

# ARMAGH CITY BANBRIDGE CRAIGAVON BOROUGH COUNCIL

## TACKLING PLASTIC CASE STUDY

### PROJECT TITLE

Cigarette Butt Ballot Bins in Armagh City Banbridge and Craigavon Borough Council area

### PROJECT CONTACT

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### FUNDED BY

Keep Northern Ireland Beautiful  
via DAERA

### PROJECT SUMMARY

4 bins were installed in: 1) Town Hall, Union Street, Lurgan; 2) Council Building, Huntly Rd. Banbridge; 3) Railings by Wilson Street carpark, Portadown; 4) McCrums Court, Armagh. They are being used in the four locations. We selected areas with typically high footfall,

### AIMS/ OBJECTIVES

To tackle cigarette butt littering. Keep Northern Ireland Beautiful's Litter Composition Report highlighted that cigarette litter was the most voluminous source of plastic pollution, if itemised, in NI. Cellulose acetate in the filter is a source of plastic waste.

### COST SAVINGS

The hope is that this will encourage behavioural change and result in less terrestrial plastic pollution, reducing cleansing costs long term.



### TARGET INCREASES

This will hopefully encourage people to not automatically throw away cigarette butts on the ground, instead breaking this habit and placing in appropriate receptacle.

### TARGET AUDIENCE

Armagh City Banbridge Craigavon area residents.

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### SUCCESSSES

We previously had three ballot bins, procured a number of years ago (only one remains currently) and these were used very well, pre-covid, and required constant servicing and cleaning. We anticipate a return to these levels of use with the new bins. The engagement was excellent and really addressed the litter issues experienced in certain identifies areas.

### COMMS

Photocall with Lord Mayor was arranged and press release sent out via Tackling Plastic NI to garner public interest. This was picked up quickly in both print and online media.

### FINAL COMMENTS

The Ballot Bins are an excellent way to engage with the public outdoors. The bins use the nudging behaviour change approach and are a fun way to get people engaged in putting cigarette butts into a bin rather than just stubbing them out on the floor and not thinking about their actions. We are always looking for new, innovative ways to engage with our residents and visitors whilst addressing the important issue of litter and the ballot bins provided by Keep Northern Ireland Beautiful allow us to do this.

