

## Westminster Paving Pilot

Chewing gum is widely considered to be a major public nuisance and once trodden on, is extremely difficult to remove.

ENCAMS carried out a questionnaire into people's perceptions about chewing gum and found that it is unsightly, and makes areas appear grotty and run down.

The problem is also expensive, costing local authorities as much as £20,000 to scrape chewing gum off the ground.

### The solution

Westminster Council has used a revolutionary treatment that prevents chewing gum from sticking to paving stones and general staining.

The first step is to apply a surface protector after scrubbing the pavements with hi-tech cleaning equipment. Once chewing gum is dropped on the ground, the treatment forces a chemical reaction to take place and a semi-permeable membrane forms within the paving itself.

The coating (Magic Cote) of the pavement then starts a self-cleansing effect, which makes it easier for gum to be washed away when dropped on the ground.

The treatment also makes it easier for oil or grease to be removed, while preventing any staining from taking place on the paving stones.

### Cost

The surface protection product (Magic Cote) costs £13 per litre, which covers approximately 4m<sup>2</sup>. The product does not have any COSHH guidelines and once the area has been treated it can be opened up to the public again.



Video available from [www.encams.org/home/newsdetail.asp?nw=241](http://www.encams.org/home/newsdetail.asp?nw=241)

### Outcome

Westminster City Council have previously trialled many products of this nature with little success, but currently this surface coating has been very successful in its trial areas with substantial positive feedback from residents and businesses.

Westminster City Council is now using the coating to preserve the appearance of new installations and areas of good quality stone.

Further information can be obtained from Mike Newport ([mnewport@westminster.gov.uk](mailto:mnewport@westminster.gov.uk))

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