

Lee Waters AS/MS  
Y Dirprwy Weinidog Newid Hinsawdd  
Deputy Minister for Climate Change



Llywodraeth Cymru  
Welsh Government

Ein cyf/Our ref LW/10924/21

Jack Sargeant MS  
Chair - Petitions committee  
Senedd Cymru  
Cardiff Bay  
Cardiff  
CF99 1SN

06 October 2021

Dear Jack,

**Petition P-05-1071 Print the vehicle registration on all drive through fast food packaging**

As requested, I am providing the Petitions Committee with an update on the issues raised within the petition. I am responding as littering falls within my portfolio.

Our draft *Litter and Fly-tipping Prevention Plan*, on which we recently consulted, includes a commitment to gather evidence and trial behavioural change interventions to address roadside litter. To help develop these trials, my officials have met with representatives from several major fast food chains who operate the majority of drive through services in Wales. I can confirm this included exploring the feasibility of a voluntary trial to add vehicle registration details onto take away food and drink packaging. Despite several constructive meetings, a number of operational constraints and concerns raised by the companies, including General Data Protection Requirements, has meant we have been unable to progress with this trial to date. However, in light of the easing COVID-19 restrictions and consideration of other potential trials, my officials continue to explore this matter with industry.

However, an alternative trial is now being developed in collaboration with a technology company, the Trunk Road Agency and Local Authorities. This project intends to explore the use Artificial Intelligence software through roadside CCTV systems to capture acts of littering from vehicles. The trial will assess whether the technology could be used to support enforcement capabilities of Local Authorities, whilst also influencing positive environmental behaviour change. It is intended the trial site will be in the vicinity of a fast food outlet and discussions are ongoing to involvement of local franchises. I am expecting to receive advice on the trial from my officials during the autumn.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Additionally, we are also funding Keep Wales Tidy's *Caru Cymru* project. This is a three-year programme which involves partnership working with all 22 Local Authorities in Wales and Cardiff University. Its aim is to tackle priority littering issues and this includes roadside litter. I understand work is currently underway to identify several potential projects to be undertaken during 2022. These include an assessment of bin provision in laybys on some major roads and their impacts on litter, exploring the use of "car bins" and engagement with the road haulage association to promote anti-litter messages with its members. The results of this work will be made available to the Welsh Government during the latter part of 2022.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Lee', written in a cursive style.

**Lee Waters AS/MS**

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