



Love Where You Live

Working
together for a
tidier place for
people to live
and love

Tonbridge Forum

Phil Beddoes



Why Love Where You Live?

- Government Litter Convention (2010) brought together partners from government, local authorities, business and the voluntary sector to work together to tackle the ever growing litter problem.
- Combined action developed the 'Love Where You Live' brand
- Improvements for Olympic Games and towards 2020



Brand Ambassador
Kirstie Allsopp



What is Love Where You Live?



- Love Where You Live has been developed in partnership with businesses, national and local government, land managers and civil society organisations to develop a single, unified “anti-littering” approach.
- Love Where You Live sets out to encourage a sense of civic pride across communities
- Aims to drive 3,000,000 people and 3,000 organisations to take action over the next three years – we want to change littering behaviour & significantly reduce the amount of litter in England by 2020.



Aims



- Inspires and enables **everyone to take action** to reduce littering and **improve the quality of local places**
- Engages the **public in changing behaviours** and drives local action through **fostering pride** and understanding
- Raise the profile of how important **caring for local places** is given its importance to individuals' quality of life
- Encourages, supports and **brings together leaders** from government, business, media and civil society.



National partners



What TMBC are doing

- National Ambassador Authority (first in the country)
- Launch Week **19 – 25 September 2011**
- Stakeholder meeting **October 2011** (local and national partners)
- Litter campaign **December 2011**
- TMBC Love Where You Live film
- Second phase of campaign **March 2012**



Partner projects



- Russet Homes – Junior Warden Scheme
- Snodland Goes Cleaner
- Larkfield (Martin Square) Food on the Go Scheme (Voluntary Code of Practice)
- TMBC Environmental Champions Awards
- TMBC Street Monitor Scheme / Love Where You Live Hero's
- K-College 'Love Where You Live' Freshers Fair
- Tunbury Primary School (Walderslade) Eco Schools Ambassador
- Bash the Trash – Trench and Long Mead (Schools and Baptist Church)
- T&M Youth Forum
- Medway Valley Countryside Partnership – Valley of Visions
- Kent Community Wardens
- Tonbridge Shop Safe (Safer Towns)



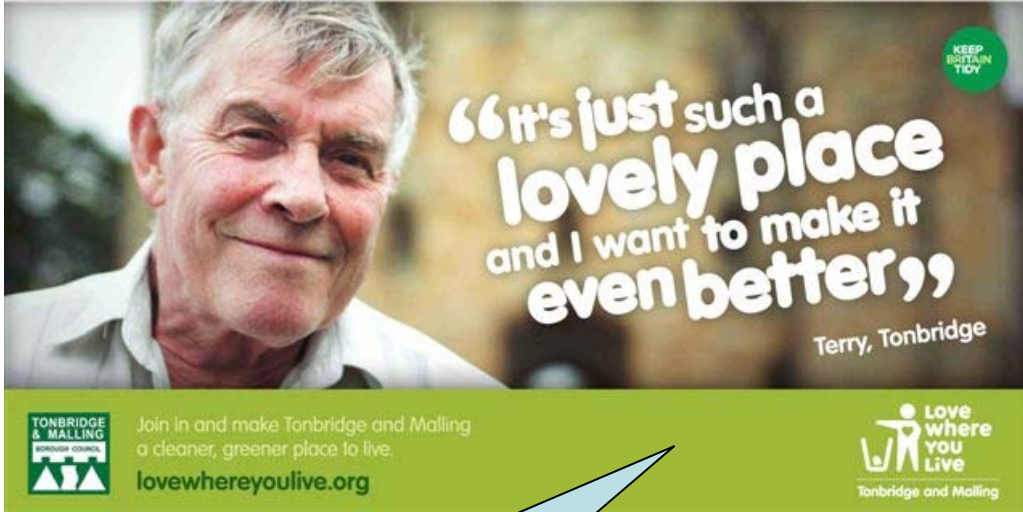
How can you get involved?



- Plan and support Love Where You Live in any upcoming activity
- Adopt 'Love Where You Live' brand
- Use your networks to extend the reach of the campaign
- Support LWYL through your usual media channels inc social media
- Ask us for help and advice

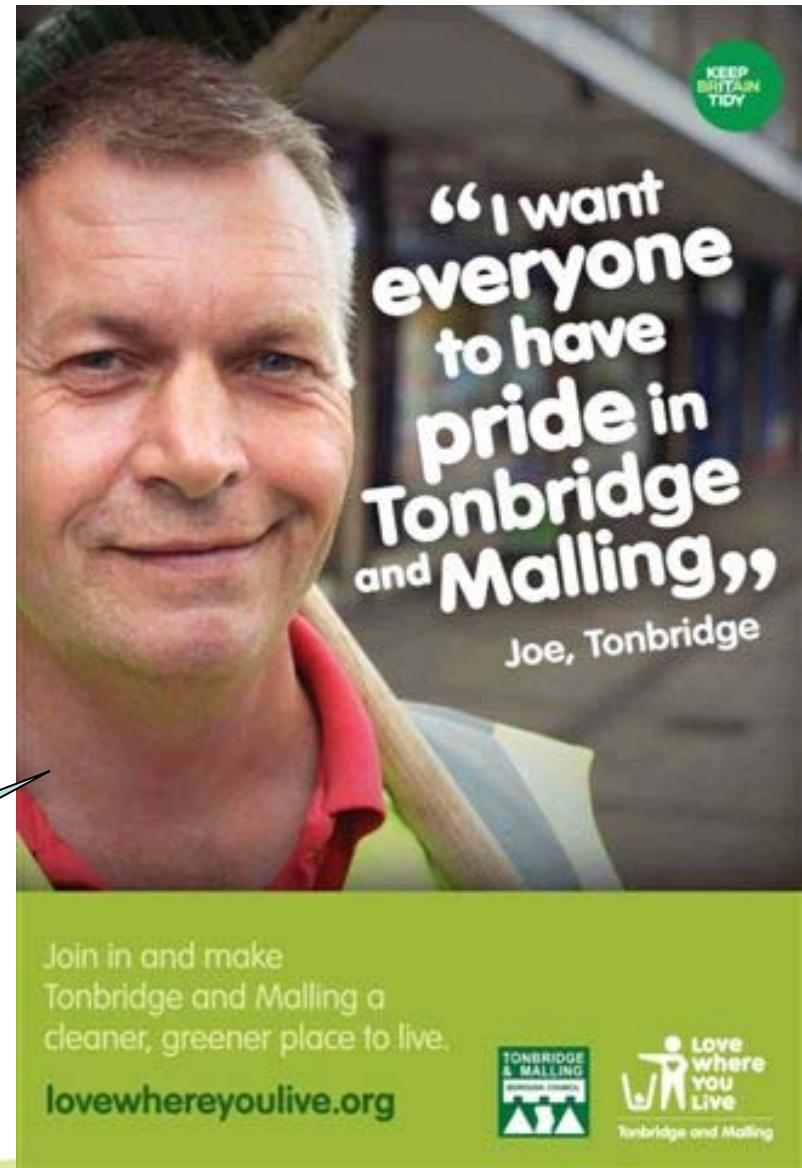


What you will see



Bill Boards

Railway station advertising



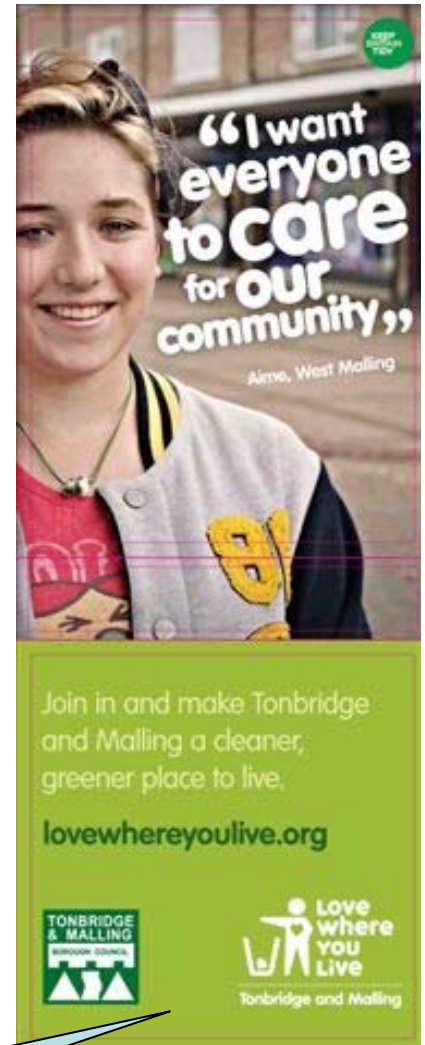
What you will see

Bus backs



Mobile AD-van

Phone boxes



What you will see

Date:
Time:
Venue:
Event:




Love where YOU Live

We're supporting Love Where You Live



Love Where You Live?
Let's Keep Britain Tidy.



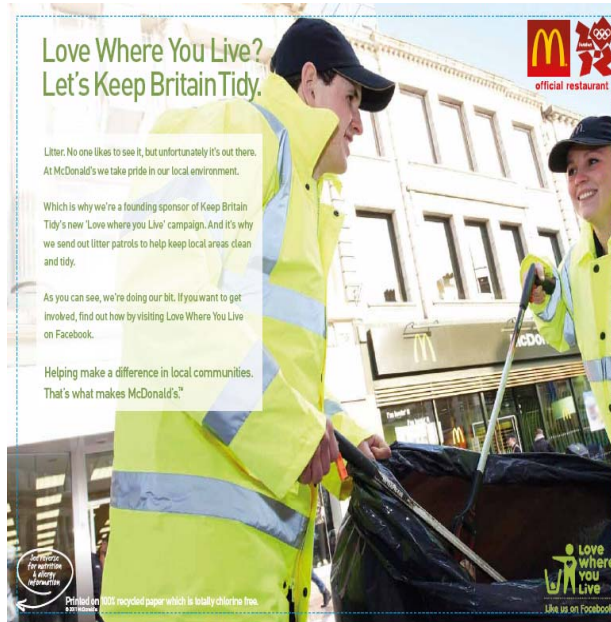
official restaurant

Litter. No one likes to see it, but unfortunately it's out there. At McDonald's we take pride in our local environment.

Which is why we're a founding sponsor of Keep Britain Tidy's new 'Love where you Live' campaign. And it's why we send out litter patrols to help keep local areas clean and tidy.

As you can see, we're doing our bit. If you want to get involved, find out how by visiting Love Where You Live on Facebook.

Helping make a difference in local communities. That's what makes McDonald's.™



Printed on 100% recycled paper which is totally chlorine free.

Love where YOU Live like us on Facebook



Love where YOU Live

KEEP BRITAIN TIDY

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Love Where You Live

Wigan needs you!
I'm doing my bit!

Wigan needs you!
I'm doing my bit!

Count me in!

Be a face of our ad campaign and show how much you love Wigan. Sign up at facebook.com/lovewhereyoulive

Love where you Live

somewhere near you perhaps?

I Love going conkering in Haigh Country Park
Stuart Caine

Share what you love about Wigan at facebook.com/lovewhereyoulive | LWYL week 4 - 11 September

Love where you Live



Love Where You Live



Love Where You Live



Love Where You Live



Talking Bins
(Christmas 2011)



Tonbridge



Malling



Next steps

- Monthly newsletter which will update partners on key achievements/milestones
- Email lovewhereyoulive@keepbritaintidy.org to register for the newsletter or to request logo, brand materials
- ‘Like’ us on facebook – talk about what you are doing locally www.facebook.com/lovewhereyoulive
- Follow us on Twitter [@LWYEngland](https://twitter.com/LWYEngland) to share your thoughts
- Visit our web page www.lovewhereyoulive.org





Tonbridge and Malling

