

Butts clear-up scheme takes off in capital



SPREADING THE WORD: Charlie Hamshaw-Thomas with Hammersmith and Fulham councillor Greg Smith and the new pocket Butts Out device

A campaign launched by a Bath-based company to reduce the number of cigarette ends being dropped on to the streets could take off across the UK.

The Buttsout scheme sees shops and other businesses selling a 99p personal ashtray to smokers to allow them to dispose of their cigarettes properly.

The pocket-sized portable boxes 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.

The scheme was adopted by Bath and North East Somerset Council in

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partnership with Future Bath Plus and NHS B&NES last year.

And thanks to the work of staff including company founder Charlie Hamshaw-Thomas, the initiative has recently taken off in London with Hammersmith and Fulham Council beginning a month-long pilot scheme to help tackle one of its biggest litter headaches.

Posters will be put up throughout the areas with the highest footfall including parks and busy streets.

Pubs and clubs will be issued with campaign beer mats and the authority will also place articles with information about the campaign in a newsletter distributed to all its 85,000

households.

Mr Hamshaw-Thomas said he hoped the London council would be leading the way for other authorities.

He said: "We believe that everyone has a part to play in changing consumers' behaviour and bringing cleaner streets: the council, Keep Britain Tidy, tobacco companies and retailers, local pubs, clubs and other local businesses all need to promote the responsible disposal of cigarette butts.

"The aim is that personal ashtrays are widely available where cigarettes are bought or where smokers light up which will enable smokers to assume personal responsibility."

For more details on ButtsOut, visit www.buttsout.biz or ring 0844 544 9601.