



**CHEWING GUM
TASK FORCE**

TACKLING GUM LITTER IN THE NIGHT-TIME ECONOMY

A toolkit from the Chewing Gum Task Force



This toolkit has been developed to tackle chewing gum littering in the night-time economy, following innovative research with the public, development of interventions, and real-world testing. It forms an extension of - and can be used in combination with - the prevention package on offer from the Chewing Gum Task Force.

It is available for all councils that have received a grant from the Task Force, and contains all the information needed to implement a successful gum litter prevention campaign in town or city nightlife locations.

The interventions recommended throughout this toolkit were developed based on ethnographic research conducted in 2023, observing and interacting with individuals in nightlife hotspots in 10 cities. They were also successfully tested in Liverpool, Bristol and Tower Hamlets, showing a 73% reduction in gum littering, as well as a 44% reduction in general littering. More information on the background to the toolkit and interventions can be found in the appendix.



About the Chewing Gum Task Force

The Chewing Gum Task Force brings together some of the country's major chewing gum producers, including Mars Wrigley and Perfetti Van Melle. Under the scheme, administered by independent environmental charity Keep Britain Tidy, the firms are investing up to £10m over five years (2022-2026) to help reduce chewing gum litter.

The fund is used to clean up historic gum staining and to provide a behaviourally informed prevention package of materials to encourage people to bin their gum, developed by behavioural science consultancy Behaviour Change.

If you have any questions or you'd like to talk to us about gum littering, our research, or our advice on evaluation, get in touch at taskforce@behaviourchange.org.uk.

You can also refer to our website www.tacklegumlittering.co.uk

WHAT IS IN THIS TOOLKIT?

This toolkit includes guidance on how to:

1. Establish your own night-time gum monitoring zone
2. Implement improvements to bin infrastructure
3. Install night-time-specific signage (provided free-of-charge), proven to reduce gum littering
4. Engage local businesses to participate in these interventions
5. Monitor success in reducing gum littering in the night-time economy



Establishing a night-time gum monitoring zone

To tackle gum littering in the night-time economy, we have designed a number of different interventions which come together in a concentrated area of activity called the night-time gum monitoring zone.

WHAT IS A NIGHT-TIME GUM MONITORING ZONE?

A defined, concentrated area of activity targeting chewing gum litter in the night-time economy. The area should comprise of your town or city's nightlife hotspots - including bars, clubs, pubs and eateries, as well as transport links in and out of the area, including taxi ranks and bus stops.

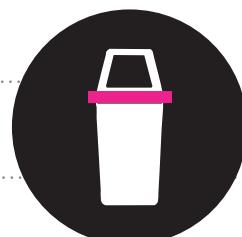
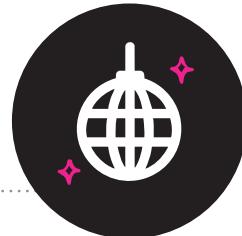
Identifying a night-time gum monitoring zone allows you to ensure your activity is concentrated and targeted, which we have previously identified as being integral to the success of the interventions. It also allows you to identify businesses/venues within the area for you to engage, as business involvement is core to successful night-time economy interventions.



IDENTIFYING YOUR NIGHT-TIME GUM MONITORING ZONE

To identify the best location in your town/city, consider:

- The area(s) that has the most nightlife - e.g. the most number of venues (clubs, pubs, eateries) within one place
- A concentrated area - e.g. one strip, or a square with a few surrounding streets - if your nightlife area is larger than this, consider focusing on just one element of it (or implementing multiple zones)
- An area with plenty of bins and lampposts that you will be able to put signage interventions on
- Somewhere with transport links, e.g. bus stops, taxi ranks, a train station



WHAT HAPPENS WITHIN THE NIGHT-TIME GUM MONITORING ZONE?

The rest of this toolkit provides detail on the following areas of intervention:

1. Engaging businesses
2. Signage
3. Infrastructure interventions



Engaging businesses

These interventions work most effectively with engagement from venues and businesses within the night-time gum monitoring zone. Therefore, we recommend that once you have established your monitoring zone, you reach out to businesses within it either directly or through a Business Improvement District (BID) that operates within the area.

To encourage businesses to engage, emphasise the benefits for them, namely a more pleasant surrounding area. This has been illustrated by a trial of the interventions, which showed that both chewing gum littering and general littering declined following their implementation, with members of the public also reporting that they felt like littering had improved in the area.

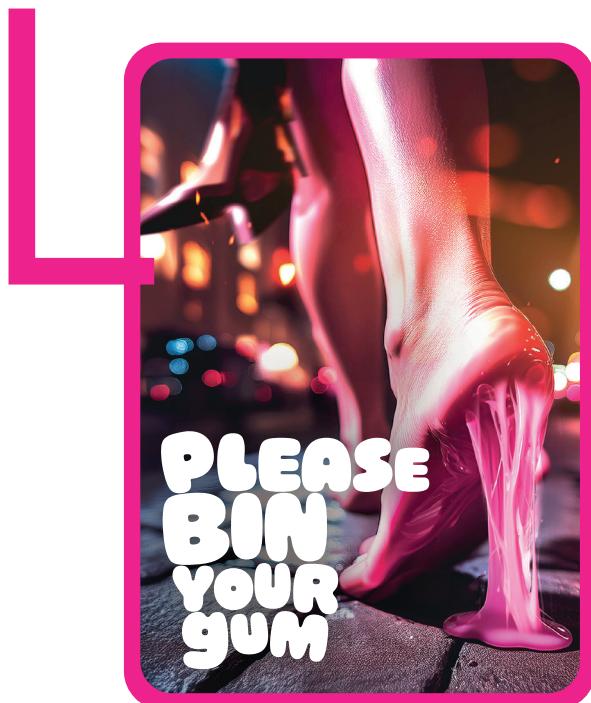
If you are struggling with buy-in from businesses, consider highlighting their license agreements, which emphasise a responsibility for minimising and/or clearing up litter.



Signage

WHAT IS IT?

Lamppost signs, banners and stickers that are designed to be night-time specific and placed in the night-time gum monitoring zone to prompt people to use the bin for their gum.



WHY DOES IT WORK?

The signage is specifically designed to be extra visible during the night-time economy. As well as a unique attention-grabbing design, we have also used bright neon pink to catch people's attention.

Placing the stickers on bins tackles a common perception that there aren't enough bins in the area or that they are too dark and blend into the background so are therefore not being used. Similarly, placing signs within hotspot areas such as on lampposts near popular venues, prompts people to use the bin for their gum at the moments when they're most likely to be chewing.

Please order the lamppost signs and bin stickers with Behaviour Change. For instructions on how to install stickers and lamppost signs in your night-time gum monitoring zone, please refer to the main handbook which will come with your signage order.



Infrastructure interventions

Our research showed that often people within the night-time economy are littering their gum due to a perceived or real lack of bins or bin capacity. Therefore, we have designed 2 interventions to make bins within the night-time gum monitoring zone more appealing to use, and more available in the right moments and places when people need them.

Ideally, we recommend implementing both bin interventions. However, if this is not feasible, results can still be seen from implementing one or two.

1: SMALL GUM AND BUTT BINS

What are they?

Small, wall-mounted bins, used to collect both chewing gum litter and cigarette butts. These should be provided to venues in the night-time gum monitoring zone for them to install, manage and empty themselves.



Why do they work?

These bins are small and can be installed in places where people commonly litter gum; for example in venue queues, smoking areas and outside eateries. This means that a bin will be available to chewers in these moments, making them less likely to drop their gum on the floor.

Recommended steps for implementing the small bins intervention:

1. Approach venues within the night-time gum monitoring zone to tell them about the small bins, including the benefits to them of installing them and what they can expect (a brief for venues can be found in the appendix)
2. Ask engaged businesses to inform you of how many bins they would like
3. Purchase the total number of bins required, to be delivered to one council managed location (e.g. a depot). We recommend the Amberol gum and ciggy bin (<https://amberol.co.uk/bins/dog-grit-and-ash-bins/gum-ciggy-bin>). It is your decision how to fund the bins, for example they could be fully or partially funded by the council, the venues and/or the BID. Your Chewing Gum Task Force grant funding cannot be used to pay for bins.
4. Order “Bin your gum” stickers for use on the small bins directly with Behaviour Change (one per bin)
5. Once the bins arrive, attach the “Bin your gum” stickers
6. Deliver the required bins to each of the venues, asking that they install the bin(s) in areas which may be most vulnerable to gum litter, e.g. queues, smoking areas
7. Check in on venues that have received bins to see whether they were able to successfully install or if they require further support



Infrastructure interventions

2: AMENDING LITTER BIN EMPTYING ROUTINES

What is it?

Making changes to the litter bin collection schedule in the night-time gum monitoring zone to ensure litter bins in the area are emptied as late into the day as possible.

Why does it work?

By emptying the litter bins as late as possible, they will be empty at the beginning of the night-time economy activity, and the area will feel cleaner and better looked after. As a result, there will be increased litter bin capacity and people will feel a greater sense of responsibility to look after the area (and bin their gum).

How to implement in your night-time gum monitoring zone

This intervention will need to be managed primarily by the teams responsible for collecting waste. Consult with them about the intervention (an example brief is provided in the appendix) and establish what is possible. If they are unable to amend their litter bin emptying routines all the time, consider if there are any peak times to prioritise (e.g. certain days of the week or any events).

We recommend amending the routines for a trial period of at least 8 weeks in order to give enough time to monitor the impact and decide whether it is something that could be made permanent.

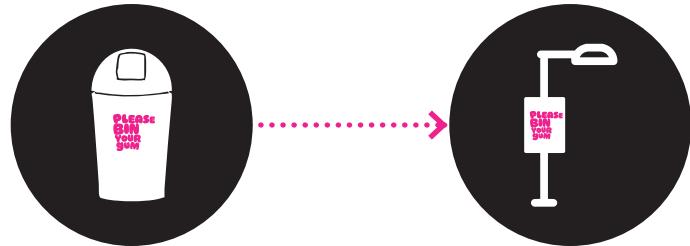


The process: How and when to implement

The interventions in the toolkit complement each other, so should run over a specific campaign period. See below an outline of the process for implementation.



Learning & improvement



Throughout the intervention period, keep a close eye on the area, making sure to remove and replace any damaged signage, and be on hand to offer any support to businesses. If there are any occasions or events when foot traffic increases (for example Freshers week, the Christmas period), consider whether temporary big bins can be brought into the area, or whether bins can be emptied more frequently.

To establish the impact of implementing the toolkit on the local area, consider sharing a survey with local businesses, councillors and street teams involved to gather their feedback. The survey should be quick and easy to complete to boost likelihood of engagement, and should focus on whether any improvements to the local area have been noticed. An example survey is provided in the appendix. If any businesses were hesitant to engage, use the results of the survey to encourage them to get involved in the future.

CONTACT

If you have any questions about the content of this toolkit, or how to implement the interventions, please contact taskforce@behaviourchange.org.uk



Appendix 1:

BACKGROUND TO THE INTERVENTIONS: RESEARCH AND DEVELOPMENT

Our original research

Our original research, conducted in 2015, identified nightlife hotspots as one of six circumstances when people are most likely to drop their gum on the floor. The other five gum littering circumstances have been tackled through our prevention package which has been on offer to councils with a Chewing Gum Task Force grant since 2022. However we knew that nightlife hotspots came with their own set of challenges, which needed further investigation.

Our new research

In 2023, we conducted new ethnographic research into gum littering, specifically in the night-time economy. Across ten locations, our researchers carried out environmental observations and spoke to people on a night out to further understand the drivers of gum chewing and littering. In total, ten key factors were identified as to why people drop gum. However, the ones which showed the most promise for behavioural intervention were: enablers, disposal urgency, and perceived impact.

Enablers: People in the NTE are more likely to litter when they can't see a bin nearby. This may be due to there not being a bin, or the fact that the bin isn't visible enough (an issue more prominent in the NTE as dark bins blend into the background).

Disposal urgency: Many people feel a sense of urgency to dispose of chewing gum once they have finished with it. This is a particular issue within the NTE as people are more likely to dispose of their gum before eating, drinking, smoking or entering venues such as bars and nightclubs.

Perceived impact: The nightlife areas visited during the research tended to have a lot of pre-existing litter, which increased the likelihood of someone littering their gum as they felt it wouldn't make a difference to the already dirty surroundings. This attitude of having a low perceived impact is even more prevalent in the NTE as people are more likely to have lowered inhibitions, resulting in less consideration of the impact that dropping their gum may have.

Developing and testing the intervention toolkit

Through collaboration with local authorities, Behaviour Change developed a toolkit of interventions to tackle gum littering in the NTE, focusing on the three factors outlined above. The toolkit was piloted in Liverpool, Bristol and Tower Hamlets, and produced significant results. Through sophisticated evaluation that involved counting the amount of litter (chewing gum and non-chewing gum) in an area, and accounting for changes in footfall, it was found that the interventions resulted in up to a 73% reduction in gum littering, as well as a 44% reduction in non-gum littering. Additionally, a survey with members of the public in Liverpool showed that people felt littering had improved in the area after the interventions had been implemented.



Appendix 2:

BRIEFS TO SHARE WITH RELEVANT TEAMS AND BUSINESSES

Below are briefs for you to share with the relevant teams and businesses. Where information is specific to your intervention plans, blank spaces have been provided. Where content is provided as an example (but you may wish to change it) it is written in **blue**.



TACKLING GUM LITTERING IN THE NIGHT-TIME ECONOMY: SMALL BINS BRIEF

Background

Chewing gum litter is a big issue for councils across the UK as it is unsightly and difficult to remove with regular street cleaning regimes. To address this, the Chewing Gum Task Force was formed. The chewing gum industry pledged £5 million across 5 years (beginning in 2022) to tackle chewing gum litter by providing councils across the UK with grants to clean up chewing gum and tried and tested signage to encourage citizens to use the bin for their gum in the future.

Initially the focus of this work was high streets and other urban locations during the daytime. However, it is clear that gum litter is a highly prominent issue in nightlife areas. New research was conducted looking specifically at the night-time economy, and was used to develop a new set of interventions targeted to this circumstance.

Night-time economy interventions

Chewing gum littering behaviour in the night-time economy is complex as there are multiple factors to contend with. Therefore, the interventions take a multi-faceted approach, incorporating new infrastructure and signage as well as working closely with partners including night-time venues and the BID within a 'night-time gum monitoring zone'. The segment of the pilot that this brief refers to is the idea of night-time venues putting small bins outside their venues to help to reduce gum litter on their doorsteps.

The 'night-time gum monitoring zone' (i.e. where the interventions take place) will be:

.....

Small bins in the 'night-time gum monitoring zone'

The new research commissioned for this work found that gum is often littered in the night-time economy during transition moments, such as queuing to enter a venue. Placing a small bin, designed specifically for chewing gum litter (and cigarette ends) outside your venue, will therefore mean that it is present at the moment that people may otherwise decide to litter. Having a bin available in these moments will make it easy for customers to use, therefore driving up cleanliness outside your venue and reducing the burden on your staff to clear up chewing gum and cigarette litter.

The bin will be wall-mounted, and look like:

What we need from you

[The bins will be provided free of charge.] / [The cost of the bins will be subsidised by the council / BID, with the rest of the charge, £ , being invoiced to you following your order.] / [Each bin costs £ , which will be invoiced to you following your order.]



We will deliver all bins required directly to you. You will need to install it at the beginning of the intervention period (.....), and manage it (i.e. emptying) throughout the intervention period (..... -).

Ideally the bins should be placed where people are most likely to need to get rid of their gum, like entrances, smoking areas, or where you normally have queues for entry. At the end of the intervention period you can either take the bin down or, if it has helped to reduce litter (which we expect it will!) keep it up – it is up to you.

Additional considerations

To help the small bins stand out so they are as noticeable to individuals in the night-time economy as possible, the bins will be stickered with a salient design, asking people to use the bin for their chewing gum. Please keep this sticker on the bins to help them to stand out.

Timings

Current timescales see the intervention running for weeks, from the to



TACKLING GUM LITTERING IN THE NIGHT-TIME ECONOMY: AMENDING LITTER BIN EMPTYING ROUTINES BRIEF

Background

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The 'night-time gum monitoring zone' (i.e. where the interventions take place) will be:

.....
.....
.....

Amending litter bin emptying schedules in the 'night-time gum monitoring zone'

One of the reasons there is so much gum litter dropped in the night-time economy is that litter bins are often overflowing with rubbish making them unappealing, and sometimes impossible to use. To overcome this, we want to make it as easy as possible for people to do the right thing by ensuring litter bins in the 'night-time gum monitoring zone' are as empty as possible at the start of the night-time economy activities, so that bin capacity in the area is increased (reducing overflow).

What we need from you

During peak days for the night-time economy (**Thursday PM – Sunday AM**), across the 'night-time gum monitoring zone', emptying all bins as late as is possible on your rounds, factoring in the business of the area to ensure collections are still practical.

Timings

Current timescales see the intervention running for weeks,
from to



Appendix 3:

SURVEY TEMPLATE

Below is an example survey template for you to share with local businesses, councillors and those involved in the project after the interventions have been running.

1. Which of the following best describes you?

- a. Councillor
- b. Venue operating within the 'night-time gum monitoring zone'
- c. Member of the street cleaning team
- d. Other (please specify):

2. If you're a venue, what type of venue are you?

- a. Pub/bar
- b. Nightclub
- c. Take away food venue
- d. Restaurant
- e. Convenience store
- f. Other (please specify):
- g. N/A - I'm not a venue

3. What impact do you think the night-time economy interventions have had on the amount of chewing gum litter within the night-time gum monitoring zone?

- a. Significantly less chewing gum litter
- b. Somewhat less chewing gum litter
- c. No change in chewing gum litter
- d. Somewhat more chewing gum litter
- e. Significantly more chewing gum litter
- f. Don't know

4. What impact do you think the night-time economy interventions have had on the amount of cigarette butts dropped within the night-time gum monitoring zone?

- a. Significantly fewer cigarette butts dropped
- b. Somewhat fewer cigarette butts dropped
- c. No change in cigarette butts dropped
- d. Somewhat more cigarette butts dropped
- e. Significantly more cigarette butts dropped
- f. Don't know



5. What impact do you think the night-time economy interventions have had on the amount of general litter dropped within the night-time gum monitoring zone?

- a. Significantly less general litter dropped
- b. Somewhat less general litter dropped
- c. No change in general litter dropped
- d. Somewhat more general litter dropped
- e. Significantly more general litter dropped
- f. Don't know

6. If you are a venue who installed a small bin(s), how likely are you to keep the small bin(s) at the end of the intervention period?

- a. Very likely
- b. Somewhat likely
- c. Neither likely nor unlikely
- d. Somewhat unlikely
- e. Very unlikely
- f. Don't know
- g. I am not a venue / did not install a small bin

7. If you are a venue who installed a small bin(s), how easy has the upkeep and management of the small bin(s) been?

- a. Very easy (e.g. no issues managing the small bins)
- b. Somewhat easy (e.g. a bit of extra work required to manage the bins but nothing problematic)
- c. Somewhat difficult (e.g. have had to make changes to accommodate managing the bins which have been slightly problematic)
- d. Very difficult (e.g. managing the bins has caused problems/we have been unable to manage the bins)
- e. Don't know
- f. I am not a venue / did not install a small bin

8. Would you recommend that other venues install gum and butt bins?

- a. Yes
- b. No
- c. Maybe
- d. Don't know
- e. I am not a venue / did not install a small bin

9. Do you have any other comments/feedback you'd like to share?



CHEWING GUM TASK FORCE



Don't forgot you can download social media assets to support your campaign from our website.

www.tacklegumlittering.co.uk

