Fulham Broadway case study
West London gets attached to its Smartbins. H&F roll out the solution as litter levels drop

The Bins:
Smartbins™ post mounted double bins and wall mounted single bins

The promotional support:
On-post pointers, weather proof pavement graphics, substantial launch event, local campaign work

The area:
Saturating the streets around Fulham Broadway Underground Station & Chelsea Football Ground

Number of bins: 45

Smartstreets™ chewing gum and cigarette litter solutions, continue to demonstrate their effectiveness for tackling micro litter in high footfall areas. Hammersmith and Fulham Council recently installed Smartstreets’ post mounted chewing gum bins every 20 yards on the lamp posts, bollards and sign posts of Fulham Broadway and surrounding streets.

Previously the area, one of high pedestrian traffic, had suffered from a severe micro litter problem with people commenting that ‘there was nowhere suitable to put their gum or cigarette butts’. The unique design of the Smartbins means that residents and visitors now have facilities which specifically target the problem, the Smartbins delivering convenient disposal points where they are needed most, without adding street clutter.

Following installation the bins were supported by bright Smartstreets’ signage above each bin and eye-catching pavement graphics, designed to raise awareness of the problem and explain exactly what the new bins were there for. These provided an
effective reminder to people to dispose of their gum+butts™ in a considerate manner. Following the initial publicity and education drive the signs were easily removable for a more discreet look.

Following installation, Hammersmith and Fulham Council street cleansing crews reported a significant and consistent decrease in the amount of chewing gum dropped on the pavements each day and the virtual eradication of smoking related litter where the Smartbin units were installed.

The cleansing crews were pleasantly surprised how Smartbins had helped them become more efficient in their daily cleaning duties and requested the bins stay in place at the end of the initial pilot campaign. The councillors agreed and these unique gum+butts bins are now a permanent feature around this high profile site.

Proving popular with both the public and the cleaning crews, Smartbins have now been selected for roll-out to additional town centres in the Borough, effective immediately.

See the latest images of Smartbins installations at www.smartstreets.eu
Shepherd’s Bush case study

Smartbins saturation approved by DEFRA for Shepherd’s Bush town centre in London

The Bins:
Smartbins™ post mounted double bins with special Urbis column fitments
The promotional support:
On-post pointers and weather proof pavement graphics
The area:
All lamp Urbis columns around Shepherd’s Bush Green town centre
Number of bins: 65

As part of their patented design, Smartbins chewing gum and cigarette bins in their standard format can be attached to profiles from 50mm diameter up to 120mm.

However, the Shepherd’s Bush Urbis columns are larger than standard lamp columns at 201mm diameter, so Smartstreets developed bespoke stainless steel fittings to blend the units into these contemporary posts.

All the bins were powder coated and colour coordinated to match the council approved RAL coatings on the columns to keep them looking as good as the day they were installed. The council’s logo was incorporated on every lock plate and bright orange bin liners were selected to attract people’s attention. Shepherd’s Bush selected the standard front plate shown here which gives the largest access area for litter.

Smartbins™ chewing gum and cigarette litter control systems were recently approved by Hammersmith and Fulham council and DEFRA for installation on all the new, wide diameter Urbis lamp columns installed as part of the refurbishment programme around Shepherd’s Bush in London, W12.

Smartbins™, also marketed as Gumcatchers™ and Buttcatchers™ by Smartboxes Limited (part of the Smartstreets Limited Group).
Smartbins complement the street scene with their sleek looks and sensitive styling. Community feedback has shown the public appreciate the initiative taken by councils to install these unique bins to tackle the chewed gum and cigarette litter problem. Indeed, residents and visitors alike have started using them from the moment they are installed. Apart from their good looks, Smartbins are chosen because they are secure and extremely robust, being made entirely from stainless steel and cast recycled aluminium bar the spacer plates which are made from extra durable cast nylon. All parts are replaceable but in long term trials the units have suffered no damage, unlike some lightweight stainless steel bin solutions which in head-to-head trials have proven susceptible to vandalism, often being rendered in-operable within a matter of days.

The bin liner can be specified in a variety of colours or supplied in the standard brushed stainless steel finish. The front of the liner can be slid away from the rest of the case and used as a scraping tool to remove any stubborn gum – a unique design which is the subject of a separate international patent application. In everyday use, the full bin liner is easily lifted out and emptied by simply tipping the contents into a waste receptacle, then replacing the bin liner in the unit and locking the door. The liner front plate can also be swapped over to a full closing plate in seconds should there ever be a requirement to close down the Smartbins, in the event of a security lock down – only Smartbins offer this Patented versatility.

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