



Smoking Zones & Bucket Bins: Interventions to tackle cigarette littering

A call for partners to join Keep Britain Tidy's national rollout



Bucket Bins: An intervention to tackle cigarette litter in night-time economy and other hospitality areas

Background

Earlier this year, Keep Britain Tidy partnered with local authorities to pilot a new intervention at four sites in England aimed at tackling cigarette littering: bucket bins, filled with sand and displaying the message 'Bin Your Butts Here'.

This simple, but previously untested, solution significantly reduced cigarette littering across all sites and was popular with smokers, land managers and local businesses. Full results from this pilot, as well as the Smoking Zones pilot, will be launched in the coming weeks.

To build on this success, Keep Britain Tidy is now looking to run the bucket bin intervention in up to 20 locations as part of a wider rollout.



Previous research has found that smokers who litter cigarettes often justify their actions by saying that there are not enough bins to dispose of cigarettes correctly and that there is a perceived fire risk in using bins that aren't dedicated to cigarette disposal.

Our new bucket bin intervention directly targets these common excuses by providing a proliferation of bucket bins that are instantly recognisable as dedicated cigarette disposal bins and are simple and easy to use. This encourages smokers to dispose of their cigarette correctly, knowing that:

1. They never have to go out of their way to use a cigarette bin.
2. Their cigarette will be safely extinguished.

National rollout

The bucket bin intervention is being rolled out on a national scale, to reduce cigarette littering at a nighttime economy and other hospitality areas across the country.

The intervention will be installed in 20 locations around the UK. Locations will need to be areas where cigarette littering is a problem, where people dwell whilst smoking and within nighttime economy / other hospitality areas (e.g., outside pubs, bars, restaurants, theatres, cafés).

Each partner will designate part of their chosen area as the test site, which must be suitably sized to host around 10 dedicated cigarette disposal bins, but small enough for the area to be well saturated with bins. We will work with partners to identify the exact locations where the intervention will be installed.

Partners will keep the bucket bins following the project, but must commit to keeping them in place at the agreed site for at least one month. Bucket bins can be maintained by either local businesses or local authorities/other land managers; both worked well during piloting.

**Please note that the design on bins may vary, however the message will remain the same.*

Smoking Zones: Nudging smokers to a dedicated, strategically located cigarette disposal area

Background

Keep Britain Tidy is excited to announce the national rollout of our successful “Smoking Zones” intervention. Designed to target cigarette litter hotspots, Smoking Zones provide people with a designated area in which to smoke, as well as specialist facilities that enable smokers to dispose of their cigarettes responsibly.

Smokers are nudged towards the Smoking Zone using floor stickers with distance markers and arrows, located at areas where smokers are typically considering lighting a cigarette (e.g. exits of nearby buildings, transport hubs, bus stops).

Smoking Zones addresses a number of insights from our research with smokers:

1. Smokers often feel there is a poor provision for cigarette disposal.
2. Smokers want good facilities, designed with their needs in mind - an appropriate provision, dedicated exclusively to cigarette butts (to reduce the perception of risk of fire), that is quick and easy to use and doesn't show evidence of discarded butts.

Partnering with local authorities and other land managers earlier this year to pilot the intervention, Smoking Zones successfully reduced cigarette littering at all eight test sites. **We are now looking to build upon these positive results, and are looking to work with partners in up to 20 locations to rollout the Smoking Zones intervention.**

National rollout

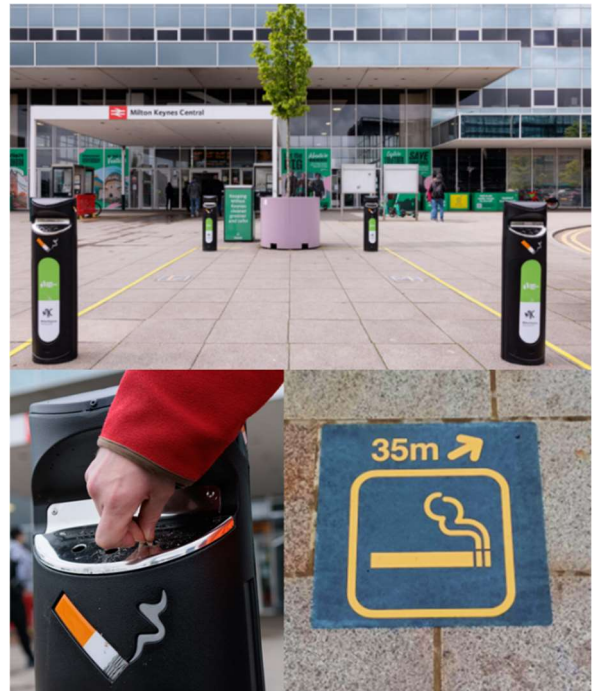
Each partner will receive a bespoke Smoking Zone package comprising of expert advice on location and management of the zone, four dedicated cigarette litter bins, floor stickers (to nudge smokers to the Smoking Zone), and advice on installing the painted parameters of the Smoking Zone.

The Smoking Zones will:

- Make it easy for smokers to correctly dispose of cigarette butts.
- Be attractive to smokers by catching their attention and giving them somewhere to smoke rather than telling them where not to.
- Be social, as more smokers use the zones, others will follow.
- Offer a timely solution, as they will be positioned in the optimum place for smokers/where smokers are currently typically congregating to smoke, etc.

Partners will keep all bins and other assets following the project, but must keep them in place at the agreed site for at least one month.

Smoking Zones are appropriate for sites where smoking and cigarette littering already occur; areas that can be easily avoided by non-smokers; and locations that can catch smokers in a timely manner and direct them towards the zone (e.g., outside hotels, offices and workplaces, transport hubs, shopping centres, and entertainment venues).





Further details on the Bucket Bins and Smoking Zones national rollout

Responsibilities

Project partners will be responsible for:

- Selecting a location for installation and providing maps and photos of the site.
- Installation of the 'physical' assets (e.g. bins, floor stickers), using guidance provided.
- Ongoing maintenance of the bins and site/s.
- Attendance at a 'project inception' meeting and end of project interview with Keep Britain Tidy (via Teams).

Keep Britain Tidy will be responsible for:

- Funding of the interventions.
- Provision of all physical assets (e.g. bins, stickers, etc.).
- Recommendations for optimum positioning and materials.
- Conducting monitoring at selected sites.

Timings

Month	Activities
October	<ul style="list-style-type: none">• Recruit partners• Hold project inception meetings• Finalise sites
November	<ul style="list-style-type: none">• Conduct baseline monitoring at selected sites• Ordering and delivery of intervention and all physical assets
December	<ul style="list-style-type: none">• Install intervention• Conduct post-intervention monitoring at selected sites
January to March	<ul style="list-style-type: none">• Data analysis• Partner interviews• Reporting

Cost

This project is fully funded and requires no financial contribution from partners, **but does require partner commitment to project delivery**, as per partner responsibilities outlined above. If interested partners are unable to carry out the installation responsibilities, please speak to us to discuss other options for how this might be achieved.

How do I apply?

If you are interested in running one or both interventions in your area, please complete an expression of interest form and return to innovate@keepbritaintidy.org by **12 noon on Friday 20th October**.

If you have any questions or would like a chat about the opportunity, please get in touch via the email address above.

Please note, partners for this project will be selected on an ongoing basis, so please ensure you get in touch ASAP to avoid missing out.