

Smokers get box ashtrays to cut litter

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

To combat the problem, Hammersmith and Fulham Council launched a month-long pilot campaign promoting personal 'ButtsOut' ashtrays to encourage tobacco users to kick the littering habit and look after their own rubbish.

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.

Councillor Greg Smith, cabinet member for crime and street scene, said: "Cigarette litter is a growing issue in Hammersmith & 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. £1 really is a small price to pay.

"We firmly believe that those who drop it 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 are working with local retailers and businesses to ensure widespread availability of the orange containers which cost 99 pence, and are fire resistant and easy to use.

Once a smoker puts a lit cigarette inside the box it is immediately extinguished, and when the container is full, it is easy to empty, clean and re-use.

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

During the month-long campaign the council plans to make sure the personal ashtrays are readily available, put up posters around the borough in parks and busy streets, and pubs and clubs will be given campaign beer mats.

Phil Barton, chief executive of Keep Britain Tidy, said: "Cigarettes are litter – once dropped they are very difficult to clean up and blight the majority of the streets and roads in England."



■ **BOX ASHTRAY:** That's the way to do it

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