



## CHEWING GUM LITTER CAMPAIGN Monitoring Form

See 'Guidance' tab for instructions on how to use this form

**TABLE 1: LOCATIONS**

	Brief Identifying Description of Each Area
Survey Area 1	Cornish Pasty shop doorway and approach, Broadgate, Coventry
Survey Area 2	Greggs shop doorway & approach, Ironmonger Square, Coventry
Survey Area 3	KFC shop doorway & approach, Cross Cheaping, Coventry
Survey Area 4	McDonalds shop doorway & approach, Burges, Coventry
Survey Area 5	Archies Diner doorway & approach, Bishop Street, Coventry
Survey Area 6	Centro Bus Station pedestrian entrance, Fairfax Street, Coventry
Survey Area 7	Motor Museum entrance, Hales Street, Coventry
Survey Area 8	Flying Standard public house entrance, Trinity Street, Coventry
Survey Area 9	Subway shop doorway & approach, High Street, Coventry
Survey Area 10	The Deli doorway & approach, Earl Street, Coventry

**TABLE 2: GUM COUNTS**

	SURVEYS		
	Pre-Campaign	Campaign	Post-Campaign
	Date: 03.02.12	Date: 07.03.12	Date: 02.04.12
Survey Area 1	87	51	22
Survey Area 2	102	24	9
Survey Area 3	64	21	5
Survey Area 4	122	18	12
Survey Area 5	141	12	3
Survey Area 6	47	36	24
Survey Area 7	36	3	6
Survey Area 8	52	3	4
Survey Area 9	74	24	20
Survey Area 10	73	12	14
<b>TOTALS</b>	<b>798</b>	<b>204</b>	<b>119</b>

**TABLE 3: RESULTS**

	REDUCTIONS*		
	1. During vs Pre	2. Post vs During	3. Post vs Pre
Survey Area 1	41	57	75
Survey Area 2	76	63	91
Survey Area 3	67	76	92
Survey Area 4	85	33	90
Survey Area 5	91	75	98
Survey Area 6	23	33	49
Survey Area 7	92	-100	83
Survey Area 8	94	-33	92
Survey Area 9	68	17	73
Survey Area 10	84	-17	81
<b>TOTALS</b>	<b>74</b>	<b>42</b>	<b>85</b>

\*The cell will show "#DIV/0!" or similar text until results are entered in the cells

\*The results are shown as percentages

\*A minus sign before the number denotes an actual increase in the amount of gum (ie a negative effect)





## GUIDANCE NOTES

The information on this page is intended as advice on the information that the Chewing Gum Action Group would like you to record as part of the monitoring of the success of your awareness campaign.

Your monitoring should be carried out using the methodology set out by the Chewing Gum Action Group. Advice on the methodology is included in the brochure from the Chewing Gum Seminar and is complemented by the advice provided in the campaign brochure which is attached to the email sent with this form and was handed out at the campaign seminar.

Note that some information is calculated upon entry of other data. You are only asked to enter data into the light blue cells, and not any others.

The monitoring form consists of three tables. Guidance on each is included below.

This guidance sets out how to make use of this form in the context of the methodology. More information about the methodology is given in the campaign brochure attached to this email sent with this form.

## TABLE 1: LOCATIONS

For each of your ten monitoring sites, please enter a brief description so that you can easily recall at a later date which area is which. You might want to describe where the site is, or you might enter an OS grid reference. For the purposes of this monitoring, a 'monitoring site' is an area of the ground which measures 10m<sup>2</sup>.

## TABLE 2: GUM COUNTS

You are asked to carry out monitoring in accordance with the advice issued by the Chewing Gum Action Group. Essentially you are asked to carry out three surveys in each of your 10 chosen sites:

### **SURVEY 1 - Pre-Campaign**

28 days before the start of your campaign cleanse each of the 10 survey sites. Return to each site at the end of 28 days and count how many pieces of gum have been dropped on the floor at each of the locations.

### **SURVEY 2 - Campaign**

Cleanse each of the 10 survey sites for the start of the campaign. At the end of the campaign period (ie 28 days after the advertisements and campaign activities started) count again how many pieces of gum have been dropped on the floor at each location.

### **SURVEY 3 - Post Campaign**

Cleanse each of the 10 survey sites after the second survey and leave for 28 days. After the 28 day period has elapsed, return to the sites and again count how many pieces of gum have been dropped at each location.

You should use this table to record the amount of gum counted at each site on each of the surveys. Enter, as a number, how many pieces of gum were found at each location at each of the surveys. Please also enter the date on which the survey was carried out. The area numbers in Table 2 against which you are recording data should correspond with the descriptions given in Table 1.

The totals will automatically be counted by Excel.

## TABLE 3: RESULTS

You do not need to enter any data in this table, as the results will be calculated by Excel once you have entered all survey data into Table 2.

The cells will contain '#DIV/0!' or a similar error message, but this will change to a number once Table 2 is completed.

Once the survey data has been entered, the numbers in the cells will represent the percentage change in the amount of gum found at each site, as well as the totals for all the survey areas.

Please note that a negative number means that there has been an increase in gum. *A minus sign appears because of the way Excel calculates percentages - it is calculating by what percent the amount of gum has decreased. If it actually increases then this is a negative decrease, and therefore Excel shows a minus number.*

#### ACTION

Please complete Tables 1 and 2 when you carry out your surveys, and return to the Chewing Gum Action Group at the email address given below after you have the results of the third survey.

Please return your full monitoring results as soon as possible after you have completed the final surveys but no later than **Friday 18th November**.

#### CONTACT

For further support, please contact

