



# Glasdon Focus on Litter Control at Hedge End Retail Park



## ● PROBLEM IDENTIFIED

Hedge End Retail Park, jointly owned by Sainsbury and Marks and Spencer, houses the largest Sainsbury in the country and the fourth largest Marks and Spencer store. It covers an area of 36 acres and attracts more than 60,000 visitors per week. Hedge End also has the highest volume of recycling on the south coast of England, making environmental issues very much a part of people's lives in the region.

Due to the retail park being so close to the coast, seagulls often scattered litter from the open-top bins. In addition, as a no-smoking policy is operated inside the shopping centre, cigarette ends were often discarded on the floor outside the entrance. Staff were also extinguishing their cigarettes on the floor close to the back doors where they congregated at break-time.



Integro™

## ● SOLUTION

John Smith, the Centre Manager, contacted Glasdon and after consultation with one of our experienced representatives, chose a number of products.

To combat the problem of cigarette ends and litter collecting at the front of the retail park, Integro™ litter bins were ordered. Integro provided the centre with a complete 'one-stop' solution to smoking and general waste as it is a litter bin and cigarette/ash disposal unit combined. Mini Plaza™, a slim, compact litter bin, was chosen for surrounding areas such as bus stops, car parks and areas in the shopping centre, while the wall-fixed Ashmount™ was purchased for siting at the back of the store to reduce the number of cigarette ends discarded by staff. The Super Trimline™ litter bin, with a self-returning lid, was ideal for preventing seagulls scattering litter. For added impact and corporate promotion, Integro, Mini Plaza and Super Trimline were all 'personalised' with Hedge End Retail Park's striking logo.



Mini Plaza™

## ● RESULTING BENEFITS

- Decreased litter and cigarette ends found at entrances
- Deterred seagulls from attacking the bins and scattering litter
- Reduced man-hours spent clearing litter
- Enhanced corporate image



Ashmount™



Super Trimline™

### What the customer says...

*"I contacted Glasdon to achieve a 'one-stop' solution to overcome a number of difficulties. With the Glasdon products provided, I have definitely managed to overcome these problems."*

*John Smith, Centre Manager,  
Hedge End Park.*



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