

## Letters

# Is David Cameron missing the point?

Dear sir,

This plan (Conservatives to fund weekly collections, *RWW 640*) has got to be one of the most obvious attempts to sooth middle England yet devised by the Tories – the pre-conference briefings to the *Mail on Sunday* demonstrate the effective audience targeting that I would expect from a fellow PR man. But surely Cameron is missing the point?

The issue here is one of poor communications, alternative weekly collection implies a decrease in service, and what was needed was a demonstration of an enhancement of service provision. A term such as alternating collections or recycling and rubbish weeks would have been far more helpful.

As far as I see it, alternating weekly collections exist for two reasons: first, as a way of enhancing service provision but without dramatically increasing costs; and second, as a way of encouraging recycling.

Playing to the gallery of disillusioned voters will do little to help the environment. Reintroducing weekly



collections is likely to result in increased traffic movements and potentially falling recycling rates.

In my view they would do much better using the money to invest in enhancing the provision of further reprocessing infrastructure, particularly through cash-strapped WRAP; increasing communications to encourage further recycling, and speeding up the provision of residual waste treatment facilities.

Now of course this will be of little interest to the *Daily Mail*, but it would do some good, like use tax payer's money to actually benefit the environment.

**Paul Davison**  
*Proteus PR*