

Notice of Non-Key Executive Decision

Subject Heading:	The Chewing Gum Task Force Year 4: Grant Approval
Decision Maker:	Imran Kazalbash
Cabinet Member:	Councillor Barry Mugglestone
ELT Lead:	Neil Stubbings
Report Author and contact details:	Rebecca Wild-Waste Project Manager for Environment rebecca.wild@havering.gov.uk 01708433173
Policy context:	As part of the Havering Plan within the Places theme: Making sure that our neighbourhoods are a great place to live by investing in them and keeping them clean, green and safe with access to quality parks and leisure facilities
Financial summary:	The Chewing Gum removal Project to deep clean public areas and remove historical chewing gum staining will be funded through the Keep Britain Tidy grant allocation of £26,756.00. The project must be completed by 31 st October 2025 in order to fully utilise the grant. This grant does not require the council to obtain match funding.

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Relevant Overview & Scrutiny Sub Committee:	Environment Overview and Scrutiny Sub-Committee
Is this decision exempt from being called-in?	The decision will be exempt from call in as it is a Non key Decision

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The subject matter of this report deals with the following Council Objectives

People - Supporting our residents to stay safe and well

X Place - A great place to live, work and enjoy

Resources - Enabling a resident-focused and resilient Council

Place an X as appropriate

Part A – Report seeking decision

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DETAIL OF THE DECISION REQUESTED AND RECOMMENDED ACTION

To agree to:

1. accept grant funding of £26,756.00 from Keep Britain Tidy as set out in this report;
and
2. subject to the above enter into a grant agreement in the form set out in Appendix A;
and
3. purchase 176 Eco-Service packs and Training for 6 operatives to use the 3 Eco3 Ecogum E-MaxE Chewing Gum remover machines purchased with the grant funding awarded in Year 2 of the Chewing Gum Task Force grant funding to:
4. employ 3 agency staff through FCC for the duration of 12 weeks at a cost of £17,950.90 to;
 - a. remove chewing gum from public areas;

at a total estimated value of £26,756.00 as set out in this report

.

AUTHORITY UNDER WHICH DECISION IS MADE

Para 5 of Scheme 3.3.3 -Powers Common to All Strategic Directors as follows:

5.1 To apply for, accept and thereafter spend / allocate any grant funding connected with their directorate provided that any match funding or residual liabilities can be met from the existing budget of the directorate. For the avoidance of doubt this delegation shall allow the acceptance of any grant offered / allocated to the Council without any application.

STATEMENT OF THE REASONS FOR THE DECISION

Background

- The Chewing Gum Task Force brings together major chewing gum producers (including Mars Wrigley, Perfetti Van Melle and a producer of nicotine replacement therapy gum) to remove gum litter from UK high streets and prevent future littering.
- The Task Force was established by Defra and is administered by Keep Britain Tidy, with the chewing gum firms investing 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.
- grant is to be used to clean up historic gum staining
- change behaviour so more people bin their gum.
- fully funded bespoke gum litter prevention package provided by social enterprise Behaviour Change.

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Approach

- Officer from LBH met with FCC colleagues to agree locations and timelines
- Two options were established: 1) purchase detergent for the Eco Machines from the manufactures and complete the work using existing FCC street cleaning teams or 2) FCC to employ agency staff to complete the works.
Option 2 was the agreed route due to the short-term nature of the project

Application

- LBH submitted the application in late March 2025 and were notified of its acceptance in the middle of May 2025.
- LBH have been awarded £26,756.00. This will pay 3 agency workers to deep clean 6 locations across the borough using 3 Eco3 Ecogum E-MaxE Chewing Gum remover machines. These were purchased with the grant funding awarded in Year 2 of the Chewing Gum Task Force grant funding. The grant funding will pay for 176 eco service packs and training for 6 operative's how to use the machines. The training will be for the 3 agency workers, to carry out the initial clean and 3 permanent operatives. This will allow for the machinery to be used post clean. It will also pay for 3 agency operatives to carry out the cleaning over a 12-week period at 6 locations across the borough
- Eco removal systems provided a quote for the detergent at the cost of £8,789.24. FCC have provided costing for the agency staff, required to carry out the work, at a cost of £17,950.90 for 3 agency operatives
- At each location, residents in the surrounding area, will receive a letter notifying them of the clean. This will be at a cost of £15.86
- LBH are required to provide time-stamped photo evidence of the issue of gum staining in the application phase and are required to provide photographic time-stamped photo evidence of the work being carried out before, during, and post clean
- LBH are required to install the bespoke behaviour change communications package, provide by, social enterprise Behaviour Change, at each location post clean for a minimum of 3 months
- All works must be completed by 31 October 2025
- LBH have committed to deep cleaning 6 locations across the borough; Romford Town Centre, Elm Park Station, Rainham Village, Gobbions Avenue Shops, Boxmoor Gardens, Cambourne
- LBH will have one month, from project completion date, to complete the project-end evaluation form including the provision of before and after timestamped photos and a declaration of total spend against the value of the grant awarded, signed letter at Director level.
- At the beginning of April 2026, LBH will be issued with a follow up evaluation form and will have until the beginning of May 2026 (one month) to complete it including the provision of time-stamped photos.

Aims and Objectives

- To abide by the terms and conditions set out in the grant funding agreement with Keep Britain Tidy.
- To purchase the detergent and provide funding to FCC to employ 3 agency staff, for the duration of 12 weeks, to deep clean and remove chewing gum staining at 6 locations across the borough; Romford Town Centre, Elm Park Station, Rainham Village, Gobbions Avenue Shops, Boxmoor Gardens, Cambourne

Communication:

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- There is no statutory obligation to conduct a public consultation for this project.
- A Communication Lead will communicate activities via social media and Havering newsletter
- LBH will work with ELWA to create a positive communications campaign before the first clean, In Romford Town Centre, commences. This will involve working with local primary schools. Children will be invited to the area will be provided with chalk and asked to circle chewing gum staining on the pavement. This will not only provide a striking visual impact of the issue to residents in the area but also teaches a lesson to the school children on the issue of chewing gum littering. LBH's communications team will advertise this effort before the chalk is washed away as part of the deep cleaning process

OTHER OPTIONS CONSIDERED AND REJECTED

Do nothing – the Council would lose the funding, and it would not be possible to deep clean the identified areas

PRE-DECISION CONSULTATION

Councillor Mugglestone, Cabinet Member for Environment, has been made aware of this project and is supportive of accepting the grant funding.

NAME AND JOB TITLE OF STAFF MEMBER ADVISING THE DECISION-MAKER

Name: Jacki Ager

Designation: Waste and External Contracts Manager

Signature:

Date:

Part B - Assessment of implications and risks

LEGAL IMPLICATIONS AND RISKS

The Council has a statutory duty under Section 89 of the Environmental Protection Act 1990 in respect of any relevant highway, to ensure that the land is kept clear of litter and refuse and that the highway or road is kept clean. Section 62 of the Highways Act 1980 also provides for a general power of improvement of streets and highways.

The Council also has a general power of competence contained in section 1 of the Localism Act 2011 which allows the Council to do anything that an individual may do subject to any statutory constraints on the Council's powers.

The recommendations in this report to accept the grant funding are in keeping with these duties and powers.

Acceptance of Grant Funding

The grant terms and conditions affixed at Appendix A have been reviewed and the associated risks highlighted to officers. The funder may, at its discretion, recover from the Council, the total grant sum or part of the total grant sum in circumstances including but not limited to where:

- a. the Council uses the grant for purposes other than those for which they have been awarded;
- b. the delivery of the project does not take place in accordance with the timelines and fails to provide a reasonable explanation for the delay;
- c. the Council fails to comply with any of the terms and conditions of the grant agreement and fails to rectify any such failure.

FINANCIAL IMPLICATIONS AND RISKS

This decision paper seeks to accept and spend the Chewing-gum cleansing grant of £26,756. The service are also required through the terms and conditions of the grant to monitor and report on progress/outcomes of the project to Keep Britain Tidy (KBT).

Funding is to be received by the Council in arrears and subject to KBT (acting on the Gum Manufacturers' behalf) being reasonably satisfied:

- that the Council has completed Step 3 of evidenced milestone achievement 'Final toolkit selection and numbers agreed', 75% £20,067.
- that the Project has been delivered in accordance with this Agreement, 25% £6,689.

As stated in the grant terms and conditions affixed at Appendix A, the Grant shall be shown in the councils' accounts as a restricted fund and shall not be included under general funds. And the Council shall keep separate, accurate and up-to-date accounts and records of the receipt and expenditure of the Grant monies received by it. This will be achieved through the creation of a specific identifier code within the service revenue account.

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To obtain the full funding, the Council must complete the project by 31st October 2025.

Project costs are detailed in the following table.

Chemicals for Gum Removal Machines including training and delivery (176)	£8,789.24
Letter to Residents Print Costs	£15.86
Resource cost at all 6 Locations with 3 members of Agency staff paid at	£17,950.90
Total	£26,756.00

The amount of the Grant shall not be increased in the event of any overspend. To the extent that the council underspends any element of the Grant in connection with its delivery of the Project, a reduction will be made to the final instalment to account for the unspent amount.

The funder may, at its discretion, recover from the Council, the total grant sum or part of the total grant sum in circumstances detailed in section 11 of Appendix A.

HUMAN RESOURCES IMPLICATIONS AND RISKS (AND ACCOMMODATION IMPLICATIONS WHERE RELEVANT)

Several staff within the Public Realm team are actively working on this project. This project will provide the FCC street cleaning team with knowledge, through external training, to continue to use the equipment for future use

The recommendations made in this report do not give rise to any identifiable HR risks or implications that would affect either the Council or its workforce.

EQUALITIES AND SOCIAL INCLUSION IMPLICATIONS AND RISKS

The Public Sector Equality Duty (PSED) under section 149 of the Equality Act 2010 requires the Council, when exercising its functions, to have 'due regard' to:

- (i) The need to eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- (ii) The need to advance equality of opportunity between persons who share protected characteristics and those who do not, and;
- (iii) Foster good relations between those who have protected characteristics and those who do not.

Note: 'Protected characteristics' are age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex/gender, and sexual orientation.

The Council is committed to all of the above in the provision, procurement and commissioning of its services, and the employment of its workforce. In addition, the Council is also committed to improving the quality of life and wellbeing for all Havering residents in respect of socioeconomics and health determinants.

ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS AND RISKS

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The deep cleaning of Romford Town Centre, Elm Park Station, Rainham Village, Gobbions Avenue Shops, Boxmoor Gardens, Cambourne will provide a clean environment for residents and visitors to the borough

The benefits of this project are environmental and will have no positive or negative effect on climate change.

BACKGROUND PAPERS

None

APPENDICES

Appendix A Grant Agreement

Non-key Executive Decision

Part C – Record of decision

I have made this executive decision in accordance with authority delegated to me by the Leader of the Council and in compliance with the requirements of the Constitution.

Decision

Proposal agreed

Delete as applicable

Proposal NOT agreed because

Details of decision maker

Signed



Name:

Imran Kazalbash

Cabinet Portfolio held:

CMT Member title:

Head of Service title

Other manager title:

Date:

20/06/25

Lodging this notice

The signed decision notice must be delivered to Committee Services, in the Town Hall.

For use by Committee Administration

This notice was lodged with me on _____

Signed _____

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