

Litter and Smoking Control for WIGHTLINK, ISLE OF WIGHT FERRIES



Problem Identified

Wightlink, Isle of Wight Ferries have been operating Ferry Services for over 160 years. They have a modern fleet of 8 car and passenger ferries operating between Lymington and Yarmouth, Portsmouth and Fishbourne and also 3 Fastcat Foot Passenger Catamarans, which operate between Portsmouth Harbour and Ryde Pier Head.

Since the smoking ban legislation came into effect, Wightlink identified a significant rise in cigarette waste around the outside decks of the ships. They also wanted to update their internal and external litter bins at the Terminal and onboard their ships, to create a more stylish, modern environment.

Solution

Wightlink had previously purchased a range of Glasdon products and contacted the company to request a site visit by a specialist representative. Following discussions, they purchased a variety of litter bins and smoking control bins.

Ashmount SG™ units were installed onto the railings on the upper decks to encourage smokers to dispose of their cigarette ends correctly. Ashmount SG is a contemporary styled cigarette bin fitted as standard with SmokeGuard™, an ingenious smoke-dampening device. Ashmount SG contains a 3 litre capacity galvanised steel liner, which holds approximately 1,050 cigarette butts.

For litter control, a selection of litter bins were chosen. **Hooded Trimline 25™** litter bins were installed onto the railings on the upper decks of the ships. This product is manufactured from Duraplus™ material, with a robust Durapol® hood, to protect the contents from the elements.

Envoy™ litter bins with a swing top were selected in dark blue. These units have a 110 litre capacity, making them ideal for areas where a large volume of litter is created. The unique D-shaped design makes Envoy ideal for siting onboard the ships. **Senator™** litter bins were chosen for their stylish, compact design, which fit neatly around the stairwells without obstructing pedestrian flow.

Resulting Benefits


The introduction of Ashmount SG has encouraged smokers to dispose of their cigarette ends correctly, and there has been a huge reduction in cigarette related litter. The stylish Envoy, Senator and Hooded Trimline 25 litter bins are easy to identify and have reduced the amount of litter onboard the ships. The litter bins are colour co-ordinated and have enhanced the "corporate image" of Wightlink.

What the Customer Says

"We received excellent after sales service from Glasdon and are really pleased with the design and durability of our new litter bins. They were easy to install and require minimum maintenance. We have received positive comments from our customers and staff regarding the attractive appearance of the litter bins, which has enhanced our corporate image."

Linda Bulcock, Customer Services Manager, Wightlink, Isle of Wight Ferries.

We are grateful to Wightlink, Isle of Wight Ferries for the kind help given in the production of this case study.

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