

Empower smokers to take responsibility for their litter

Proposals under consideration by Defra, which would extend Street Litter Control Notices (SLCNs) to make the disposal of cigarette litter in England the responsibility of pubs, bars, cafes, restaurants and other venues, will let smokers justifiably assume that their litter is for someone else to clear up. And, as international experience shows that cigarette litter increases after the introduction of smoking bans, this is now a particular concern for anyone interested in the cleanliness of our public spaces.

These are the views of Charles Hamshaw-Thomas, principal of CSR Solutions, who has responded to Defra's consultation document with a call for an integrated approach that combines education, sanctions and a disposal infrastructure that will encourage and enable smokers to dispose of their litter responsibly.

"It's an approach that has worked well in some 600 cigarette litter campaigns carried out in the UK and around the world by councils, retailers, businesses and environmental groups and in which driving behavioural change has led to litter levels falling by up to 87%" he says. "This is because it recognises that only one group of people can reduce cigarette litter - smokers themselves. Reducing the initial act of littering is by far the most cost-effective, efficient and long-lasting solution to the world's largest environmental litter problem."

CSR Solutions' full response to Defra's call for Street Litter Consultation is attached. For further information, visit www.csrsolutions.co.uk or call Charles Hamshaw-Thomas on 0844 544 9601.

