

# CARU CYMRU - Case Study

## Chewing Gum litter – campaign trial

<b>Name of council or organisation:</b>	<b>Cardiff Council</b>
<b>Town or city:</b>	<b>Cardiff</b>
<b>The problem:</b> <i>Tell us about gum littering in your area before the signage was introduced. You could tell us about how bad the problem was, what you had tried in the past, or hotspot areas you'd noticed</i>	As a capital city we have a large chewing gum problem, particularly in crowded areas like the city centre. Various campaigns have been tried in the past using different campaign posters and on one occasion chewing gum bins. None of these have had a long-term impact on the issue.
<b>The solution:</b> <i>Tell us about how you ordered and used the signage in your area. You could explain why you chose the designs you did, when or where you put them up, or how easy you found the process of ordering them.</i>  <i>Where applicable, please provide details of any partnerships or other initiatives you implemented to tackle gum litter at the same time as installing the signage.</i>	<p>The signage chosen was the kitten as it was appropriate for a shopping area. It was also hoped this humorous approach would encourage people to think twice about where they dispose of gum.</p> <p>The locations chosen were hotspot areas for gum littering and within the city centre to gain the most impact. The locations chosen were:</p> <ul style="list-style-type: none"><li>• The Friary</li><li>• Queen Street – Outside HSBC</li></ul> <p>Due to the pandemic, the installation of the signage was delayed with them being placed out in September 2021. An initial baseline count was taken over three weeks in August in these areas where there was a gum increase of 89 in The Friary and -43 by HSBC. After this the posters were installed on street bins and bollards. No cleansing took place.</p> <p>Then a count took place every two weeks on three occasions to see if there was a decrease in the amount of gum dropped in these areas. The gum was counted by staff members meaning there is likely a margin of error within the results. Anecdotally there was also a high increase in the footfall in both areas due to the return of students to the city within this time, as well as more people making use of the city's facilities after further relaxation of the Covid 19 rules.</p> <p>We informed 'FOR Cardiff' of the campaign, so they were aware of its presence within the city centre. We also created social media posts for Facebook and Instagram to promote the installation of the signage to Cardiff's residents.</p>

<p><b>The outcome:</b>  <i>What are the main improvements you've experienced as a result of introducing the signage? For example, have you had any feedback or comments from staff or visitors? Have you made any cost or time savings? If applicable, what was the reduction rate for gum littering in your area?</i></p>	<p>There were mixed results for the impact in both areas with The Friary showing more of a promising decrease in the levels of gum dropped.</p> <p>In the Friary after the baseline count there was initially a large increase in the average weekly gum dropped going from 29.7 in the baseline to 95.5 in the first count. However, after this the average weekly gum increases decreased over the next two counts. With a percentage decrease of 62.9% in the third count compared to the baseline. It is possible that the return of students to the city was a cause of the initial increase in gum dropped, as well as the relaxation of covid rules.</p> <p>Outside HSBC the number of gums dropped increased some weeks while decreasing on other weeks, meaning there was no clear pattern in the results. This could have been caused by many factors, including, the possibility that increased footfall dislodged some gum, the fact the floor is designed to disguise dirt making it difficult to count gum precisely and weather impacts. However, all these theories are hypothetical and the impact of human error on these types of results cannot be ignored.</p> <p>We noticed while completing our gum counts that a significant amount of the gum dropped was either close to walls or even public bins themselves. Indicating that a lot of the issue is to do with residents being reluctant to touch the bins when disposing of gum as well as a tendency to dispose of gum in more covered areas. Meaning it is possible that posters nudging the public to make sure the gum reaches the bins could have an impact of those who feel morally conflicted about dropping their gum.</p> <p>The social media posts had limited interaction from the public. However, 34 people on Facebook and 114 in Instagram did like the posts indicating they were supportive of the campaign. 37 people commented on the post on Facebook with mixed opinions, with some residents praising an attempt to reduce waste in our city while others felt it would be better to either just clean it up or to prevent the sale of chewing gum in the first place.</p>
<p><b>Next steps:</b>  <i>Are you planning to sustain the impact of the signage in any way, or roll it out in other areas?</i></p>	<p>While working with other departments to discover gum hotspots within the city we were informed of other areas where signage could be used. After seeing some more promising results in the Friary, we plan to roll out the signage to some of these areas in the hope it may have a positive impact on reducing gum littering across the city. However, we would not be monitoring within these areas.</p>
<p><b>Lessons learned:</b>  <i>Tell us what you have learnt as a result of downloading and implementing the toolkit. You could tell us whether our research on gum littering surprised you; whether some signs worked better for your area than others; or what you might have done differently when implementing the signage.</i></p>	<p>It was concerning to investigate the true scale of the gum littering problem within our city centre and the fact that part of this is caused by the public not seeing gum as an environmental problem as indicated by your research and anecdotal reports. This being the case it will make it harder to impact some people's behaviour as they need to see what they do as a problem before they would consider changing how they act.</p> <p>We received some feedback that the signs while comical are not always prominent, particularly in areas with large amounts of flashy marketing to compete with. We were limited in what street furniture we could utilise for the campaign so its possible they could be displayed more prominently in different areas. However, to an extent in somewhere as busy as the city</p>

centre there will always be issues with people with overwhelmed by advertising and more likely to ignore posters.

If completed again it may be worthwhile for us to pay more attention to the possible impacts caused by changing footfall and weather impacts. However, being during in the pandemic the changes in footfall can often be hard to predict in advance with rules changing sometimes on weekly basis.

**Photos**

*If you have any photos of your signage in action, we would love to see them. You can send photos separately to [marswrigley@behaviourchange.org.uk](mailto:marswrigley@behaviourchange.org.uk) or insert them here.*

