



# Designing out cigarette litter

**Utilising existing streetscape infrastructure to eradicate  
cigarette litter in the City of London**

**Doug Wilkinson MBA CMgr MCMI**

Assistant Director

Street Scene and Strategy

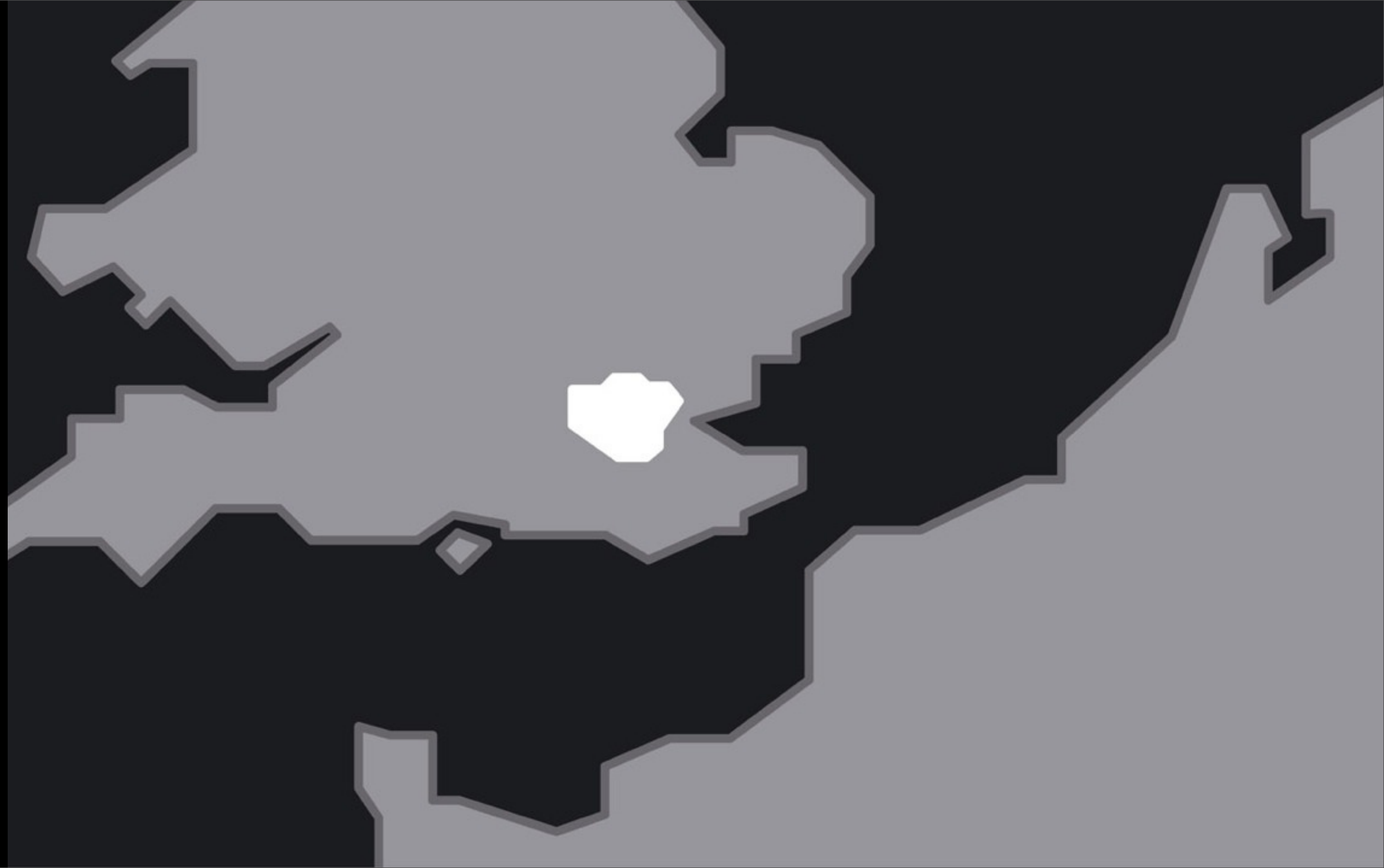
Cleansing Services

The Corporation of the City of London

**Andrew Farish**

MD and Co-founder, Smartstreets Ltd











# Cigarette litter



Cigarette litter  
accounts for  
**50% of litter**  
worldwide

Source: Keep America Beautiful







**120 tonnes**  
**of cigarette butts dropped**  
**every day in the UK alone**

Source: Keep Britain Tidy



# Financial Environmental Social cost



# Keep Britain Tidy

SRL in top three causes for citizen complaints to Councils each year.

Opportunity - to innovate.  
Deliver a more user centric solution





# No ifs. No butts.

A five point initiative to  
eradicate cigarette litter.



- 1. Provision**
- 2. Engagement**
- 3. Education**
- 4. Enforcement**
- 5. Partnership and recognition**

# 1 Provision

**Make bins more convenient  
and easier to find.**

# Why are people littering?

Not  
enough  
bins

Could  
not find  
a bin

Source: Keep Britain Tidy

**KBT: 88% of people want to see more bins provided**



- Source (co-develop) unique bin design
- Deploy in volume, street by street
- Saturate disposal opportunities (bin every 30ft)
- Create networks of consistently located bins
- Evenly spaced, predictably located
- Release new value from existing infrastructure
- No added clutter





# Align stakeholders

- Street Scene Managers and Planners
- Highway Engineers
- Lighting manufacturers
- Cleansing teams
- Citizens



# City of London Smartbin





**smart**streets

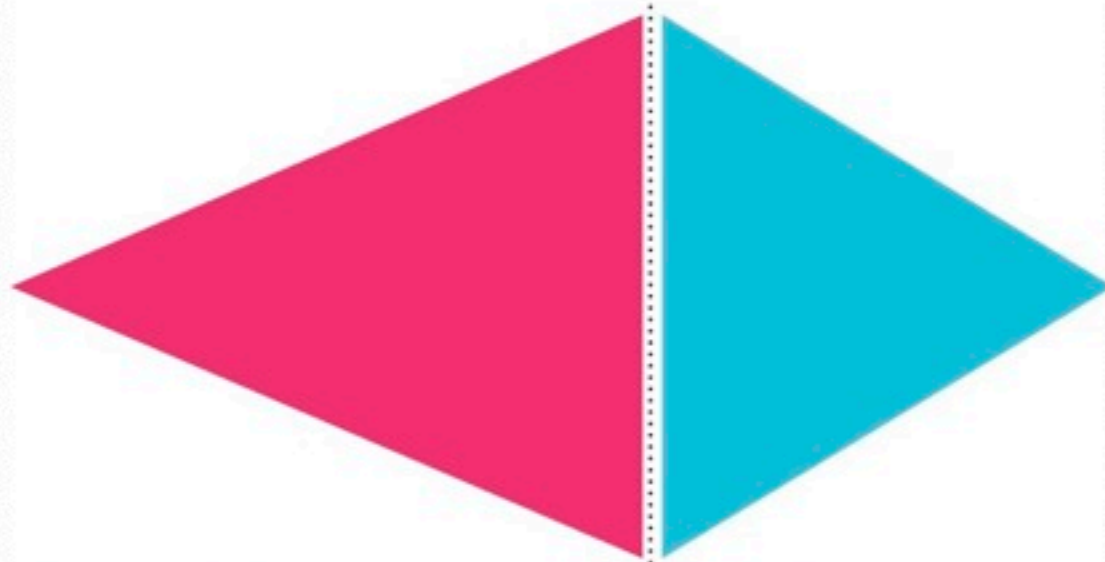


# Design thinking

**Taking a design perspective can transform  
the way you develop products, services  
and even strategy**

# Understand

Understanding ends in **Insight**.

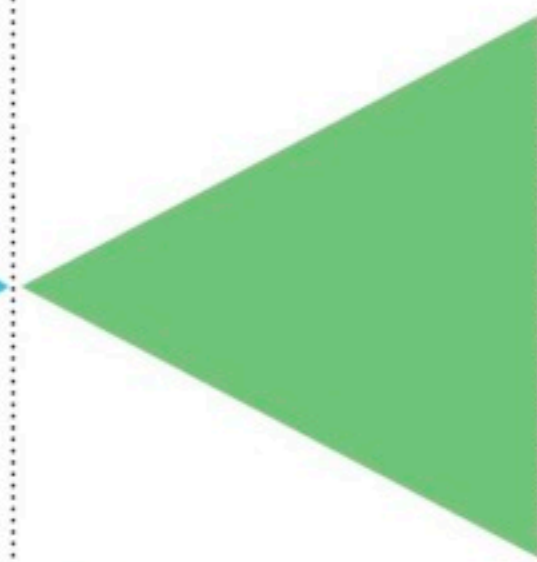


*Empathy*

*Define*

# Create

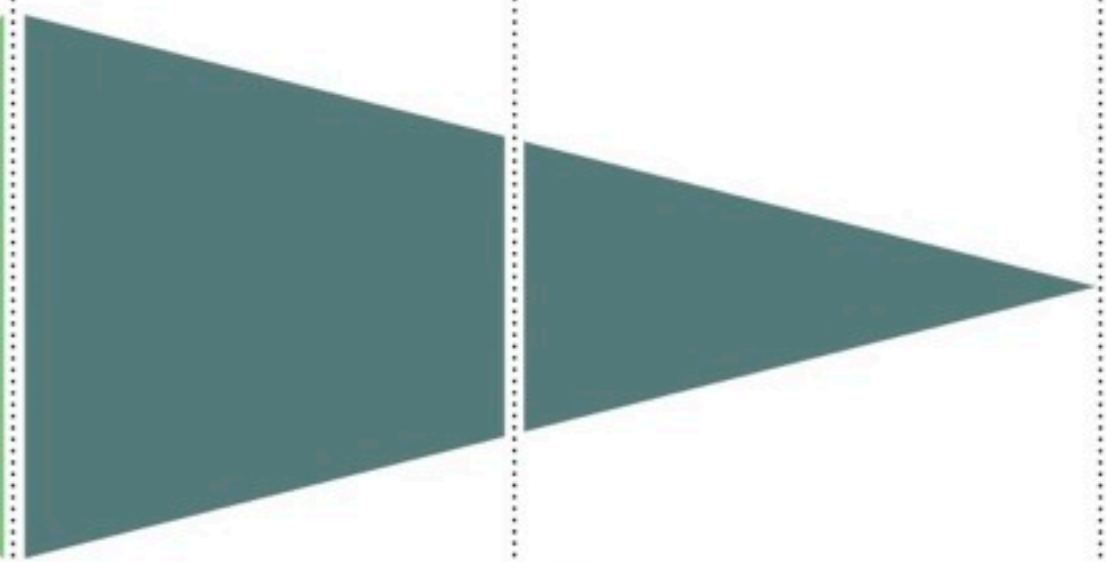
Creation ends in **ideas**.



*Ideate*

# Deliver

Delivery ends in **reality**.



*Prototype*

*Test*



Transforming  
the urban  
environment



Our awards



# Smartstreets environmental product design



**smartbin™**

Cigarette and  
gum disposal

Street hardware



**minibin™**

Cigarette and  
gum disposal

Portable



**gumstick™**

Gum disposal

Gum specific



**cyclepark™**

Transformational  
bike parking

Bicycle

# What's the big idea?

Make disposal easier

Easy to find

Easy to use

Easy to do the right thing





**Lamp posts and signposts  
line every urban street.**

**The infrastructure is already in place.**



# Why is this significant?

Lamp posts and sign posts  
are the only existing regularly  
spaced location opportunity  
on the street



For every  
additional  
cigarette bin,  
the littering  
rate  
decreases

9%

Average distance  
a smoker or gum  
chewer will walk  
to a litter bin:

31 ft





# Smartbin™

Unique wrap around  
patent protected  
design retro fits to  
any style or size of  
lamp post

12 International  
Design Awards

UK Designed  
and made



reddot design award  
product design 2008





# Streamlined street scene

Designed to fit to  
any size, shape or  
style of column

Walls, railings  
and plinths

Bespoke fixings





# Combination vs post mounted bins

- Complement each other
- Behavioural change
- Reduce wind swept litter
- Fewer big bins fires
- Less clutter, less obtrusive
- Comprehensive, consistently located
- Waste streaming





# 100+ Local Authorities Conservation Areas World Heritage Sites

City of London  
Camden  
Edinburgh  
LBH&F  
Haringey  
Islington  
Manchester  
Swansea  
Cherwell  
Bath  
Stone Henge...





# Benefits for citizens

- Convenient - bins easy and quick to locate
- Ease of use - safe, fit for purpose
- Peace of mind - no litter/no fine, encourages responsible behaviour
- Less litter - cleaner urban environments/communities
- Less clutter on street scene





# Benefits for City of London

- Less SRL, improved LEQ
- Visible, frequent bins an enabler removes excuses
- Less clutter, consistent, predictably located bins
- Optimizes use of cleansing resources
- New, added value from existing infrastructure
- Bridges gap between citizens/public services
- Sense of shared responsibility





# Benefits for environment

- Sustainable - recycled aluminium and stainless steel
- Long life - refurbishable / recyclable
- Low carbon footprint
- Reduced fire risk
- Waste streaming ready (SRL for recycling)





# Benefits for economy

- Efficiency - staff hours saved diverted to other tasks
- Designed and made in the UK
- Transferable, scaleable, replicable initiative
- Brings citizens onside - a visible touch point for services
- Improved LEQ good for trade, tourism and communities









## 2 Engagement

Talk to people -  
encourage sense of  
shared responsibility

- Wardens approach people on street: Visibility
- Red Cards - non confrontational/amnesty period
- PR and Awareness Raising Campaigns
- Personal litter solutions: Pocket Ashtrays
- Love the Square Mile App



**NO IFS  
NO BUTTS**



**It's litter and it's a criminal offence  
(Fixed Penalty £80)**

A person found guilty of the litter offence may be fined up to **£2000** in a Magistrates' Court and result in a criminal record.

Fixed Penalty Notices can be issued by City of London authorised Officers, Police Officers and Police Community Support Officers (PCSO's).

Authorised officers can request the offender's name and address, if it is an offence for that person to fail to provide these details, or to provide a false inaccurate name and address.

Failure to give contact details can result in a summons to a Magistrates Court and if convicted a fine of up to **£1000**.

**Local Stop Smoking Services**

**What is Available?**  
If you are serious about quitting and want help to stop smoking, free and confidential advice and support is available through your local Stop Smoking Services.

Visit your local service to register onto the scheme and receive the latest.

**Stop Smoking Services involve:**

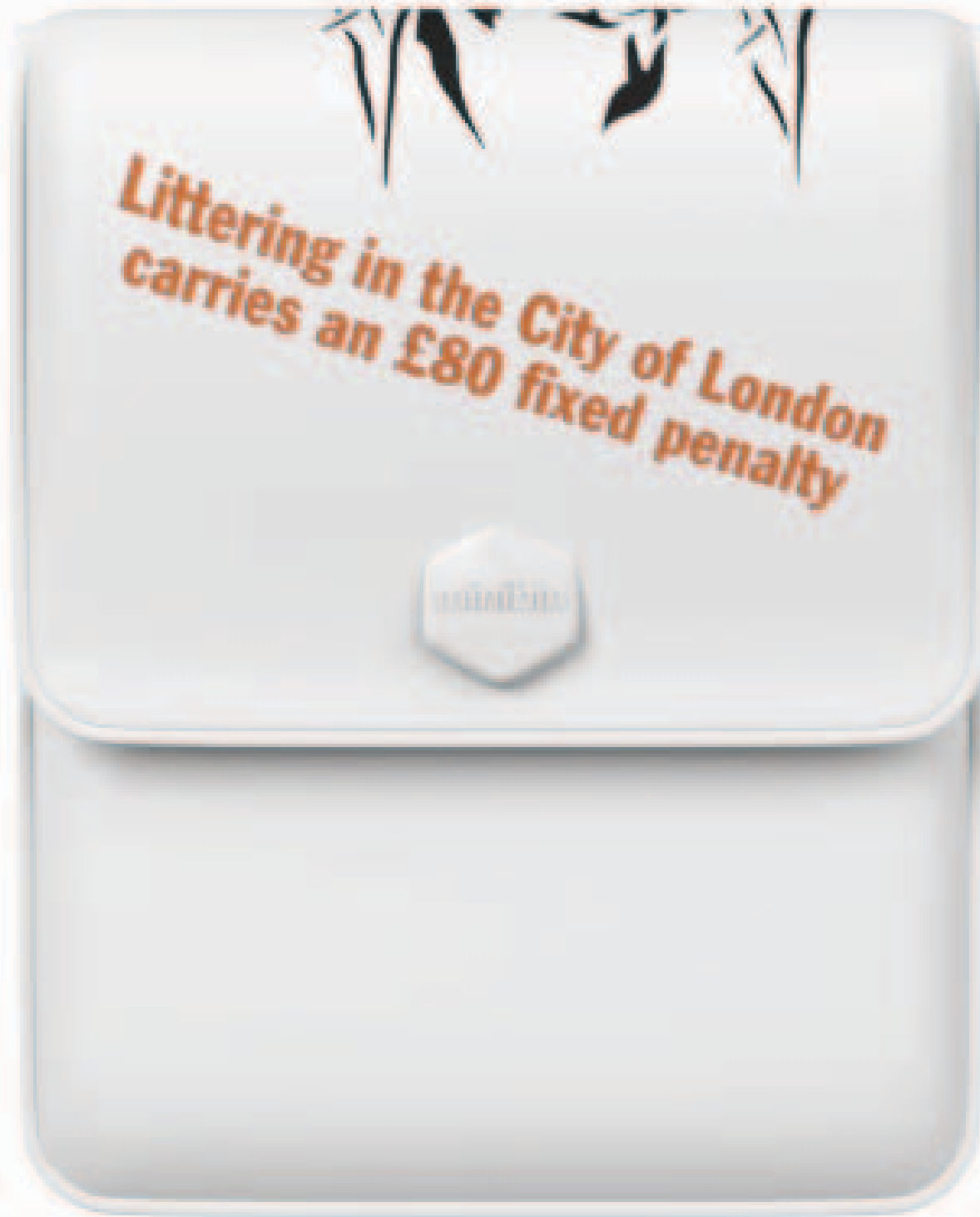
- Initial motivation and assessment appointment
- FREE weekly stop smoking programme
- 12-week programme of medication
- Advice and motivation from trained advisers
- Convenient weekly appointments
- FREE Nicotine Replacement Therapy (NRT) and Champix (a prescription drug if you wish)
- Weekly carbon monoxide monitoring

You are **4 times more likely** to successfully quit using the service than going it alone.

**Stop Smoking Services Available:**

- Specialist Level 3 Service - Free Phone 0800 169 1943
- [smokers-clinic@pmul.ac.uk](mailto:smokers-clinic@pmul.ac.uk)
- GP Practices in the City
- Retail and independent Pharmacies in the City





## Minibin pocket ashtray

**Bespoke design reinforces Council campaign message**

Personal disposal option

**Soft, attractive and reusable**

Complements provision, education, engagement and enforcement initiative

**Promotes/enables**

**considerate disposal**

Visible touch point with citizens - useful/effective





**3**

## **Education**

**Visit businesses to  
explain the issues**





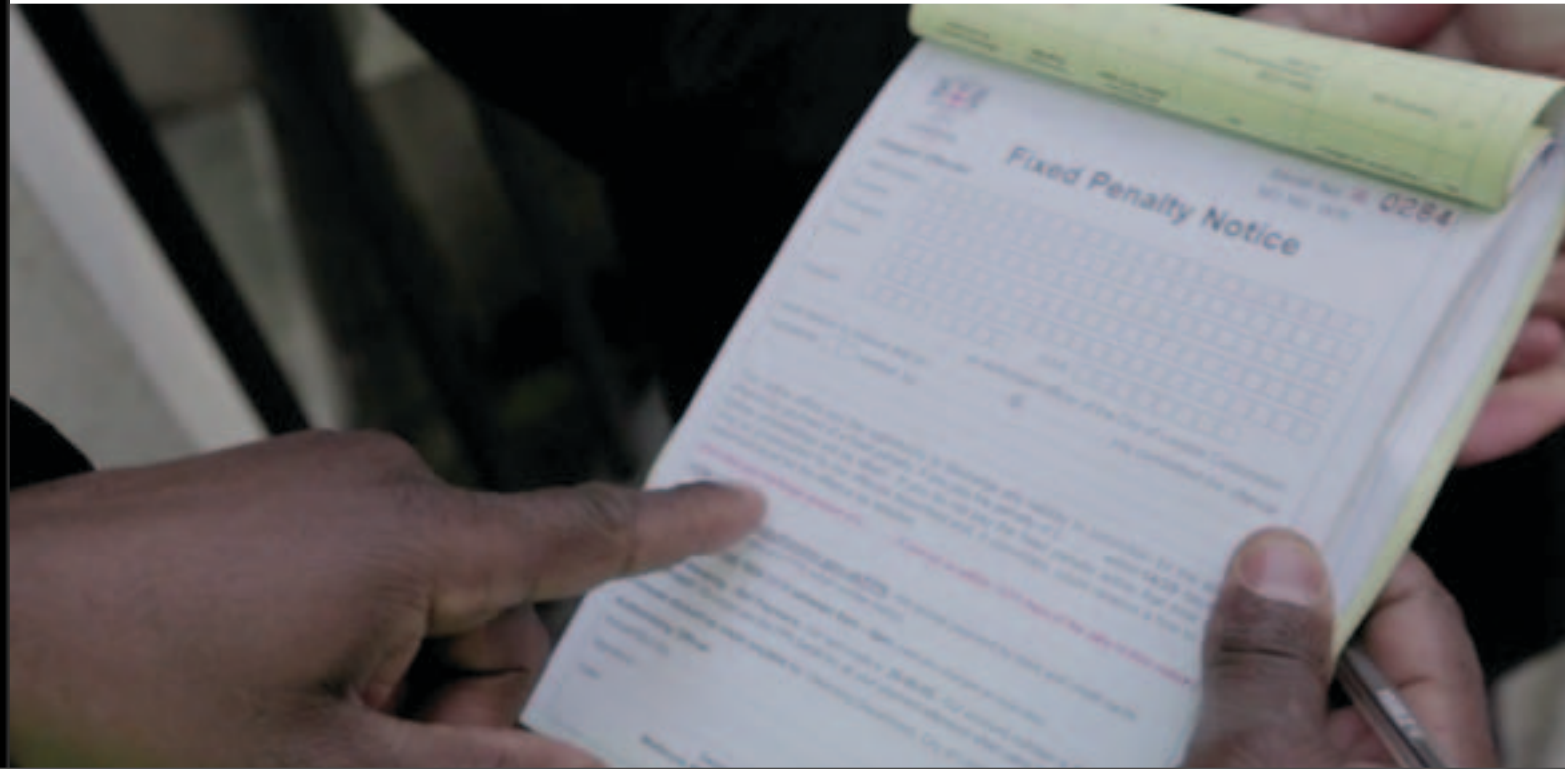
- Business visits - seek buy in from Facility Managers
- Environmental Best Practice Presentations
- Exchange ideas: Waste Management, Recycling, re-use and recycling
- Literature Packs - cascade information
- Encourage purchase of complementary products
- Communicate aims, objectives, laws and responsibilities



## **4 Enforcement**

**Issue fixed penalty notices**

- Clear consequences
- Fixed Penalty Notice
- Developing a 'Help Quit Smoking' course initiative in lieu of fine - partnership with Boots/NHS Trust
- Personal pocket ashtrays distributed



## **5 Partnership and Recognition**

**Recognise the efforts of those businesses actively working to reduce litter.**



- City of London Clean City Awards
- Positive PR
- CSR benefits
- Clean City: Business Environmental Charter





# Key drivers

- Aligns interests and needs of all stakeholders
- Partnership approach / shared responsibility
- Popular / meets the need effectively
- CSR benefits for business supporters
- Public enthusiasm gives momentum for change
- Immediate, visible benefits. Less litter. Less clutter.
- Cost effective - new value from infrastructure



# RESULTS

**IMPACT**

**ECONOMIC BENEFIT**



633

City of London Smartbins deployed.



272

twins on lamp posts and signposts.



89

solos on walls and railings.

361

separate locations.

Snapshot Feb 2013



# How much micro litter is collected?

**105,691** pieces each day.

**528,455** pieces each week.

Source: Corporation of London  
litter collections surveys 2012.

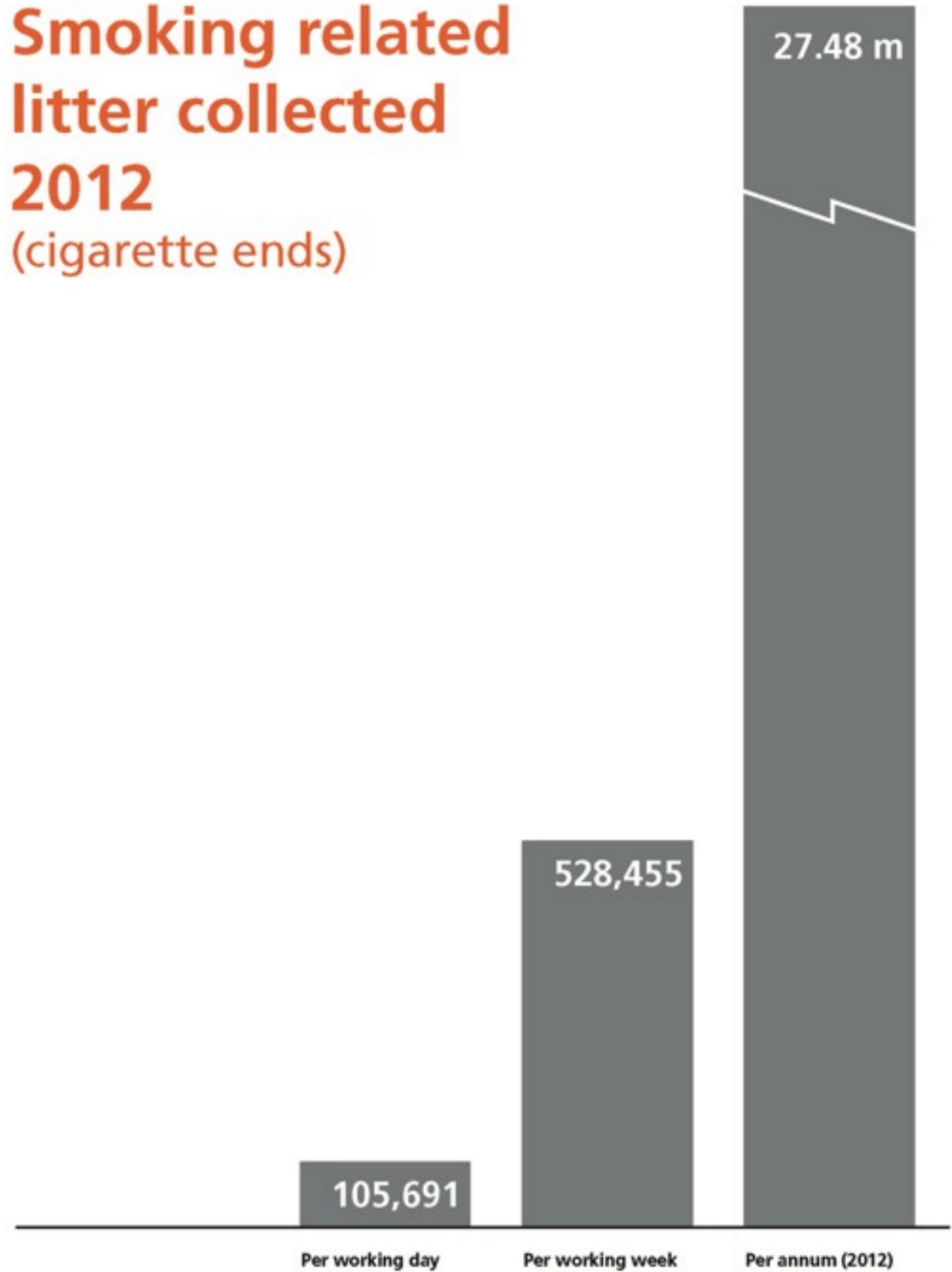
**27**

**million  
per annum**

**cigarette ends  
collected from  
361 Smartbins  
(2012)**



# Smoking related litter collected 2012 (cigarette ends)

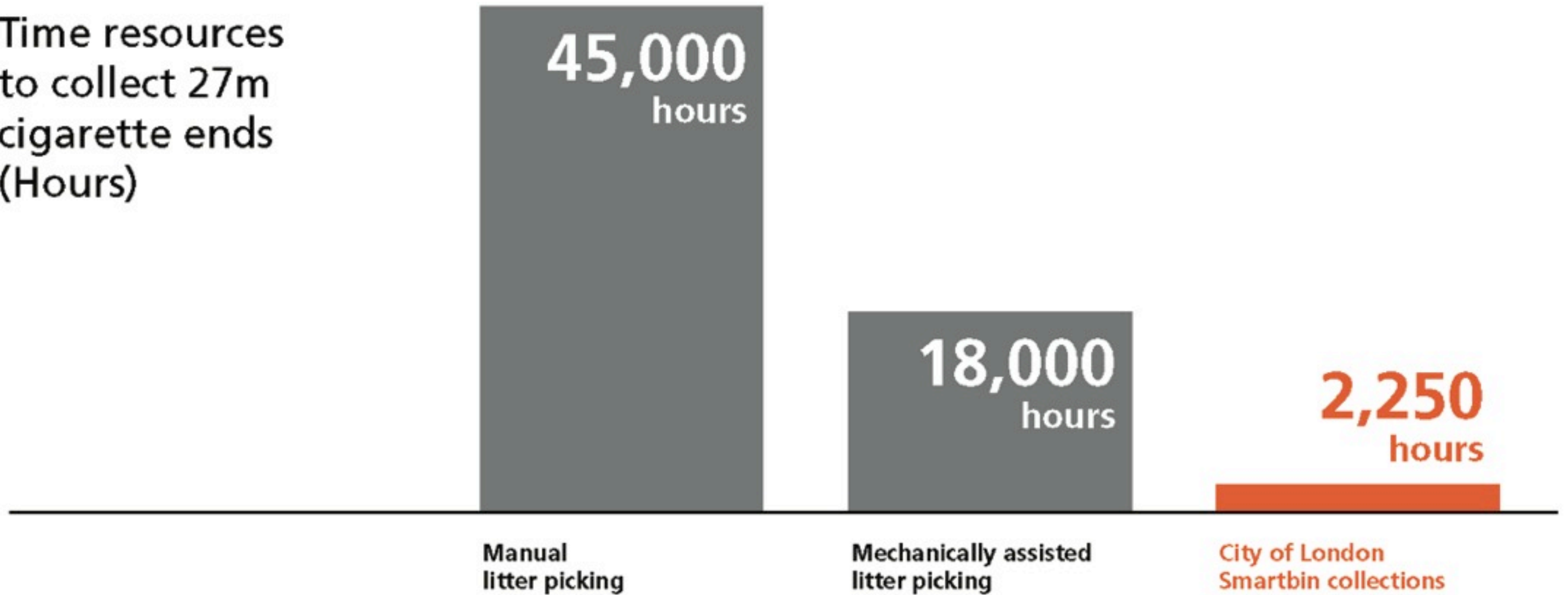


**63%** less smoking  
related litter.

**Overall COL KBT NI195 survey showed a 44%  
reduction across the City. Litter score of 2.7%.**

Source: Corporation of London Survey  
of local environment quality before  
and after COL Smartbins were installed

Time resources  
to collect 27m  
cigarette ends  
(Hours)





Cost per 100  
cigarette ends  
collected  
(£)

Manual  
litter picking

Mechanically assisted  
litter picking

City of London  
Smartbin collections

£1.58

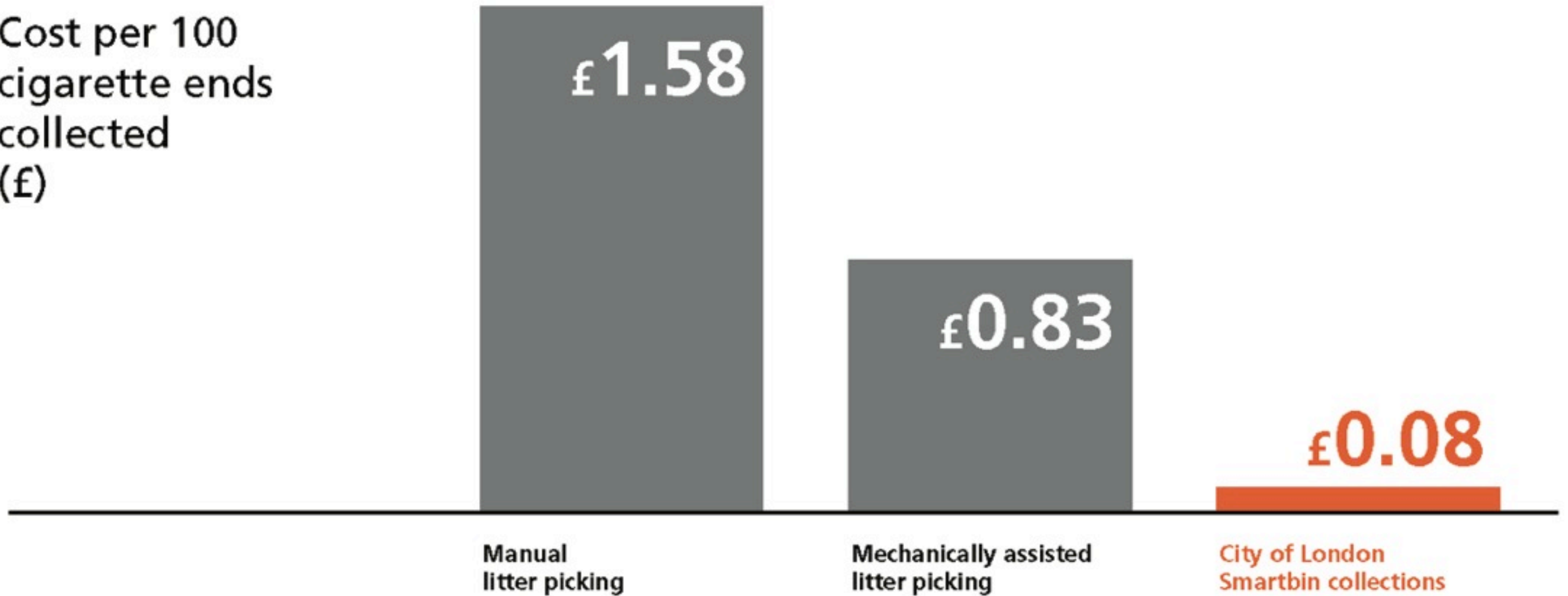
£0.83

£0.08

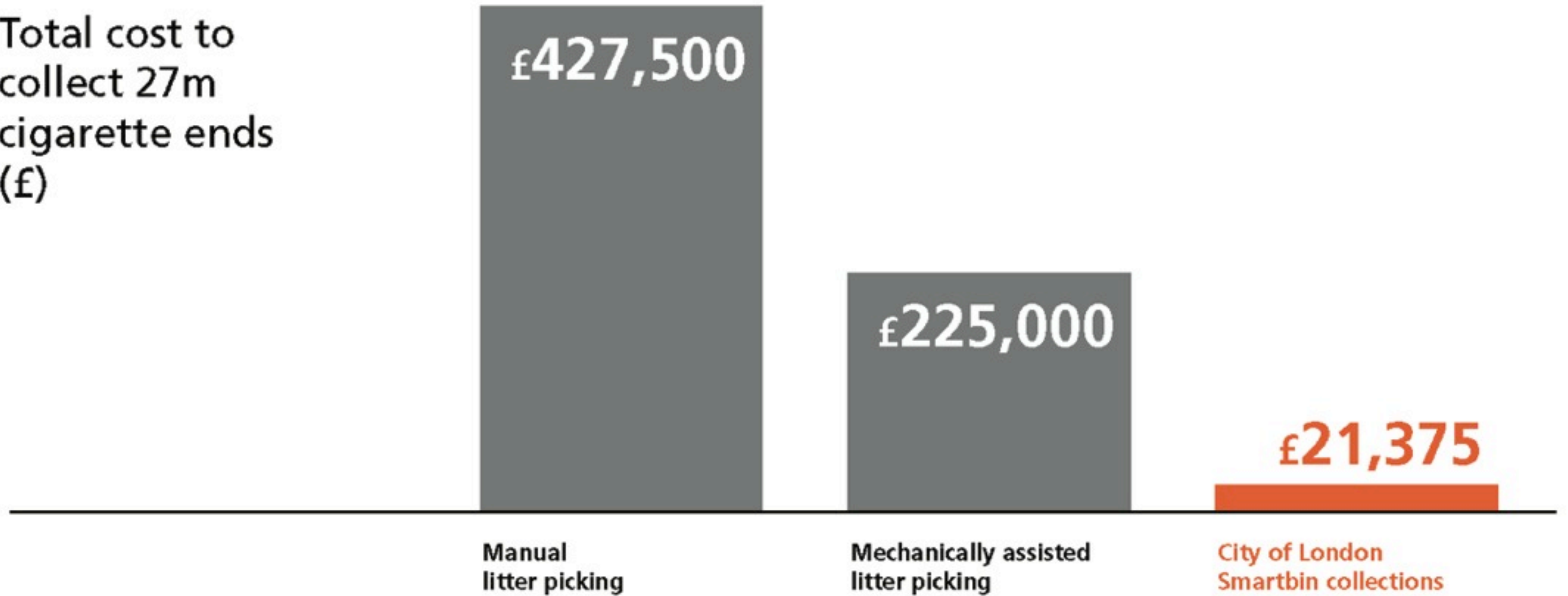
Manual  
litter picking

Mechanically assisted  
litter picking

City of London  
Smartbin collections



Total cost to  
collect 27m  
cigarette ends  
(£)





# 40,000

City of London Minibin  
pocket ashtrays distributed





**95%** more cost efficient  
to provide better  
litter disposal for  
citizens use.



# SUMMARY

- Sustainable model for street care
- Streamlined street scene
- Improved productivity
- Optimized resource allocation
- Improved LEQ
- Improved citizen satisfaction

**Innovations in design,  
and utilisation of existing  
infrastructure as bin sites  
can dramatically reduce  
litter on the street.**

Right: The patented Smartstreets-Smartbin





**Thank you**



**The City of London  
welcomes contact  
from organizations  
interested to replicate  
this initiative to help  
end 'micro' litter**



**Video case study online at:**  
**[www.cityoflondonsmartbin.co.uk](http://www.cityoflondonsmartbin.co.uk)**

**[www.smartstreets.co.uk](http://www.smartstreets.co.uk)**



reddot design award  
product design 2008

GOOD  
DESIGN

PRODUCT DESIGN AWARD WINNER 2010



smartstreets®  
transforming the urban environment

freephone: 0800 328 9390  
email: sales@smartstreets.co.uk

www.smartstreets.co.uk  
www.smartclients.co.uk

Feed me  
gum+butts



Spark  
Design  
Award  
2009



minibin



SMOKELINE 0200048434

EDINBURGH  
THE CITY OF EDINBURGH COUNCIL



## Contact

### **The Corporation of the City of London**

For more information on the City of London's cleansing services:

[www.cityoflondon.gov.uk/cleansing](http://www.cityoflondon.gov.uk/cleansing) [Les.Walker@cityoflondon.gov.uk](mailto:Les.Walker@cityoflondon.gov.uk) 020 7236 3172 ex 4994

Watch the 'No ifs. No butts.' initiative case study video at:

<http://www.cityoflondonsmartbin.co.uk>

### **Smartstreets Ltd**

To discuss Smartstreets product range or arrange a survey:

Tel: 0800 328 9390

Email: [sales@smartstreets.co.uk](mailto:sales@smartstreets.co.uk)

Andrew Farish, Managing Director

Mobile: 07850 551 661

[www.smartstreets.co.uk](http://www.smartstreets.co.uk)

Gallery: [www.smartclients.co.uk](http://www.smartclients.co.uk)



# 'NO IFS. NO BUTTS.'

## Designing out cigarette litter.

City of London's holistic strategy for reducing cigarette litter delivers cleaner, safer, more sustainable streets and shared spaces for its citizens.

