



PLANET AWARE: CIGARETTE BUTT LITTER CAMPAIGN

TOWN COUNCIL MEETING

REPORT 13/26

20 APRIL 2026

The purpose of this Report is for Members to re-consider supporting Planet Aware in their proposed campaign to reduce cigarette butt litter.

No. DETAILS

1) BACKGROUND

- a) Planet Aware presented their proposed campaign to the town council's Environment and Transport Committee meeting back in July 2024.
- b) At that time, they were requesting the following support:-
 - Permission to locate the ballot boxes on the beach wall or Beach Safety Hut.
 - A statement from the town council to provide support for the emptying of the boxes.
 - Any financial support towards a third ballot box.

OUTCOME

The Environment and Transport Committee agreed:-

- that Ventnor Town Council is unable to provide permission for the ballot boxes to be placed on the beach wall, as this is a matter for the Isle of Wight Council.
- that Ventnor Town Council is unable to provide support in emptying of the boxes.
- that Ventnor Town Council is unable financially to support a third ballot box.

MORE RECENTLY

- In more recent communications with Cllr Mark Jefferies and the Clerks, Sarah Marshall of Planet Aware has suggested that the town council may wish their logo to be included on the campaign posters (examples attached to this report).
 - The scheme has been well-received and trialled in Ryde, Cowes and Totland with overall good feedback. Pocket ashtrays to be handed out to businesses in Ventnor in due course.
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2) RECOMMENDATION

Members are recommended to:-

- consider and agree inclusion of the town council's logo on the Cigarette Butt Litter campaign.
 - consider and agree erecting posters on the town council's assets/noticeboards.
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**CIGARETTE BUTTS
CAN WASH INTO
THE SEA FROM
ROADSIDE DRAINS.**



**THANK YOU
FOR BINNING
YOUR BUTT!**



**CIGARETTE BUTTS
ARE HARMFUL
TO WILDLIFE.**



**THANK YOU
FOR BINNING
YOUR BUTT!**



**THE BEACH IS
OUR PLAYGROUND!**



**THANK YOU
FOR BINNING
YOUR BUTT!**



**CIGARETTE BUTTS
ARE LITTER TOO.**



**THANK YOU
FOR BINNING
YOUR BUTT!**

