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# SMOKING ZONES

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## Smoking Zones

**More than 70% of places are affected by smoking-related litter and in busy locations, such as high streets and transport hubs, that figure is even higher.**

Keep Britain Tidy has developed a solution to encourage smokers to dispose of their cigarette butts correctly. Designed to target 'hotspots', our Smoking Zones solution provides people with a designated area to smoke and, more importantly, specialist facilities, designed in response to research, that enable smokers to dispose of their cigarettes responsibly.



Smoking Zones can help you reduce cleansing costs, create a cleaner environment and provide quality facilities that are suitable for disposing of smoking-related litter. Priced from £3,495 + VAT, you will receive:

- A visit from Keep Britain Tidy's expert team to assess the appropriate placement of the Smoking Zones
- A behavioural observations audit
- Formal report with recommendations
- Full guidance package and expert advice from Keep Britain Tidy
- Four yellow Ashguard bins, supplied exclusively to Keep Britain Tidy, branded to meet your requirements
- Floor signage stickers to nudge smokers
- Pre- and post-installation monitoring

"It's good because we were seen to be doing something. Usually we have wall bins and people don't notice them."

**Andrew Mackinnon,**  
Network Rail, Euston Station

**Smoking Zones have reduced cigarette litter by up to a staggering 89%**

For further information, please contact **Keep Britain Tidy** at [network.enquiries@keepbritaintidy.org](mailto:network.enquiries@keepbritaintidy.org)

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