



## Cigarette Ash Control For Cheltenham Borough Council



### Problem Identified

At the busy Promenade taxi rank in Cheltenham, cigarette ends were being discarded by customers and also taxi drivers. The cigarette ends were creating extra work for cleansing personnel and tarnished the aesthetic appearance of one of the town's most popular streets.

Following consultation between the Head of Environmental Health and Cleansing and the Local Hackney Carriage Association, David Wilson, Cheltenham Borough Council's Waste and Cleansing Manager, was requested to address the problem.

A strong, corrosion-free receptacle that was both elegant and functional was required. It had to be visible enough to reduce the number of cigarettes ends being discarded and duly fit into an attractive environment.

### Solution

Mr Wilson chose the stylish Glasdon Ashguard™ ash disposal unit in a stainless steel finish, to solve the problem being experienced at the taxi rank.

Ashguard is a free-standing unit that is easily identifiable to smokers. The stainless steel model offers a highly durable weather-resistant unit that requires minimum maintenance, which in turn is highly attractive.

Ashguard's accessible stubbing and aperture grille enables smokers to extinguish and dispose of cigarette waste only, preventing the disposal of litter and in turn reducing the risk of fire. The key operated, drop down door is operationally friendly and reduces the risk of tampering.

### Resulting Benefits

Since its siting at the Promenade taxi rank, Ashguard's attractive and functional design has encouraged smokers to dispose of their cigarette ends correctly. This has helped reduce the time spent by street cleansing personnel removing cigarette ends from the pavement. The Ashguard has become a recognised piece of street furniture that has helped to maintain the elegant surroundings.

### What the Customer says:

*“ Having identified the problem of cigarette ends, we required a product which offered ease of operation. It had to stand out as an acceptable item of street furniture which would reduce cigarettes being discarded at our busiest taxi rank location in the Borough. The container needed to be strong, durable and corrosion-resistant to increase longevity against the elements. Ashguard has satisfied all our requirements. ”*

*David Wilson, Waste and Cleansing Manager.*



## Glasdon

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