

North Yorkshire Council

Assistant Director - Resources

06 June 2024

Acceptance of a 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 Assistant Director, Resources approve the acceptance of a grant of £27,500 that has been awarded to North Yorkshire Council by Keep Britain Tidy (KBT) to purchase specialist chewing gum removal equipment to enhance the street cleaning service.

2.0 SUMMARY

- 2.1 To seek approval to accept a grant of £27,500 from Keep Britain Tidy for the purchase of specialist chewing gum removal equipment.

3.0 BACKGROUND

- 3.1 On 28 March 2024 a grant application was approved and submitted by NYC to KBT for a grant of up to £27,500 for the purchase of cleaning equipment to tackle chewing gum and to enhance the street cleaning service.
- 3.2 On 20 May 2024 confirmation was received that the NYC has been successful and a grant of £27,500 has been awarded.
- 3.3 A grant acceptance by NYC was requested by 24 May 2024. This was not possible due to the extremely tight timescale therefore a request for an extension was made. KBT have agreed an extension to 07 June 2024 to allow time for the appropriate internal approvals to be obtained to accept the grant offer.

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

- 4.1 Earlier this year KBT launched a fund to tackle chewing gum staining offering Councils the opportunity to apply for grant funding towards the purchase of cleaning equipment and to enhance their street cleansing services.
- 4.2 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.
- 4.3 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.
- 4.4 It is recommended that Assistant Director – Resources approve the acceptance of the grant awarded to NYC.

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 Accepting the grant of £27,500 awarded to NYC towards resources and equipment is considered an opportunity for NYC to purchase additional equipment to tackle chewing gum and enhance the street cleaning service across the area, as there is no funding for this within existing budgets.

7.0 IMPACT ON OTHER SERVICES/ORGANISATIONS

- 7.1 Accepting the £27,500 grant funding awarded will cover the cost of buying specialist equipment and the resources required to undertake the task which 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 NYC have been awarded a grant of £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.
- 8.2 No further funding from the Council is required.
- 8.3 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 The Guidance for Councils applying for a Chewing Gum Task Force grant has been reviewed by Legal Services.

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 Accepting the £27,500 grant awarded to NYC will enhance the street cleansing service.

13.0 RECOMMENDATION

- 13.1 To recommend that the Assistant Director, Resources approve the acceptance of the £27,500 grant awarded by KBT to tackle chewing gum.

BACKGROUND DOCUMENTS: None

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30 May 2024

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