

# CHEWING GUM TASK FORCE

Registered charity no. 1071737

## Year 4 (2025) grant scheme



# Agenda

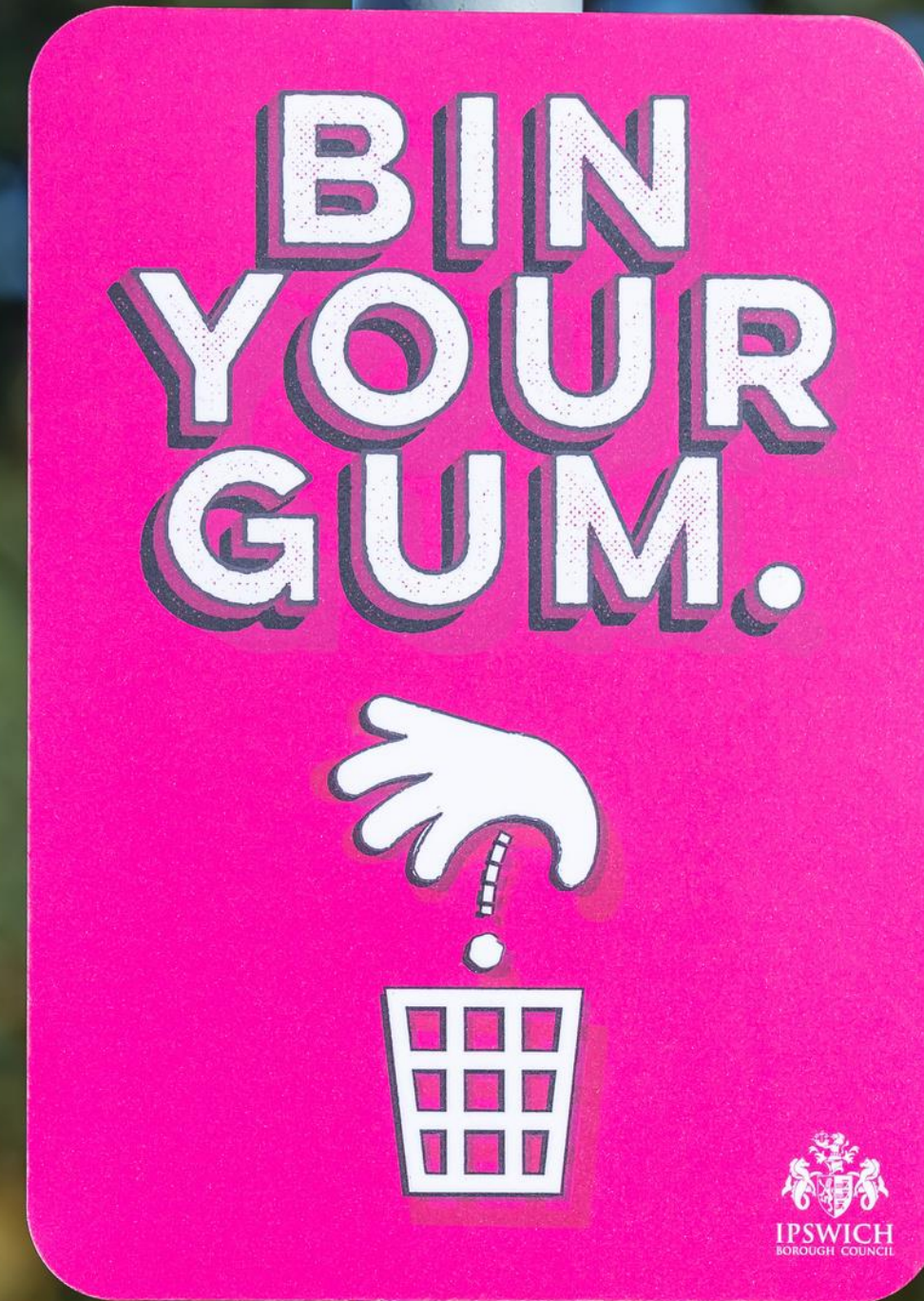
Introducing the Chewing Gum Task Force

Year 3 (2024) grant scheme: results

Year 4 (2025) 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



Mid and East Antrim Borough Council

The Chewing Gum Task Force grant scheme, now in its fourth year:

Funded by the producers, who have pledged up to £10m over 5 years with grant funding worth £1.583m available in Year 4

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



# Administrator



# Prevention package





## Year 3 (2024) results

Download the annual reports:

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

Year 3 (2024) report:



# Year 3 (2024) in numbers

**54 grants awarded** to UK councils, **worth £1.585m** with **23 councils** receiving grants for the second or third time

**500,000m2 of pavements** cleaned which is **equivalent to 400 Olympic sized swimming pools**

63 gum litter prevention packages fulfilled

**10,359 gum litter prevention resources** printed

1 innovation pilot completed

**Up to 68% reduction in gum littering achieved after 2 months**





# Year 3 (2024) council feedback

Based on project-end evaluation feedback from councils:

- 100% feel their grant enabled them to effectively tackle gum litter
- 100% 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

**'There has been a significant improvement in the gum littering and staining across our town centres. We have received comments from the public on how much cleaner the town centres look.'**

Bury Council

**'The Chewing Gum Task Force grant has greatly benefited our community. It allowed us to address gum litter issues that would have otherwise been delayed due to budget constraints and limited staff resources. The visible improvement in cleanliness has received positive feedback, with many residents and local businesses appreciating the effort. The grant has not only improved the appearance of our public spaces but also fostered a greater sense of pride and respect for the community.'**

Flintshire County Council



Bristol City Council pre- and post-clean

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# Year 4 (2025) 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 4 (2025) grant
- Year 4 (2025) grant FAQs
- Year 4 (2025) suppliers and discounts
- Sample application form
- Link to the online application form
- Link to [tacklegumlittering.co.uk](http://tacklegumlittering.co.uk) where you can see example of the gum litter prevention package signage

The application portal opened on **Monday 3 February** and closes 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.

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).



**CHEWING GUM  
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# What we will and will not fund

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
- 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 your project by the deadline of 31 October 2025.

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, 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.



# Application form

Applications must be submitted online via the link: [bit.ly/CGTF-Application](https://bit.ly/CGTF-Application)

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.

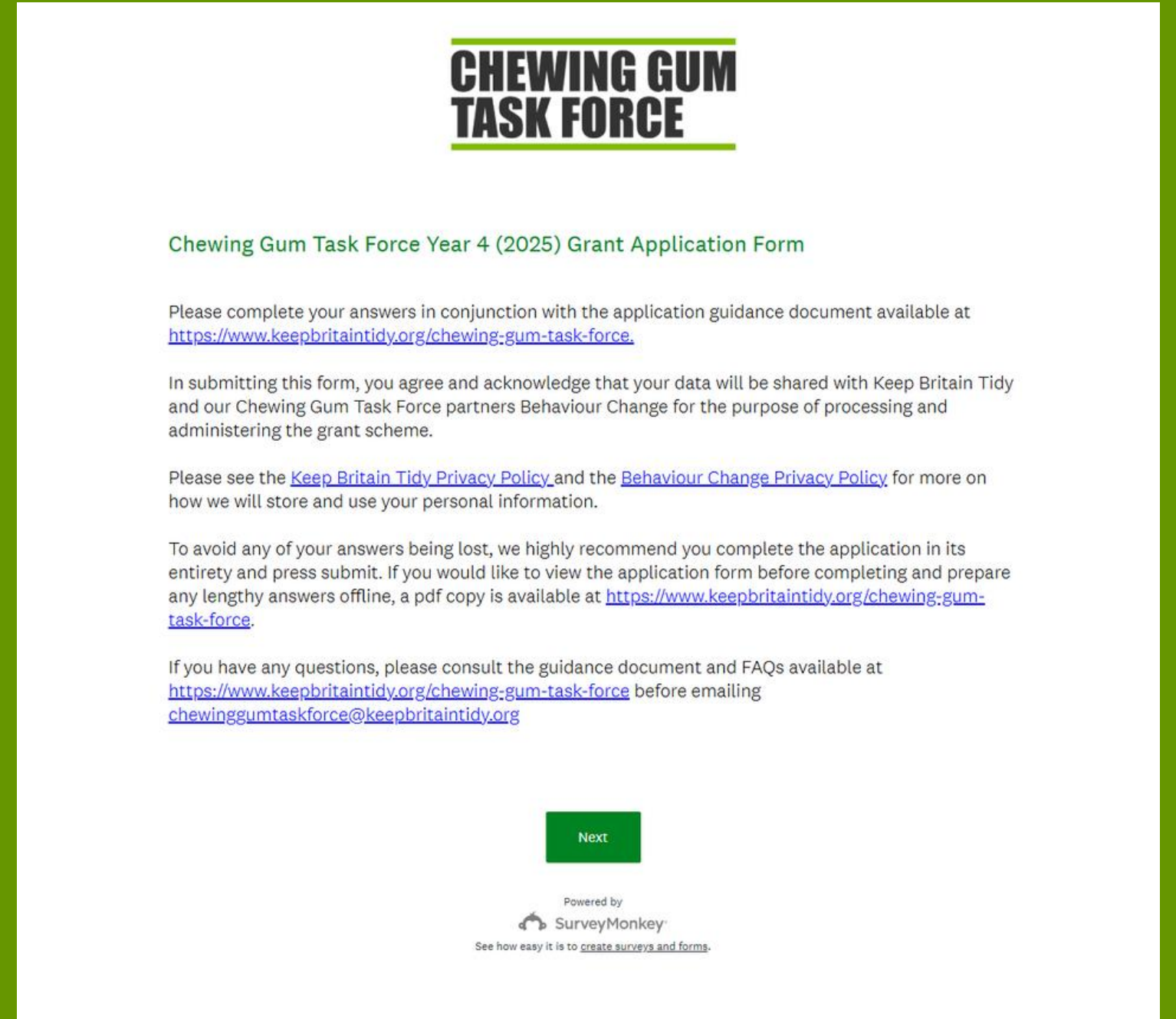
Please complete your answers in conjunction with the guidance document.

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



The screenshot shows the 'CHEWING GUM TASK FORCE' logo at the top. Below it, the title 'Chewing Gum Task Force Year 4 (2025) Grant Application Form' is displayed in green. The main text area contains instructions: 'Please complete your answers in conjunction with the application guidance document available at <https://www.keepbritaintidy.org/chewing-gum-task-force>.' It also states that by submitting the form, users agree to share data with Keep Britain Tidy and partners for processing and administering the grant scheme. Further instructions refer to the 'Keep Britain Tidy Privacy Policy' and 'Behaviour Change Privacy Policy'. A recommendation to complete the application in its entirety is followed by a link to a PDF copy: <https://www.keepbritaintidy.org/chewing-gum-task-force>. At the bottom, users are directed to consult the guidance document and FAQs at <https://www.keepbritaintidy.org/chewing-gum-task-force> or email [chewinggumtaskforce@keepbritaintidy.org](mailto:chewinggumtaskforce@keepbritaintidy.org). A green 'Next' button is visible, along with a 'Powered by SurveyMonkey' logo and a small text link: 'See how easy it is to [create surveys and forms](#).'

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# Evaluated questions

## **Question 1: Need (15%)**

Please explain the extent and the impact (social, environmental and/or economic) of gum staining in the area you propose to clean, providing photos as evidence. (500 words)

+ Four time-stamped photos

## **Question 2: Proposal for street cleaning (15%)**

Please outline your proposal for street cleaning in terms of the area to be cleaned and your approach and explain why this is the best option for your council. (500 words)

+ Area of pavements cleaned in m2

+ If applicable, area of pavements previously cleaned using CGTF funding

+ Map showing the areas to be cleaned

## **Question 3: Proposal for prevention and communications/engagement (15%)**

Please outline your approach to using the gum litter prevention package and communicating/engaging with your community over the lifetime of your grant award. (500 words)

## **Question 4: Additionality and continued impact (15%)**

Please explain how the grant award will support your existing street cleaning activities and how the grant will continue to benefit the community after the project ends. (400 words)

## **Question 5: Project delivery (15%)**

Please outline how you will deliver your project successfully. (300 words)

+ One-page project timeline

+ Details of elected member who has approved your proposals

## **Question 6: Risk management (10%)**

Please set out the key risks to successfully delivering your project by the deadline of Friday 31 October 2025 and how you will mitigate them. (300 words)

## **Question 7: Finances (15%)**

Please state how much you are applying for and give a breakdown of your planned expenditure. (300 words)

+ Value of grant applied for

+ Budget sheet



# Selecting your cleaning approach

Please see the **Suppliers and Discounts document** 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, we are not recommending or endorsing any suppliers or their machines. We strongly encourage all councils to do your 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.

Talk to suppliers about your requirements and what they offer.

**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.**

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?

# Year 4 (2025) timeline

Applications close on **Friday 28 March 2025** 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 2025 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 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). 25% of payment will be released.

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.



'Bin your gum' North Ayrshire Council



**Questions?**

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# Behaviour Change and Littering Prevention

February 2025





We create social and environmental change with  
**BIG IDEAS GROUNDED IN BEHAVIOURAL SCIENCE**

# 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
- ▶ Option to get a package without a grant (subject to availability)



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 assets for you to spread the word about your gum cleansing and prevention efforts.

## Example signage





tacklegumlittering.co.uk

## CHEWING GUM TASK FORCE

[Step by Step](#)

[Prevention Signage](#)

[Social Assets](#)

[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.

# Social media assets



**South Lanarkshire Council**  
@SouthLanCouncil

Our chewing gum crew has been cleaning up thanks to [#ChewingGumTaskForce](#). Funded by the chewing gum industry, the task force provides funds to specifically remove gum litter and provide behaviour changing signage to prevent future gum littering. More info [orlo.uk/RVtYj](http://orlo.uk/RVtYj)

3:33 PM · Oct 21, 2024 · 2,153 Views

**Royal Borough of Greenwich** · Following  
15 October 2024 · 🌐

Have you spotted our new 'bin your gum' signs in Abbey Wood, Eltham, New Eltham, Plumstead and Woolwich? 🐾

👏 The newly cleaned streets and signs have been made possible from a [#ChewingGumTaskForce](#) grant.

Find out more 📄 [royalgreenwich.gov.uk/chewing-gum](http://royalgreenwich.gov.uk/chewing-gum)

5 2 comments



# Extended monitoring and evaluation

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- ▶ Full evaluation of the effectiveness of the cleansing and signage package in preventing new gum litter being dropped, and effect on non-gum litter
- ▶ Analysis of perception change for the general public, business etc.
- ▶ Requires close working relationship with 2 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
- ▶ We will work with one council this year to further develop and test our approach to tackle gum littering in the night-time economy





**ANY QUESTIONS?**

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# Thank you



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

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