

North Yorkshire Council

Corporate Director – Environment and Assistant Director - Resources

28 March 2024

Keep Britain Tidy Chewing Gum Grant 2023-24

Report of the Area Manager, Waste and Street Scene Operations (Ryedale and Scarborough)

1.0 PURPOSE OF REPORT

- 1.1 To recommend that the Corporate Director, Environment and Assistant Director, Resources approve the submission of an application by North Yorkshire Council to Keep Britain Tidy (KBT) for a grant to a maximum of £27,500 to purchase specialist chewing gum removal equipment to enhance the street cleaning service.

2.0 SUMMARY

- 2.1 To seek approval to submit an application by NYC for a grant of up to £27,500 for the purchase of specialist chewing gum removal equipment.

3.0 BACKGROUND

- 3.1 KBT are offering grants of up to £27,500 to Councils for the purchase of cleaning equipment to tackle chewing gum and to enhance the street cleaning service.
- 3.2 Initially the two areas that would be targeted are Ryedale and Scarborough if the Council's application is successful with the objective being to use the equipment across all areas of North Yorkshire over the next 12 months.
- 3.3 Officers have prepared an application for submission and the closing date for applications is midday on 28 March 2024.

4.0 KEEP BRITIAN TIDY 2023-24 CHEWING GUM TASK FORCE GRANT OFFER

- 4.1 KBT have launched a fund to tackle chewing gum staining with the submission of grant applications closing at midday on 28 March 2024.
- 4.2 The Chewing Gum Task Force brings together some of the UK's major chewing gum producers (Mars Wrigley and Perfetti Van Melle) in a partnership to remove gum litter from UK high streets and prevent future littering.
- 4.3 The scheme, administered by independent charity Keep Britain Tidy, sees the chewing gum firms invest up to £10 million over five years to achieve two objectives; cleaning up historic gum staining and changing behaviour so that more people bin their gum.
- 4.4 Grants of up to £27,500 are available to councils in England, Northern Ireland, Scotland and Wales towards the purchase of cleaning equipment and/or street cleansing this year, marking a 10% increase on the amounts available last year.
- 4.5 The grants are supplemented by fully-funded gum litter prevention packages for each council, including targeted behaviour change signage and advice, designed and produced by social enterprise Behaviour Change.

- 4.6 By combining targeted street cleansing with specially designed signage to encourage people to bin their gum, participating councils have seen reductions in gum littering of up to 80% in the first two months, with a reduced rate of gum littering still being observed after six months.
- 4.7 Last year 55 councils across the UK benefitted from the special grant fund, helping clean an area equivalent to the size of the Vatican City, with funding totalling £1.65m.
- 4.8 It is recommended that Corporate Director – Environment and Assistant Director - Resources approve the submission of grant application.

5.0 CONTRIBUTION TO COUNCIL PRIORITIES

- 5.1 The scheme contributes to the Council plan Place and Environment priorities as follows:
- i) A clean, environmentally sustainable and attractive place to live, work and visit.
 - ii) To protect and, where possible, enhance the local environment and ensure our air, streets, beaches and open spaces are kept clean and attractive
 - iii) To reduce littering, fly-tipping and dog-fouling.

6.0 OPTIONS CONSIDERED

- 6.1 Submitting an application for a grant towards equipment is considered an opportunity for NYC to purchase additional equipment to tackle chewing gum and enhance the street cleaning service across the area if the application is successful as there is no funding for this within existing budgets.

7.0 IMPACT ON OTHER SERVICES/ORGANISATIONS

- 7.1 If the grant application is successful the specialist equipment will have a positive impact on the street cleaning service and improve the areas where chewing gum is an issue.

8.0 FINANCIAL IMPLICATIONS

- 8.1 If the grant application is successful NYC will receive funding of up to £27,500 which will be enough to fund the cost of specialist chewing gum removal equipment together with a fully-funded gum litter prevention package. No further funding from the Council is required.
- 8.2 There are no ongoing costs for the Council over and above current revenue budgets for the street cleaning service..

9.0 LEGAL IMPLICATIONS

- 9.1 There are no legal implications arising from the submissions of a grant application and the scheme has been reviewed by the legal team.

10.0 EQUALITIES IMPLICATIONS

- 10.1 There are no significant equalities implications arising from this report.

11.0 CLIMATE CHANGE IMPLICATIONS

- 11.1 There are no significant climate change implications arising from this report.

12.0 REASONS FOR RECOMMENDATIONS

- 12.1 To submit a grant application which if successful will enhance the street cleansing service.

13.0 RECOMMENDATION

13.1 To recommend that the Corporate Director, Environment and Assistant Director, Resources approve the submission of a grant application to KBT to tackle chewing gum.

BACKGROUND DOCUMENTS: None

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27 March 2024

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