



Case Study One: Test Valley Borough Council

Background

The region's two main towns, Andover and Romsey, both had a problem with chewing gum litter. In March 2006 the town centres were steam-cleaned, and a zero tolerance approach was adopted with a new enforcement team and litter campaign. However, the only real difference came in 2007 with the first Chewing Gum Action Group campaign, which decreased the amount of gum dropped by 57%. In 2008, the second CGAG campaign ran with even greater success, achieving a reduction in the amount of gum dropped of 62%.

Engaging the community

Before the 2008 campaign launch, both the Town Centre Manager and local radio stations were contacted with a view to getting them on board with the campaign and help raise awareness. Information packs were given to Andover College and dentists in the borough, and posters and window stickers featuring the campaign artwork were given to businesses who sell gum in the town centre.

The launch

The campaign was executed in both Andover and Romsey town centres, and included the following activity:

- Hit squads with campaign t-shirts
- Information stand with gum wraps, posters, lanyards, portable ashtrays, and recycled pens and pencils
- Chalked gum spots – a cost-effective way of highlighting the problem
- 'Grime Scene' ambient event (Andover only – see pictures)



Media support

Local radio station Andover Sound played the advert eight times a day for two weeks, starting from the launch event. Presenters commented on the campaign in their shows, and there were interviews with local residents. Local newspapers also covered the activity, as did the council's website.

Monitoring and results

- Ten test sites were monitored each month, eight in Andover and two in Romsey
- A 62% overall reduction in the amount of gum dropped was monitored, pre to post campaign