

Committee(s):	Date(s):
Port Health and Environmental Services - For information	20 January 2015
Subject: Cleansing Service Campaigns Update	Public
Report of: Director of the Built Environment	For Information
Summary	
<p>This report updates the committee on the success of the two campaigns run by the Cleansing Service in partnership with Keep Britain Tidy in September and October.</p> <p>These campaigns focussed on smoking related litter and chewing gum litter, both of which have been highlighted in our Local Environmental Quality Survey as high priority problems within the City's street scene.</p> <p>The report also details the action the Cleansing Service will be taking to follow up on these campaigns to ensure the improvements in the City's street scene are maintained.</p>	
Recommendation(s)	
Members are asked to:	
<ul style="list-style-type: none"> • Note this report. 	

Main Report

Background

1. Smoking related litter is consistently identified as the main litter challenge that the City faces. In the City's 2013/14 Local Environmental Quality Survey it made up 90% of the incidents of litter found. The same survey found that chewing gum was also a major problem with staining found at 98% of the locations that were surveyed. Finding ways to reduce these types of littering before they reach the streets is important given the increasing pressure on service budgets.
2. In September 2014 the Cleansing Service relaunched the smoking related litter campaign, previously known as 'No ifs, no butts', as "No Small Problem". The refreshed campaign aimed to raise the profile of the extensive smoking related litter work the Cleansing Service carry out in terms of both cost and activity. It also aimed to reinforce the strong and simple message in people's minds that cigarette butts are litter (dropping of which has the possible consequence of an £80 Fixed Penalty Notice or a criminal conviction and fine of up to £2,500), and direct smokers towards City services where they can get help to quit. Achieving these aims should lead to a reduction in the amount of smoking related litter dropped in the City.

3. To help tackle chewing gum litter the City was the national launch partner for Defra's Chewing Gum Action Group Campaign during October. This is a national campaign organised by Defra and brings together representatives from the chewing gum industry, Keep Britain Tidy, Keep Wales Tidy, the Local Government Association (LGA), the Chartered Institution of Wastes Management, Keep Scotland Beautiful, Scottish Government, the Welsh Government and the Food and Drink Federation. Twelve Local Authorities and Business Improvement Districts participated this year with funding for a national advertising campaign being provided by companies from the chewing gum industry (Mondeléz International, Wrigley and Perfetti van Melle).

Current Position

Smoking Related Litter Campaign

4. The "No Small Problem" campaign had five main channels to promote the message to the public: printed media, online, traditional media, on street publicity events and Street Environment Officer engagement.
5. Three poster variants were designed with Keep Britain Tidy and in full consultation with the City's Public Relations Office, highlighting the size of the problem of cigarette litter in the City. These posters were displayed at multiple sites to maximise impact:
 - Over 400 A4 posters attached to the posts above butt bins in high footfall areas in throughout the City.
 - Approximately 100 A3 posters were displayed on planters, fences and bollards in high footfall areas throughout the City.
 - 50 full side posters were attached to our Big Belly Solar Compactor Bins.
 - Around 60 posters were displayed in various City offices and information areas.
 - 31 public houses (members of the Community Toilet Scheme) displayed posters and used over 1,000 beer mats.
 - 42 other City businesses displayed over 200 posters and 500 postcards throughout their buildings.
6. In engaging with businesses to ask them to support the campaign our Street Environment Team has signed up another 30 companies to our Business Environmental Charter. On top of this we worked with six different companies/ organisations and sold them with over 3,000 pocket ashtrays at cost price to issue to staff, arranged focussed enforcement work around their buildings and purchased and installed 12 additional street butt bins.
7. At the launch of the campaign we managed to achieve a high level of coverage on various types of social media. Thanks to a retweet by Kirstie Allsopp (an ambassador of KBT) our message reached over 600,000 people on twitter, leading to our video being viewed over 15,000 times on either the City or Keep Britain Tidy's YouTube channels. Our campaign was also mentioned on several Public Relations websites (such as Event Magazine and PR Examples) as an example of innovative marketing.
8. The campaign was featured on ITV London news and the Chairman of this committee was also filmed at the Bank Station publicity event for a documentary to be broadcast on the BBC. Whilst there was limited coverage in the traditional press, it was covered by City AM online.

9. The on street publicity events, held at Liverpool Street, Cannon Street, Fenchurch Street, St Pauls, Monument/London Bridge and Bank Station were amongst the most successful elements of the campaign. The public's response to our "littering" of 50 oversized cigarette butts at these high profile locations was excellent, with Officers receiving countless comments about how effective this was at raising awareness of the problem. Photos showing examples of these events can be seen in Appendix A.
10. At these publicity events our Street Enforcement Team were able to engage directly with the public and explain the message in person. They distributed 6,000 personal ashtrays to the public along with the same amount of leaflets reinforcing the campaign message, with advice on the reverse of on where to get help to quit. After the first two weeks of the campaign our Street Environment Team returned to the same areas to carry out enforcement activities, where possible supported by the City of London Police. On these occasions Officers issued another 100 Fixed Penalty Notices to people caught dropping cigarette litter on the street. This brings the total number of Fixed Penalty Notices issues since 2012 to over 950.

Location	Total
Cannon Street Station	23
St Pauls Station (incl. Panyer Alley/Newgate Street)	20
Fenchurch Street Station	26
Monument Station (incl. London Bridge/Fish Street Hill)	14
Liverpool Street Station	17

11. The independent surveying commissioned to gauge the effect that the campaign has had on the amount of cigarette litter dropped on the City's streets showed an overall reduction of 22%, with one area, Bank Station, showing an impressive 73% reduction. Whilst being very positive, this type of surveying can only show a moment in time, which was during a high profile campaign. Our regular monitoring since the campaign has finished indicates that the level of smoking related litter has returned to pre campaign levels.
12. The initial online surveying to gauge the amount of understanding people have of issues around cigarette litter has been conducted with over 300 responses received. The follow up survey had fewer responses (80 in total) but showed an encouraging 15% rise in awareness of the campaign and of the assistance the City can provide to help quit smoking.
13. To replicate and maintain the success of this campaign the Street Environment Team are planning to hold week long publicity, education and enforcement events at the highest profile commuter sites in the City on a quarterly basis to ensure the message remains in the public's mind. This will be in addition to the year round programme of regular smoking related litter enforcement that the Street Environment Team undertakes, which focuses on identified littering hotspots. Additionally, following a presentation on the campaign by Officers at a Keep Britain Tidy event, the City has been approached by four other local authorities (Daventry DC, London Boroughs of Hackney and Wandsworth and Chelmsford City Council) with requests to borrow the 50 oversized cigarette butts, with a view to recreating similar

publicity events in their areas. We will look to continue providing this assistance for as long as the cigarette butts remain usable.

14. A case study of the campaign is being prepared and will be used to enter appropriate award schemes where possible to gain recognition for the City's efforts in tackling smoking related litter and provide inspiration for other authorities.

Chewing Gum Action Group

15. The "Bin It Your Way" campaign has been running throughout October. In spite of the limited amount commercial advertising opportunities across the City we were able to secure high profile sites such the large Transvision screens at Liverpool Street station, phone boxes and eight bus sides on routes that pass through the City. This was supported by the distribution of "gum wrappers" (packets of paper for gum chewers to use to dispose of gum, designed with the campaign's imagery on the packet and also carrying the warning of the possible penalties for littering).
16. The Chairman of this committee was photographed for the campaign's press release using the Ecogum removal equipment that the Cleansing Service uses to remove chewing gum from the City's pavements. This press release gained good coverage including internationally in publications such as Resource, Shanghai Daily, China.org, Global Post, Malaysian Digest and Bernama and examples of this can be seen in Appendix B.
17. The final survey results show an average 31.6% reduction in the amount of chewing gum dropped at the nine survey sites during the campaign. Due to the surreptitious nature of chewing gum littering the Street Environment Team have been unable observe anyone dropping this kind of litter and therefore have not issued any Fixed Penalty Notices for this offence. Officers will continue to attend the regular meetings of the Chewing Gum Action Group to contribute our experience of the campaign and share or receive best practice and ideas on how to tackle chewing gum littering. Officers will also continue to distribute the "gum wrappers" where possible, and liaise with shops that sell chewing gum to provide them at the point of sale.

	1st Inspection	2nd Inspection	Percentage
St Paul's Station	13	10	-23.1%
Old Change Court	28	15	-46.4%
Barbican Station	23	13	-43.5%
Watling St - South	6	2	-66.6%
Watling St - North	3	2	-33.3%
Liverpool Street	9	6	-33.3%
Fenchurch Street Station	7	4	-42.9%
Queen Victoria Street	12	7	-41.6%
Royal Exchange	6	6	0.0%

Corporate & Strategic Implications

18. Both these campaigns supported the City's aim in the Corporate Plan to provide modern, efficient and high quality local services and policing within the Square Mile for workers, residents and visitors with a view to delivering sustainable outcomes. They also supported the key policy priority of maintaining the quality of our public services whilst reducing our expenditure and improving our efficiency.
19. The plans to lend the oversized cigarette butts to other local authorities, enabling them to replicate our campaign, supports the City's aim to assist other local authorities.

Implications

20. The costs of both campaigns were kept as low as possible and within budget. There are no ongoing financial implications for the planned monthly smoking related litter focussed enforcement activities as these will be carried out within existing resources. The "gum wrappers" have been provided by the Chewing Gum Action Group and therefor also have no financial implications.

Conclusion

21. Both the smoking related litter and chewing gum campaigns have been a success. However, as the improvements seen were short term Officers will continue to raise the public awareness of the problems caused in the City by smoking related litter and chewing gum by conducting more frequent high profile campaigns.
22. Reductions in both types of litter are is essential if we are to maintain cleanliness standards within current budgets given the considerable extra daytime population expected via Crossrail etc.

Appendices

- Appendix A – On street publicity events.
- Appendix B – Chewing Gum Action Group coverage.

Jim Graham

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Appendix A – On street publicity events.



Appendix A – On street publicity events.



Appendix B – Chewing Gum Action Group coverage.

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CITY OF LONDON CLAMPS DOWN ON CHEWING GUM LITTER

By Anthony Halliwell | 23 September 2014 | [Add a Comment](#)

PRINT E-MAIL SHARE

The City of London Corporation (CLC), responsible for oversight of London's financial centre, is today (23 September) launching its annual campaign to reduce chewing gum litter within the area (commonly referred to as the Square Mile).

The CLC has once again partnered with the Chewing Gum Action Group (CGAG) to encourage its 400,000 commuters and 9,000 residents to dispose of chewing gum in waste bins, under the slogan 'Bin it your way'.

This year's campaign will include 'professionally choreographed' street dance moves and a range of 'dynamic, brightly coloured adverts', which will appear across the local area to encourage gum chewers to responsibly dispose of gum litter. Alongside this, the CLC is warning that those found littering could face an on-the-spot fine of up to £80.

Raising awareness of the 'sticky situation'

Wendy Mead, Chairman of the CLC's Environment Committee (pictured, right), said: "We want to keep the world's leading international financial centre looking as attractive as possible because a first class city needs first class streets.

"Chewing gum litter is a real nuisance that is costly and difficult to remove. We want our residents and workers to be proud of their environment which is why we've partnered with the Chewing Gum Action Group to raise awareness of this rather sticky situation."

CGAC Campaign Co-ordinator Kristan Bentham, added: "Year on year we have seen the chewing gum action campaign deliver some great results. We are delighted to be working with the City Corporation this year to help them create cleaner, more attractive place to live and work."



ALSO SEE

 **Campaign launched to reduce chewing gum litter**
The Chewing Gum Action Group (CGAG) launches 'Bin it your way' advertising campaign to reduce littered gum in the UK.

RECENT NEWS

 **Torfaen rejects monthly waste collection proposals**
Torfaen County Borough Council has rejected proposals to move to monthly waste collections, instead opting for smaller waste bins.

 **John Griffiths AM opens Wastesavers Reuse Centre**
Assembly Member for Newport East, John Griffiths AM, has opened Wastesavers' new Reuse Centre in Newport.

 **Recycled aluminium used in 'most efficient jaguar ever'**
Three-quarters of the body of the new Jaguar XE is made from recycled aluminium, making it 'the most efficient Jaguar ever'.

 **Northern Ireland recycles and composts more than it landfills**
New figures show that Northern Ireland has sent more waste for recycling and composting than to landfill for the first time.

 **Second round of WRAP's waste prevention fund to open in November**
The second application round for grants from WRAP's Innovation in Waste Prevention Fund will open next month.

 **China's first dedicated aluminium automotive sheet facility opens**
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London launches new campaign to reduce chewing gum litter

Sep 22, 2014

LONDON, Sept. 22 (Xinhua) -- The legendary Dick Whittington headed to London after being told its streets were paved with gold.

If he was to make the same journey today, many centuries later, he'd find the streets paved with chewing gum.

The famous City of London on Monday became one of the towns and cities in England to jointly launch an official campaign to reduce the amount of chewing gum littering the pavements.

Encouraging visitors and workers to discard of chewing gum responsibly, the 12 locations have joined forces with the Chewing Gum Action Group (CGAG) to tackle the problem.

CGAF is tasked with tackling gum litter in Britain, with funding coming from the chewing gum industry.

The campaign will see the chewing gum industry working with town and city councils to develop local initiatives to reduce chewing gum litter.

Results from previous work demonstrate the significant impact of the campaign on gum litter levels, reducing gum litter by half, and even higher in some cases.

In Wimbledon, the world famous home of lawn tennis, an earlier campaign saw a 67 percent decrease in gum litter.

Commenting on the launch of the campaign today the UK Government's Environment Minister Dan Rogerson said: "Discarded chewing gum is a blight on our streets and can cost individual local authorities as much as 200,000 pounds a year to clean up. Previous CGAG campaigns have been successful, so I look forward to seeing the results of this year's efforts."

Phil Barton, Chief Executive at Keep Britain Tidy which is a partner in CGAG, said: "As a group we are committed to tackling the issue of gum litter to help create cleaner, more attractive places to live and work."

The litter drive being launched today will see an advertising campaign featuring professionally choreographed and highly innovative dance moves. The aim will be to encourage gum chewers to dispose responsibly of gum litter in a fun and engaging way or face a fine of up to 80 pounds (131 U.S. dollars). Dynamic, brightly colored adverts will appear in a range of locations, including roadside banners, bus stops, lamp-posts and telephone kiosks.

Joining the City of London in today's campaign are areas in England, Wales and Scotland, including for the first time a university campus in Coventry.

