

CHEWING GUM TASK FORCE



YEAR ONE
ANNUAL REPORT

CHEWING GUM TASK FORCE

The Chewing Gum Task Force brings together some of the country's major chewing gum producers, including Mars Wrigley and Perfetti Van Melle. Haleon, producers of nicotine replacement therapy gum, is also a small contributor. Under the scheme, the producers have pledged up to £10million over five years to tackle gum littering. The task force was established by Defra and is administered by Keep Britain Tidy, with support from SOENECS.



The Chewing Gum Task Force aims to help councils to clean up historic gum litter staining in our towns and cities, and take action to prevent littering in the future.

Allison Ogden-Newton OBE, Chief Executive of Keep Britain Tidy

In 2022, we awarded grants of up to £20,000 to individual councils across the UK to fund street cleansing and/or the purchase of cleaning equipment. Larger grants of up to £70,000 were available for two or more councils working together to achieve greater impact.

In addition to the grants for cleansing, 25% of the fund was used to provide gum litter prevention packages to councils. Designed and produced by social enterprise Behaviour Change, these packages are based on behavioural science and target hot-spots where people are most likely to need to dispose of gum, nudging them to use the bin.

We also funded a robust measurement and evaluation of four councils (one from each nation); and four innovation pilots to trial new designs.

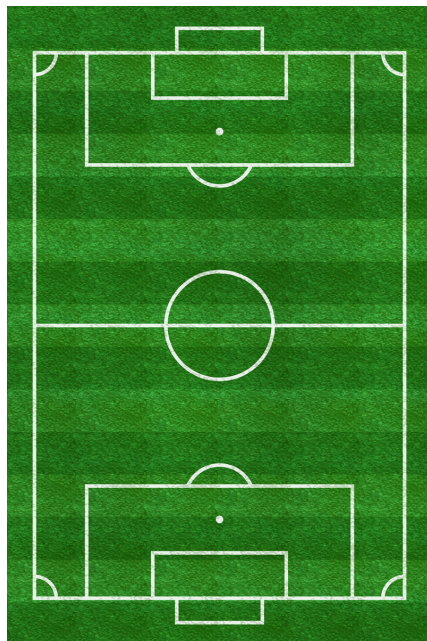
YEAR ONE AT A GLANCE



We awarded 44 grants, worth a total of £1.7m, and benefitting 53 UK councils

We helped councils clean an estimated 2.5 km² of pavements; an area larger than 467 football pitches

56
gum litter prevention
packages fulfilled
11,765
items printed
Up to 80%
reduction in gum littering
achieved
4
innovation pilots
completed



HOW THE FUNDS WERE USED

New Equipment

Redeploying staff and/or equipment

Staffing costs

Contractors

Other

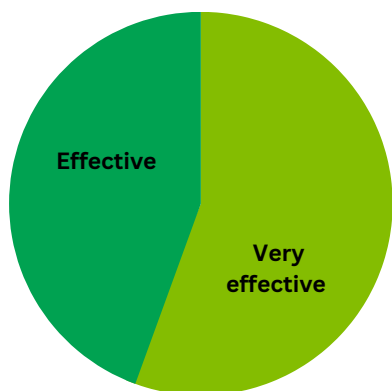


Islington, December 2022 © Brendan Foster Photography

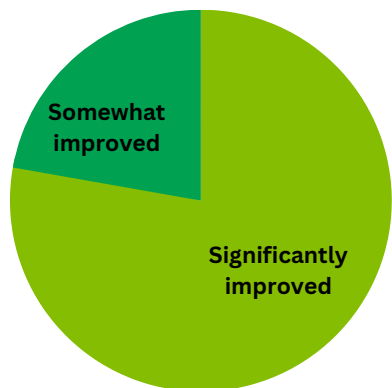
More than 50% of councils used their grant money to purchase new equipment; ensuring that they will continue to benefit after the project ends.

GUM LITTERING REDUCED BY UP TO 80%*

**100% of councils feel their
grant enabled them to
effectively tackle gum litter.**



**100% of councils reported an
improvement in gum litter
following their cleansing.**



**Based on results recorded in Newport.
See p. 8 for more information.*

Mars Wrigley has invested in campaigns to tackle litter across the UK for many years. We've been delighted to see the remarkable results achieved by councils through the Chewing Gum Task Force; in some cases, reducing gum littering by as much as 80%. We hope that many more councils will apply in year two.

MARS WRIGLEY UK



*Chichester Road in Southend,
pre- and post-clean*

GUM BUSTERS OF GRIMSBY

In Grimsby, Eco Removal Systems were used to clean away unsightly chewing gum stains in the town centre. Due to the backpack machines they used, the team quickly became known as 'Gum Busters'.

The stains were removed using an eco-friendly detergent made from sugar beet. This is heated and squirted directly onto the gum to quickly vaporise it. Unlike jet washers, these machines cause little disruption; there is no need to cordon off pavements while they're in use.

The cleaning crew received numerous compliments from residents, businesses and passers by about what an improvement they'd made and how much more attractive the town centre now looks.

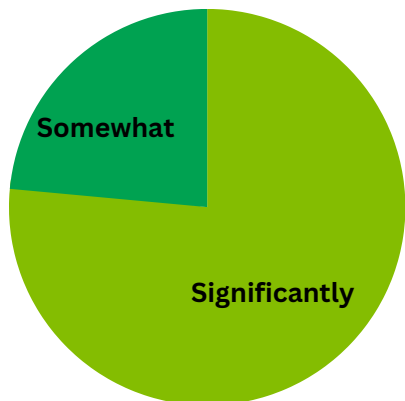


As well as becoming a focal point for public engagement, the team attracted a substantial amount of media coverage, including national coverage on CBBC Newsround. Cllr Stewart Swinburn also joined the fun, taking the opportunity to do some gum-busting of his own.

The unsightly mess of chewing gum had a detrimental impact on the town, with numerous complaints and disgruntled business owners. Feedback since the cleanse has been encouraging, with positive comments about our clean, vibrant main shopping area.

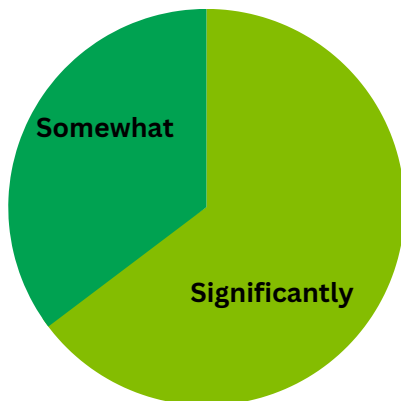
*FERMANAGH AND OMAGH
DISTRICT COUNCIL*

100% of councils feel that their project has benefitted their local community.



*MARKET STREET IN OMAGH.
PRE- AND POST-CLEANSING*

100% feel that their project has increased awareness of the issue of gum littering.



GUM LITTER PREVENTION



We processed orders from 56 councils across the country, including almost 7,000 stickers and over 3,000 lamppost signs.

The 'Kitten' was our most popular design and there are now more than 5,000 kittens reducing gum litter on the streets throughout the UK.

Four councils (Birmingham, Newport, Glasgow and Belfast) benefitted from a full independent evaluation of the effectiveness of the clean-up and prevention signage. Up to 80% reduction in gum littering was measured as a result of the interventions, through a combination of pre and post-intervention gum counts and footfall analysis.

It is clear that when resources are dedicated to a specific issue, we can make a positive difference. Cleaner, greener neighbourhoods are a top priority for the people of this city, and we will use the findings from this programme to inform our future activities.

CLLR MAJID MAHMOOD, CABINET MEMBER FOR ENVIRONMENT, BIRMINGHAM CITY COUNCIL

The evaluations also highlighted that when interventions are focused on one area with lots of coverage, they are more effective at changing people's littering behaviour.



“I’m delighted that Newport achieved an 80% reduction in gum litter. The measures put in place around the bus station and Market Street had a very positive impact.

We’re very grateful to the task force for funding this trial, and hope that the results can benefit the project’s work in year two and beyond.

**COUNCILLOR YVONNE FORSEY, CABINET
MEMBER FOR CLIMATE CHANGE AND
BIODIVERSITY, NEWPORT CITY COUNCIL.**

We ran four innovation pilots for new intervention designs in Birmingham, Streatham, Croydon and Islington.

The designs included two new delivery mechanisms (clean stencilling and a purely picture based design). All were fully evaluated with reductions in gum littering of up to 62%. Three of the four designs will be on offer to councils in Year Two.



IN THE HEADLINES

Since our launch, the Chewing Gum Task Force has attracted **111** pieces of print and online coverage and **39** pieces of broadcast coverage on TV and radio. This coverage had a potential reach of **510.4 million** and an advertising value equivalent of almost **£5 million**.

Across social media, the Chewing Gum Task Force featured in **241** posts across Twitter and Facebook, with a reach of **1.35 million** on Twitter alone.



We have undertaken significant comms to ensure that our residents are aware of the work we've undertaken and the impact it has had in cleansing streets of gum staining. We've been really pleased with the level of engagement we have received from residents in response to our social media communications.

CROYDON CITY COUNCIL AND BID



“ Thanks to the
valiant work of
our chewing gum
removers, the
canvas is literally
blank again. With
the signage
installed, we hope
that people will be
less likely to just
drop their gum in
future.

SEVENOAKS DISTRICT COUNCIL

**CHEWING GUM
TASK FORCE**


Department
for Environment
Food & Rural Affairs


The Scottish
Government


Llywodraeth Cymru
Welsh Government


Northern Ireland
Assembly

MARS WRIGLEY

 **KEEP
BRITAIN
TIDY.**

 **CHANGES
BEHAVIOUR**

PERFETTI
van Melle

SOENECS
Environmental Services Solutions