



# Working with the Community to improve service delivery: 'Roath is Rubbish'

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Cardiff Council



Gweithio dros Gaerdydd, gweithio gyda'n gilydd  
Working for Cardiff, working together



# Overview

- Case Study – Roath is Rubbish
- How a negative became a positive – Keep Roath Tidy
- How groups use Social Media
- How Cardiff Council use Social Media
- Key elements to our success



# Background: Roath, Cardiff

- Densely populated, large student population, but also a number of young professionals
- Culturally diverse, multiple languages
- Incorrect presentation of household waste/Waste storage issues
- Litter bins where historically required
- Rounds based on historical data
- High volume of café's and bars
- Insufficient cleansing resource



# 'Roath is Rubbish'

- Community visioning events organised by the Cynefin Cardiff Programme: litter was high on the agenda
- Group gathered data on litter bin distribution
- Facebook page 'Roath is Rubbish' created
- Press "I think it's just through sheer laziness what's happening, no-one's really looking at this, and nobody cares enough. The people in the community care".
- 100 followers - contacted council (more bins please!)

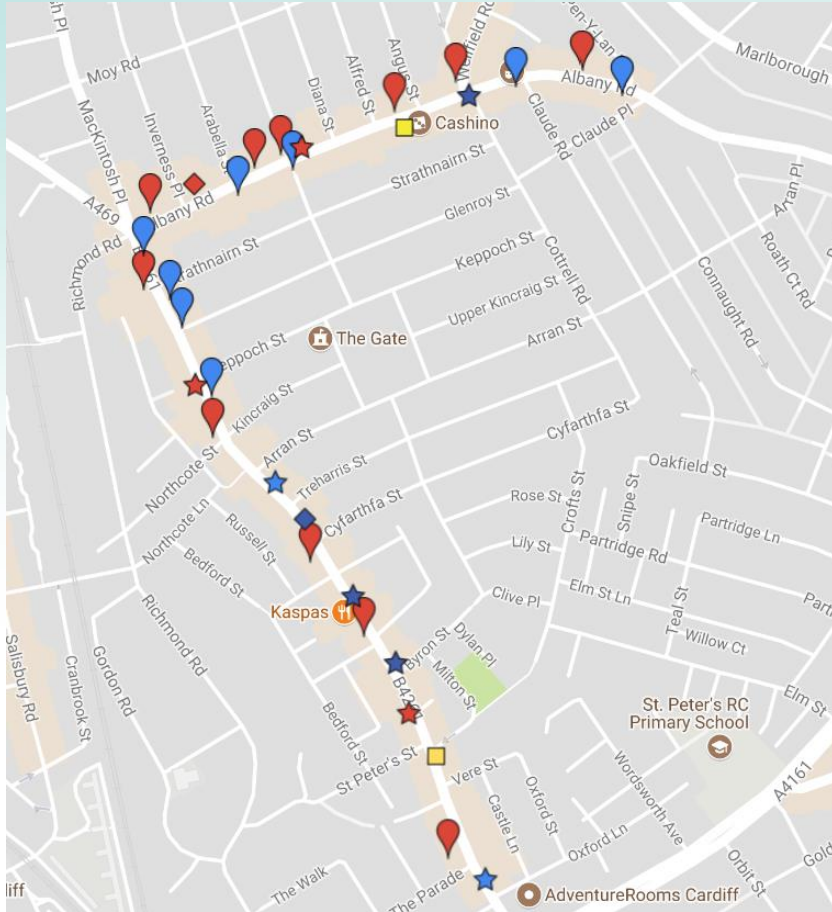


# Action Plan

- Site visit to review litter bins and waste issues
- Consider re-brand
- Group to contact local businesses for support.
- Council to help identify funding for resources such as hi-vis, litter pickers and stickers to promote the brand
- Council to review cleansing schedules
- Launch new brand and new bins in the summer.



# Litter bins



# Rebranding



Facebook.com/RoathAintRubbish

## ROATH AIN'T RUBBISH

A community initiative.

FB.com/RoathAintRubbish

## ROATH AIN'T RUBBISH

A community initiative.



Use the bins  
provided. Tidy.

ROATH AIN'T RUBBISH. A COMMUNITY INITIATIVE



Love Roath?  
Use the bins.

ROATH AIN'T RUBBISH. A COMMUNITY INITIATIVE

*Keep Roath Tidy. Like.*

A COMMUNITY INITIATIVE. FOLLOW US HERE: FB.COM/ROATHAINTRUBBISH

Supported by I ♥ THE DIFF

## Roath Ain't Rubbish!

A community initiative. fb.com/RoathAintRubbish



## ROATH AIN'T RUBBISH

A community initiative. Join us: fb.com/roathaintrubbish

Supported by I ♥ THE DIFF



# Rebranding

- Designs and name options put on Facebook for public vote
- Keep Roath Tidy preferred
- T-shirts, stickers, hi-vis, murals





# The launch – 19<sup>th</sup> September 2015

- Badge making
- Upcycling
- Council officer outreach
- Cleansing teams in the area
- Murals
- Litter pick
- Ribbon cutting of 10 new bins
- Promoted community meeting



# Since the Launch

- Picks every - Saturday 25% recycled
- 1157 bags of litter collected in 2017
- Installation of 3 planters and hanging baskets
- Fully constituted – elected committee of 9, enables funding, insurance etc.
- Keep Wales Tidy Winners - Cleaner Communities Awards
- 633 likes on Facebook



Your hanging baskets & pots look so lovely.  
They make Roath a nicer place to live 😊



# Since the Launch

- Shortlisted for LARAC 2016 Best Partnership
- Engaging with local schools
- Considered best practice – shared with other ‘Tidy’ groups at quarterly meetings
- Supporting other groups that are emerging
- Limited Council support continues e.g. leaflets for community gardening project
- Rounds amended to ensure litter bins emptied at better times/days
- Introduction of afternoon and evening team focussed on district centres



**Clare Lutwyche-Loveday** ▸ [Keep Pontprennau Tidy](#) ...  
30 December 2017 at 15:00 · 🌐

Hi folks!

This morning I met with Jen, one of the organisers of [Keep Roath Tidy](#). They are probably the most successful community litter picking group in Cardiff and have been running for over three years.

She had a lot of great advice about getting this going and gave me contacts at the council to support and equipment including hoops and pickers. ...



**Make Roath a green and pleasant land!**  
We're providing the materials to help members of our community create and maintain planters which will be in a street near you soon!



We are raising money through Tesco 'Bags of Help' scheme.

Vote for us at your local Tesco Store by asking your friendly cashier for tokens and dropping them in the voting box!

Would you like to host a planter or window box? Get in touch - [keeproathtidy@gmail.com](mailto:keeproathtidy@gmail.com)

**Want to help us Keep Roath Tidy?**




We meet for weekly litter picks, Saturdays at 10:30am by the Post Office on Albany Road!

[keeproathtidy@gmail.com](mailto:keeproathtidy@gmail.com)  
[@KeepRoathTidy](#)  
Keep Roath Tidy




# Social Media – the groups


- Facebook
- Twitter
- Nextdoor
- Micro blogging




**Keep Penylan Tidy**  
Penylan, cf23 5ah Cardiff  
Public & government service  
57 like this.




**Keep Splott Tidy**  
Community organisation  
185 like this.




**Keep Roath Tidy**  
Roath, Cardiff, United Kingdom  
Community organisation  
634 like this.



**Canna Collective**  
Community  
159 like this.



**Keep Splott Tidy**  
Community organisation  
185 like this.



**Keep Adamsdown Tidy**  
Community  
103 like this.

**Posts**

**Keep Splott Tidy**  
17 January at 17:57 · Cardiff · 🌐

Tomorrow is bin day. This is what you can put out tonight in #splott

Day & Date	What to put out for collection		
Thursday			
18/01/2018	Recycling	Food Waste	General Waste

👍 Like    💬 Comment    ➦ Share

👤 5    Chronological ▾

2 shares

**Clare Lutwyche-Loveday**  
13 January at 11:41

Wow, just wow! Thank you to everyone who came today. We think we had about 35 volunteers, for the litter pick, and there were 28 bags of litter in our pile at the end (plus a few more here and there).  
It was also amazing to see some of our youngest / cutest residents out doing their bit. 😊

The bags in Crawford park have now been cleared up and a van is going around collecting the rest.... [See more](#)



👍 Like    💬 Comment    ➦ Share

**Keep Roath Tidy**  
December 9, 2017 · Cardiff · 🌐

Our pick starts a little later tomorrow because it's also our Christmas party! Meet for the pick at 11:00 and finish at 12:30 at the Albany pub for drinks and skittles! If you can't make it, learn a little more about us in this lovely article written by the lovely Lorna Lovewhereyoulive : <https://www.keepcardiffidy.com/keep-roath-tidy/>



**Keep Roath Tidy - Keep Cardiff Tidy**  
Last Saturday I went out on one of Keep Roath Tidy's weekly litter picks. 16 wonderful volunteers attended and collectively we've 20 bags of litter. With so many

**Keep Roath Tidy** shared Cardiff Rivers Group's photo.  
January 8, 2017 · 🌐

by getting involved with the Cardiff Rivers Group River Taff cleanup? [Click this out!](#)



**17-19 CHWEF / FEB**  
EVENTS@KEEPWALESTIDY.CYHRU

YMHUNWCH/JOIN US FOR...  
**TACLUSO'R THE GREAT TAFF TAF TIDY**

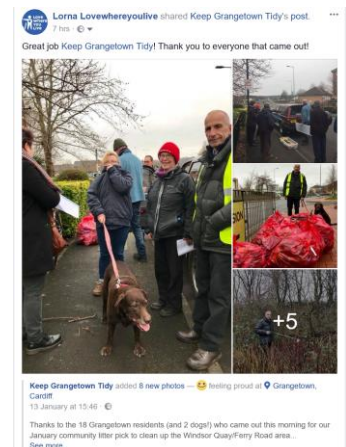
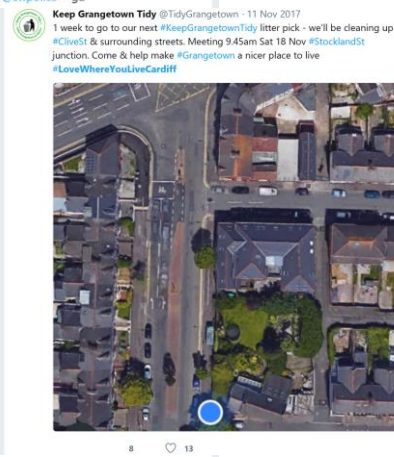
Cardiff Rivers Group is 🥳 feeling excited.  
January 7, 2017 · Cardiff · 🌐

👍 Like Page



# Social Media – Cardiff Council

- Thank you messages
- Sharing successes
- Re-tweets and re-posts
- Keeping people informed
- Blogs
- Shareable hashtag



# Other Activities

- Community Development Coordinator now supports these sorts of groups and activities
- Introduction of planters being expanded - 43 city wide to date
- Working with 19 'Keep Tidy' groups
- Over 4,000 volunteer hours city wide – April – September 2017 = 720 litter picks
- New Love Where You Live badge for Scouts and Guides
- Sources of funding e-mailed to groups and shared on website



# Summary

- Social Media got the wider community involved
- Social media is not enough on its own
- Listen: be open to new ideas
- Explain: Be honest about what you can achieve and when
- Support groups to become established and sustainable
- Help them to help you – lobbying businesses and residents.





# Any Questions?

#lovewhereyoulivecardiff



Gweithio dros Gaerdydd, gweithio gyda'n gilydd  
Working for Cardiff, working together

