

CHEWING GUM TASK FORCE



Chewing Gum Task Force Year 4 (2025) Grant FAQs

Please note this document was updated on 6 February 2025 in response to questions asked in the webinar on 5 February. These additions are marked in red.

1. Who is the Chewing Gum Task Force?

Set up by Department for Environment Food & Rural Affairs (Defra), in partnership with Department for Environment, Agriculture and Rural Affairs in Northern Ireland, the Scottish Government and the Welsh Government, the Chewing Gum Task Force (CGTF) brings together major chewing gum producers (including Mars Wrigley, Perfetti Van Melle and a producer of nicotine replacement therapy gum) in a new partnership to remove gum litter from UK high streets and prevent future littering. The scheme, administered by independent charity Keep Britain Tidy, sees the chewing gum firms invest up to £10 million over five years to achieve two objectives: cleaning up historic gum staining and changing behaviour so that more people bin their gum. 2025 is the fourth year of the scheme.

2. What grants are available and what can the money be spent on? Do we have to apply for the full amount?

In Year 4 of the scheme (2025), grants of up to £27,500 will be available to individual councils in England, Northern Ireland, Scotland and Wales to enable them to 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
- Trials of innovative cleaning equipment or techniques
- Trials of innovative new ways to identify areas in need of cleaning

While councils can apply for funding of up to £27,500, this is a maximum figure and not a target that councils must strive for. We are looking for applications that provide value for money.

3. What sort of councils can apply?

Can town/parish councils, BIDs or other community groups apply?

Can councils apply in partnership with other councils?

Applications are open only to waste collection or waste disposal councils or unitary authorities in England, Northern Ireland, Scotland and Wales.

We will not fund town/parish councils or BIDS, but we welcome applications working in partnership with other organisations – this could include other councils, town/parish councils, BIDS, schools, businesses and/or community groups. Where there is partnership working, the application must be lead and submitted by a waste collection or waste disposal council or unitary authority.

If a council wishes to work in partnership with one or more other councils (and all councils involved are a waste collection or waste disposal council or unitary authority), then the lead council can apply for one grant of up to £27,500 referencing the partnership arrangements in their application. Here, the specifics of the application must relate to what the partnership will deliver.

If the councils involved wish to secure more funding for the partnership, then all councils involved can apply for one grant of up to £27,500 each referencing the partnership arrangements in all their applications. Here, the specifics of the application must relate to what the lead partner will deliver in their council area only (e.g. reference the area of pavements cleaned in the lead council area, not across the partnership). If not all applications from the proposed partnership of councils are successful, we will discuss with the successful council/s about whether they wish to proceed with funding.

4. Is my council eligible to apply for a grant?

If my council received funding from the Chewing Gum Task Force in Year 1 (2022), Year 2 (2023) and/or Year 3 (2024), can we reapply in this round?

To be eligible to apply for a grant from the CGTF, councils must:

1. Be a waste collection or waste disposal council or unitary authority in England, Northern Ireland, Scotland or Wales.
2. Commit to working with the CGTF to agree a bespoke chewing gum litter prevention package.
3. Have authority to install bespoke chewing gum litter prevention signage on litter bins, lampposts, street furniture, etc. in the area to be cleaned. **Please note that councils may not always have authority to do this, for example in the case of two-tier authorities, and on red routes in London which are the responsibility of Transport for London. Where relevant, permission must be sought and evidenced in the application.**
4. Commit to installing the agreed signage within three days of cleaning.
5. Commit to delivering communications at project award, during and on completion of cleaning/signage installation using press releases and social media.
6. Commit to completing their project by the deadline of Friday 31 October 2025.
7. Commit to entering into a Grant Agreement with the gum manufacturers.
8. Have their proposals approved by a relevant elected member.

Councils that have previously been awarded a CGTF grant in Year 1 (2022), Y2 (2023) and/or Year 3 (2024) – either as an individual council or as part of a partnership can apply for a grant in Year 4 to maintain previously cleaned areas and/or to clean new areas.

- If you were funded in Year 1, you will not be eligible to apply for a Year 4 grant if you have not submitted your project-end evaluation form and/or the follow up evaluation form.
- If you were funded in Year 2, you will not be eligible to apply for a Year 4 grant if you have not submitted your project-end evaluation form and/or the follow up evaluation form.
- If you were funded in Year 3, you will not be eligible to apply for a Year 4 grant if you have not submitted your project-end evaluation form.

5. We already have a chewing gum cleaning scheme in place. Can we apply?

Yes! We would love to hear how a grant from the CGTF could enable you to carry out additional work or make it more sustainable long-term. Please tell us how additional funding will help you to expand or improve your existing scheme.

6. What is the gum litter prevention package?

Councils receiving a grant will also benefit from a fully funded bespoke gum litter prevention package provided by social enterprise Behaviour Change. This includes targeted behaviour change signage (including outdoor stickers, lamppost signs, posters, window stickers, banners and stencils) and advice, along with templates for social media posts.

The signage is high quality, weatherproof and environmentally low-impact and is bespoke to your needs (in terms of area usage, personality, street design/furniture, amounts required) and editable (where relevant e.g. with council logos). Behaviour Change will work with you to select the right materials and where to put them, but signage must be installed within three days of cleaning and remain in place for a minimum of three months.

The gum litter prevention package is fully funded in addition to the cleaning grant. Please do not cost for the prevention package in your application.

The combination of cleaning and chewing gum litter prevention signage has been shown to reduce gum littering by up to 80% after two months, with a reduced rate of gum littering still being observed after six months.

It is a key learning from previous years of the CGTF that this combined intervention is most effective at changing gum littering behaviour in areas where there is a high density of signage.

For more information and to view example signage, please see <https://tacklegumlittering.co.uk> and the CGTF previous year's annual reports are available at <https://www.keepbritaintidy.org/chewing-gum-task-force>.

7. Can we apply for a grant without the gum litter prevention package?

No. The gum litter prevention package is a condition of your grant acceptance and will help to ensure that you gain maximum benefit from your street cleaning activities. The signage helps to reduce gum littering on an ongoing basis; without the signage, a recently cleaned area may return to a normal rate of gum littering after just four months.

8. Can we include other gum litter prevention activities in our application?

The combination of cleaning and chewing gum litter prevention signage has been shown to be highly effective at changing gum littering behaviour in areas where there is a high density of signage.

While we may look favourably on applications from councils who propose a range of other activities to tackle gum littering, this grant is for cleaning activities only and the associated prevention package. You will need to source alternative funding for activities such as:

- 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

9. Are there any rules about procuring cleaning equipment and/or services?

We want to see proposed cleaning solutions that represent good value for money.

Please see the Suppliers and Discounts document available at <https://www.keepbritaintidy.org/chewing-gum-task-force> for a range of equipment and services and discounts available to councils applying to the CGTF. Please note that by passing on this information and discount offers, CGTF is not recommending or endorsing any suppliers or their machines. We strongly encourage all councils to do their own research before purchasing any equipment and factor delivery time into your project delivery plan to ensure the cleaning is completed by the deadline of Friday 31 October 2025.

Suppliers are also a useful source of information to help you develop an approach to street cleaning that is best for your council – both in terms of cleaning equipment to be used and how the activity will be resourced. Considerations may include:

- Does the proposed equipment match the needs of the area to be cleaned in terms of scale, the density of the gum litter problem, pavement type, and access to water and/or electricity?
- What staffing resource is required to operate the proposed equipment? How many square metres of pavement can be covered per hour/day with this resource?
- Storage and transport arrangements for equipment
- What are the ongoing maintenance costs of the proposed equipment to ensure its smooth working and legacy? Are there any reliability issues? What consumable supplies are needed?
- What is the delivery time of the proposed equipment?

In previous years of the CGTF, most councils have used their grant funding to purchase new equipment. However, we reiterate that it is acceptable to hire equipment and/or subcontractors.

There are no specified rules that councils should follow regarding the procurement of cleaning equipment and/or services – we anticipate that councils will follow their own internal protocols.

Please remember to exclude VAT from your costings where appropriate.

10. What are the monitoring and evaluation requirements?

All funded councils will be required to do the following regarding monitoring and evaluation:

- Councils will have until Friday 28 November 2025 (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).
- At the beginning of April 2026, councils will be issued with a follow up evaluation form and will have until the beginning of May 2026 (one month) to complete it including the provision of time-stamped photos.

The project-end and follow up evaluation forms are both online forms which are not onerous and include basic reporting on the work undertaken and perceptions-based questions about the impact of the work.

We are committed to openly sharing the results of the projects we are funding. Our aim is for chewing gum cleansing and long-term behaviour change to become widespread across the UK. The information you provide will help to inform best practice and inspire further activity nationwide.

11. What are the extended monitoring and evaluation packages?

To assess the long-term benefits of CGTF funding for councils, we will undertake a limited number of extended monitoring and evaluation programmes involving a combination of pre- and post-intervention gum counts and footfall analysis along with wider litter monitoring and perception surveys. This is to assess:

- The benefit of our existing clean and signage packages in relation to gum litter and wider litter
- The benefit of a clean along with new intervention methods and/or signage

You will be invited to indicate on the application form if your council would like to be considered for extended monitoring and evaluation. This is at no extra cost to your council and will be delivered by a third party. Your answer will in no way affect your application.

The extended monitoring and evaluation packages are in addition to the monitoring and evaluation requirements set out above.

12. What is the Year 4 (2025) grant funding timeline?

- Applications to the CGTF open on Monday 3 February 2025 and close on Friday 28 March 2025 at 12 noon. This is an eight-week application window which will not be extended. Late applications cannot be accepted.
- Successful councils will be notified in mid-May with the public announcement made by the end of May 2025.
- Councils will have until Friday 31 October 2025 to complete their project. This includes all cleaning with installation of gum litter prevention signage within three days of cleaning and communications at grant award announcement, during and on completion of cleaning/signage installation using press releases and social media.
- Monitoring and evaluation forms must be submitted within one month of project end, and then again six months after project end.

13. How will our application be assessed?

Applications will be assessed by an independent panel consisting of Chewing Gum Task Force representatives from each of the four UK nations, based on the criteria laid out in our application guidance document. Funding will be awarded to councils who best demonstrate both a significant need for chewing gum cleansing and a clear, achievable and cost-effective solution. Applicants will also need to commit to using our gum litter prevention package to support our goal of long-term behaviour change and prevention.

The application guidance document available at <https://www.keepbritaintidy.org/chewing-gum-task-force> is very clear about what we are looking for in questions to the seven evaluated questions, so please refer to it.

14. What happens if our application is successful?

When will we receive the funding if successful?

When do we need to have spent the funding?

If your application is successful, we will contact you by email in mid-May to let you know the outcome and provide the Grant Agreement that you will be required to enter into with the gum manufacturers. You will have a short window to accept the offer and return your signed contract. No changes to this Grant Agreement will be accepted. We strongly recommend that you share the summary of Grant Agreement terms at the end of the guidance document with your legal team prior to applying and note that Docusign is our preferred method of signing.

Once your grant has been confirmed by email, you can start working with Behaviour Change to develop your bespoke chewing gum litter prevention package. Councils will have until early July to agree their package, with delivery then taking up to three weeks.

Once the signed Grant Agreement is in place, Keep Britain Tidy has conducted financial checks ready for payment by BACS, and you have confirmed your gum litter prevention package order, then the first instalment of the grant (75%) will be payable. We anticipate that first instalments will be paid no later than the end of July.

You will have until Friday 31st October 2025 to complete your project. This includes street cleaning and the installation of agreed signage within three days of cleaning, alongside communications at grant award announcement, during and on completion of cleaning/signage installation using press releases and social media.

The remaining 25% of the grant will be payable on project completion following submission of project-end evaluation form. If there is a shortfall in spending as declared at project-end, the second instalment will be reduced accordingly. Any unspent funds from the first instalment must be returned to the CGTF.

Funds must be spent by Friday 31 October 2025.

We will maintain contact with you throughout the process to ensure good progress is being made.

15. When can I start the gum cleansing?

Once you have received confirmation that you have been awarded a grant, have signed your Grant Agreement and placed an order for prevention signage with Behaviour Change, we would recommend getting started as soon as possible, particularly if you plan to order equipment with long lead in times. We will aim to release 75% of the funding to you as soon as possible but you do not need to wait for the funding to be released to get started with your cleansing.

16. What happens if our application is not successful?

We are expecting a high volume of applications and it may not be possible to fund every project. If your application is unsuccessful, we will contact you by email in mid-May to let you know. You will still be eligible to apply for future funding.

Once the successful grant applicants have had their gum litter prevention package orders fulfilled, we may be able to offer resources to those councils who are unsuccessful in getting a grant. We will reach out to you if this is the case.

17. Can we receive feedback on our application?

We anticipate a high volume of applications and so it will not be possible to provide detailed feedback on individual applications. However, some projects may receive feedback on specific details that might help them in the next funding round.

18. Which councils have previously received a Chewing Gum Task Force grant

Please see the list available at <https://www.keepbritaintidy.org/chewing-gum-task-force>.

19. Who can I contact if I have questions?

Please consult the guidance document and FAQs available at <https://www.keepbritaintidy.org/chewing-gum-task-force> before emailing chewinggumtaskforce@keepbritaintidy.org.