

# Stub out litter on street with your own personal ashtray



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An initiative to crack down on the number of cigarette ends being dropped on to the streets has been launched in Bath this week.

Smokers in the city are being encouraged to buy a 99p personal ashtray to dispose of their cigarettes properly.

The pocket-sized portable boxes, which will extinguish and hold butts, can slip easily into a pocket or clip onto a belt.

They have been backed by councils across the UK and Bath and North East Somerset Council has recently joined the ButtsOut campaign in partnership with Future Bath Plus and NHS B&NES.

They have all been working alongside Bath-based business consultancy firm CSR Solutions, which came up with the designs for the boxes.

CSR Solutions has launched a nationwide programme, with the help of Blue Marlin Brand Design, and has the support of Keep Britain Tidy and a number of other UK councils.

Charlie Hamshaw-Thomas of CSR Solutions, who first came across ButtsOut in Australia, said that he thought it was a must-have smoker's accessory.

He said: "ButtsOut is a simple solution for smokers forced outside by the smoking ban and is integral to our programme aimed at changing smokers' behaviour."

B&NES Council has welcomed the move in Bath as it coincides with a fight against one of the biggest bugbears on our streets.

In the last year B&NES neighbour-



**APPEAL:** Charlie Hamshaw-Thomas, right, with stop smoking adviser Chloe Grist, Trevor Cummings, from B&NES, and Councillor Charles Gerrish Picture: Kevin Bates

hood teams have introduced specialised equipment including vacuums and powerful road-sweeping machines to rid streets of cigarette ends.

Councillor Charles Gerrish (Con, Keynsham North), cabinet member for customer services, said: "The first defence against any type of litter lies with people disposing of it responsibly."

"B&NES 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 on to the streets."

He said B&NES was determined to improve the cleanliness and appearance of Bath and was hoping to introduce a fine of £50 for those who throw their litter, cigarettes or gum on the street.

An estimated 122 tonnes of butts and other smokers' litter is dropped around the UK every single day.

And Keep Britain Tidy says litter levels on our streets have doubled since the smoking ban.

For more details on ButtsOut, visit

## What you can do to help

Anyone who wants to do their bit in the community is encouraged to organise their own litter-pick and clean-up operation.

Residents can also play a part by putting their rubbish in the bin in the first place, including cigarettes and chewing gum.

Any problems with litter can be reported to Council Connect on 01225 394041.

Anyone wanting to take part in a community litter-pick, or discuss other ideas with the council should phone 01225 394041 or email [bruce\\_bennett@bathnes.gov.uk](mailto:bruce_bennett@bathnes.gov.uk).

[www.buttsout.biz](http://www.buttsout.biz) or ring 0844 544 9601.

There is also help available for people to quit smoking.

NHS Bath & North East Somerset runs a free Support to Stop Smoking Service that offers help, advice and support to smokers who want to quit. Call 01225 831852 for more details.

The ButtsOut boxes are available at Budgens in Box, Good News Newsagents in Gay Street, Julian Road Stores, Stef's Grocery and Republican News in Mount Road, and Adam's Apple, in Upper Bloomfield Road.