

Get your ButtsOut - No Excuses

A new initiative was launched today to help Bath & North East Somerset Council cut down on the number of cigarette butts being flicked onto Bath's streets. The pocket-sized ButtsOut personal ashtrays are a quirkily designed fire-resistant box that will extinguish and hold butts, with no smell, mess or fuss. They are available at retailers throughout Bath for 99p.

Councillor Charles Gerrish (Conservative, Keynsham North), Cabinet Member for Customer Services, said, "The first defence against any type of litter lies with people disposing of it responsibly. Bath & North East Somerset Council is encouraging smokers to purchase these new personal ashtrays that are widely available from Bath retailers and play their part in reducing litter.

"There is no excuse for smokers to flick their litter onto the streets. Bath & North East Somerset Council is determined to improve the cleanliness and appearance of the urban environment and now has tougher guidelines to fine people who throw their litter, butts, or gum on the street £50 through enforcement action. The Council welcomes the fact retailers are already selling ButtsOut and hopes that others will also play their part in this initiative by stocking the product."

An estimated 122 tonnes of butts and other smokers' litter is dropped around the UK every single day. Keep Britain Tidy says litter levels on our streets have



doubled since the smoking ban forced smokers outdoors. The Council, Future Bath Plus, and NHS Bath & North East Somerset have been working with Bath firm CSR Solutions to bring the initiative to the area.

Charlie Hamshaw-Thomas, Principal of CSR Solutions, and Andrew Eyles, global CEO of Blue Marlin Brand Design, are the brains behind the UK retail launch. CSR Solutions are rolling out a nationwide Programme which has the support of Keep Britain Tidy and a number of other UK local councils. Bath resident Charlie Hamshaw-Thomas, who first came across ButtsOut in Australia says: "I think it's a must-have smokers' accessory. ButtsOut is a simple solution for smokers forced outside by the smoking ban and is integral to our programme aimed at changing smokers' behaviour."

Supported by a £1.9m budget, the Council's four Neighbourhood Teams use high-tech equipment including vacuums for cigarette ends and powerful road-sweeping machines to clean-up the district. For more details on ButtsOut, visit www.buttsout.biz or ring 0844 544 9601.

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For further information, please contact:

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Notes: ButtsOut are already available at Budgens, Box: Good News Newsagents, Gay St: Julian Road Stores: Stef's Grocery, Mount Road: Republican News, Mount Road and Adam's Apple, Upper Bloomfield Road. Other shops should also be stocking the product soon.



Clearer thinking