



Clive Betts MP  
Chair  
Housing, Communities & Local Government Committee  
Houses of Parliament  
Westminster  
London  
SW1A 0AA

21<sup>st</sup> January, 2021

Dear Clive Betts MP,

We are pleased to inform you that Clean Up Britain (CLUB), the national anti-litter and fly-tipping organisation, and Philip Morris Limited (PML), the UK and Ireland affiliate of Philip Morris International, have agreed in principle to enter a multi-year, rolling agreement to tackle cigarette butt litter.

At the industry roundtable event in September, the DEFRA Minister set a challenge to industry to “think seriously about what they can do to tackle smoking related litter.” The Minister also said “that any voluntary scheme must have an independent administrator, but this doesn’t necessarily have to be Keep Britain Tidy, and that the administrator and the tobacco industry would need to agree on the precise details of the scheme.” This multi-year agreement delivers on this and can materially benefit local authorities across the country while improving the local environment.

The agreement is between Clean Up Britain and PML: CLUB will be the independent administrator of an anti-littering scheme with PML providing funding. It is not industry-wide, not least because PML is not a member of the Tobacco Manufacturers Association (TMA) which represents over 90% of the UK tobacco industry. We support action that the TMA may take in parallel to our own and which helps to significantly reduce cigarette butt littering.

The agreement will formally launch on 6<sup>th</sup> April 2021 and we are finalising details of the scheme which will operate in accordance with all applicable laws and regulations. It will begin by targeting a key UK city and trialling an extensive range of anti-littering behaviour change techniques.

The objective of this approach is to reduce local cigarette butt litter and generate valuable qualitative and quantitative evidence to help refine execution ahead of expansion across the UK. Trialling techniques is the prudent approach as it will support future scale-up, meaning we can make a meaningful contribution to reducing butt litter and changing core consumer behaviour as quickly as possible.

Throughout the duration of the agreement we will write to you to keep you updated on progress of scheme activities and the impact that they are having. However, if you have any questions then please do contact us.

Yours sincerely,

*John Read*

**John Read**  
Founder  
Clean Up Britain

A handwritten signature in blue ink, appearing to read "P. Muttart", with a long horizontal line extending to the right.

**Patrick Muttart**  
External Affairs Director, UK & Ireland  
Philip Morris Limited