



**CITY  
OF  
LONDON**

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**'NO IFS. NO BUTTS.'**

**Designing out cigarette litter.**



# 'NO IFS. NO BUTTS.'

## Designing out cigarette litter.

The City of London Corporation has created a highly effective, integrated initiative to reduce smoking related litter in cities and high footfall areas.

The 'No ifs. No butts' initiative has delivered dramatic improvements in local environment quality and cleansing efficiency in the City of London for the benefit of citizens, commerce and tourism.

As a direct result of this initiative cigarette litter in the City has fallen by 64% (Source: City of London smoking related litter hotspot survey), resulting in over 27m pieces of smoking related litter and gum kept off the pavements in the City each year.

The five point strategy to reducing smoking related litter is an effective, scalable and transferable initiative which could be replicated in any city worldwide.

The results of the initiative demonstrate that through determined application of design, technology and strategic empowerment, it is possible to reduce smoking related litter in cities and in so doing, surpass citizens' expectations for public service delivery, value and effectiveness.

A case study video has been specially created to explain how this initiative works which can be viewed online at on Vimeo:

<http://vimeo.com/noifsnobutts/review/59787074/5ff4496893>

## **A new approach to a very big problem.**

Cigarette litter is the world's biggest litter problem..

4.5 trillion cigarette ends are littered every year, accounting for over 50% of all litter dropped worldwide. (Source: Keep America Beautiful).

Made of cellulose acetate, cigarette filters are estimated to take anywhere from 10 to 25 years to degrade. Smoking related litter blights landscapes, leaks toxins into water courses, poses a significant fire hazard and a serious threat to wildlife.

Its presence diminishes pride in local communities and left unresolved, it is detrimental to commerce and property values.

Keep Britain Tidy (KBT) estimates that more than 100 tonnes of cigarette litter is dropped every day across the UK alone. In 2007, smoking related litter was found in 78% of locations surveyed in the UK.

To clean up this litter it costs the UK over £342 million GBP per year.

Despite valiant efforts to control it, cigarette litter is everywhere.

It presents an environmental problem that needs to be better addressed, starting in cities where there is the highest concentration of people.

Though small, this litter has a social, financial and environmental cost that affects us all. In 2007 over 500,000 complaints were made to local authorities by citizens about micro litter (cigarette ends and gum) (Source: Keep Britain Tidy).

Smoking related litter is extremely expensive and time consuming to clean. It places tremendous pressure on city's resources and is leading Councils to reconsider how best to deal with it.

The 'No ifs. No butts' initiative is a people centric, inclusive approach to the problem which energises citizens and empowers them to become a bigger part of the solution.

This is a collaborative approach to a societal issue that works by meeting people's disposal needs. It makes provision for well thought out disposal facilities, it educates, engages, enforces where necessary, but also recognises and rewards those who support the public services efforts to deliver cleaner, more sustainable urban environments.

# What's The Big Idea?

The **'No ifs, No butts'** initiative was started in October 2009, to reduce smoking related litter in the City of London.

The strategy comprises five key components:

## 1 Provision

Co-development and widespread deployment of unique, patented 'City of London Smartbins™' (manufactured by Smartstreets Ltd) which have been installed on lamp posts, sign posts, walls, railings and plinths across the City.

## 2 Engagement

Awareness raising to energise citizens and businesses to make them partners in the developed solution. These components include:

### **Personal litter solutions**

City of London branded Minibin pocket ashtrays designed and handed out to members of the public to offer a 'free' personal litter disposal solution to encourage considerate disposal. A clean, green alternative to dropping litter that people can keep with them and reuse.

### **Literature packs**

Provided to businesses to give to staff to explain the laws, obligations and facts about litter, as well as the fines and penalties littering.

### **Red Cards**

In a targeted campaign, Street Environment Officers approach people who are seen dropping litter and hand them a 'Red Card'. Normally a Fixed Penalty Notice is issued on the spot, but during targeted campaigns a softer approach is taken to educate citizens and give them the opportunity to modify their behaviour before they are fined.

### **Love the Square Mile app**

In April 2012 the City of London launched the 'Love the Square Mile' app. This app provides citizens with a tool to report any cleansing issues they come across. In relation to smoking related litter, the app has provided citizens with a means to photograph areas littered with cigarette butts. These reports allow citizens to tell us about areas that are important to them, and help us to identify smoking related litter hotspots.

### **3 Education**

The City of London Corporation team members personally visit businesses across the City to explain what is being done to address cigarette and gum litter and encourage support. Environmental Best Practice Meetings are organised throughout the year, where members hear from waste management organizations and advisors. The meetings provide a forum for members to exchange ideas on waste management, waste minimisation, reuse and recycling.

### **4 Enforcement**

Fixed penalty notices are given to people who are caught dropping cigarette ends to reinforce the City of London's policy on cigarette litter. The City of London is also developing an option for offenders to choose attend a 'Help Quit Smoking' course in lieu of an FPN (in partnership with Boots the Chemist and the local NHS Trust). This encourages people to give up smoking and provides information on support to do so.

### **5 Partnering and Recognition**

The Clean City Awards Scheme aims to develop partnerships with City businesses, by raising the profile of responsible waste management and recognising and rewarding good practice. Businesses are also encouraged to sign up to a Clean City Charter which commits them to various obligations of compliance.

## **Summary**

The combination of tools forms a holistic, people-centric strategy for reducing micro litter in urban areas. It benefits citizens by significantly improving the local environment quality in the City and works by making people part of the solution.

The initiative has proven highly effective for reducing micro litter in the City of London, enabling the Corporation to provide cleaner, safer, more welcoming streets and more cost effective, sustainable street care.

# Background

## 1 Provision

### Why are people littering?

Keep Britain Tidy (KBT) research shows that 67% people who said they dropped gum or cigarettes in the previous month said they did so because 'there were not enough bins', that 'there was no suitable bin nearby' or that "I could not find a bin when I needed it."

Other KBT research has shown that 88% of people want Local Authorities to provide more bins to make considerate disposal of micro litter (gum and cigarettes) easier.

Convenient disposal options are critical, as Keep America Beautiful research has shown that for every additional cigarette bin deployed, the littering rate decreases by 9%. The average distance a smoker or gum chewer will walk to a litter bin is only 10m so proximity to bins is a key requirement for a successful initiative.

When developing the 'No ifs. No butts' initiative, the intention was to meet citizens' disposal needs by bringing convenient disposal facilities within easy reach of everyone on the high street – to release new value from existing infrastructure and deliver smart, robust bin facilities which would complement the street aesthetic and engage and encourage citizens to dispose of micro litter considerately.

This strategy harnesses the public's inclination to dispose considerately if adequate disposal facilities are provided.

City of London Smartbins™ enable the City of London Corporation to collect significantly more micro litter before it hits the ground than has been possible before. This means less has to be swept and picked off the streets, allowing cleansing teams to concentrate on cleaning up after the minority, rather than the majority of people.

## 2 Engagement

The City of London Corporation believes it is vital to use creative engagement campaigns as part of the 'No ifs. No butts' initiative to motivate citizens and businesses, to help win hearts and minds and make citizens partners in the developed solution.

The objective is to establish a relationship between effort and reward – to make keeping the environment clean and tidy a social enterprise and improve participation by communicating the City of London's ethos, drive and passion for maintaining clean streets to businesses, citizens and stakeholders.

The quality of life in communities is directly impacted on by the perceived level of cleanliness in the local environment, and being seen to be deploying best practice to address cigarette and gum litter effectively, helps engender a sense of pride in neighbourhoods, encourages people to play their part and makes residents and visitors happier and less likely to drop litter.

## **3 Education**

### **Educational visits**

City of London team members personally visit businesses across the City to explain to facility managers and business owners what is being done to address cigarette and gum litter and encourage support.

Environmental Best Practice Meetings are organised throughout the year, where members hear from waste management organisations and advisors. The meetings provide a forum for members to exchange ideas on waste management, waste minimisation, reuse and recycling.

### **Literature packs**

Businesses are provided with a literature pack and other emailed information which explains the laws, obligations and facts about litter and fines and penalties for littering so this information is cascaded down to all staff within a company.

## **4 Enforcement**

Fixed penalty notices are issued to members of the public who are caught dropping cigarette (or gum) litter. The Corporation is also working in partnership with Boots the Chemist and the local NHS trust to develop offering offenders the opportunity to attend a 'Help Quit Smoking' course in lieu of a Fixed Penalty Notice. This improves community health by encouraging people to give up smoking and provides information on support to do so whilst also tackling the root cause of the litter.

Enforcement plays an important role in the 'No ifs. No butts' initiative making it clear that there are consequences if litter is dropped onto the street.

## **5 Partnering and Recognition**

City of London businesses that actively help to reduce smoking related litter are recognised at the City of London's Clean City Awards. Launched in 1994, the Clean City Awards Scheme aims to develop partnerships with City businesses, both large and small by raising the profile of responsible waste management and recognising and rewarding good practice by encouraging businesses to reduce, reuse and recycle. An annual awards ceremony is held at the Lord Mayor of London's official residence, Mansion House, to reward and share best practice amongst businesses in the Square Mile. A popular event which carries kudos and thanks those who make the most effort to support the City of London to create a litter free environment in the Square Mile.

More information on the Clean City Awards Scheme can be found at:  
[www.cityoflondon.gov.uk/cleancity](http://www.cityoflondon.gov.uk/cleancity)

### **Clean City Charter**

Businesses are encouraged to partner with the City of London by signing up to a Clean City Charter which commits them to various obligations of compliance (see proof document).

## Why does this initiative work?

The initiative successfully aligns the interests and needs of all stakeholders under a clear aim - eradicate smoking related litter to deliver cleaner, tidier more sustainable streets.

Citizens, product designers, street scene managers, architects and cleansing teams have pulled together to co-create a cleaner, more sustainable future environment for the everyone who visits, lives or works in City of London.

This partnership approach empowers citizens to make a significant contribution to the cleanliness and efficiency of the City cleansing teams and encourages shared responsibility to solve an aesthetic, social, environmental and public health issue.

## Why is 'No ifs. No butts' important?

If cities do not succeed in changing the way people think and the way they behave now - by the time the next generation tries to tackle the problem it will be immeasurably harder and the damage to the environment will already have been done.

In the meantime, the negative impact on the aesthetics of the urban environment will be at the detriment to local communities and business investment opportunities in what is a global centre of finance.

The initiative also begins to tackle the root cause of smoking related litter by addressing wider community health issues through the encouragement of stop smoking sessions.

## The importance of scale and momentum

Increasing the number of appropriate disposal facilities and makes the initiative exponentially more effective.

The more people see the bins being used - the more it becomes clear that it is no great extra effort to walk a few feet and societal expectations of considerate disposal become harder to ignore.

If the City of London wins this award, the intention is to use the funds to scale up all components of the initiative as quickly as possible to increase the amount of cigarette litter kept off the streets.



## How does the initiative bring citizens and public services closer together?

The City of London strives to deliver the best possible service to enhance the quality of life of its citizens by identifying and deploying innovations in design, engagement and communication which better serve its citizens

The aim is to surpass expectations for the quality of public services and to deliver above average results which show a continuous improvement in local environment quality.

The initiative was started in response to a challenge the City Corporation keeps coming back to - What can we do better?

The answer in this case was to remove barriers to participation of citizens in the drive for a city clear of smoking related litter and harness the willingness of the public to dispose considerately.

Suitable disposal options are provided to:

Improve productivity

Make street cleansing more sustainable

Optimise use of resources

Deliver the cleanest urban environment possible

Improve citizen satisfaction

This initiative delivers momentum for change and encourages all citizens to play their part. It establishes a relationship between effort and reward which makes keeping the environment clean and tidy a considerate social enterprise and improves participation by communicating the City of London's ethos, drive, motivation and passion to businesses, citizens and stakeholders.

This initiative enables the City of London to collect significantly more micro litter than has been possible before. Meaning less has to be swept and picked off the streets, allowing cleansing teams to concentrate on cleaning up after the minority, rather than the majority of people.

Reducing micro litter creates safer and more economically vibrant communities.

## Conclusion

The components of this strategic initiative can be applied in any city worldwide to deliver cleaner, tidier, safer and more sustainable streets.

Leveraging new value from existing street furniture by turning networks of lamp posts and sign posts into micro litter collection points, encourages and empowers citizens to become part of the solution without adding clutter to the street environment.

The 'No ifs. No butts' initiative aims to eradicate cigarette litter in urban areas and marks a change of direction in public services and cleansing with regards to smoking related litter.

It helps move the responsibility for caring for the environment into balance between users of shared spaces and those who are tasked to manage and cleanse the street environment.

This initiative makes keeping the urban environment clean of cigarette and gum litter a shared responsibility where all parties work together towards one vision of cleaner streets for the benefit of all.

The 'No ifs. No butts' initiative shows how public services can leverage product design and creative engagement to meet the needs of its citizens and work with them to resolve difficult environmental problems.

As a result of this initiative citizens in the City of London are playing a much bigger role in keeping the City of London clean and tidy by making considerate choices about litter disposal that will have an immediate and visible impact on the environment they live and work in.

## Contact

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

[www.cityoflondon.gov.uk/cleansing](http://www.cityoflondon.gov.uk/cleansing)

Follow us @greensqmile

Join on facebook

Watch the 'No ifs. No butts.' initiative video on Vimeo

<http://vimeo.com/noifsnobutts/review/59787074/5ff4496893>

The Clean City Award Scheme page

<http://www.cityoflondon.gov.uk/services/environment-and-planning/waste-and-recycling/commercial-waste-and-recycling/clean-city-awards/Pages/default.aspx>

The Love Clean Streets app

<http://lovethesquaremile.cityoflondon.gov.uk/Reports>

# RESULTS

**IMPACT**

**ECONOMIC BENEFIT**

# 'NO IFS. NO BUTTS.' IMPACT

## Local Environment Quality Survey

**64% reduction in cigarette litter**

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

## PROVISION

633

City of London Smartbins deployed

272 deployed as twins on lamp posts / sign posts  
89 deployed as solos on walls / railings

361

separate locations

30,000

City of London Minibin pocket ashtrays distributed

## SURVEY

Location/usage profile	Number of solo Smartbins	SRL collected
High footfall 66% of 633 locations Filled to capacity every working days	1 418	210 pieces per weekday 87,780 per weekday 438,900 per working week 22.82m per working year
Medium footfall 20% of 633 locations Filled to capacity every two working days	1 127	105 pieces per weekday 13,335 per weekday 66,675 per working week 3.47m per working year
Low footfall (18% of locations) Filled to capacity every four days	1 88	52 pieces per weekday 4,576 per weekday 22,880 per working week 1.19m per working year

Total 633 Smartbins  
361 locations

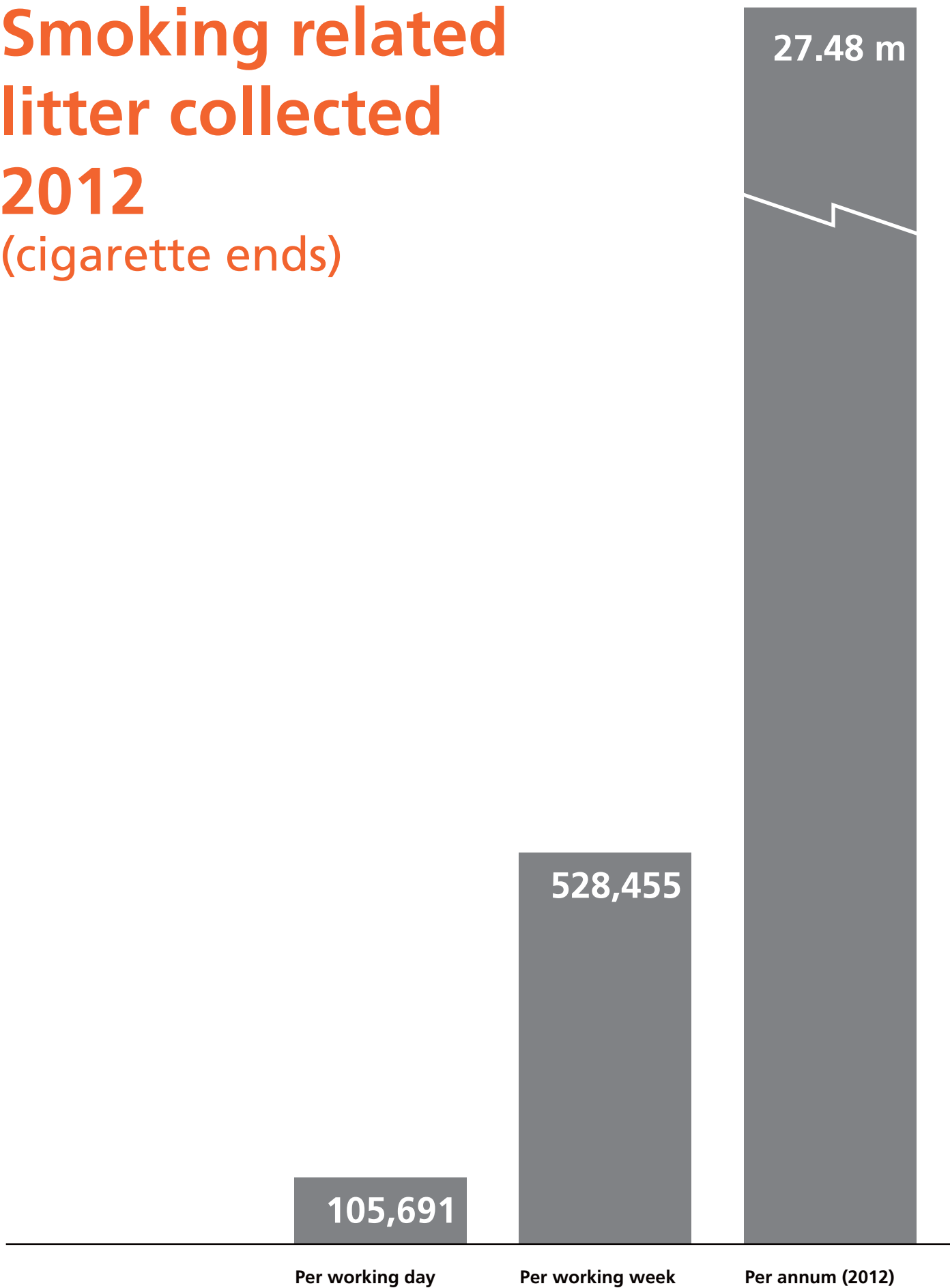
**105,691 per weekday**  
**528,455 per working week**  
**27.48m per working year**

Solo Smartbin: Average capacity is 210 cigarette ends  
TwinSmartbin: Average capacity is 420 cigarette ends

SRL : Pieces of Smoking Related Litter

**Variance:** The Corporation of London figures accurate based on the average collections monitored September 2012 to Dec 2012 inclusive. Seasonal fluctuations may lead to variance in these statistics. Capacity varies on the level of compaction and whether other litter such as a crushed cigarette box takes up space in a bin liner.

# Smoking related litter collected 2012 (cigarette ends)



# 'NO IFS. NO BUTTS.' ECONOMIC BENEFIT

## SCENARIO 1 Manual Litter Picking

Assumes that the collection of cigarette litter is by manual litter picking and sweeping of cigarette ends from pavements, cracks, gulleys and storm drains

Quantity	Cigarette ends 27m*
Resource	10 mins to collect 100 cigarette ends @ cost of £9.50 per hour
Time required	45,000 hours
Implied cost	£427,500
Cost per 100	£1.58

## SCENARIO 2 Mechanical Assisted/Manual Litter Picking

Assumes that the collection of cigarette litter is mechanically assisted (electric hand cart/vacuum) manual litter picking and sweeping of cigarette ends from pavements, cracks, gulleys and storm drains

Quantity	Cigarette ends 27m*
Resource	4 mins to collect 100 cigarette ends @ cost of £12.50 per hour
Time required	18,000 hours
Implied cost	£225,000
Cost per 100	£0.83
Cost efficiency	48% more cost efficient than Scenario 1

## SCENARIO 3 Smartbin collections

Assumes that the collection of cigarette litter is from full Smartbins.

Quantity	Cigarette ends 27m*
Resource	30 secs to collect 100 cigarette ends @ cost of £9.50 per hour
Time required	2,250 hours
Implied cost	£21,375
Cost per 100	£0.08
Cost efficiency	95% more cost efficient than Scenario 1

\* The amount of cigarette litter collected by 633 City of London Smartbins in 2012 according to City of London Surveys

# Economic Benefit



Collection cost  
(per 100 cigarette ends)

**£1.58**

inefficient



Collection cost  
(per 100 cigarette ends)

**£0.83**

**48%**  
more  
efficient

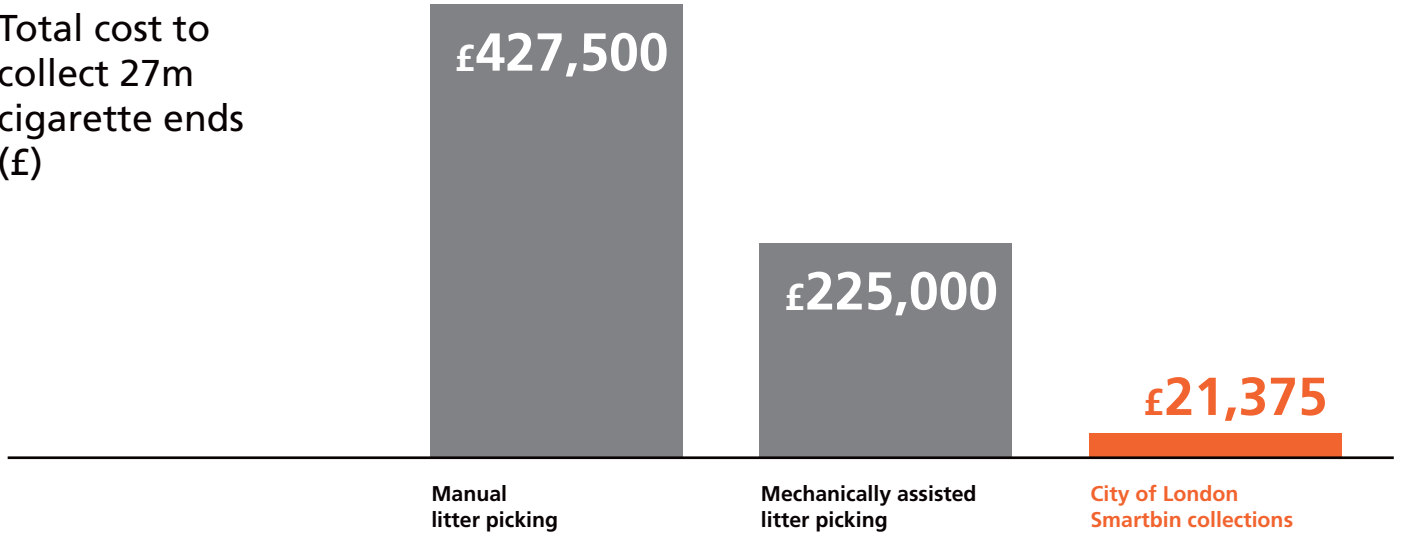


Collection cost  
(per 100 cigarette ends)

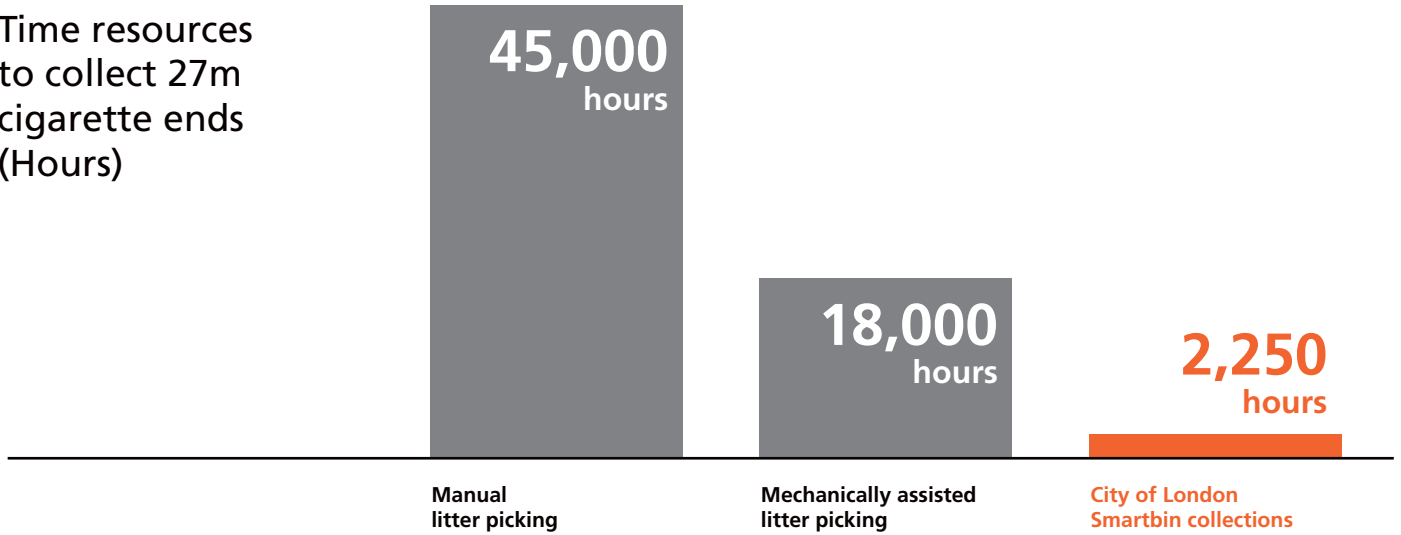
**£0.08**

**95%**  
more  
efficient

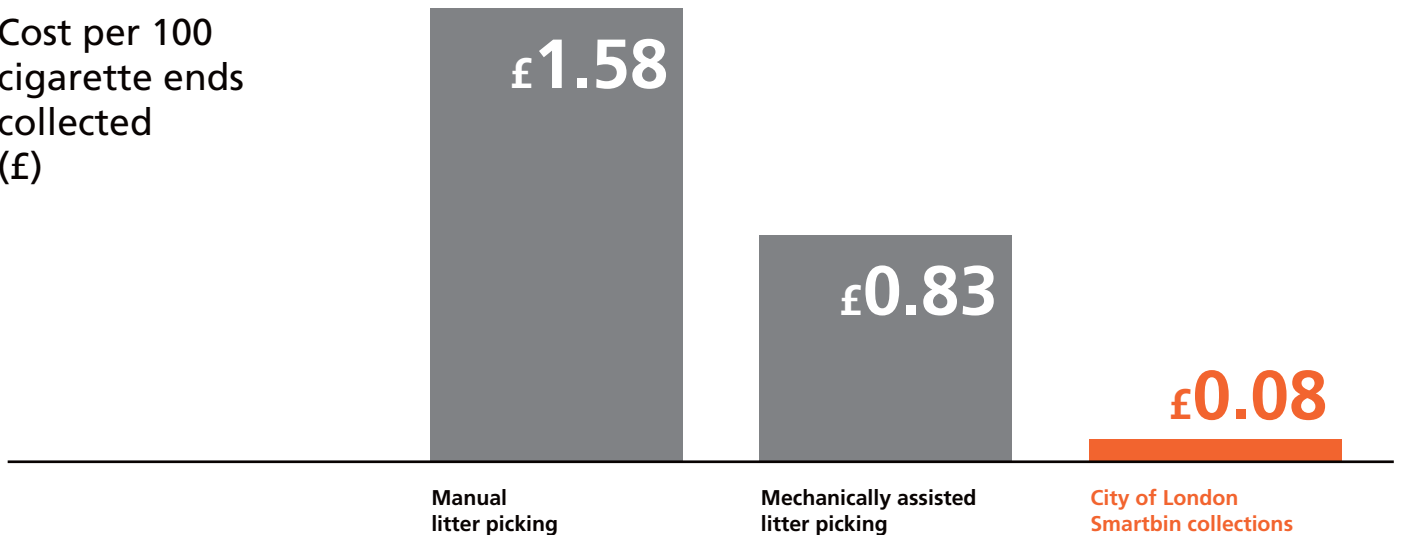
Total cost to collect 27m cigarette ends (£)



Time resources to collect 27m cigarette ends (Hours)

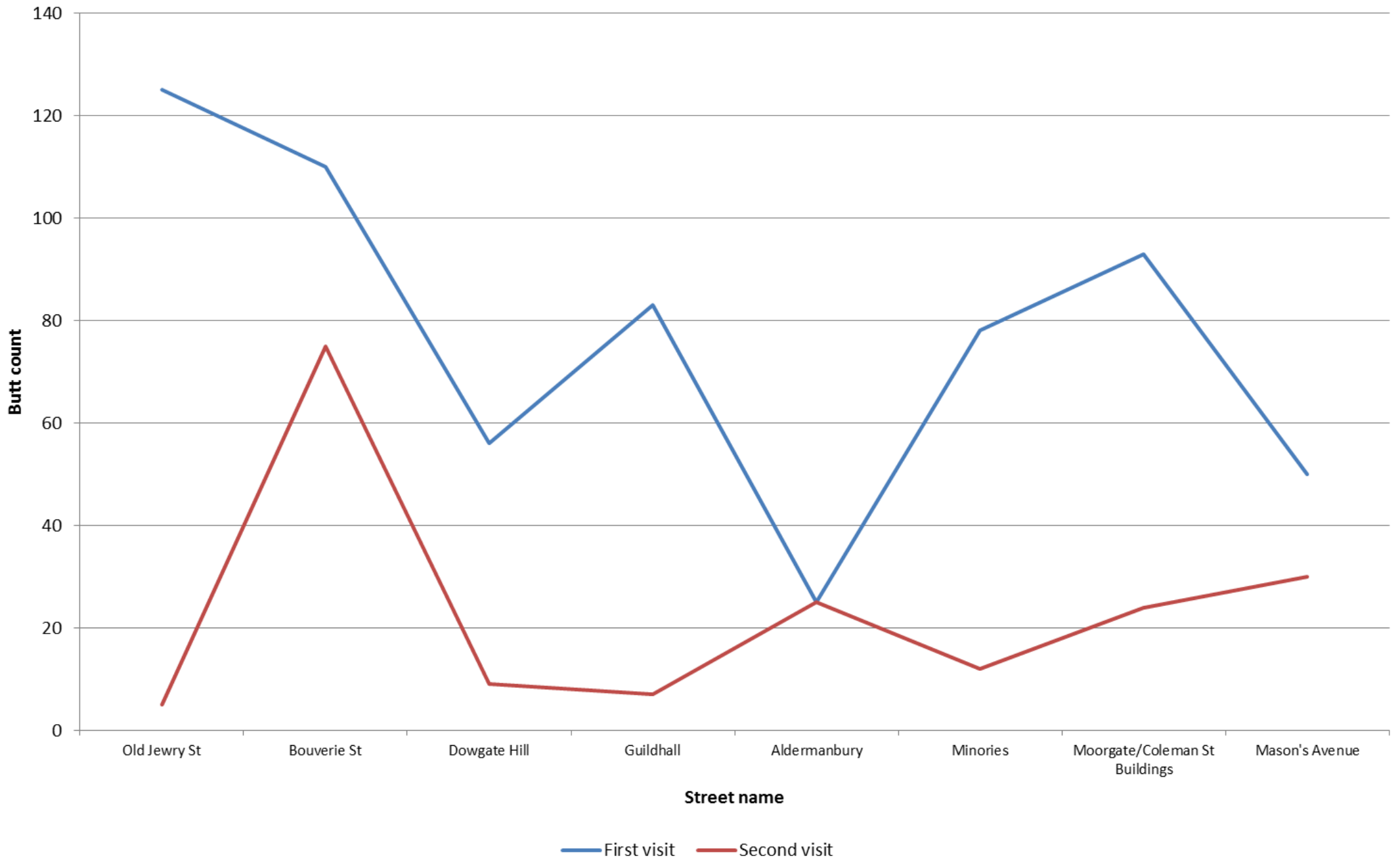


Cost per 100 cigarette ends collected (£)

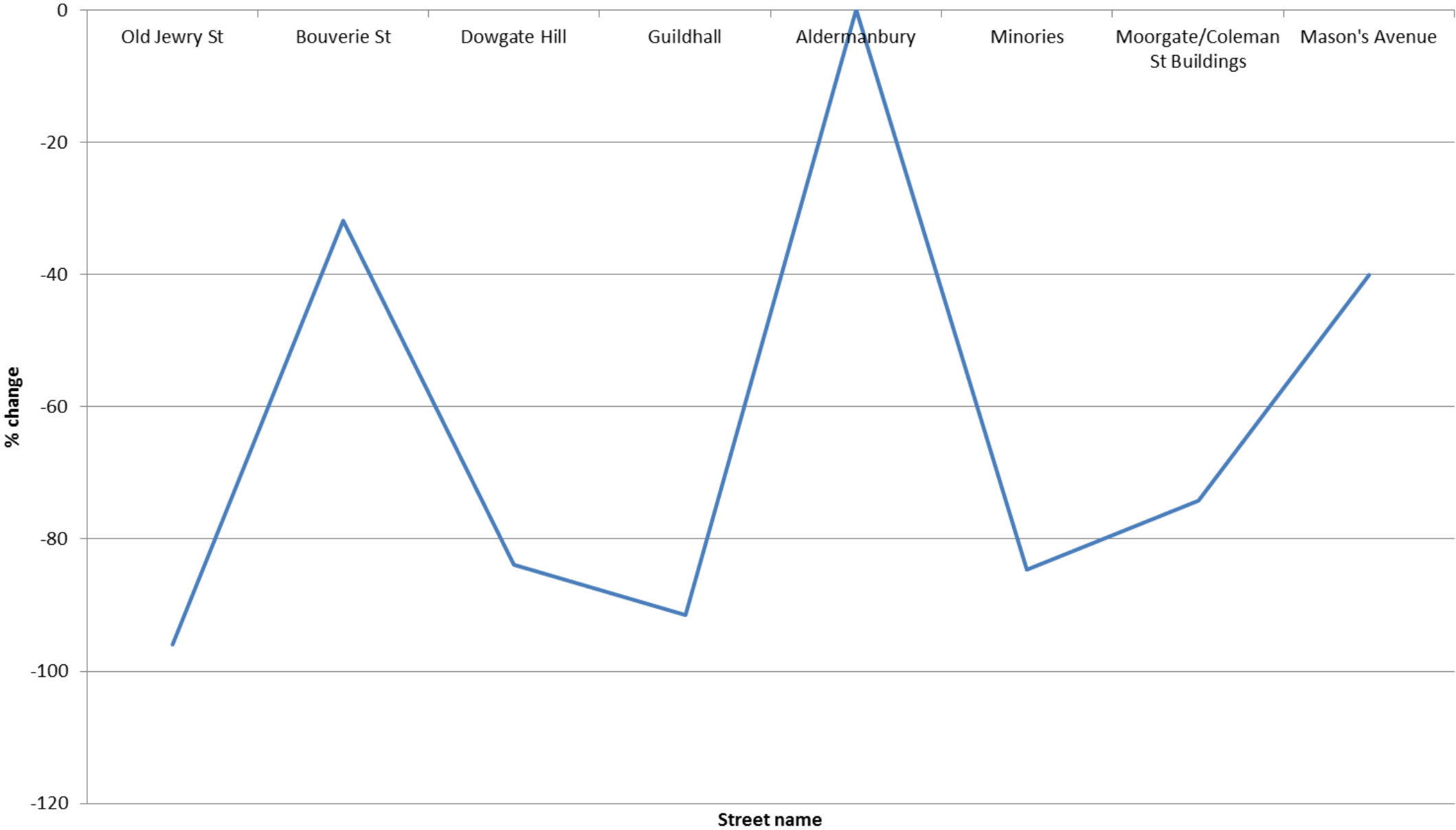




Cigarette butt count before & after SEO engagement at SRL hotspots



# Percentage change in cigarette butts on the ground after SEO engagement at SRL hotspots





CITY  
LONDON

gum + butts



# Cleaner by Design

A smarter approach  
to cigarette litter

The City of London is working in partnership with City Businesses for a cleaner and more attractive City, and is committed to delivering a significant reduction in smoking related litter.

Are you meeting your legal requirements in line with the Duty of Care legislation regarding smoking related litter?



# Working in partnership with City Businesses for a cleaner and more attractive City



## HOW CAN CITY BUSINESSES HELP KEEP CIGARETTE LITTER OFF THE STREETS?

As part of the “No ifs. No butts.” campaign we are asking all businesses in the City of London to extend and upgrade the cigarette litter bin facilities on their premises, to encourage staff and visitors to dispose of their smoking related litter considerably and warn them of the consequences if they drop cigarette litter.



Single wall mountable City of London Smartbins can now be bought for:

**£199** ex. VAT

**SAVE £50** on the RRP £249 ex. VAT



Twin post mountable City of London Smartbins can now be bought for:

**£369\*** ex. VAT

**SAVE £60** on the RRP £429 ex. VAT

\* Columns or posts over 120mm diameter may require side plate fittings (quoted separately).

## FREE INSTALLATION

For every COL Smartbin purchased the City of London will offer free delivery and installation.

## FREE CITY OF LONDON MINIBINS

For every COL Smartbin purchased you will also receive 50 City of London Minibin personal, pocket ashtrays completely free of charge to give out to your staff and visitors.



Size: 9 x 7.5cm

If you would like to buy additional City of London Minibins you can buy 100 Minibins at a special price of:

**£49** inc. delivery ex. VAT

**SAVE £50** on the RRP £99 ex. VAT

## BRANDING

If you purchase five or more City of London Smartbins, for an extra £10 ex. VAT per unit you can even have your logo laser etched in black onto the badge plate to demonstrate your commitment to corporate social responsibility.

## WHERE CAN I SEE THE BINS?

City of London Smartbins are appearing on the streets all over the City as the product is rolled out but you are welcome to make an appointment to view the wall and post mounted units at the City of London offices on Whalbrook Wharf, Upper Thames Street, London EC4. Alternatively, you can call to make an appointment for us to come and show you the equipment.

## CONTACT

For further information, to arrange a survey or discuss sponsoring post mounted City of London Smartbins on a street of your choice, please contact:

**The City of London**  
**T: +44 (0)20 7606 3110**

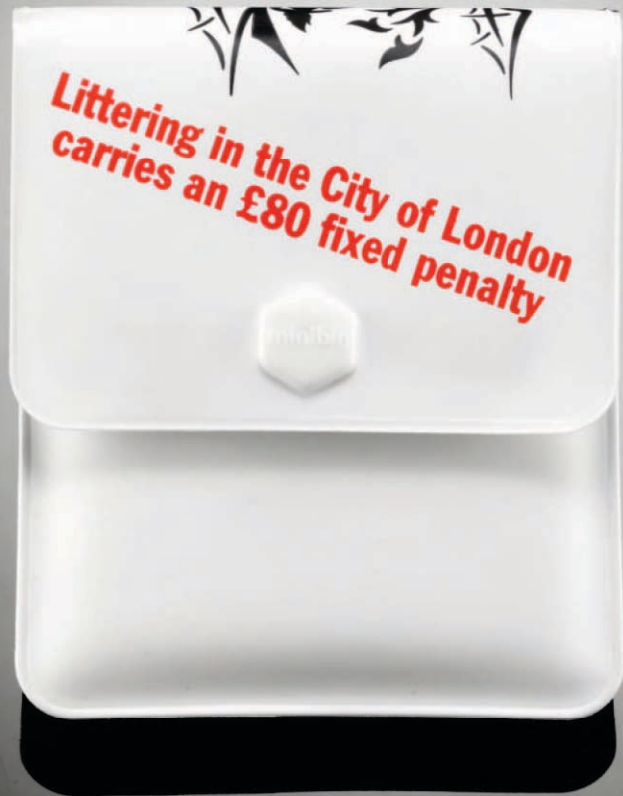
**Clean City Awards Scheme**  
**E: ccas@cityoflondon.gov.uk**  
**W: www.cityoflondon.gov.uk**



*“Growing a visible, easily located network of architecturally sensitive cigarette litter disposal points across the City is the quickest, most effective way to deliver cleaner, smarter streets. It removes the excuse there was nowhere to put cigarette litter and encourages considerate disposal.”*

**City of London Cleansing Department**





# No ifs. No butts.

Make it personal with  
**City of London Minibins™**

A smarter approach  
to cigarette litter



# Working in partnership with City Businesses for a cleaner and more attractive City

## City of London Minibins™



### How your business can help

As part of the "No ifs. No butts." campaign we are asking all businesses in the City of London to provide personal pocket ashtrays for their staff and visitors who smoke, to encourage considerate disposal of cigarette litter when there is no suitable litter bin close to hand and make smokers aware of the consequences if they are caught dropping smoking related litter

### What is a COL Minibin?

The COL Minibin™ is a soft, well designed pocket size ashtray which holds up to five cigarette ends cleanly and safely until they can be disposed of in a suitable litter bin. Easy and clean to use. Pop it in, pop closed and empty when near a bin. There is no need to stub the cigarette out as it self extinguishes when the Minibin is closed. COL Minibins can be used over and over again and may save the smoker from receiving a fixed penalty notice.

### What is it made of?

The COL Minibin features a heat resistant, foil liner encased in a soft, padded, outer pouch made from biodegradable EVA material. The graphics are printed with ink made from bean.

### The COL Minibin offer.

Buy 100 COL Minibin personal pocket ashtrays for just:

**£49** ex. VAT **SAVE £50**

RRP £99 ex. VAT Delivery included

Buy 500 COL Minibin personal pocket ashtrays for just:

**£229** ex. VAT **SAVE £266**

RRP £495 ex. VAT Delivery included

### Bespoke Branding

For Minibins with your own branding please contact COL for further details. Based on a minimum run of 5,000 Minibins you can have a Minibin and box designed with your logo and messages. A great opportunity for a promotional item that can really make a difference to the environment.

### Contact

For further information please contact:

### The City of London

**T:** +44 (0)20 7332 3117

### Clean City Awards Scheme

**E:** [ccas@cityoflondon.gov.uk](mailto:ccas@cityoflondon.gov.uk)

**W:** [www.cityoflondon.gov.uk/ccas](http://www.cityoflondon.gov.uk/ccas)



Front Size: 7.5 x 9cm

Back

