

PRIME MINISTER

LITTER - PRESS CONFERENCE

As the media are wont, the main thrust of their questions at the press conference tomorrow is likely to be on what the Government is going to do and not on individual responsibility. I don't think there is any point in any litter initiative which doesn't focus attention on the individual's role in cutting down litter.

I would expect you to be up against a very cynical audience who doubt whether anything much can be done.

Consequently, I would expect the following main questions to be put to you:

- Does this new initiative mean that Branson has failed, and that you are trying something new or revamped in desperation?
- How can you be serious about litter when you are not devoting a few more millions of the billions with which the Government is awash to its control?
- Why don't the police enforce the penalties already available? And if the police have better things to do, doesn't this cast doubt on the likely success of yet another initiative?
- Are you contemplating new legislation to make individual house and property owners responsible for cleaning up outside their premises, since you have suggested this as a way forward?
- Have you any plans to make the need for tidyness a feature of school lessons?
- Why don't you, as The Economist has suggested, make companies put a value on returned packaging or bottles so that there is a financial incentive to clean up?
- What is the dirtiest part of Britain you have seen on your travels - and the cleanest country abroad?
- Why not mount a big anti-litter advertising campaign?
- Why not recruit the unemployed and especially youngsters, at a premium over and above unemployment benefit, as Tidy Britain Squads in each city, town and village?

- Is a cleaner, tidier Britain one of your priorities for the year 2000?

As with the Inner Cities launch, I am operating on the basis that you will wish to conduct the press conference yourself (and do not require me).



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