

# No butts as more sign on for 'ashtrays'

A number of newsagents in Bath have supported an initiative to crack down on the number of cigarettes being dropped on the streets.

The nine branches of McColls in the city have joined seven other shops to sell pocket-sized personal ashtrays to smokers to encourage them to dispose of cigarettes in a responsible way.

The ButtsOut boxes, designed by Bath-based business consultancy firm CSR Solutions, extinguish and hold butts and can fit into a pocket or clip on to a belt.

They have been supported by councils across the country and Bath and North East Somerset Council has recently joined the initiative in partnership with Future Bath Plus and NHS B&NES.

The move ties in with the *Chronicle's* Don't Mess With Bath campaign to highlight the need for action to keep the city's streets clean and tidy.

Charlie Hamshaw-Thomas of CSR Solutions, who first came across the product while in Australia, said: "We're really pleased



by the take-up. The more smokers who use the product, the fewer butts there will be on the floor so we need as many businesses as possible to support ButtsOut."

The initiative is also supported

**TIDY UP:** From left, Henry Brown of Better Bath, enforcement officer Trevor Cummings and James Ash, McColls deputy manager

PICTURE: Lloyd Ellington

by Federation of Bath Residents' Associations.

Spokesman Gerald Chown said: "Any initiative which supports our streets looking cleaner and tidier is welcomed by local residents."

The council's four neighbourhood teams also use specialised vacuums and sweeping machines to pick up cigarette butts.

Cabinet member for customer services, Councillor Charles Gerish, (Con, Keynsham North) said the council would also be fining more smokers who drop their ci-

garette ends on the street.

He said: "There is no excuse for smokers to flick their litter on to the streets and the council now has tougher guidelines to fine people £50 who throw their litter, butts, or gum on the street."

The 99p ashtrays are also available in Budgens in Box, Good News Newsagents in Gay Street, Julian Road Stores, Stef's Grocery in Mount Road, Republican News in Mount Road, Adam's Apple in Upper Bloomfield Road and Londis in Pennsylvania.