



## Case Study Three: Doncaster Metropolitan Borough Council

### Background

Like most cities, Doncaster has had a significant chewing gum litter problem. Cleaning was undertaken three times between 2005 and 2008, and all the street litter bins were renewed, including the addition of chewing gum / cigarette trays. To justify this, enforcement was put into place in the town centre with on-the-spot fines being issued to offenders. The CGAG campaign was a great opportunity to pull all these actions together, and to communicate the seriousness of the issue and the measures being taken to tackle it.

### Engaging the community

The campaign was introduced by a teaser article in Doncaster News, which is distributed to every household in the borough. Contractors then removed chewing gum from the town centre streets, highlighting the difference that cleaner streets could make. Advertising on the contractors' vans raised awareness of the campaign even more. A letter was sent to every business in the town centre where work was to take place explaining what was happening and why. Campaign posters and stickers were displayed in shops, bars, cafes, restaurants, the local college, and every street litter bin in the city centre. Doncaster Youth Council representatives ran a stand at Doncaster College, speaking to students about the responsible disposal of gum litter.

### The launch

- Press event in the city centre, where local media representatives were briefed by the Deputy Mayor
- Photo call and press release highlighted the massive clean up and encouraged residents to help keep the streets clear of gum
- Wardens distributed gum wrappers promoting the campaign and explained the new fine to passers-by
- Electronic ad van stationed in the city centre, with another touring the immediate area
- Launch information uploaded to the council website and youth website



### Media support

Following the launch, the campaign gained extensive coverage in the Doncaster Star and Doncaster Free Press newspapers, including press release information, an interview with the Deputy Mayor, and images of the launch event. BBC Radio Sheffield and Trax FM also interviewed the Deputy Mayor to coincide with the launch. The results were also published in Doncaster News, and issued in a press release to the local media.

### Results

- Overall, Doncaster achieved an impressive 47% reduction in gum litter