

Focus on

**Cleaner Streets for**

 south  
**AYRSHIRE**  
 C O U N C I L


## Problem Identified

The town centres in South Ayrshire, particularly Ayr, have a high volume of pedestrian traffic which can sometimes have a detrimental effect on street cleanliness. In order to combat the problem, South Ayrshire Council launched an initiative called the "Gold Zone". This is a multi-strand campaign against grime, to improve cleanliness of town centres by raising public awareness about street cleansing and the laws relating to litter. In order to help make the Gold Zone a success, a number of quality products were needed to ensure that streets would be kept clean and tidy, as well as promoting and marking-out the Gold Zone areas. As gum and cigarette waste were a major problem, the litter bins had to provide additional special collection facilities.

## Solution

South Ayrshire chose the new **Centuro™** litter bin from Glasdon UK, because of its modern, durable and sturdy design. The Centuro is supplied with an integral stubber plate for cigarette disposal, which was an important consideration to help combat the cigarette waste problem.

For selected areas, Glasdon **Integro™** litter bins were chosen with purpose-designed gum disposal apertures.

The cleansing operatives also now use smart Glasdon **Beaver Space-Liner™** street orderly barrows.

All products were personalised with the striking Gold Zone logo to increase public awareness and demonstrate the efforts being made to achieve clean town centre environments.



The Centuro Litter Bin.

## Resulting Benefits

South Ayrshire Council are extremely pleased with their Glasdon products. They have noticed a reduction in litter, chewing gum and cigarette deposits. The smart new litter bins and orderly barrows have helped to raise public awareness of the Gold Zone initiative. Positive comments have been received from commercial town centre traders and shoppers alike.

### What the Customer Says...

*"We have been extremely impressed with the Centuro, Integro and Beaver Space-Liner. Since they were introduced, the town centre streets have experienced a reduction in litter. The personalised quality products have helped promote the Council's identity and enhance the effectiveness of the Gold Zone initiative."*

Mr Stratton MacDonald, Client Manager, South Ayrshire Council.



South Ayrshire Councillors Andrew Hill, John Cree and Robert Campbell with Gordon Dalziel, Manager of Ayr United, promoting the Gold Zone initiative.



Integro litter bin, supplied complete with gum disposal apertures.



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