

# CHEWING GUM TASK FORCE



## Guidance for councils applying for a Chewing Gum Task Force Year 4 (2025) grant

### Introduction

The Chewing Gum Task Force (CGTF) is investing up to £10 million over five years, with the support of manufacturers like Mars Wrigley and Perfetti Van Melle, to achieve two objectives:

- clean up historic gum staining
- change behaviour so more people bin their gum.

The CGTF was established by Department for Environment Food & Rural Affairs (Defra) and is administered by environmental charity Keep Britain Tidy.

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 fund the purchase of cleaning equipment and/or street cleaning.

Councils 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 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 previous year's CGTF annual reports available at <https://www.keepbritaintidy.org/chewing-gum-task-force>.

Councils that have previously been awarded a CGTF grant in Year 1 (2022), Year 2 (2023) and/or Year 3 (2024) – either as an individual council or as part of a partnership – can apply for further grants of up to £27,500 to maintain previously cleaned areas and/or to clean new areas. However:

- 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.

Please see <https://www.keepbritaintidy.org/chewing-gum-task-force> for a list of councils funded in Year 1 (2022), Year 2 (2023) and Year 3 (2024). If you are a Year 1, Year 2 and/or Year 3 funded council, we strongly recommend that you email

[chewinggumtaskforce@keepbritaintidy.org](mailto:chewinggumtaskforce@keepbritaintidy.org) to check all evaluation forms have been submitted before you proceed with your application.

If you have any questions about any aspect of applying a grant, please consult this guidance document and FAQs available at <https://www.keepbritaintidy.org/chewing-gum-task-force> before emailing [chewinggumtaskforce@keepbritaintidy.org](mailto:chewinggumtaskforce@keepbritaintidy.org).

## Webinar

Keep Britain Tidy is hosting a webinar on Wednesday 5 February 2025 at 11am for interested councils to learn more about what the CGTF has achieved, and how to apply for a grant in Year 4. Register online [here](https://www.keepbritaintidy.org/chewing-gum-task-force). If you missed the webinar, you will be able to watch the recording via <https://www.keepbritaintidy.org/chewing-gum-task-force>.

## Funding criteria – what we will and will not fund

Funding of up to £27,500 is available 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.

This 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

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.

The grant comes with a gum litter prevention package to encourage people to dispose of their gum responsibly. It is a condition of this funding that you use this prevention package, and signage must be in situ for a minimum of three months. It is fully funded in addition to the cleaning grant. Please do not cost for the prevention package in your application.

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 and additional 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

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.

**Please note that 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.**

### Year 3 timeline and grant requirements

- 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.
- It is anticipated that successful councils will be notified of award by mid-May. Councils will be required to enter into a Grant Agreement with the gum manufacturers issued via DocuSign and to be signed by the end of May. No changes to this Grant Agreement will be accepted. We strongly recommend that you share the Grant Agreement terms at the end of this document with your legal team prior to applying.
- The public announcement of grant awards is scheduled for the end of May and will be embargoed until then.
- Councils will have from award notification until early July to work with Behaviour Change to agree their bespoke gum litter prevention package. Once your order has been placed, and artwork approved, the delivery of materials typically takes 2-3 weeks.
- Councils will have until Friday 31 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 by the CGTF.
- 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.

Grants will be paid in two instalments:

1. 75% up front upon finalisation of bespoke gum litter prevention package signage with Behaviour Change, a signed Grant Agreement in place and bank account verification checks complete. We anticipate that first instalments will be paid no later than the end of July assuming no change to the above dates.
2. 25% 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.**

**Please note that dates may be subject to change.**

## **Completing your application**

The online application form is available via <https://www.keepbritaintidy.org/chewing-gum-task-force> It is not possible to save your application form as a work in progress. Therefore, please prepare your responses offline before transferring them into the application form in one go. A PDF version of the application form is available via <https://www.keepbritaintidy.org/chewing-gum-task-force>.

Once you have submitted your application, you should receive a confirmation email. Please check your junk mail folder if necessary.

The online application form will close automatically at 12 noon on Friday 28 March 2025. Any application in progress at that time will be lost and cannot be accepted.

### *Eligibility quiz*

To be eligible for a grant from the CGTF, and to access the application form, councils must first take the eligibility quiz and confirm that:

1. They are a waste collection or waste disposal council or unitary authority in England, Northern Ireland, Scotland or Wales.
2. They will commit to working with the CGTF to agree a bespoke chewing gum litter prevention package.
3. They have jurisdiction to install bespoke chewing gum litter prevention signage on litter bins, lampposts, street furniture, etc. in the area to be cleansed.
4. They will commit to installing the agreed signage within three days of cleansing.
5. They will commit to delivering communications at project award, during and on completion of cleaning/signage installation using template press releases and social media posts/assets.
6. They will commit to completing their project by the deadline of Friday 31 October 2025.
7. They commit to entering into a Grant Agreement with the gum manufacturers.
8. Their proposals have been approved by a relevant elected member.
9. If they were funded in Year 1, that they have submitted the Year 1 project-end evaluation form and the Year 1 follow up evaluation form.
10. If they were funded in Year 2, that they have submitted the Year 2 project-end evaluation form and the Year 2 follow up evaluation form.
11. If they were funded in Year 3, that they have submitted the Year 3 project-end evaluation form,

To understand why the eligibility quiz may have deemed you ineligible to apply, please refer to this guidance document and FAQs available at <https://www.keepbritaintidy.org/chewing-gum-task-force> before emailing [chewinggumtaskforce@keepbritaintidy.org](mailto:chewinggumtaskforce@keepbritaintidy.org).

### ***Applicant details***

Once into the application form, councils must provide the following information:

- Applicant details include name of council and its registered address and the individual applicant's name, job title, telephone number and email address.
- Your status as a Keep Britain Tidy Network Member – this is for our information only and will have no bearing on the outcome of your application. The benefits of joining the Keep Britain Tidy Network can be found at <https://www.keepbritaintidy.org/local-authorities/become-a-member>.
- If you received CGTF funding:
  - In Year 1, either as an individual council or as part of a partnership
  - In Year 2 as an individual council
  - In Year 3 as an individual council

### ***Application questions***

This is your opportunity to tell our evaluators why your council should receive funding from the CGTF. Below is a summary of the questions and the response requirements and the evaluation weighting.

**Please note the word limit for the response to each question. These will not be enforced through the online application form, but our evaluators will not read responses beyond the word limit.**

<b>Question</b>	<b>Response requirements</b>	<b>Weighting</b>
Question 1 Need	<ul style="list-style-type: none"><li>• Provide a response, up to 500 words</li><li>• Upload four time-stamped photos (PNG, JPG, JPEG files only, max. 16MB per photo) as evidence</li></ul>	15%
Question 2 Proposal for street cleaning	<ul style="list-style-type: none"><li>• Provide a response, up to 500 words</li><li>• State the area of pavements to be cleaned, and if applicable, area of pavements to be cleaned previously cleaned using CGTF funding</li><li>• Upload a map showing the areas to be cleaned (PDF, DOC, DOCX, PNG, JPG, JPEG files only, max. 16MB)</li></ul>	15%
Question 3 Proposal for prevention and communications/engagement	<ul style="list-style-type: none"><li>• Provide a response, up to 500 words</li></ul>	15%
Question 4 Additionality and continued impact	<ul style="list-style-type: none"><li>• Provide a response, up to 400 words</li></ul>	15%
Question 5 Project delivery	<ul style="list-style-type: none"><li>• Provide a response, up to 300 words</li><li>• Upload a one-page project timeline (PDF, DOC, DOCX files only, max. 16MB)</li><li>• Provide details of the elected member who has approved your proposals</li></ul>	15%
Question 6 Risk management	<ul style="list-style-type: none"><li>• Provide a response, up to 300 words</li></ul>	10%
Question 7 Finances	<ul style="list-style-type: none"><li>• How much you are applying for</li><li>• Provide a response, up to 300 words</li><li>• Upload a budget sheet (PDF, DOC, DOCX files only, max. 16MB)</li></ul>	15%
Question 8 Interest in extended monitoring and evaluation programmes	<ul style="list-style-type: none"><li>• Confirm interest or not in participating in the extended monitoring and evaluation programmes</li></ul>	Not assessed

Please read the notes below and answer each question as fully as possible.

**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.**

We are looking for applications that:

- Provide evidence of a significant gum staining problem. Whether it's heavy staining in a high-traffic area, staining that affects an area of historic interest or persistent blight in a tourist town, try to explain as clearly as possible why gum staining is a particular problem in the area you propose to clean.
- Provide evidence of the impact that this staining is having locally and/or the benefits that this award will bring (whether that's social, environmental and/or economic). Maybe gum littering poses a risk to wildlife, is impacting on tourism, or is felt to be contributing to other antisocial behaviour in an area. Where possible, providing tangible evidence – facts, figures, or case studies – will help your application.

You must upload four time-stamped photos as evidence of the gum staining problem in the area you propose to clean. Only PNG, JPG, JPEG files are supported and file size limit for each photo is 16MB.

**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.**

There are many ways that councils may approach street cleaning to remove gum staining, and you will need to choose one that best suits your area and circumstances. We are looking for applications that:

- Make it clear whether you are proposing street cleaning in a new area or in an area that you have previously cleaned using CGTF funding or otherwise. If the latter, please explain why.
- State your proposed approach to street cleaning, both in terms of cleaning equipment to be used and how the activity will be resourced. Outline why the proposed solution is the best approach for your council and represents good value for money. For example:
  - Purchasing equipment may be more appropriate if you are confident that you have the staff and in-house expertise to make use of it. However, using a contractor may be more appropriate if you do not have capacity within your existing staff teams.
  - Previously funded councils that have targeted large areas have found success in purchasing larger machinery, while councils targeting smaller areas as part of daily activities have found compact equipment more suitable.
  - Consider the suitability of equipment in relation to the type of pavement to be targeted; previously funded councils have found tarmacked pavements difficult to clean with machinery.
  - Where appropriate, we encourage the use of low-water and electric equipment; low water options are particularly favoured due to the risk of drought and hosepipe bans during the cleaning window. If considering electric equipment, consider whether the equipment is fit for purpose; previously funded councils have found electric machines to be temperature dependent and additional batteries are required for long periods of activity.
  - If you are purchasing equipment but not applying for funding for staffing costs, explain how you will ensure that you have trained personnel to use it.

- If you are using existing equipment (bought with CGTF funding or otherwise), explain how you will ensure that it is fit to be used again in terms of maintenance and consumable supplies.
- Working in partnership with other local organisations to achieve economy of scale and/or greater impact may be looked on favourably. If working in partnership with other organisations with respect to cleaning, please tell us who the proposed partners are, how you will work together on this project, the anticipated benefits of working together in partnership, and what your relationship is like currently/whether you have previously achieved any successful activities in partnership together.
- What in-kind support will be provided by the council or your project partners to manage and deliver street cleaning?
- Innovation may be looked on favourably. This can include, for example, trials of innovative cleaning equipment or techniques and trials of innovative new ways to identify areas in need of cleaning.

You must state the approximate area of pavements that you intend to clean and install signage in within the timeline of this project. This should be the area of actual ground-space that will be cleaned by the project deadline of Friday 31 October 2025. For example, if you are cleaning streets in a town centre, please provide the approximate m<sup>2</sup> (width x length) of the streets you intend to cover, e.g. not the total area of the town centre itself and excluding building footprints etc.

If you received CGTF funding in Year 1 (2022), Year 2 (2023) and/or Year 3 (2024), you must state the approximate area of pavements that you intend to clean that have been cleaned previously using CGTF funding (in m<sup>2</sup>).

You must upload a map of the area, clearly showing the areas to be cleaned. Only PDF, DOC, DOCX, PNG, JPG, JPEG files are supported and file size limit is 16MB.

**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.**

We reiterate that the grant comes with a gum litter prevention package to encourage people to dispose of their gum responsibly. It is a condition of this funding that you use this prevention package, and signage must be in situ for a minimum of three months. It is fully funded in addition to the cleaning grant. Please do not cost for the prevention package in your application.

We are looking for applications that:

- Show enthusiasm for using our gum litter prevention packages in area to be cleaned and how to maximise impact. Tell us about your authority to install bespoke chewing gum litter prevention signage on litter bins, lampposts, street furniture, etc. in the area to be cleaned and leave this in situ for a minimum of three months.
- Demonstrate an appetite for the award from the local community – with reference to feedback received, council meetings, responses to similar campaigns etc.
- Demonstrate a clear strategy to ensure that the local community is engaged with and feels positive about the project and will support endeavours to reduce gum littering. As a minimum, describe how you will deliver on the communications requirements set out at project award, during and on completion of cleaning using template press releases and social media posts/assets.
- Working in partnership with other local organisations to achieve economy of scale and/or greater impact may be looked on favourably. If working in partnership with



other organisations with respect to prevention and/or communications/engagement, please tell us who the proposed partners are, how you will work together on this project, the anticipated benefits of working together in partnership, and what your relationship is like currently/whether you have previously achieved any successful activities in partnership together.

- Are innovative and offer opportunities to trial new prevention methods. As stated above though, please note that the funds are only to be spent on cleaning. Education, bins, publicity and other activities taking place alongside the clean and gum litter prevention package may strengthen the application but must be funded separately.

#### **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.**

We are looking for applications that:

- Show how your proposed chewing gum cleaning activities will complement and enhance your existing street cleaning regimes, instead of reducing or competing with them.
- Describe any further activities that will take place after you have completed this round of cleaning. This can include further cleaning and/or prevention/communications/engagement activity.
- If you have received CGTF funding in Year 1 (2022), Year 2 (2023) and/or Year 3 (2024):
  - Describe the impact of your last clean and gum litter prevention package, and any activities since the project (further cleaning, education, PR) that have helped maintain focus on the issue of chewing gum litter. Why are you keen to continue tackling this issue?
  - We are particularly interested in hearing how your new proposal will add value to the work achieved with your last grant and will allow you to expand upon or maintain your cleaning activities.

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

**Please outline how you will deliver your project successfully.**

We are looking for applications that provide information about:

- Who will be involved in the project (including cleaning and communications/engagement), what they will be doing and why they are best placed to do this.
- How you have sought the relevant permissions to install prevention signage in the areas identified and keep it in situ for a minimum of three months.
- How you will ensure that you install the agreed signage within three days of cleaning.
- How you will complete your project by the deadline of Friday 31 October 2025. We want to know about your anticipated timeline, and what steps you will take to avoid delays, e.g. long lead in times for equipment purchased.
- Any support you will receive from your councillors, what form this support will take and how it will benefit your project. As a minimum, please provide the details of the relevant elected member who has approved your proposals.

You must upload a one-page project timeline to support your application. Only PDF, DOC, DOCX files are supported and file size limit is 16MB. If you have created the timeline in Excel, save as a PDF to upload.

You must provide name and position of the 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.**

We are looking for applications that:

- Demonstrate a good understanding of potential barriers to delivery, both internal and external. This can include issues like delivery times on equipment, and weather.
- Have clear and well-considered steps in place to mitigate these risks.
- If you have received CGTF funding in previous years and experienced difficulties, please tell us what you have learned from them and how you will overcome them this time.

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

**Please state how much you are applying for and give a breakdown of your planned expenditure.**

We will look favourably on applications that demonstrate a clear and well-considered budget:

- Please provide as much detail as possible about your planned expenditure, remembering to remove VAT from your costings where appropriate.
- Explain whether your costings are approximate estimates or are based on quotes or other evidence.
- If your project is going to cost more than the amount you are requesting, let us know how you intend to make up the shortfall.
- Tell us about any match-funding or gift-in-kind funding that you anticipate receiving.
- Tell us how you are going to fund any additional gum litter prevention activities that fall outside of the scope of this funding.

You must confirm the value of the grant you are applying for and upload a budget sheet for your project excluding VAT from all costings. Only PDF, DOC, DOCX files are supported and file size limit is 16MB. If you have created the budget in Excel, save as a PDF to upload.

*Other information*

Councils must provide the following information to streamline administration in the case of a successful application. This includes:

- Grant Agreement signatories. If your application is successful, we will issue a Grant Agreement electronically via Docusign to two named signatories at your council. Please provide:
  - The name, job title and email address of the main signatory (must be a Director or equivalent role, who is authorised to accept the grant and enter into this Grant Agreement on behalf of the council).

- The name, job title and email address of someone who can act as a witness (this can be the person who has applied for the grant or the lead contact below if different).
- Contacts. Please provide the name, job title email address and phone number for the following people so that the CGTF Project Manager at Keep Britain Tidy can establish and maintain ongoing contact and provide appropriate support.
  - Project lead
  - Alternative project lead (if project lead is unavailable)
  - Communications lead
- Finance details. Please provide:
  - Council bank/building society name, address, sort code, account name, account number.
  - A recent (within the past three months) redacted bank statement to confirm details above. This can be a screenshot of your online bank statement or a scanned paper copy. Only PDF, PNG, JPG, JPEG files are supported and file size limit is 16MB.
  - Name, job title, phone number and email address of a finance department for the purposes of a quick verification call with Keep Britain Tidy.

Please ensure that you double-check all contact details and notify us of any changes promptly.

## Summary of Grant Agreement terms

Please note that the success of your application is subject to, and contingent upon, your entry into a Grant Agreement with Mars Wrigley, Perfetti Van Melle and Haleon (gum manufacturers, GMs). The Grant Agreement is non-negotiable, and its contents include the following:

- the CGTF grant can only be used in connection with the programme and for no other purpose;
- the CGTF grant will not be increased in the event of any overspend by you in connection with the programme;
- you are required to maintain appropriate and up to date records showing payment of the CGTF grant to you and your expenditure of it;
- where you underspend an element of the CGTF grant you will either return to the GMs the unspent amount or where any element of the grant remains unpaid a deduction shall be made to that unpaid amount;
- you will comply with, and assist the members of the CGTF to ensure compliance with statutory reporting obligations;
- you will provide GMs (via Keep Britain Tidy) with a financial and operational report on:
  - the number of high streets cleaned;
  - square metres of high streets cleaned (length/width);
  - cleansing undertaken by Friday 31 October 2025;
  - before and after (timestamped) photos of all sites cleaned;
  - pre-cleansing assessment to establish prevention signage package;
  - the number of prevention packages and installed signage following cleansing; and
  - communication of cleaning activity to residents,within a month of completion of the programme, and the 6<sup>th</sup> month following completion of the programme;
- both you and the GMs will comply with applicable data protection laws;
- GMs will provide you with any reasonable assistance that may be required by you in order to comply with your obligations under the Environmental Information Regulations 2004 (SI 2004/3391) and the Freedom of Information Act 2000 (or any applicable counterparts in your jurisdiction);
- all intellectual property rights in connection with the CGTF are owned by the GMs and Keep Britain Tidy;
- the GMs' total liability in connection with the programme will be limited in line with the CGTF grant that you receive; and
- the Grant Agreement will be governed by English Law.