

Arbroath Bus Station

Gum Littering - Case Study

Who: Friockheim Park Community Volunteers (community group) Working Alongside Local Authority Angus Council.

Where: Arbroath Bus Station, Catherine Street, DD11 1RL, Arbroath, Angus, Scotland UK.

The problem: Litter & gum litter - usual problems in a busy high foot traffic environment - sadly all bad especially near paved areas. This tended to be cleared during the winter months with scraper/ power washer. No real solution available when warm!

The solution: "Chewing Gum Task Force" Saw and ordered signage that would fit the areas required and not be too overpowering (attract vandalism). Erected at the assigned areas with relative ease. Ordering was easy.

The outcome: Peer pressure - people saw notices - aware of efforts being made and encourage others to follow the rules thus making the place better for everyone. Visitors now aware of where bins situated. In regards to this we have seen a drop in all kinds of litter on an ongoing basis.

Next steps: Signage fine and can be difficult to place in some areas - will think of removing for a week and then put up again to make people think "what's missing?" and then see the message again. (Prevent "sign blindness") Alongside this we are working closely with the Local Authority and community groups in the area to hopefully role out across the county.

Lessons learned: Can see why some areas are more prone to this type of littering than others. Sadly more is not always best and a small sign goes a long way!

Quote: "The key is to increase awareness and the signage is the perfect solution, informative but not intrusive. "

