

No butts, this idea has our total support

The University of Bath is the latest organisation to support an initiative which aims to crack down on the number of cigarette butts being dropped on the streets.

The university has joined the ButtsOut scheme which has seen more than 20 shops and businesses around the area selling pocket-sized personal ashtrays, which put out and hold butts to avoid smokers discarding their cigarette ends on the streets.

They have been designed by Bath-based business consultancy firm CSR Solutions, which has been working with councils across the country to highlight the importance of cigarette litter.

University student union vice-president Scarlett Seager said although the campus was a non-smoking area, they were hoping to educate people to do the right thing when in the city centre.

She said the union was delighted to support the initiative, which is backed by B&NES Council and ties in with the *Chronicle's* Don't Mess With Bath campaign.

"We'll be selling ButtsOut on the site and promoting awareness with all our students and staff.

"The university campus is a smoke-free area but we'll be encouraging those who smoke to take ButtsOut with them when



JOINING UP: Scarlett Seager, of the University of Bath student union, and Bill Walters, B&NES Council's neighbourhood manager for the outer zones of the city

PICTURE: Lloyd Ellington

they're in the city."

Charlie Hamshaw-Thomas, founder of CSR Solutions, said: "More and more retailers are selling the personal ashtray and sales are increasing, which means fewer butts on the floor.

"We'll be announcing even more retail sign-ups soon."

The scheme was adopted by the council in partnership with Future Bath Plus and NHS B&NES last year.

And since the launch, more and

more shops in the city have been keen to get on board.

Councillor Charles Gerrish (Con, Keynsham North), cabinet member for customer services, said: "The message continues to go out far and wide that personal responsibility is the first line of defence against litter.

"The council welcomes the support of the university and hopes that the personal ashtray proves popular with the student community.

"There is no excuse for any smoker to flick their litter on to the streets."

The ashtrays are now sold throughout the city including McColl's shops in River Street Place, Bathwick Street, Argyle Street, James Street West, Larkhall, Wellsway, Combe Down, Widcombe Parade and Odd Down.

They are also sold in WHSmith in Union Street, Budgens in Bath Road, Londis in Pennsylvania and many more.