The most frequently cited reason for gum and butts littering is no convenient point of disposal – no bins or not enough bins.

Chewing gum is used by 28 million people in the UK.

200 million cigarette butts are thrown away each day in the UK. (Source: ENCAMS)

In the UK alone more than a billion packs of chewing gum are sold every year.

In the UK, cigarettes account for over 40% of street litter. (Source: ENCAMS)

Up to 3.5 billion deposits of gum have at one time or another been spat or dropped on to our streets.

92 per cent of city paving stones have had gum stuck to them.

In 2003, local councils received half-a-million complaints about littered gum.

Each piece dropped costs from 10p to 30p remove.

It costs approximately £20,000 to clean up chewing gum in an average town centre. The clean up has to be carried out several times each year. (Source: ENCAMS)

122 tons of cigarette butts and cigarette related litter is dropped every day in the UK. (Source: ENCAMS)

It takes 17 weeks to remove chewing gum from Oxford Street, but only 10 days for the street to be covered in gum again.

Street cleaning in the UK costs £413m – this is paid for by council taxes.

Chewed gum takes up to 5 years to biodegrade.

As the anti-smoking lobby’s campaign gains momentum, employers are banning smoking from not only indoor areas but outdoor areas too – employees are forced out on to public spaces where the facilities are limited to non-existent.

A full smoking ban in pubs and clubs is likely to substantially increase the cigarette litter burden.

“Without proper facilities, smokers will turn our streets into a giant ashtray,” said Alan Woods, Chief Executive of Keep Britain Tidy.

“Cigarette butts, boxes and matches are already our biggest litter problem, blighting 90% of our high streets – so we need to act now and ensure smokers have what they need to dispose of their rubbish correctly.”

In Ireland, 61% of people believe litter from smoking has risen since the Republic introduced a similar ban back in March 2004.

For more information: www.gumcatchers.com