

**Case study:
Armagh City Banbridge and Craigavon Borough Council**



Organisation	Armagh City Banbridge and Craigavon Borough Council
Project Name/Title	Cigarette Butt Ballot Bins
Project Contact	Pamela Hanna, Community Engagement Officer: pamela.hanna@armaghbanbridgecraigavon.gov.uk
Project Summary	<p>4 bins were installed in:</p> <ol style="list-style-type: none"> 1) Town Hall, Union Street, Lurgan; 2) Council Building, Huntly Rd. Banbridge; 3) Railings by Wilson Street carpark, Portadown; 4) McCrums Court, Armagh. <p>They are being used in the four locations. We selected areas with typically high footfall,</p>
Aims/Objectives of Project	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
Funding	Keep Northern Ireland Beautiful via DAERA
Cost	The hope is that this will encourage behavioural change and result in less terrestrial plastic pollution, reducing cleansing costs long term.
Target Audience	Armagh City Banbridge Craigavon area residents.
Successes	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.
Communications	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.
Other Observations	<p>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.</p> 