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 n 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 un warranted 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

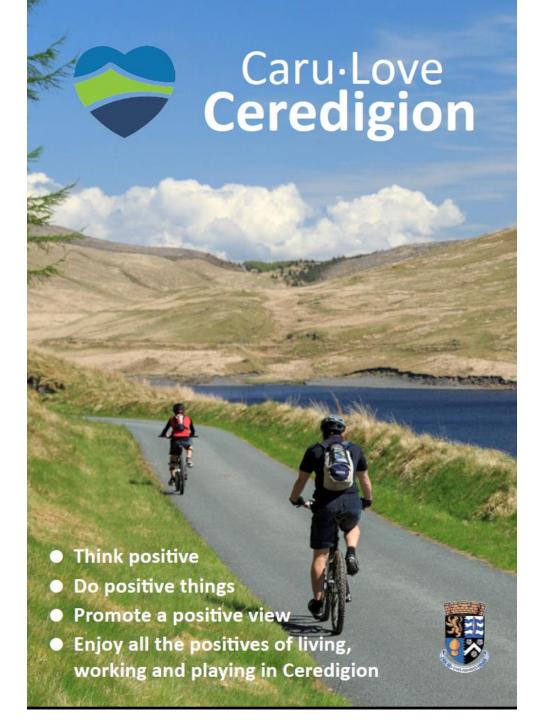
- In 2018, Aberystwyth University became the first University in the World to be granted 'Plastic Free University Certificate'.
- REFILL ABERYSTWYTH

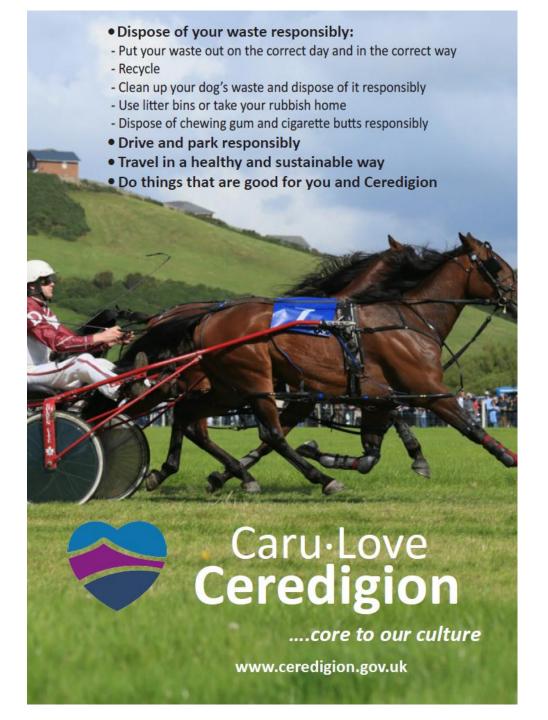
Refill Aberystwyth | Refill | Awarded A Plastic Free Community

 Aberystwyth has achieved the Plastic Free Town accreditation from Surfers Against Sewage









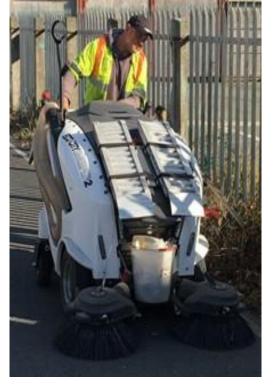
















Your beach is my beach! Your street is my street!







Spectacular – let's keep it that way







Spectacular – let's keep it that way





Your Dog Your Job







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



