



Ein cyf/Our ref LG/02658/20

Janet Finch-Saunders MS
Chair of the Petitions Committee

3rd December 2020

Dear Janet,

Thank you for your letter of 6 November inviting me to share my views on the petition to print car registration details on drive through fast food packaging to reduce littering.

Littering in all forms is unacceptable and everyone needs to take responsibility for disposing of their rubbish properly. Whilst this is not a problem exclusive to Wales, I am determined to become not only a cleaner nation, but an exemplar nation. I recognise roadside litter in particular is an ongoing concern for communities across Wales. Roadside litter can be costly and difficult to remove, due to its location.

I can confirm littering from vehicles will be a key area of focus in our upcoming Litter Prevention Plan, which we intend to publish for consultation early next year. The aim of the Plan is to achieve a litter Free Wales and will include proposals to enable waste reduction, education and behavioural change and enforcement action. The plan will highlight potential regulatory interventions, including the introduction of new powers to enable financial penalties to be issued to the owner of a vehicle.

I can confirm my officials have already held initial meetings with a number of fast food businesses, which operate “drive through” restaurants in Wales, to discuss printing vehicle registrations on all drive through fast food packaging to better target litter enforcement action. During these discussions, it has become apparent there are a number of potential operational and legal barriers to implementing such a measure. My officials are currently in the process of better understanding these issues to inform next steps. We have proposed a trial relating to the printing of vehicle registrations on drive through fast food packaging. However, due to the ongoing COVID-19 pandemic and concerns over General Data Protection Regulation (GDPR) requirements from the fast food companies, we are unable to take this forward at present. My officials continue to work with the sector on this issue and are pursuing other potential interventions which could be introduced in the interim.

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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.

I recognise the importance of regulatory and enforcement action to prevent littering. However, I believe this is only part of the solution, as other interventions, for example behavioural change and awareness raising initiatives are equally as important. This is why we are working with a wide range of organisations, including the fast food sector, to develop a national litter awareness raising campaign. We plan to launch the campaign early next year.

We are also working on a number of other measures which will help reduce “on-the-go” and roadside littering. This includes legislation to ban or restrict the sale of a number of single use plastic products, the introduction of a Deposit Return Scheme for drinks containers and an Extended Producer Responsibility scheme.

Yours Sincerely,



Lesley Griffiths AS/MS

Gweinidog yr Amgylchedd, Ynni a Materion Gwledig
Minister for Environment, Energy and Rural Affairs

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