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Environmental Projects Coordinator
Parish Partnership Panel
4 September 2014



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.



What TMBC have done

- National LWYL Ambassador Authority
- Committee report to Members
- Parish Partnership Panel
- Local Strategic Partnership (LSP)
- Talks to community groups
- Schools
- Street Monitor meetings
- TMBC Environmental Champions Awards
- Veolia training / communications
- Youth Forum

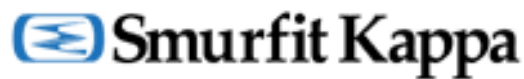


National partners



Local Partners

- Schools
- Businesses
- Housing Associations
- Kent Community Wardens
- Kent Police
- Neighbourhood Watch
- Individuals
- Community groups
- Agencies



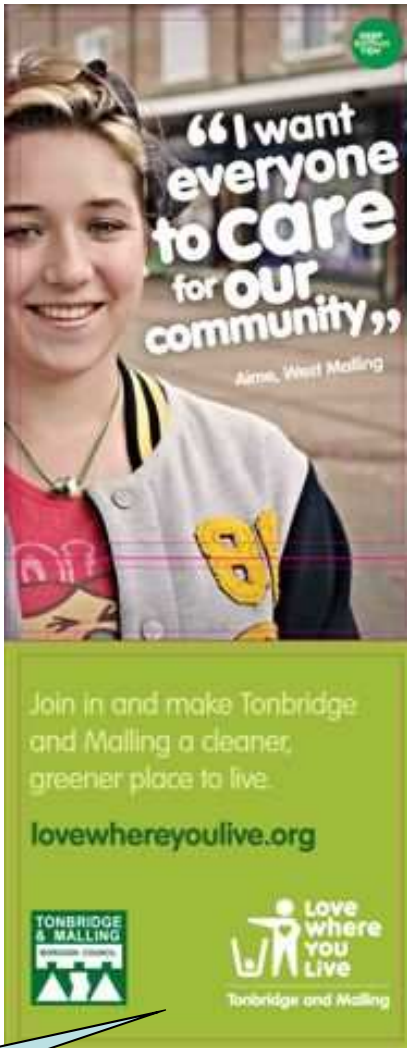


Bill Boards

Railway station advertising



Bus backs



Mobile AD-van

Phone boxes



Launch – Tonbridge High Street

Handed out
McDonalds
Drinks
Vouchers
with staff,
Mayor



The Malling School – East Malling



Social Values group 'bash the trash' around their school.

Over 400 pupils have received the LWYL litter talks



Larkfield Litter Pickers



80 people
From the
local
schools,
churches,
guides,
football
Club
supported
by Russet
Homes and
B&Q



HadLOW CARBON Community



Bulb planting

Clearing dog
Fouling (bag
& flag)

Litter picking



Voluntary Litter Code for Businesses

- Initiated successfully in Larkfield through Neighbourhood Watch and Kent Police
- Adopted in by Ditton Parish Council and Snodland Town Council (Snodland Goes Cleaner)
- Over 60 businesses committed



Snodland Station grounds improvement



Housing Association – Junior Wardens

Young people
earning respect
and
gaining
Responsibilities.

Housing
association and
Kent Community
Wardens



Neighbourhood Police and ASDA



Clearing litter with
young Kings Hill
Residents

Neighbourhood
Policing Team
and ASDA



Tonbridge Canoe Club – River Medway



30 volunteers

13 bags
collected



Hadlow Primary School

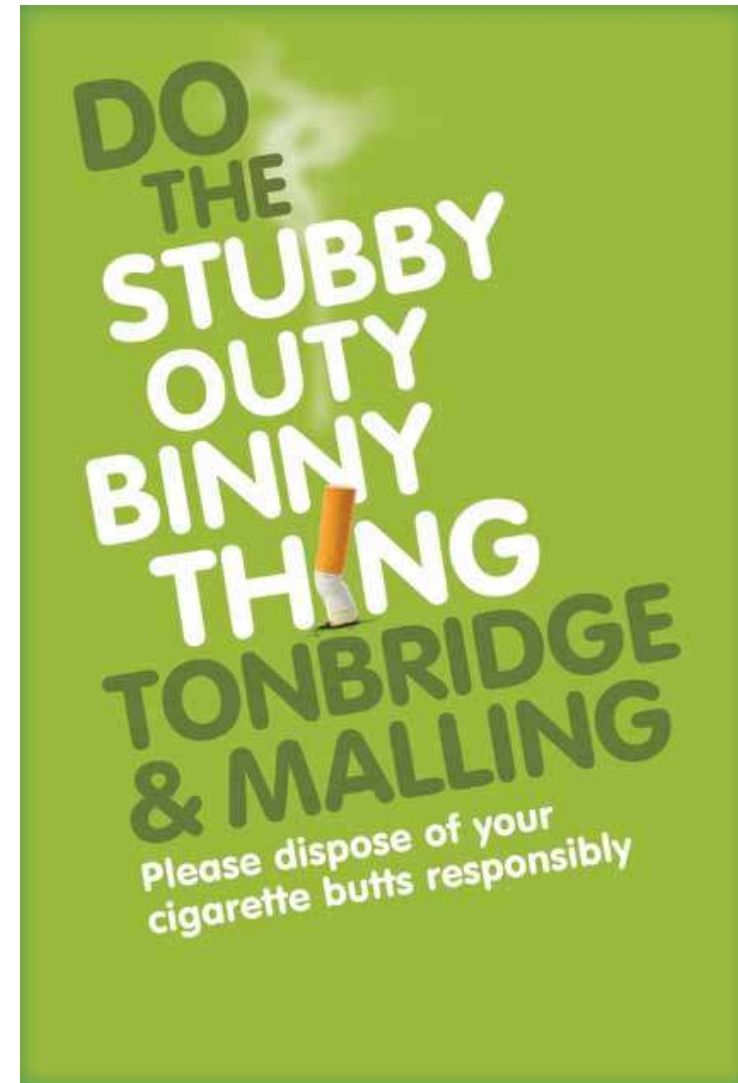
Worked with
their Kent
Community
Warden to
litter pick
open
spaces
in the village



East Malling Wombles win national award



2012 Smoking-related litter campaign



Responsible Dog Ownership events

- Dog Fouling
- Dog Behaviour inc barking
- Yellow Dog Scheme
- Free micro-chipping
- Dog Shows



Dog Fouling: Bag & Flag / The Big Scoop

- 20+ Bag & Flag events each year
- The Big Scoop in partnership with Dogs Trust and Keep Britain Tidy covered 10 'hotspot' locations in 2014
- Work with parishes throughout the year e.g. Leybourne, Wouldham, Hadlow and East Peckham



Environmental Champions 2013



Love Kent – Hate Litter 2014

- Kent-wide June campaign
- All districts committed to ‘highways-related litter’
- Future campaigns October / November
- Feb / March 2015



Love Where You Live: Gold Award



KEEP
BRITAIN
TIDY

Wild About Gardens Awards

In partnership with
Kent Wildlife Trust
From small, young
and novice
gardeners to large
scale community
gardeners





Love
where
YOU
Live



Tonbridge and Malling