

No butts about as streets are 40% more tidy

► **Keep Britain Tidy confirms impressive clampdown results**
► **850 people fined for dropping ciggie ends**

JON WEISGARD

THE number of cigarette butts on the borough's streets have decreased by 40 per cent thanks to the council's recent ButtsOut campaign.

Earlier this year, H&F Council bosses launched a campaign to encourage smokers not to drop their butts on the pavement. ButtsOut orange boxes were sold for £1 at local retailers and pubs, while street cleaners blitzed

the streets in a thorough deep clean.

Preliminary results from the campaign have now been verified by charity Keep Britain Tidy, revealing a 40 per cent fall in cigarette litter on the streets compared to the days before the campaign launched.

Prior to the campaign, officers counted 1,744 cigarette butts in test sites across the borough. Once the campaign ended, officers went back to the same areas and counted only 1,038 butts.

H&F cabinet member Greg Smith said: "We will not allow

the streets to be treated as a giant ashtray. If you still plan to drop your butts on the floor, then be prepared to pay a £75 fine."

Hammersmith & Fulham Council is the first local authority in London to actively promote personal ButtsOut ashtrays.

At only 99p, it is fire-resistant, easy to use and truly personal.

When a lit cigarette is placed inside, it is immediately extinguished, and when full, the container is easy to empty and clean, ready for use again.

Officers from the council, in partnership with the Police's safer neighbourhood teams, regularly challenge persistent litter-dropping offenders, and have the power to issue fixed penalty notices of £75 for the misdemeanour under the Environmental Protection Act 1990.

In 2008-2009, around 850 people were fined for cigarette litter offences. If litterbugs refuse to pay the fine they can end up with a criminal record.

● If you want to quit smoking, call 020 8741 8314.



STUB IT: Boxes mean there's no excuse for litter