

CHEWING GUM TASK FORCE



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About Keep Britain Tidy



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

We deliver high quality research, innovation and evidence-based services.

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



The Chewing Gum Task Force Grant Fund:

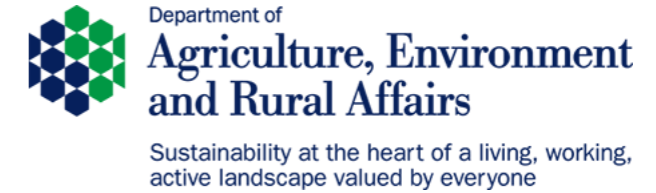
- Funded by the producers, who have pledged up to £10million over 5 years
- Administered by Keep Britain Tidy, in partnership with Behaviour Change
- Aim is to help councils clean up historic gum staining and invest in long-term behaviour change to prevent gum littering
- Currently in year 3 of the programme and working with successful councils before it formally launches



Chewing Gum Task Force



Nations



Gum manufacturers

MARS WRIGLEY



Administrator



Prevention package delivery



What it funds



The fund is to help councils undertake chewing gum cleaning in streets, town centres, train/bus stations, parks and/or other public spaces. The money can be used for:

- Purchase of equipment and/or cleaning materials
- Redeployment of existing equipment to other areas
- Repair or refurbishment of existing equipment
- Cost of new or temporary staff members
- Redeploying existing staff members
- Training staff members in the use of new equipment
- Equipment hire and/or subcontractors, if there is a business case for this
- Trials of innovative cleaning equipment or techniques
- Trials of innovative new ways to identify areas in need of cleaning



What it doesn't fund



The gum litter prevention package is fully funded and comes with the grant. It is a condition of the funding that local authorities use the prevention package.

Local authorities need to source alternative funding for activities like:

- Education/public awareness raising activities
- Research
- Purchase and/or installation of dedicated gum bins or similar
- Gum litter prevention resources not provided as part of the prevention package



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



Year 1 and 2 stats



99 grants awarded to UK councils, worth **£3.3m**

2,940,000m² of pavements cleaned

127 gum litter prevention packaged fulfilled

22,218 gum litter prevention resources printed



Year 1 and 2 stats



6 innovation pilots completed

100% of councils feel that their project has benefited their local community

100% of councils feel that the grant has helped raise awareness of gum litter in their local areas



Year 3 stats so far...



86 applications totaling **£1,962,920** against available **£1,211,403.20** (oversubscribed by **162%**)

54 councils will receive funding

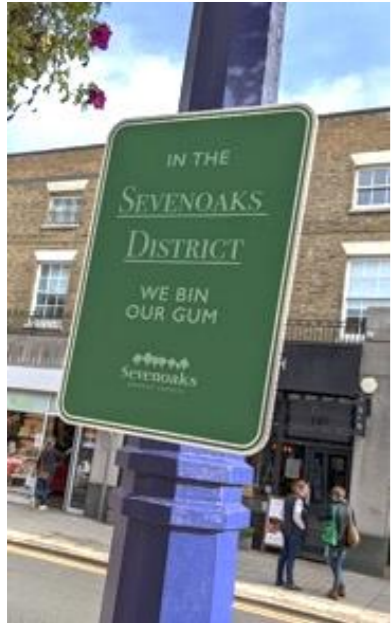
31 councils are receiving funding for the first time

15 councils are receiving funding for the second time

8 councils are receiving funding for the third time



Example Prevention Signage



Monitoring and Evaluation

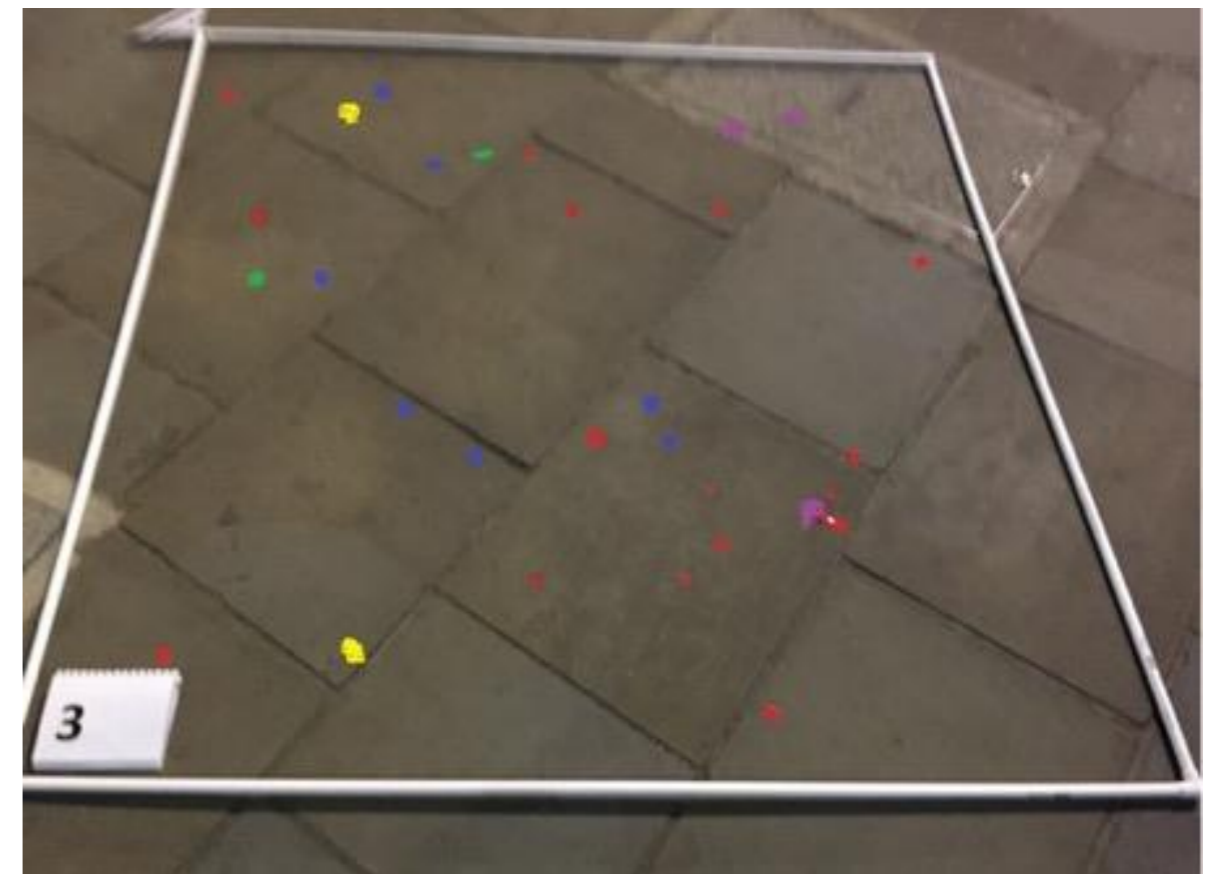


We used a rigorous evaluation method, identifying three intervention sites and one control site per location

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



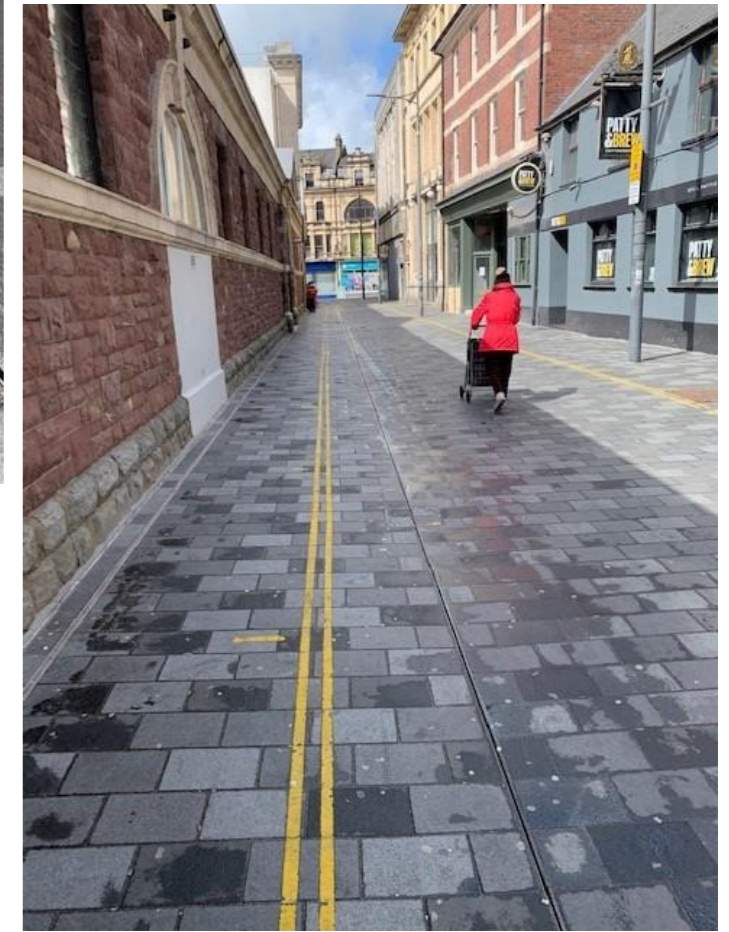
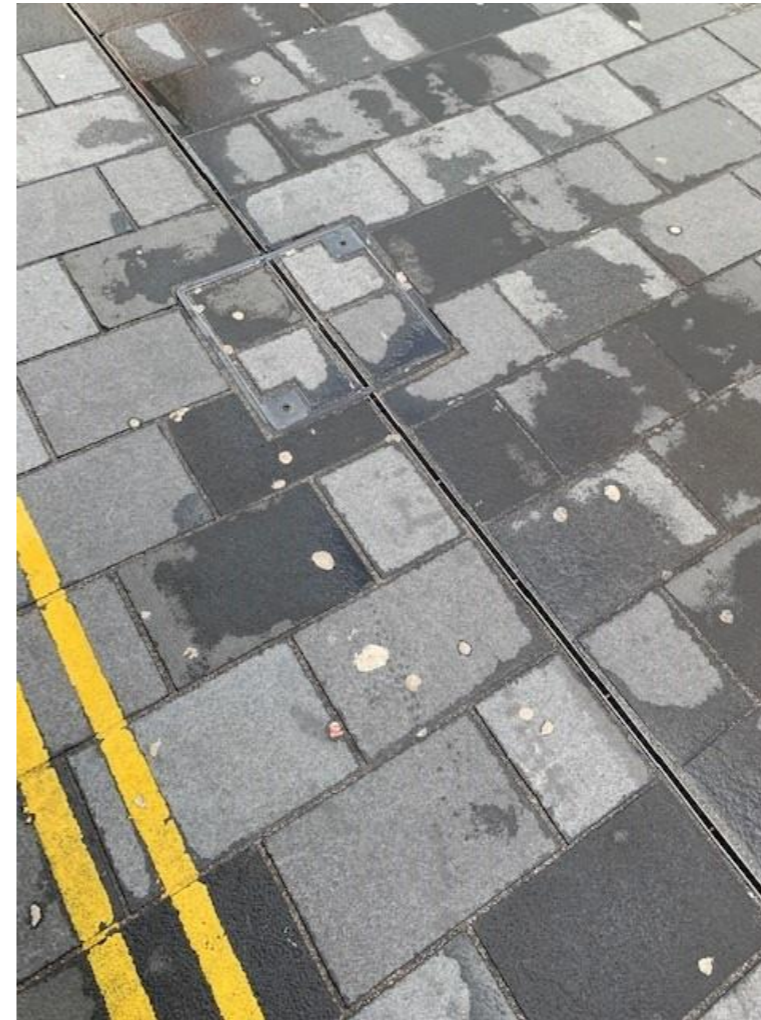
Year 1 Outcomes after Two Months



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"> • Communication issues within council meant not all signage was put up • Large area covered 	<ul style="list-style-type: none"> • Good coverage with signage • Recently cleaned due to Commonwealth Games 	<ul style="list-style-type: none"> • The 4 sites were spread over a large area • Signage was very sparse • Pre-evaluation bin strikes 	<ul style="list-style-type: none"> • Campaign was focused around a small area • Strong coverage with signage



Newport City Council – Before



Newport City Council – After



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

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



So far in the Media



286 pieces of print and online coverage

117 pieces of broadcast coverage on TV and radio

Potential reach of **1485 million** and an advertising value equivalent of almost **£14 million**

798 posts across Twitter and Facebook, with a reach of **over 2 million** on Twitter alone

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



croydonbid
@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



11:00 AM · Oct 26, 2022

1 Retweet 3 Quotes 12 Likes



Year 1 and 2 results



Download the annual reports:

www.keepbritaintidy.org/chewing-gum-task-force



Any questions and thank you



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Keep Britain Tidy

Subscribe to Keep Britain Tidy's monthly newsletter for local authorities at

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More info here:

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