



Ministers to the Environment (Michael Heseltine and friends at the inauguration of the Cleaner Westminster Scheme).

based on 'inside information', do nothing to help.

Sweeney, by the way, is not being followed by *anything*. There is expected to be a six month fill-in period of concerts and small shows while the management negotiates a replacement. Mrs Candour and Lady Sneerwell please note.

An evening of British Rubbish

The level of street litter in the West End has dropped by a record 60% according to a series of photographic surveys. Announcing the results at the end of October, Sir Henry Marking, chairman of the British Tourist Authority paid tribute to the concerted drive being made to clean up the area by presenting 'cleaner city' awards to individuals and organisations whose contributions had been 'outstanding'. Among them was the Society of West End Theatres.

The campaign was launched in May 1980 by Westminster City Council in a zone covering Piccadilly Circus, Leicester Square, Trafalgar Square and most of theatreland. The pea green and white striped litter bins and signs denoting the clean-up scheme are dotted everywhere so that there's rarely one out of sight. Volunteer street leaders have put in a lot of work, reporting problems and progress as it happens from every corner of the zone, and the council has organised extra collections of rubbish and additional weekend street cleaning. Over £30,000 has been donated by firms and individuals to help underwrite the scheme, which many see as a last chance to save central London from the growing tide of litter and rubbish.

The pilot scheme ended on November 6, but despite fears that local government cuts would kill off its extension into 1981, its importance has been recognised by giving it a fresh lease of life and indeed widening the area all the way up to Oxford Street.

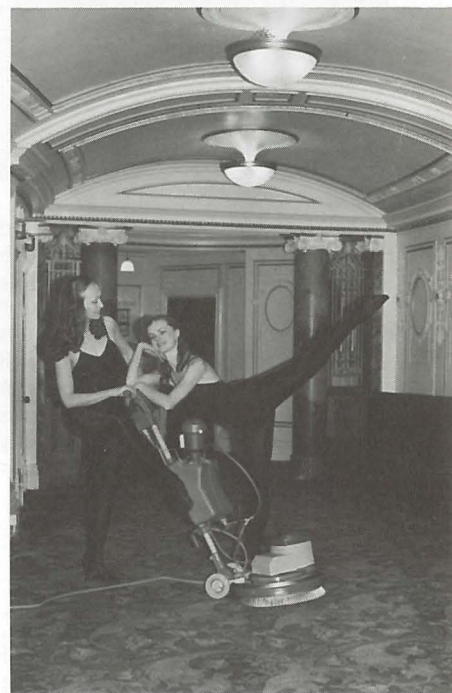
Prince Philip sent his own message of encouragement to everyone involved. 'The

state of the city's streets is a measure of pride and concern of its citizens. In the case of the City of Westminster which attracts so many visitors from abroad, it is almost a shop window for the whole country'. And as a co-operative effort on the part of the West End community at large, it has been heartening in its enthusiasm. Sponsors who have contributed in cash or kind include Berman and Nathans, theatrical costumiers, and Sir Fred Pontin, and such varied firms as British Airways, Courage and Whitbread breweries, Grand Met hotels, Lyons Maid, MacDonald's the hamburger chain, NCP car parks and even the Post Office . . . right down to a dear old pensioner of 96 by the name of Mrs. E. M.

Adami in Chinatown who offered £2 from her pension 'to help out'. It was not accepted, but instead an appeal was launched for a lamp-post bin by her home.

After the Coliseum's lift had been installed a clean-up was staged by a number of cleaning manufacturers on October 15. Ballet dancers and members of the English National Opera Company were present to witness the lightening-quick sprucing up of the 11,020 sq. yds. of carpet in the public areas of the theatre.

But what impact has the improved tone of the neighbourhood had on business for



Clean up at the Coliseum (dancers with the ENO).

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