

Committee(s):	Date(s):
Port Health and Environmental Services - For information	16 September 2014
Subject: Cleansing Service Campaigns Update	Public
Report of: Director of the Built Environment	For Information
Summary	
<p>This report advises the committee on two campaigns being run by the Cleansing Service in partnership with Keep Britain Tidy in September and October. These campaigns will be focusing on smoking related litter and chewing gum litter, both of which have been highlighted in our Local Environmental Quality Survey as high priority problems with the City's street scene.</p> <p>The report also details how the success of these campaigns will be evaluated and reported back to this committee.</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 will enable the Cleansing Service to continue to provide a high quality service with the increasing pressure on budgets.
2. In 2009 the Cleansing Service launched the 'No ifs, no butts' campaign aimed at reducing the amount of smoking related litter dropped in the City by raising people's awareness of the possible consequences (a Fixed Penalty Notice of £80 or a criminal conviction and fine of up to £2,500).
3. The campaign has been successful with reductions in smoking related litter seen in the areas where education and enforcement have been targeted. The campaign also won a national innovation award from Keep Britain Tidy for its integrated approach that combined a high level of provision of on street ashtrays with education and enforcement.

4. After five years Officers consider that the campaign needs refreshing with the aim of reinvigorating the message and reinforcing the strong education and enforcement base that has been developed.
5. The revised campaign aims to raise the profile of the extensive smoking related litter work the Cleansing Service carry out in terms of both cost and activity, reinforce the strong and simple message in people's minds that cigarette butts are litter, and direct smokers towards City services where they can get help to quit.
6. To help tackle chewing gum litter the City has successfully applied to be part of Defra's Chewing Gum Action Group Campaign this year, and on the strength of the application has been chosen as the national launch partner, receiving substantial paid-for advertising and support to help reduce chewing gum litter.

Smoking Related Litter Campaign

7. The smoking related litter campaign has been developed in partnership with Keep Britain Tidy and in full consultation with the City's Public Relations Office. The key aims of the campaign are:
 - Reduction in the number of cigarettes on street.
 - Inform the public of how they can dispose of cigarette butts.
 - Increased awareness of the work that Cleansing Service do in the City.
 - To gain local and national TV and media coverage.
 - To receive industry recognition for campaign.
8. Research from Keep Britain Tidy has shown that many people who drop cigarette litter do not consider it be the same as other types of littering, possibly due to the small size of each individual piece of this type of litter. A new simple yet strong message has been created to highlight the size of the problem of cigarette litter in the City. The three variant posters with different City landmarks are intended to have a high visual impactful but also contain our "No ifs no butts" message. They are attached in Appendix A.
9. These posters will be displayed throughout City for two weeks from 01 September 2014. The posters will be viewable on:
 - Big Belly Bins sides (using printed vinyl).
 - Participating pubs and businesses signed up to the Community Toilet Scheme or the Business Environment Charter (beer mats will also available for pubs).
 - A4 signs attached to the posts above our butts bins in high footfall areas.
 - Corporation Information areas for staff and public.
10. In addition to the posters there will be supporting messages for the media, press, and webpage, highlighting:
 - The cost of clearing up litter (£3.8 million per year).

- The number of cigarette ends dropped in the City (estimated 6 million per year based on independent sampling).
 - The damage to the City's image that littering does (9 million of visitors to the City).
 - The number of Fixed Penalty Notices issued for littering (850 since 2013) and the number of successful criminal prosecutions (18 since 2013).
 - Where people can get help to quit.
11. Keep Britain Tidy have produced a City of London branded video for this campaign highlighting the scale of the problem which will be hosted on the City's Youtube channel. This video will be used to raise awareness of the campaign online through both the City and Keep Britain Tidy's extensive social media networks.
 12. To reinforce the message about the size of the problem to the City, Street Environment Officers will use a quantity of oversized prop cigarette butts to catch the public's attention whilst carrying out their education and enforcement activities during the campaign. These activities will be focussed on the main transport hubs and tourist attractions to maximise the number of people who engage with the campaign. This type of publicity event has been used successfully in the past by Keep Britain Tidy in Leicester Square and at an Australian University campus (a photo of which is attached in Appendix B). It is hoped that the strong visual impact of this publicity event in high profile locations will attract significant media and press attention.
 13. During the first two weeks of the campaign the Street Environment Officers will focus on engaging and educating member of the public by distributing the City of London branded portable mini ashtrays and drawing attention to the on-street ashtrays provided, speaking to smokers to ensure they are aware that dropping their cigarette butts is a criminal offence, and giving out advice on where can get help if quit if they wish. During the second two weeks of the campaign they will focus on enforcement activities, returning to the same areas visited the fortnight before and issuing Fixed Penalty notices to people caught dropping litter.
 14. To quantify the success of this campaign and assist in designing any future campaigns, we have commissioned independent surveying before, during and after the campaign in six locations (covering transport hubs, shopping areas and tourist sites) to measure the effect on the number of cigarette butts found on the street. We are also carrying out before and after online surveying to measure how effective the campaign has been at raising awareness of the key messages. The findings of these surveys and any plans for how officers will continue the campaign into 2015 will be reported back to this committee in November.

Chewing Gum Action Group

15. The Chewing Gum Action Group is chaired by Defra and brings together representatives from the chewing gum industry, the charity 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.

16. The Group was established to change the attitudes of people that drop gum and to promote positive behaviour and correct disposal. In 2005 it launched its pilot advertising campaign and since then has worked with councils to develop local initiatives to reduce levels of chewing gum litter.
17. The 12 Local Authorities and BIDs involved in this year's campaign are: City of London, Alloa Town Centre BID, The Highland Council, Basingstoke and Deane Borough Council, Mansfield BID, Craigavon Borough Council, Hull City Council, Blaenau Gwent County Borough Council, Rochford District Council, Liverpool BID Company, Ealing and Broadway BID and Coventry University.
18. 2014's creative campaign uses the slogan 'Bin it your way.' The brightly coloured adverts (Appendix C), which feature professionally choreographed and highly innovative dance moves, encourage gum chewers to responsibly dispose of gum litter in an engaging way or face a fine of up to £80.
19. This advertising campaign will be supported locally by an education programme focussed on distributing chewing gum disposal wraps and "stubbies" (pouches that can be used for disposing of either cigarette butts or gum) at our key hot spots for chewing gum staining. Gum chewers will also be informed about our on-street bin provision and the consequences of littering gum.
20. The success of the campaign is measured using ten survey sites before, during and after the campaign, the result of which will be reported back to this committee in November 2014.

Corporate & Strategic Implications

21. The objective of both of these campaigns supports 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 support the key policy priority of maintaining the quality of our public services whilst reducing our expenditure and improving our efficiency.

Implications

22. The costs of both campaigns have been kept as low as possible. On the smoking related litter campaign, Keep Britain Tidy have provided their considerable marketing and public relations support alongside the creation and design of the campaign's artwork, video and associated promotional material for £9,700. This has been funded with money received from Fixed Penalty Notices issued. The main advertising and promotional materials costs for the Chewing Gum Action Group campaign are covered by companies from the chewing gum industry (Mondeléz International, Wrigley and Perfetti van Melle).

Conclusion

23. These two campaigns aim to raise the public awareness of the problems caused to the City by smoking related litter and chewing gum litter, the costs involved in clearing them from the City's streets and the consequences of causing types of litter.

Appendices

- Appendix A – Smoking related litter campaign poster variants.
- Appendix B – Australian University Campus Publicity Event.
- Appendix C – Chewing Gum Action Group campaign artwork.

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Appendix A - Smoking related litter campaign poster variants



Appendix B – Australian University Campus Publicity Event



Appendix C - Chewing Gum Action Group campaign artwork

THE GUM POP
BIN IT YOUR WAY

STEP AWAY FROM A FINE OF UP TO £80

www.facebook.com/ChewingGumActionGroup www.chewinggumactiongroup.com

THINK THICE CHEWING GUM ACTION GROUP



THE GUM SLAM DUNK
BIN IT YOUR WAY

STEP AWAY FROM A FINE OF UP TO £80

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THINK THICE CHEWING GUM ACTION GROUP



THE GUM STRUT
BIN IT YOUR WAY

STEP AWAY FROM A FINE OF UP TO £80

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