

# CHEWING GUM TASK FORCE



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# About Keep Britain Tidy



Keep Britain Tidy is an environmental charity that aims to eradicate litter and reduce waste, improve the quality of local places and help people live more sustainably.

The Services Team delivers high-quality research, innovation and evidence-based services – to local authorities, government, and businesses – which contribute significantly to Keep Britain Tidy’s charitable aims.

All our work fits within a cycle of:

- Identifying priority issues to work on
- Understanding issues in depth through surveys and research
- Testing new approaches and gathering evidence through pilot interventions based on behavioural insights and wider support programmes for local authorities
- Scaling next practice, for example through Keep Britain Tidy Network events, training, consultancy offers and packaged solutions
- Influencing wider policy and practice by feeding what we have learnt into Keep Britain Tidy’s lobbying and policy work



# About the Chewing Gum Task Force



- A voluntary extended producer responsibility (EPR) scheme
- Set up by Defra, in partnership with DAERA in Northern Ireland, the Scottish Government and the Welsh Government
- Brings together major chewing gum producers, including Mars Wrigley, Perfetti Van Melle and a producer of nicotine replacement therapy gum
- Keep Britain Tidy is the secretariat

## The Chewing Gum Task Force Grant Fund:

- Funded by the producers, who have pledged up to £10million over 5 years
- Administered by Keep Britain Tidy, in partnership with Behaviour Change
- Aim is to help councils clean up historic gum staining and invest in long-term behaviour change to prevent gum littering
- Currently in year 2 of the programme



# Year 1 Results



Download the annual report:  
[www.keepbritaintidy.org/chewing-gum-task-force](http://www.keepbritaintidy.org/chewing-gum-task-force)



# Year 1 in Numbers



Grants of up to **£20,000** available to individual councils for street cleansing. Larger grants of up to **£70,000** were also available for two or more councils working together for greater impact.

**44** grants awarded, worth **£1.65m** and benefitting **53** councils across England, Wales, Scotland and Northern Ireland

**2.5km<sup>2</sup>** of pavements cleaned; equivalent to **467** football pitches

**56** gum litter prevention packages fulfilled

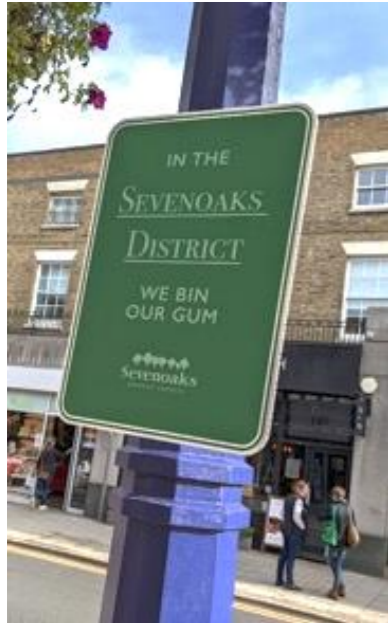
**11,765** gum litter prevention resources printed

Robust monitoring and evaluation of the outcomes of cleansing + prevention signage for **4** councils (one in each nation)

**4** innovation pilots completed



# Example Prevention Signage



# Monitoring and Evaluation

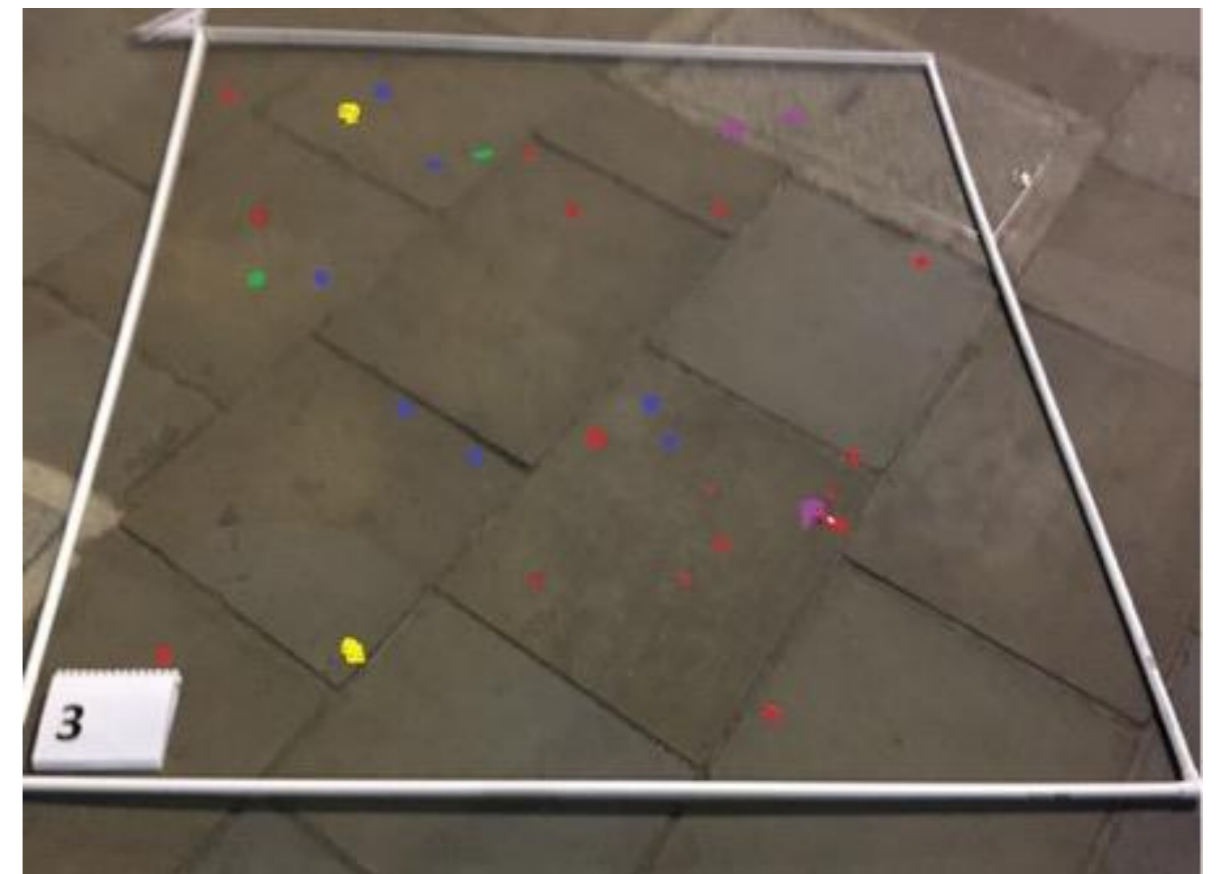


We used a rigorous evaluation method, identifying three intervention sites and one control site per location

We then conducted six fortnightly gum counts for each site in each location: two before the intervention and two afterwards

Footfall in each location was recorded using mobile phone data

Long-term evaluation will take place, with further monitoring after six and twelve months



# Year 1 Outcomes after Two Months

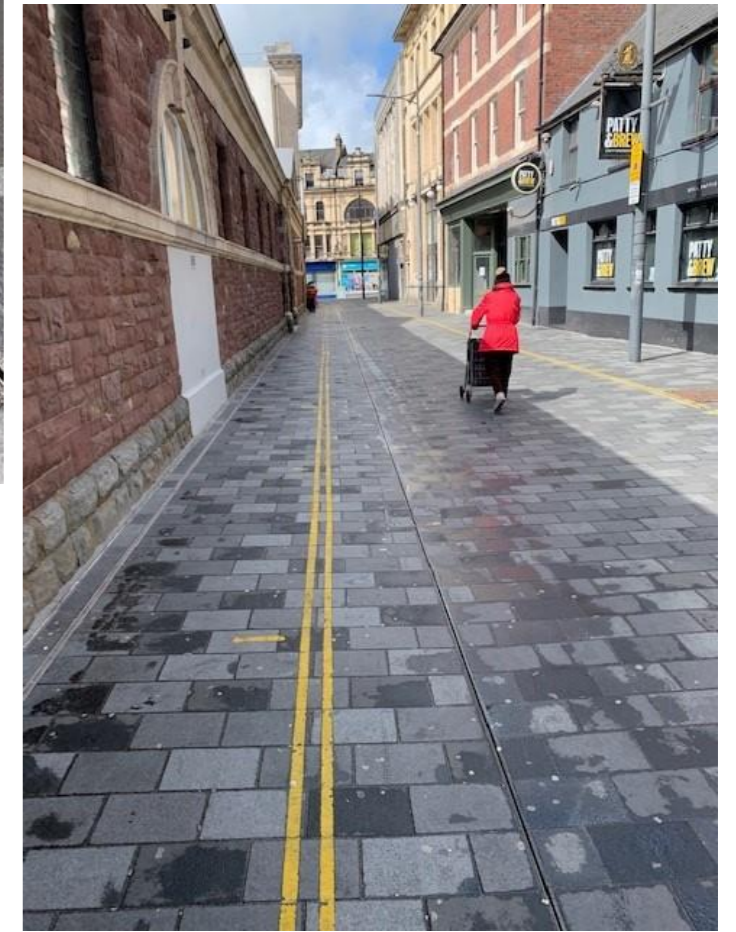
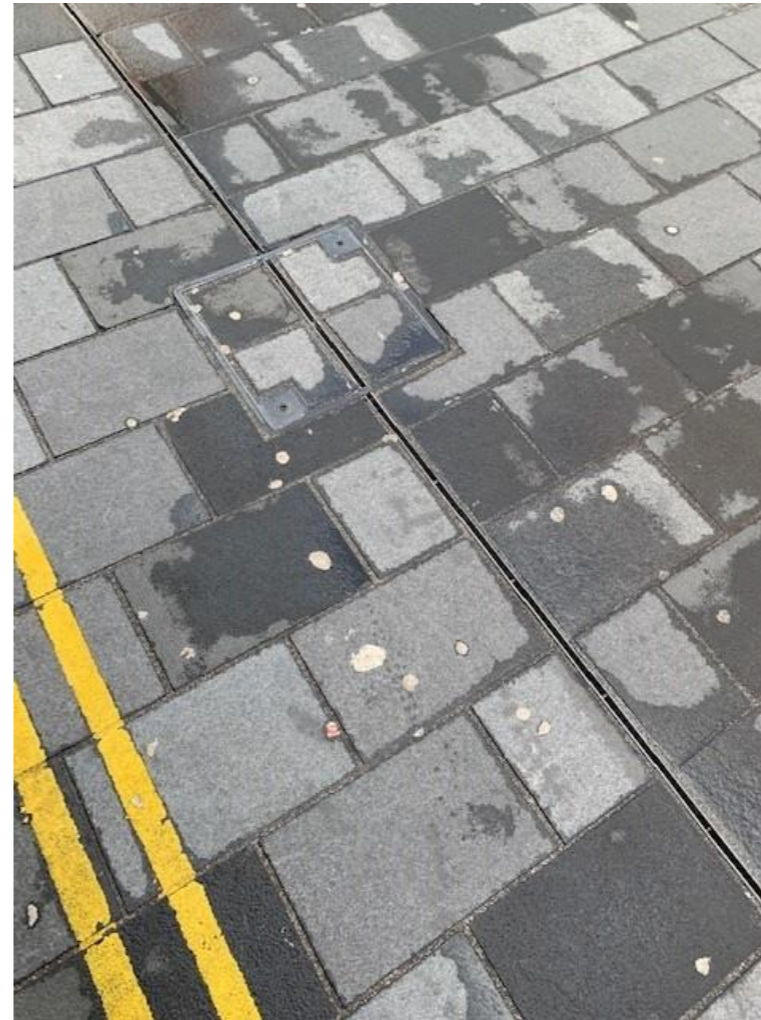


Belfast	Birmingham	Glasgow	Newport
<p>32% reduction in gum littering</p>	<p>60% reduction in gum littering</p>	<p>18% reduction in gum littering</p>	<p>80% reduction in gum littering</p>
<ul style="list-style-type: none"> <li>• Communication issues within council meant not all signage was put up</li> <li>• Large area covered</li> </ul>	<ul style="list-style-type: none"> <li>• Good coverage with signage</li> <li>• Recently cleaned due to Commonwealth Games</li> </ul>	<ul style="list-style-type: none"> <li>• The 4 sites were spread over a large area</li> <li>• Signage was very sparse</li> <li>• Pre-evaluation bin strikes</li> </ul>	<ul style="list-style-type: none"> <li>• Campaign was focused around a small area</li> <li>• Strong coverage with signage</li> </ul>





# Newport City Council – Before



# Newport City Council – After



# How Councils Spent the Funding



Expenditure	% councils who spent funds in this way	% of funding spent in this way
Purchasing equipment	62	49
Redeploying staff or equipment	48	18
New or temporary staff	43	8
Equipment hire/contractors	29	22
Other	14	3



# Council Feedback



**100%** of councils:

- Felt that the project improved their existing cleansing programme
- Reported an improvement in gum litter following their cleansing
- Felt that their grant enabled them to effectively tackle gum litter

**78%** of councils felt that the Grant Fund has significantly benefitted their community

**52%** of councils felt that the grant has significantly helped raise awareness of/led to a continued emphasis on the issue of gum littering in the areas cleaned

*“Feedback since the cleanse has been encouraging, with positive comments about our clean, vibrant main shopping area.”*



# In the Media



111 pieces of print and online coverage

39 pieces of broadcast coverage on TV and radio

Potential reach of **510.4 million** and an advertising value equivalent of almost **£5 million**

241 posts across Twitter and Facebook, with a reach of **1.35 million** on Twitter alone

<https://www.hullccnews.co.uk/08/11/2022/bye-gum/>



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@CroydonBID

Look at those results! 🤩

Our street cleansing team have provided 280 hrs of deep cleaning 🧹 and chewing gum removal ✖ on North End, George Street and Church Street as part of the @KeepBritainTidy #ChewingGumTaskForce grant.

Learn more 📄 [bit.ly/3z8vHyD](https://bit.ly/3z8vHyD)



11:00 AM · Oct 26, 2022

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# Looking Ahead to Year 2

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Applications to the Grant Fund were open between 13 February and 6 April 2023

Over-subscribed with 65 applications totaling £1,497,894 against available £1,234,869

Successful councils will be notified this week

Defra-led national announcement of grant awards in mid June



# Any Questions?



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<https://confirmsubscription.com/h/i/9E3B4F5A52EAE315>

