

# Twin Cities Marine Litter Partnership

Puducherry-Aberystwyth Introductory meeting

26 August 2021

***CROESO CYNNES i  
ABERYSTWYTH!***



# About Aberystwyth, Ceredigion

- Population of around 20,000 which includes 8,000 students
- Located on the West Coast of Mid Wales
- Regional centre for Mid Wales
- Administrative centre for Local and Welsh Government
- Popular tourist area
- Welsh language prevalent
- Mixed housing stock
- High quality and valued local environment
- 71% (2/22) of Ceredigion's municipal waste is recycled
- 83.6 (1/22) Ceredigion Cleanliness Indicator Score
- 97.8 %(5/22) Of Ceredigion's streets are clean ( graded B and above)



# About Aberystwyth, Ceredigion

## Domestic Waste Collections

Ceredigion County Council provides the following domestic waste collection model in the county which includes Aberystwyth

- Weekly collection of recyclable materials and food waste
- Three weekly collection of residual waste (black bag) and glass
- Fortnightly collection of Absorbent Hygiene Products (on request)

## Household Waste Site

A Household Waste Site is provided within 2 miles of the town centre which accepts a wide range of household waste in segregated containers for designated waste streams



# About Aberystwyth, Ceredigion

## Recycling and Reuse Facilities

There are a number of glass, clothes and shoe banks located in the vicinity of the town centre

There is a well established third sector re-use centre for household items (CRAFT) located in the town centre

## Street and Beach Cleaning

We have a small core team of street and beach cleaners deployed across Ceredigion. The level of resources deployed in Aberystwyth reflects its standing as the most populous centre.

The core street cleaning team is supplemented with staff engaged on a seasonal and ad-hoc basis to reflect seasonal peaks arising from the influx of tourists in the main summer months. The teams activities include

- General street cleaning activities including litter picking
- Pedestrian mechanical sweeping
- Fly tipping removal
- Graffiti removal
- Removal of road-kill and dead animals



# Situation at hand on Plastic Pollution

## **Aberystwyth Specific**

- Miss presented domestic waste
- On the go litter
- Beach litter
- Local concerns and expectations

## **Wider Context**

- Increased general environmental awareness
- Local environment issues affected and influenced by decisions take at national level by governmental and non governmental organisations (eg legislation – 5p plastic bags, commercial entities moving away from plastic to more sustainable alternatives)
- Proximity to treatment solutions

# Aberystwyth, Ceredigion

## Challenges

- Seasonal peaks
- Transient town centre population – lack of ownership
- Housing stock
- Meeting and managing realistic stakeholder expectations
- Meeting increasingly challenging recycling performance targets
- Aversion to change
- Difficult to positively engage all stakeholders in becoming part of the solution rather than the cause of problem

## Initiatives rolled out

- Ongoing review of litter bin provision and servicing
- Ongoing review of waste collection operations - a number of pilots implemented
- Caru Ceredigion
  - Ongoing communications – press releases, social media, website, material
  - Supporting local litter picking activity
  - Facilitating on the go recycling
  - Engagement with key stakeholders ; Town Council, Aberystwyth University, Landlords
  - Working with proactive local groups Surfers Against Sewage, Caru Aber

# Aberystwyth, Ceredigion

## Challenges

- Budgetary and resource pressures
- Negativity of small minority having a detrimental and unwarranted and unwanted negative impact on the town's profile
- Everyone's an expert.. but no real understanding of underlying issues. challenges or consensus on what would further improve the situation
- Social and Health influencers
- Seagulls!!!

## Initiatives rolled out

- In 2018, Aberystwyth University became the first University in the World to be granted '[Plastic Free University Certificate](#)'.
- REFILL ABERYSTWYTH  
[Refill Aberystwyth | Refill | Awarded A Plastic Free Community](#)
- Aberystwyth has achieved the Plastic Free Town accreditation from Surfers Against Sewage







# Caru·Love Ceredigion

- Think positive
- Do positive things
- Promote a positive view
- Enjoy all the positives of living,  
working and playing in Ceredigion



- **Dispose of your waste responsibly:**
  - Put your waste out on the correct day and in the correct way
  - Recycle
  - Clean up your dog's waste and dispose of it responsibly
  - Use litter bins or take your rubbish home
  - Dispose of chewing gum and cigarette butts responsibly
- **Drive and park responsibly**
- **Travel in a healthy and sustainable way**
- **Do things that are good for you and Ceredigion**



# Caru·Love Ceredigion

*....core to our culture*

[www.ceredigion.gov.uk](http://www.ceredigion.gov.uk)

# Cardi Code



1. We'll help each other if we can

2. We do a lot well but look to change for the better

6. We don't always get it right...but do all we can not to get it wrong!

7. Together we stand

3. We have realistic expectations

4. We do what we can to help ourselves, others and Ceredigion

5. We try and find a way forward... but accept compromise is often the way to go

8. We make the most of what we've got

9. We take responsibility for our own actions

10. Let's celebrate... it's the people and place that make Ceredigion great!







# Your beach is my beach! Your street is my street!

Thank you for binning  
your litter, or taking it  
home with you



Your beach is my beach!



Thank you for putting your  
waste out on the right day, in  
the right way



Your street is my street!



Thank you for keeping  
our street clean



Your street is my street!



# Spectacular – let's keep it that way



**Spectacular -  
let's keep it that way!**

Use a litter bin or take your rubbish home with you.



**Spectacular -  
let's keep it that way!**

Clean up after your dog.  
Bagged dog waste can be put in any  
of the general waste litter bins in Ceredigion



**Spectacular -  
let's keep it that way!**

Present the **right waste** for collection  
in the **right way**  
by 8am on the **right day**.



# Spectacular – let's keep it that way



# Your Dog Your Job

Gadewch y traeth fel oedd e  
- yn lân ac yn ysblennydd.  
**Eich ci, eich cyfrifoldeb.**



Leave the beach how you found it  
- clean and spectacular.  
**Your dog, your job.**

 Ceredigion  
 Ceredigion

Cofiwch fynd â bagiau bob tro yr  
ewch am dro.  
**Eich ci, eich cyfrifoldeb.**



Remember to take bags whenever  
you go for a walk.  
**Your dog, your job.**

 Ceredigion  
 Ceredigion

Cadwch gŵn dan reolaeth a  
sicrhewch eu bod o fewn golwg  
bob amser.  
**Eich ci, eich cyfrifoldeb.**



Always keep dogs under close  
control and in sight.  
**Your dog, your job.**

 Ceredigion  
 Ceredigion



# Ideas to work together with the twin

- Very open and would welcome opportunity to learn and share experience. The opportunities in this regard are likely to emerge as our understanding develops.

# DIOLCH YN FAWR IAWN POB HWYL



Cyngor Sir  
**CEREDIGION**  
County Council

Caru Love  
**Ceredigion**