix A for local environmental quality and resident perception surveys data.

### Impacts and Evaluation - What did you learn?

What were the outcomes against your indicators, and were they as expected? Please provide details of immediate, intermediate and long term impacts. Can you demonstrate that the outcomes would have been different if intervention had not taken place? Did any negative consequences arise? Which interventions, or aspects of your intervention, were particularly effective, and why?

If outcomes/impacts were not as expected, it's useful to know why. Did you identify what factor(s) contributed to the project not working as intended?

**What were the outcomes against your indicators, and were they as expected? Please provide details of immediate, intermediate and long term impacts.**

The table below shows responses to question 3 from the resident perception survey showing a significant reduction in those rating the cleanliness of Stapleton Road as being dirty or very dirty, and a significant increase in those rating Stapleton Road as being average, clean or very clean.



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Count of Q3: How would you rate the cleanliness of Stapleton Road today from 1 to 5 with 1 being very clean and 5 being very dirty	22.05.2018-9.06.2018	09.07.2018-22.08.2018	03.09.2018-20.09.2018
A- Very clean	4%	55%	21%
B- Clean	19%	41%	46%
C- Average	22%	3%	32%
D- Dirty	41%	0	0%
E- Very dirty	15%	0	0%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### Food on the go and other litter

Using data gained through the street survey below there has been a significant reduction in the prevalence of food on the go related litter in the survey area, a significant reduction in the number of black bags, cigarette butts, drink bottles and cans, cardboard and commercial bags.

	02/07/2018	11/07/2018	23/07/2018	13/08/2018	29/08/2018	04/09/2018	17/09/2018	28/09/2018	Total
Black bags	69	58	23	16	18	7	1	0	192
Takeaway container	25	34	14	5	0	6	2	2	88
Furniture	1	8	1	2	2	0	0	0	14
Cigarette butts	246	313	110	143	0	205	0	0	1,017
Drink bottles and cans	38	38	9	33	5	20	0	0	143



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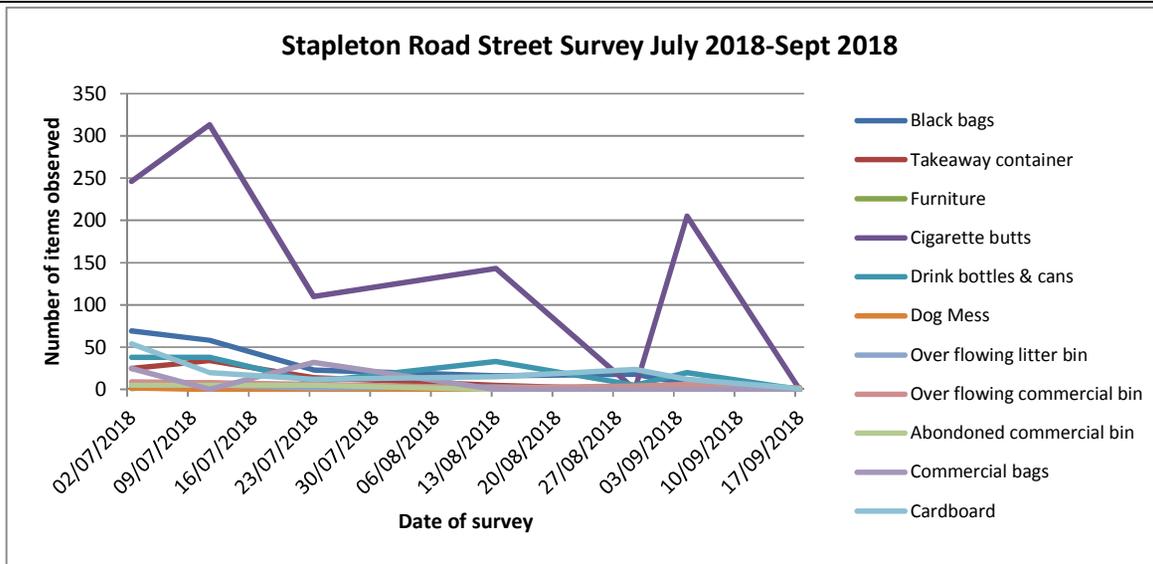
Dog Mess	2	0	0	0	0	2	2	0	6
Over flowing litter bin	5	5	2	3	1	1	0	0	17
Over flowing commercial bin	9	8	6	2	4	6	0	0	35
Abandoned commercial bin	5	5	5	0	0	0	0	0	15
Commercial bags	25	0	32	0	0	0	0	0	57
Cardboard	54	20	12	15	24	12	1	0	138
<b>All items</b>	<b>479</b>	<b>489</b>	<b>214</b>	<b>219</b>	<b>54</b>	<b>259</b>	<b>6</b>	<b>6</b>	<b>1,720</b>



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The data provided by Bristol Waste Company shows a reduction in reports of fly tipping in the survey area despite a focus of the project manager on reporting fly tipping when it was found during the survey period.

Reported incidents during project months	Fly Tip
01/06/17 - 30/09/17	98
01/06/18 - 30/09/18	86

In conclusion:



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- The data and photographic evidence shows a reduction in visible and perceptual litter issues.
- The data available shows a reduction in fly tip incidents reported in the year to date comparison data provided by Bristol Waste Company.
- 30 businesses given Tidy Business Standards Awards.
- 8 businesses now doing self-cleaning on Stapleton Road.
- 8 workshops and sessions run by faith organisations to followers to raise awareness and change behaviour.
- 45 volunteer litter pickers recruited.

**Can you demonstrate that the outcomes would have been different if intervention had not taken place?**

A qualified yes. Without a control period or control area it is not possible to show using comparative data that this is the case. What can be shown is that there has been change to the perceptual and measureable amount of litter and fly tipping over the life of the project. Therefore it could be argued that the project based intervention has brought visible and measurable improvement over the project life cycle which would not have happened if the project was not introduced.

**Did any negative consequences arise?**

- There was anecdotal information that the project did displace litter and fly tip problems to other areas.
- Some other parts of the city questioned why they had not or could not receive the same level of project support.
- Although not a consequence, the inability to engage with landlords meant that a constant source of fly tip could not be tackled.

**Which interventions, or aspects of your intervention, were particularly effective, and why?**

- Employing the project manager from within the Muslim community greatly improved our ability to engage with the Somali and Muslim communities, mosques, other faith based organisations and Muslim owned businesses. This project has



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communicated with sections of the community that the council had not reached well in the past, demonstrating the value of using diverse culturally intelligent engagement methods.

- Similarly the neighbourhood management role ensured that problems with litter, fly tipping or service delivery were identified quickly and resolved.
- The waste company agreed to fund the continuation of the project and other areas of the city have asked for a similar resource to address problem areas.

**If outcomes/impacts were not as expected, it's useful to know why. Did you identify what factor(s) contributed to the project not working as intended?**

- I think the outcomes were better than expected which must be attributed to the combined work of those who delivered the project.

**What would you do differently?**

- What, if anything, would you do differently if you ran a similar project again?
- If outcomes/impacts were not as expected, do you think the factor(s) you identified as contributing to the project not working as intended could be overcome were the project repeated, and if so, how?
- What advice would you give to anyone else running this type of intervention?

**What, if anything, would you do differently if you ran a similar project again?**

- We would make sure that baseline data was collectable, and that sufficient time was given for the collection of baseline data, as we were promised that some baseline data could be made available which was practically too difficult to collect.
- The council had to work with an external organisation to enable the project to move quickly and innovate within the tight project timelines, with the council taking the role of enabler. If the project was run again – this would be the model for the project from the outset.
- Ensure that enforcement has enough capacity to support the project.



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**If outcomes/impacts were not as expected, do you think the factor(s) you identified as contributing to the project not working as intended could be overcome were the project repeated, and if so, how?**

- Not applicable.

**What advice would you give to anyone else running this type of intervention?**

- Be clear about outputs and measurement at project inception.
- Do not be scared to challenge new community attitudes to waste and litter issues, but make sure that any planned interventions include the new communities in project design and delivery.
- Make sure that your waste company is properly embedded in the project as their support is invaluable.
- Make sure the project has enough time to deliver.
- Do not overcomplicate the project.

#### **What did it cost**

Please provide details of your full project costs and contributions in kind (regardless of source), to enable others to understand the funding required to replicate your intervention. This could also include resource cost. Remember to include the costs of monitoring and evaluation. Be specific.

**Please provide details of your full project costs and contributions in kind (regardless of source), to enable others to understand the funding required to replicate your intervention. This could also include resource cost. Remember to include the costs of monitoring and evaluation. Be specific.**

The project budget included £1,111.11 in match funding from Bristol Waste Company. It should be noted that greater value was gained from the following inputs from Bristol Waste Company which can be quantified if needed:

- Attendance at meetings and events organised by the project.
- Provision of equipment and support for litter picking events.
- The support with design and distribution of project materials.
- The removal of fly-tipping reported by the Innovation Fund Project.



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- Their work and support during the project was exceptional and shows a clear commitment to finding solutions to one of Bristol's most challenging litter and waste problems.

### Next Steps

Based on what you have learned:

- How are you planning to build on the activity yourselves?
- If the project was successful, how could/should this intervention be replicated and/or scaled up by you or others?
- If the project was not successful, how might it be changed to potentially deliver better results?
- What further research or refinement is needed?

### How are you planning to build on the activity yourselves?

Bristol Waste Company agreed to extend the project for a minimum of 6 months as they recognised that this approach gives them better access to a community allowing them to address litter and waste related problems in ways not possible before. This work will allow the waste company to save money through reducing the amount of resources put into cleansing Stapleton Road and the surrounding area.

Housing associations have also expressed an interest in replicating and funding the project in other parts of Bristol with challenging waste related issues.

### If the project was successful, how could/should this intervention be replicated and/or scaled up by you or others?

The key elements of this project can be replicated easily, which includes the employment of a part time project/neighbourhood manager to baseline, problem solve, deliver community and business engagement and marketing activities, and measure impact. This is not expensive but it is important to select the right person, give the project enough time to deliver to the point where change can be sustained.



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**If the project was not successful, how might it be changed to potentially deliver better results?**

- Not applicable.

**What further research or refinement is needed?**

The project evaluation period should be extended past the projects conclusion so that its impact and sustainability can be properly evaluated.

**Is there any other information you wish to share ?**

e.g. Any media regarding the project, correspondence with those affected by intervention, or anything else of relevance.

**Any media regarding the project, correspondence with those affected by intervention, or anything else of relevance.**

The media for the project has been positive.

<https://www.bristolpost.co.uk/news/bristol-news/how-stapleton-roads-litter-nightmare-1890854>

<https://www.bristol247.com/news-and-features/social-impact/a-community-making-progress-stapleton-road-picking-up-after-itself/>

<https://twitter.com/hashtag/refillbristol?src=hash&lang=en>

[27/09/2018, 14:29](#) National Refill Day launched from Stapleton Road with refill sign-ups coming from the local community. National coverage from Sky, ITV and BBC Radio (local and national).

## Section B: Grant funding

**PROJECT SPEND** (How was the grant money spent, insert explanatory sentence in activity box.)



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Please complete the table below which will help provide an overview of how your grant has been allocated. Also include details of match funding element so total project costs are captured (if any match funding is commercially sensitive please clearly label or attach in separate annex). Clearly identify match funded elements in the activity column.

Date	Invoice No.	Company	Activity	£ Exc. VAT	£ Inc. VAT
24/05/2018	The Council ABW Upload	Resource Futures	Training and Evaluation fee	£1,500	£1,500
31/05/2018	99	Project Manager	Project co-ordinator fees, May	£875	£875
02/07/2018	102	Project Manager	Project co-ordinator fees, June	£1,125	£1,125
03/08/2018	114	Project Manager	Project co-ordinator fees, July	£1,000	£1,000
10/08/2018	Amazon pg1&2	Amazon	T shirts and transfers	£262	£262
09/08/2018	66550	Whitehall Printing	Good Garden leaflet printing	£393	£393
06/08/2018	1/I88323	KN Office Supplies	Good Garden certificate paper	£59	£59
31/08/2018	119	Project Manager	Project co-ordinator fees, August	£1,000	£1,000
22/08/2018	#inv20180822- 686	Naked Website Design	Stencil	£223	£223
22/08/2018	#inv20180822- 685	Naked Website Design	Design fee for logo and leaflets	£600	£600
02/09/2018	fla6479523	BNP Paribas Leasing	Photocopying costs	£70	£70
26/09/2018	107	Project Manager	Project co-ordinator fees, September	£1,000	£1,000
30/09/2018	Reimburse	Up Our Street	Up Our Street contribution to staff costs and banner	£1,893	£1,893
30/09/2018	The council ABW Upload	Match funding from Bristol Waste Company	Design fee for logo and leaflets	£1,111.00	£1,111.00
<b>Total</b>				<b>£11,111.00</b>	<b>£11,111.00</b>



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### Feedback to us

Your feedback is important to us. We would be grateful for any comments on (or recommendations for future) Litter Innovation Fund management and materials:

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