



**KEEP  
BRITAIN  
TIDY.**

# CHEWING GUM TASK FORCE



## Chewing Gum Task Force Year 3 (2024) Grant Scheme



# Agenda

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- Introducing the Chewing Gum Task Force
- Year 2 (2023) Grant Scheme: results
- Year 3 (2024) Grant Scheme: applications
- Behaviour change and littering prevention
- Your questions



# Chewing Gum Task Force



- Set up by Defra, in partnership with DAERA in Northern Ireland, the Scottish Government and the Welsh Government, and administered by Keep Britain Tidy
- Brings together major chewing gum manufacturers, including Mars Wrigley, Perfetti Van Melle and a producer of nicotine replacement therapy gum

The Chewing Gum Task Force Grant Scheme, now in it's third year:

- Funded by the producers, who have pledged up to £10m over 5 years with £1.6m available in Year 3
- Aim is to help councils clean up historic gum staining and invest in long-term behaviour change to prevent gum littering
- Councils in England, Northern Ireland, Scotland and Wales can apply for grants of up to £27,500 (a limit not a target) to fund the purchase of cleaning equipment and/or street cleaning
- Grants come with a fully funded bespoke gum litter prevention package provided by social enterprise Behaviour Change. This includes targeted behaviour change signage and advice, along with templates for social media posts.
- **The combination of street cleaning and prevention signage has yielded reductions in gum littering of up to 80% in the first two months, with a reduced rate of gum littering still observed six months later.**





# Chewing Gum Task Force



Nations



Gum manufacturers

**MARS WRIGLEY**



Administrator



Prevention package delivery



# Year 2 (2023) results



Download the annual reports:

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



# Year 2 (2023) in numbers

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55 grants awarded to UK councils, worth **£1.65m** with 16 councils receiving grants for the second time

**More than 70%** of councils used their grant money to purchase new cleaning equipment

**440,000m<sup>2</sup>** of pavements cleaned which is the **same area as the entire Vatican City**

71 gum litter prevention packages fulfilled

**10,453** gum litter prevention resources printed

2 innovation pilots completed

**Up to 60%** reduction in gum littering achieved after 2 months



# Year 2 (2023) council feedback



Based on project-end evaluation feedback from councils:

- 100% feel their grant enabled them to effectively tackle gum litter
- 94% reported an improvement in gum litter following their cleansing and signage installation
- 100% feel their grant had benefitted their community
- 100% feel their grant raised awareness of gum littering

*“We have received feedback from businesses and members of the public commenting on how much cleaner the streets look. The areas that were cleansed first have not seen gum littering reoccur.”*

**North Devon Council**



# Year 3 (2024) grant scheme applications



Everything you need is online at [www.keepbritaintidy.org/chewing-gum-task-force](http://www.keepbritaintidy.org/chewing-gum-task-force) including:

- Guidance for councils applying for a Year 3 (2024) grant
- Year 3 (2024) grant FAQs
- Year 3 (2024) suppliers and discounts
- Sample application form
- Link to the online application form
- Link to <https://tacklegumlittering.co.uk/> where you can see example gum litter prevention package signage

The application portal opened on **Monday 5 February at 10am** and closes on **Thursday 28 March 2024 at 12 noon**. This is an eight-week application window which will not be extended. Late applications cannot be accepted.

If you have any questions about any aspect of applying a grant, please consult the guidance document and FAQs before emailing [chewinggumtaskforce@keepbritaintidy.org](mailto:chewinggumtaskforce@keepbritaintidy.org).



# What we will and will not fund

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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

The gum litter prevention package is fully funded and comes with the grant. It is a condition of the funding that you use the prevention package. You will need to source alternative funding for any other 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



# Eligibility



To be eligible for a grant you must be a waste collection or waste disposal council or authority located in England, Northern Ireland, Scotland or Wales

AND:

- Commit to working with the Chewing Gum Task Force to agree a bespoke chewing gum litter prevention package
- Have authority to install bespoke chewing gum litter prevention signage on litter bins, lampposts, street furniture, etc. in the area to be cleaned
- Commit to installing the agreed signage within three days of cleaning
- Commit to delivering communications at project award, during and on completion of cleaning/signage installation using press releases and social media
- Commit to completing their project by the deadline of 31st October 2024
- Commit to entering into a Grant Agreement with the gum manufacturers
- Have had your proposals approved by a relevant elected member

Previously funded councils can apply for a grant to maintain previously cleaned areas and/or to clean new areas, but:

- If you were funded in Year 1 (2022), you must have submitted the Year 1 project-end evaluation form and the Year 1 follow up evaluation form
- If you were funded in Year 2 (2023), you must have submitted the Year 2 project-end evaluation form



# Application form



- Applications must be submitted online via the link at [www.keepbritaintidy.org/chewing-gum-taskforce](http://www.keepbritaintidy.org/chewing-gum-taskforce)
- It is not possible to save your application as a work in progress. Please prepare your responses offline before transferring them into the application form in one go.
- Please complete your answers in conjunction with the guidance document

The form consists of:

- Eligibility quiz
- Application questions – 7 evaluated questions
- Other information including grant agreement signatories, project contacts, finance details
- Note that evaluators will not read responses beyond the word limit for each response.
- There are additional files you need to upload for certain questions. These include:
  - Four time-stamped photos as evidence of the gum staining problem
  - Map showing the areas to be cleaned
  - One-page project timeline
  - Budget sheet
  - Redacted bank statement





# Year 3 (2024) timeline

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- Applications close on Thursday 28<sup>th</sup> March 2024 at 12 noon
- Successful councils will be notified of award by mid-May, with Grant Agreements with the gum manufacturers issued via Docusign and to be signed by the end of May. Public announcement of grant awards at the end of May.
- Councils will have from award notification until early July to work with Behaviour Change to agree their bespoke gum litter prevention package. Once confirmed 75% of payment will be released.
- Councils will have until 31st October 2024 to complete their project. This includes:
  - Cleaning and installation of gum litter prevention signage within three days of cleaning
  - Communications at grant award announcement, during and on completion of cleaning/signage installation using press releases and social media. Template assets will be provided.
- Councils will have until 29th November 2024 (one month) to complete their project-end evaluation form including the provision of before and after (timestamped) photos and a declaration of total spend against the value of the grant awarded (signed letter at Director level). 25% of payment will be released.
- At the beginning of April 2025, councils will be issued with a follow up evaluation form and will have until the beginning of May 2025 (one month) to complete it including the provision of time-stamped photos.



# Questions?





# Behaviour Change and Littering Prevention

February 2024

# The gum littering prevention package

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- ▶ Ready to use, tried and tested behaviour change interventions
- ▶ Proven to reduce littering by as much as 80% when used in conjunction with cleansing
- ▶ Printed and delivered at no cost to the grant recipient



Signage in Hertfordshire

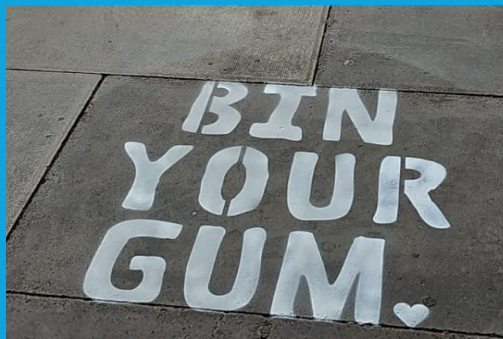
# The gum littering prevention package

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1. A set of signage, which is:
  - Highly targeted, engaging and effective
  - Bespoke to your council's needs (area usage, personality, street design/furniture, amounts required)
  - Editable with council logo
  - High quality & weatherproof, recycled/recyclable/as low impact as possible
  - Delivered ahead of your planned cleanse
2. End to end expert advice on:
  - How to tackle gum littering – access to our research and behaviour change learnings
  - Selection of locations and appropriate interventions/designs
  - Deployment
3. Guidance pack - including advice on installation, disposal/recycling, testimonials, FAQs etc.
4. Social media asset to promote your grant and gum cleansing programme



## Example signage





tacklegumlittering.co.uk

## CHEWING GUM TASK FORCE

[Step by Step](#) [Prevention Signage](#) [Measuring Success](#) [Littering Behaviour](#) [About](#) [FAQs](#) [🛒](#)

# Prevention Signage

Bespoke to your local need and amounts required, here you can browse and order from our range of signage. We have options for bins, lampposts, railings and more. The signage is printed and delivered at no cost to grant recipients and most designs are also available in bilingual Welsh/English. You also have the option to include your council logo before printing.

Create Settings

### Available Designs



Keep in touch

## CHEWING GUM TASK FORCE

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### Kitten: using humour

A light tone intervention that uses a touch of humour and an unexpected image to help the message get noticed.

Builds on the insight that people are sometimes more worried about gum sticking to pets than they are to other people...

#### Format\*

Bin Sticker

#### Size\*

50cm Circle

#### Language\*

English

#### Quantity\*

1

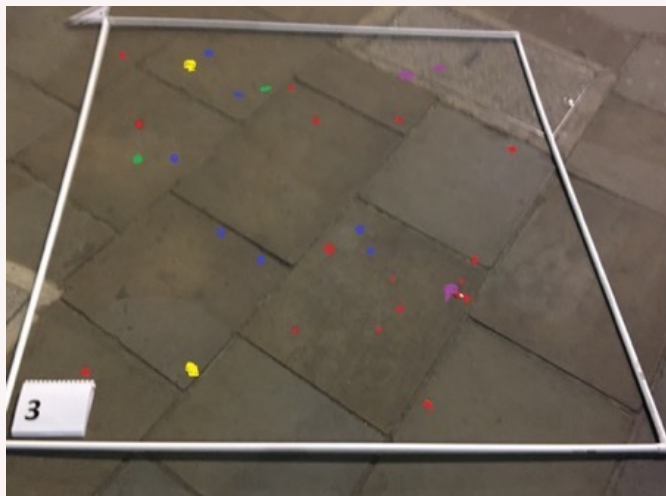
Add to bag

# Extended monitoring and evaluation

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## 1. Short term evaluation of the intervention

- ▶ Full evaluation of the effectiveness of the cleansing and signage package in preventing new gum litter being dropped
- ▶ Using trusted research partner and consistent, robust methodology



## 2. Long term evaluation of behaviour change

- ▶ Take a snapshot of behaviour after 6 months, measuring the ongoing effect of multiple influences on behaviour over time:
  - Lasting effects of the initial cleanse
  - Longer term effects of the prevention signage
  - Any additional effects from council activity, change of approach etc.
- ▶ Requires close working relationship with 4 selected councils to ensure tight control of timing, permissions, data collection, cleansing regimes etc.



## Innovation: developing and testing a new way to change behaviour

- ▶ The current toolkit of prevention interventions is built on a legacy of:
  - Creative development and innovation
  - Application of behavioural science
  - Building an evidence base through robust evaluation of small-scale pilots
  - Ensuring scalability and ease of implementation
- ▶ Looking to continually grow and improve the set of solutions available
- ▶ Will work with one council this year to trial a new intervention along with full monitoring and evaluation of effectiveness



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# Thank you

Contact: [taskforce@behaviourchange.org.uk](mailto:taskforce@behaviourchange.org.uk)

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