



# Reducing Smoking Related Litter

a guide for businesses

Keep Britain Tidy 



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## Introduction

This leaflet aims to encourage businesses and their employees to become more responsible about the way they dispose of their cigarette ends. In 2007 cigarette litter was present in 79% of public places in England, which is 20% more than five years ago. It can be very difficult to clean up, makes the surrounding area look an unsightly mess and can result in local authorities spending about £342 million a year on street and litter cleansing.

1 July 2007, elements of the Health Act 2006 made it a legal requirement that virtually all enclosed public spaces, including offices, pubs, bars and restaurants, become smoke free environments, and indoor smoking rooms are no longer permitted.



As a result of the legislation, it was feared that more smokers lighting up outside could lead to up to 25 tonnes of extra cigarette rubbish being dumped on Britain's streets every day. That's billions of cigarettes flicked one at a time on our pavements, beaches, nature trails, gardens and other public places every single day.

For more information on the smoke free legislation, visit [www.smokefreeengland.co.uk](http://www.smokefreeengland.co.uk)

# Government Legislation

The Smoke Free Legislation has resulted in the potential for an increase in smoking related litter outdoors and several issues have surfaced since the implementation of the smoking ban:

- **85% of local authorities feel that there has been at least some increase in the levels of cigarette related litter since the Smoke Free Legislation was introduced.**
- **'On the ground' research conducted in 2007 shows that there is now some form of smoking related litter in 34% of sites surveyed, compared to 27% in 2004.**
- **60% of local authorities have seen an increase in complaints about discarded cigarette butts since the implementation of the Smoke Free Legislation.**
- **41% of local authorities have seen a rise in complaints about noise since the Legislation came into practise due to smokers being moved outside.**
- **53% of the public have noticed a change in the number of discarded cigarette ends on the ground since 1 July 2007.**
- **If anyone is caught discarding their cigarette butts, they risk an on-the-spot fine of up to £80.**
- **It is the legal responsibility of anyone who manages or controls smoke free premises or vehicles to prevent people from smoking in them. Failure to do so could result in a fine being incurred of up to £2,500.**



With these issues in mind, huge steps need to be taken to clean up premises, portray the correct messages and employ solutions to prevent smoking related litter.

# How Can Businesses Prevent Smoking Related Litter?

Firstly, the most important steps are to increase the provision of smoking bins in dedicated smoking areas for employees and customers, along with encouraging the use of personal ashtrays when formal disposable bins are not available. It is also required by law to display the correct signage.

Secondly, it is important to communicate with staff some methods which could be employed within your organisation. Ideas include:

- **Displaying posters around your business - outside the premises, in the smoking areas, and in washrooms**
- **Installing more cigarette bins**
- **Providing portable ashtrays to your staff and customers**
- **Utilising local PR and media**
- **Running internal promotions**
- **You may also wish to produce a smoke free policy for your workplace in conjunction with your employees**

Ashtrays are an essential solution to reducing cigarette litter, these receptacles are the perfect home for cigarette ash and cigarette butts. From a recent survey conducted by ENCAMS: 'The main reason why people litter is because they believe there is a lack of ashtrays around.'

ENCAMS has also identified that smokers prefer to dispose of their cigarette ends in dedicated bins or portable ashtrays as an alternative when bins are not readily available. It is important to identify the hotspots around your business to analyse where smokers throw their butts. This will help you make an informed decision on where bins should be placed around your business.

# Choosing the Right Ashtray

Ashtrays are sustainable solutions to preventing cigarette litter being scattered across the floor. The number of ashtrays around will determine and encourage smokers to use cigarette bins. There are many thoughtfully designed ashtrays that are unique, efficient and versatile helping to keep surrounding premises clean. Most organisations already have ashtrays or cigarette bins provided in their designated smoking areas, and there are different types of ashtrays which can be installed. To view or purchase your own for your organisation, please visit [www.encams.org](http://www.encams.org) where there is an extensive list of bin manufacturers offering various discounts. Just simply quote 'ENCAMS'.

## **Below are some of the dedicated cigarette bins available:**

### **Wall mounted**

This family of ashtrays are the most common for placing in entrances of organisations and in designated smoking areas, although the height of the ashtray needs to be taken into consideration. Smokers need to be able to reach them for ease of putting out their cigarette ends. These are ideal for organisations with a small number of smokers where the ashtray doesn't frequently need emptying and cleaning.

### **Post mounted**

These type of ashtrays are mainly used outside shopping centres; they have large stubber plates so they are easily recognisable, plus they also prevent any other type of litter being thrown in.

### **Portable free standing**

These units are very popular in designated smoking areas, especially if the buildings are listed. They are large in size which makes them more noticeable to smokers, encouraging greater use. Bucket ashtrays can also be classed as free standing but as these are low they can cause smokers just to throw their butts on the floor rather than dispose of them correctly, which could result in more litter on the ground. Bins that can be fixed to the ground are a good choice if organisations have private forecourts, yards or other pavements. These bins are highly recommended for placing outside premises during operating hours and then removed at the end of the working day.

### **Windproof**

These varieties are designed for outdoors and are windproof to ensure the cigarette ends don't blow away. They are very useful for restaurants and pubs where there is an outdoor eating area.



# Portable Ashtrays

The features of portable ashtrays are that they are small, unique and convenient, especially for outdoor use. Personal ashtrays offer smokers the chance to make responsible choices about how they dispose of their cigarette butts, regardless of whether they are near a bin or not. There are a different variety of portable ashtrays; please see the following list:

## Ashcan

New to the market, this portable ashtray fits snugly into cigarette boxes and is handy for disposing of cigarette ends.

For more information please visit [www.ashcan.co.uk](http://www.ashcan.co.uk)

## Boodi Bin

This environmentally friendly portable ashtray is a new innovative product which is easy to use and handy to keep in a pocket.

It is very beneficial to the environment as it is made in the UK reducing the carbon footprint.

For more information please visit [www.boodi.co.uk](http://www.boodi.co.uk)

## Stubbi

Pocket sized fireproof containers are practical solutions to environmental problems. The design is very easy to use and they are very durable.

For more information please visit [www.stubbi.co.uk](http://www.stubbi.co.uk)

## Butts Out (UK) Ltd

Butts Out offer sustainable solutions to cigarette butt litter. They work with councils, local businesses, retailers and environmental organisations to help educate smokers on how to take socially responsible steps when disposing of cigarette litter.

For more information please visit [www.buttsout.co.uk](http://www.buttsout.co.uk)

## Mini bin keying

The mini bin displays 'open', 'lock' and 'dust' at the top of the barrel in which you can dispose of your cigarette butt, keep the unit securely closed and clean without making a mess.

For more information please visit [www.cleanercities.co.uk](http://www.cleanercities.co.uk)

## CSR Solutions

CSR help to develop corporate social responsibility solutions, focusing on consumer products which address cigarette litter issues. For more information on what they do

please visit [www.csr solutions.co.uk](http://www.csr solutions.co.uk)

## Signage

Businesses now require appropriate signage so that smokers can easily identify cigarette bins in the workplace; they must also be placed in all company vehicles. Signage details are available from [www.smokefreeengland.co.uk](http://www.smokefreeengland.co.uk)

## Noise Issues

Noise is now a huge concern where smokers need to go outside, particularly where pubs and restaurants are concerned. Under the Licensing Act 2003, every business requiring a Premises Licence has to promote the prevention of public nuisance, and is required to assess the potential for noise problems in relation to their particular premises.

To avoid this situation and help keep the noise down, the following simple steps should be employed:

- **Remind others to keep the noise down by training staff to regularly remind customers to keep the noise to a minimum**
- **Place signage around the premises which display quiet signs**
- **If customers fail to remain quiet then politely ask them to move inside or leave the premises**

**If there are persistent complaints regarding noise then this can result in the property being reviewed.**



## Planning Permission

If your organisation is a listed building, planning permission needs to be granted. Under the Planning Listed Buildings and Conversation Areas Act 1990, any alteration that is made externally to a building will require consent from the local authority.

An example of an alteration would be a wall-mounted bin or receptacle on the side of the building. Application forms are available from local authorities and can be downloaded from their websites. Requests will be reviewed but permission is unlikely to be granted if it is thought to alter the character of the building.

# Street Litter Control Notices (SLCN)

This tool gives local authorities the power to tackle street litter that is generated by activities on adjacent premises: this includes smoking related litter. The list of premises for which local authorities may issue a SLCN has just been extended to include all eating and drinking venues including pubs, clubs, cafes and restaurants where it is expected a greater amount of cigarette related litter will be present as people go outside to smoke. SLCNs can now also be served on office buildings. These amendments to the legislation were introduced to coincide with the implementation of the smoke free legislation on 1 July 2007.

An SLCN requires the litter to be cleared and prevents the land from becoming defaced again. The area must be cleared within a given period of time or a daily fine will ensue if the offence continues.

Failure to tackle the problem after this could result in a fine of £2,500 and possibly result in prosecution.

To review these publications in full please visit;  
**[www.defra.gov.uk/environment/localenv/litter/cigarettes/index.htm](http://www.defra.gov.uk/environment/localenv/litter/cigarettes/index.htm)**

## Campaigning

Campaigning to change attitudes and behaviours will help educate people on how to dispose of their cigarette ends correctly when smoking outside premises. Keep Britain

Tidy ran a cigarette related litter campaign in June 2007 which successfully reduced smoking related litter by 33%. Advertising appeared on billboards, phone boxes, bus rears, washroom panels and other outdoor sites throughout England's towns and cities. ENCAMS will be running another cigarette related litter campaign in April 2008.

To order a copy of campaign posters, visit **[www.encams.org](http://www.encams.org)** or phone **01942 612 621**.

If you are a local business or authority and are taking steps to encourage responsible disposal of cigarette litter, ENCAMS can provide you with step-by-step guidance to help. Our Campaign Management Guide will direct you to the best available resources and help you to deliver effective results. For more information please contact **[marketingenquiries@encams.org](mailto:marketingenquiries@encams.org)**

ENCAMS has produced a smoking related litter Knowledge Bank which has been designed to curb people's habits of discarding of their cigarette butts. For more information please visit; **[www.encams.org/knowledge/smokinglitter](http://www.encams.org/knowledge/smokinglitter)**. For further training ENCAMS runs a training course on cigarette related litter and associated issues. The course involves a series of workshops which are a practical way of learning about reducing the impact of this subject. For more information about this course or to book a place please contact **[training@encams.org](mailto:training@encams.org)**

# Cigarette Litter Facts

- **Every day UK smokers throw away about 200 million cigarette butts**
- **122 tonnes of cigarette butts and smoking related litter is dropped every day in the UK**
- **The most commonly found litter on the UK's streets is cigarette butts**
- **Cigarette filters are made of plastic and cellulose acetate which can take up to 12 years to degrade**
- **Cigarette butts are harmful to marine life, birds and the environment**
- **It costs the UK government around £342 million a year to remove litter from our streets**
- **A dropped cigarette butt carries a littering fine of up to £80 and can be as much as £2,500**
- **Smoking causes 5,400 property fires every year in the UK**
- **A cigarette butt contains up to 4,000 chemicals including hydrogen, cyanide and arsenic**

# Case Study

## The Cornubia Pub, Bristol

The Cornubia Pub introduced 14 stainless steel bins into the small, two-roomed free house situated in the heart of Bristol. One free standing cigarette bin and one tray cigarette bin have been strategically placed by the front entrance of the pub, with a further 12 outside in the beautiful decking area. All the bins have stubbing plates on top of them where cigarettes can easily be dispensed through the holes into the ashtray beneath.

The new bins have been successful in reducing some cigarette related litter but there has still been a notable increase due to the smoking ban. The bins are regularly used and more members of the public have become aware of them. They also demonstrated the correct clear signage that is required by law.

During July the traditional pub handed out 300 portable ashtrays and displayed Keep Britain Tidy posters encouraging customers to dispose of their litter correctly. Ross Nicol, Manager of The Cornubia said: "There has been an excellent reaction from the locals and we have had our busiest two days of the year since the ban came into effect. Our food and beverage sales have risen steadily and everyone is really embracing the smoking ban".



## Useful Contacts

**ENCAMS runs the Keep Britain Tidy campaign.**

**For more information visit the website**

[www.encams.org](http://www.encams.org)

**ENCAMS**

Elizabeth House, The Pier, Wigan WN3 4EX

t: 01942 612621

f: 01942 824778

e: [enquiries@encams.org](mailto:enquiries@encams.org)

**Smoke free England**

w: [www.smokefreeengland.co.uk](http://www.smokefreeengland.co.uk)

**Department for Environment,**

**Food and Rural Affairs**

Nobel House, 17 Smith Square, London, SW1P 3JR

t: 020 7238 6000

w: [www.defra.gov.uk](http://www.defra.gov.uk)



The Keep Britain Tidy Campaign is run by ENCAMS



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