

Campaign targets cigarette clean-up

Leaders call on firms to back bid to tackle butt litter

■ **Andrew Gibbs**

A NEW campaign to rid the Central Milton Keynes boulevards of cigarette butts has been launched by Milton Keynes City Centre Management and the council.

They plan to install cigarette butt bins on lamp posts on council land outside office buildings in the city centre.

Smokers among the 25,000 employees in the city centre no longer have designated smoking areas, which has led to an increase in litter on the streets.

Fined

Milton Keynes Council currently spends around £1 million a year across the borough cleaning up discarded cigarette butts.

The purpose-made cylindrical stainless steel bins are lockable and durable. The campaign is calling on city centre-based businesses to each buy one of the bins, priced at £55, to be installed outside their premises. The bins will be emptied by the council and its contractors SERCO.

Smokers who discard cigarette



● **No butts: City centre manager Kay Greenhalgh launches the new cigarette butt bins with Robert Hall, centre director of thecentre:mk. The shopping centre has placed the first order for 20 of the new bins.**

butts on the street can be issued with an on-the-spot fine of £75, said Milton Keynes City Centre manager Kay Greenhalgh.

Initiative

She added: "We are launching the campaign to raise the profile of the issue but also to work with businesses to purchase the butt bins and help to ensure that their employees are not penalised and the city centre is kept clean."

She urged businesses to back the campaign. "We believe that, as a joint private and public sector environmental initiative, this is an award-worthy one. On behalf of all those involved MKCCM will be putting it forward to gain recognition for Central Milton Keynes as a clean and attractive place, the home of responsible businesses."

Those interested in ordering a bin should contact Milton Keynes City Centre Management on Milton Keynes 398135.