

Personal ashtrays brought in to help smokers keep streets clean

SMOKERS are being urged to clean up their act because they contribute to two-thirds of the litter scattered on the borough's streets.

Hammersmith and Fulham Council launched a month-long pilot campaign promoting personal ButtsOut ashtrays to encourage tobacco users to kick the littering habit.

The council has teamed up with corporate and social responsibility consultants CSR Solutions and Keep Britain Tidy, to offer a box designed to fit in the pocket and used when no ashtray is at hand.

Councillor Greg Smith, cabinet member for crime and street scene, said: "Cigarette litter is a growing issue in Hammersmith and Fulham and ButtsOut is an innovative way to tackle the problem.

"While our street sweepers clean literally millions of butts from our roads and pavements, you can do your bit by buying one of these trendy boxes. One pound really is a small price to pay if it means keeping our streets clean.

"We firmly believe that those who drop butts there in the first place should pay their fair share. We will not allow the streets to be treated as a giant ashtray."

As the first local authority to support ButtsOut ashtrays, the council is working with local retailers and businesses to ensure widespread availability of the orange containers, which cost 99p. Once a smoker puts a lit cigarette inside the box it is



■ **SUPPORTERS:** (From left) Rory Murphy, manager of the Hammersmith Ram pub, Charlie Hamshaw-Thomas of CSR Solutions and Councillor Greg Smith are all on board

Photo by Sam Mukadam L0280110smcigs02

immediately extinguished, and when the container is full, it is easy to empty, clean and reuse.

Charlie Hamshaw-Thomas, founder of CSR Solutions, said: "Everyone has a part to play in changing consumers' behaviour and bringing cleaner streets to Hammersmith and Fulham.

"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. Together we can make a difference, and Hammersmith and Fulham is leading the way."

The council will make sure the ashtrays are readily available. It plans to put up posters around the borough in parks and busy streets, while pubs and clubs will be given campaign beer mats.

Phil Barton, chief executive of Keep Britain Tidy, said: "Clearly, many smokers have yet to be convinced that their cigarette stubs are litter and they seem happy to drop them everywhere. Cigarettes are litter – once dropped they are very difficult to clean up and blight the majority of the streets and roads in England."