

Bath firm to stub out national problem,

Bath-based corporate social responsibility consultancy, CSR Solutions, is set to make massive social change by taking the lead in eradicating a UK-wide problem that is affecting us all – cigarette litter.

Charles Hamshaw-Thomas, founder of CSR, is already galvanising local authorities, retailers and tobacco manufacturers to join forces to rid the country of this growing blight.

“With over 122 tonnes of cigarette

butts dropped every day and 98% of UK town and city centres citing cigarette litter as a major issue, the time has come for radical action,” says Hamshaw-Thomas.

“We need to encourage smokers to change their littering behaviour. Raising awareness and providing cigarette bins and in particular personal ashtrays, such as ButtsOut are already proven worldwide to have a dramatic effect on the reduction of cigarette litter.”

The quirky, reusable plastic container

has already taken off globally and is easy for smokers to use when an ashtray is not available. The ButtsOut website www.buttsout.biz was launched at the beginning of 2008 and major retailer listings are set to follow.

Hamshaw-Thomas concludes: “My aim is simple – to clean the streets of cigarette litter and to do that we need to ensure that personal ashtrays are available to purchase everywhere tobacco is sold.”

