

N.A.

Prime Minister

PRIME MINISTER

The launch would be around 22 March. Inner Cities is 7 March and DTF 18 April.

The attached minute from Nick Ridley asks if you would like to attend his press conference to launch a new litter initiative.

ASB  
22/2

This is obviously important, but it comes quite soon after the inner cities launch. You have also provisionally agreed to Lord Young's request to help with the launch of the completion of the internal market.

In these circumstances it might be better to offer a message for the litter launch, but to leave the press conference to Mr Ridley.

When is it?

Content?

Yes

Yes

MT

P.A. Bearpark

19 February 1988

Should take to go out

10.00  
22/2



ccBB  
Prime Minister

PRIME MINISTER

LITTER

Do you want to launch  
this initiative personally. It will mean  
speaking at a press conference for in-cities?

In December, I reported that I was considering a revised approach to the litter problem, which would motivate, and enlist the support of, the community at large and business interests in particular.

The weakness of earlier initiatives has been that they have been too diffuse. Thus, while we have backed the Tidy Britain Group (formerly Keep Britain Tidy Group), the involvement of UK 2000 under Richard Branson has confused the public in general and potential supporters and contributors in particular. As indicated in my earlier report, I intend to focus our efforts via Tidy Britain Group (TBG).

Professor Graham Ashworth, Director-General of TBG, has at my request prepared a list (attached) of 16 projects which are intended as pilots to be carried out in 1988/89. These are intended to test different approaches in a variety of locations, with "before" and "after" studies to determine effectiveness. Each project will be managed by TBG but the bulk of the input, in terms of finance, materials and labour, is intended to be provided by business sponsorship, volunteers and MSC. The direct Government contribution to the projects will be:

(a) finance for the TBG managerial input - about £530,000 (against a total cost of about £2.5m) which I can provide from existing resources.

(b) a high Ministerial profile to encourage support and contributions.

I intend to review progress at the end of this year. Successful projects will be used as models for an expanded series in 1989/90 and I will be discussing this with John Major in due course in the PESC round. The review will then determine a longer-term strategy



for the nineties. The objective then is that the clean-up process should become self-generating, as the public is encouraged to bring pressure to bear both on those who create litter and on those whose task it is to clean it up. Direct Government support in the 1990s would be scaled down to providing a small annual grant towards TBG general operational costs (as hitherto) with however continued high-profile Ministerial support.

While the pilot projects, demonstrating what can be done, are important in themselves, it is equally important that they take place in the right context. The scene was set by your New Year message which I propose to follow up with a press conference to launch the new initiative. If you felt able to attend and speak in person, it would clearly have the strongest impact. The launch will be followed up with a series of luncheons to which I and my Departmental colleagues will invite Chairmen and Directors from both public and private corporations to enlist their backing - in providing support in cash or kind for the TBG projects while also acting themselves within their own areas of operation. Among those I have in mind to approach are British Rail, Motorway Service Area operators and the major grocery and fast-food chains.

Although the focus of the new initiative will be on the Tidy Britain Group under my sponsorship, it should be seen as a Government initiative involving all appropriate Whitehall Departments. Thus I hope that colleagues will do all they can to co-operate with TBG not only in respect of the projects but also in assisting the Group in its on-going educational and promotional activities.

I am sending a copy of this memorandum to David Young, Norman Fowler, Kenneth Baker, Paul Channon, Douglas Hurd, Malcolm Rifkind, Peter Walker, Kenneth Clarke, John Major and Sir Robin Butler.

N R

17 February 1988

## Summary of Pilot Projects and Preparation Programme

### 1. TRANSPORT

- A. 2 Motorway Service Areas. Knutsford + another.
- B. 2 Trunk Roads. Riparian problem.
- C.1 Railway Terminus - and main route therefrom for 50 miles.

### 2. COMMERCIAL AREAS

- A. 4 High Streets in the Provinces. Birkenhead, Bristol, Brighton, Doncaster.
- B. 1 'Capital' High Street.
- C. 1 Industrial Estate. North East.

### 3. LOCAL GOVERNMENT

- A. 1 'Peripheral' City. Leeds
- B. 1 Litter Act Enforcement
- C. 2 'County' Litter Plan Programmes. Lancashire, inc. local parish council CEP. ('Berkshire' tri-county project)
- D. 1 Review of CEP (inc. local/parish council).

### 4. TOURISM

- A. 1 Capital 'Spot'. Trafalgar Square or Tower.
- B. 2 Coastline - including several 'Beach' authorities.
- C. 2 Tourist 'places'. Stonehenge Bath or Warwick

### 5. SPECIAL EVENTS

- A. 1 Sporting Occasion. Wimbledon or a Test Match.
- B. 1 'Entertainment' Occasion. Pop Festival or show!
- C. 1 'Festival' Glasgow Garden Festival.