

Success Sticks for Chewing Gum Litter Campaign

The Chewing Gum Action Group's (CGAG) 2009 campaign to tackle the issue of chewing gum litter, in 14 local authorities across the country, achieved significant reductions in the sticky problem. Your local area could be a success story too as the group is inviting new partners, from England, Scotland and Wales, to join the 2010 campaign.

The campaign, which ran between August and October, used the effective message 'Bin your gum or it could cost you £80'. The advertising material designed to make chewers aware of the fines associated with irresponsible disposal of gum and to persuade them to think twice before dropping their gum on the floor. This theme delivered the right message in boroughs across the UK.

Results of the local authorities that took part in the 2009 campaign and achieved reductions in gum litter (reduction of chewing gum litter in total survey area) are as follows:

Aylesbury Vale Council	24% reduction
Charnwood Borough Council	21% reduction
Corby Borough Council	64% reduction
Croydon Town Centre BID	70% reduction
Peterborough City Council	95% reduction
Rochdale MBC	87% reduction
South Bucks District Council	84% reduction
Southwark Council	39% reduction
Trafford Council	16% reduction
Wigan Council	27% reduction
Wolverhampton City Council	51% reduction

The CGAG has been running successful campaigns to promote responsible disposal of chewing gum since 2006 and the 2009 campaign has been another great result. With an average result of 48% reduction, the campaign improved on the 43% reduction of 2008.

Campaign partners were committed to working with local businesses, schools, colleges, universities and local shopping centres to promote the campaign message as widely as possible to all sectors of the local community. Wide campaign support means these boroughs' are on their way to achieving a cleaner, more attractive community.

CGAG is now looking for new Councils and Business Improvement Districts (BID) to take part in the 2010 project, to continue the year on year successes of the campaign and help reduce the problem of

chewing gum litter further. The 2010 campaign invites applications from across the UK (England, Scotland and Wales).

Any interested land manager can apply to take part in the 2010 campaign or find out more information, by visiting the CGAG website: www.chewinggumactiongroup.org.uk.

Successful applicants will receive paid-for advertising in their areas and support from the dedicated CGAG group to tackle the issue of gum litter and assist in the running of a successful campaign.

Notes to editors

1. The Chewing Gum Action Group is chaired by Defra and brings together representatives from the chewing gum industry, Keep Britain Tidy, the Local Government Association (LGA), the Chartered Institute of Wastes Management, Keep Scotland Beautiful, Scottish Government, The Welsh Assembly Government and the Food and Drink Federation.
2. The chewing gum industry is working closely with Government and other partners to tackle the problem of chewing gum litter through the Chewing Gum Action Group. Industry has committed an annual sum of £700,000 to the Chewing Gum Action Group. As a key member of the Action Group, the chewing gum industry also provides additional support on a rolling basis which is not calculated as part of this figure.
3. Local authorities that have not been selected for paid-for campaigns can still use the campaign creative if they choose to do so.
4. Campaign partners receive paid-for advertising and support from the group to help reduce chewing gum litter in their local environments. This includes free pre and post campaign workshops to equip partners with the information and resources needed, a dedicated co-ordinator to provide advice throughout the campaign process, and the option to promote their campaign as a case study on the Chewing Gum Action Group website: www.chewinggumactiongroup.org.uk
5. More information on the group, past campaigns and research can be found at www.chewinggumactiongroup.org.uk
6. Chewing gum was explicitly defined as litter under the Clean Neighbourhoods and Environment Act 2005. The offence of dropping litter can lead to a maximum fine of £2,500 after summary conviction. A local authority can offer a person found to be littering a fixed penalty notice as an alternative (for a first offence).
7. The Clean Neighbourhoods and Environment Act 2005 gave greater powers and flexibility to local authorities to enforce against local environmental offences. The Fixed Penalty Notice level for litter can now be locally set between the £50 and £80. Fine amounts vary between Wales, Scotland and England due to separate national legislations. In Scotland, fines of up to £50 can be issued for littering under the Environmental Protection Act 1990. Those authorised to issue fixed penalty notices must meet training and competence requirements.

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