'Love Where You Live' Community Empowerment

Mike Cockburn Wirral Council



CONTEXT

- Previously addressed Advisory Group, arrangements being put into place and established. 2 years on....
- Golden thread linkage from corporately identified outcomes through to local community action.
- What is the Love Where You Live (LWYL) campaign?
- How Love Where You Live works and progress being made, medium term view
- Future direction for the campaign



THE 'GOLDEN THREAD'

The Wirral Plan 2015 - 2020

Pledge to 'Create an Attractive Local Environment for Wirral Residents'

Loving our Environment Strategy

A new relationship with residents about where they live.

Delivery Plan 2017/18

Support to Love Where You Live Campaign





LOVING OUR ENVIRONMENT OUTCOMES

- To create great neighbourhoods where people love to live.
- To fully understand what matters to people about where they live.
- To empower residents to take on more responsibility in their neighbourhood.
- To encourage **positive behaviour** and provide a **clear deterrent** against environmental crime.
- To deliver local priorities and address the issues that affect resident's quality of life.





HEADLINE ACTIONS

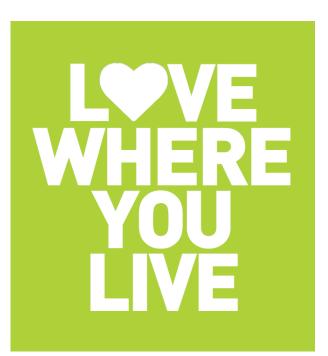
- **Prioritise finite resource** to where required based on **insight**
- 'One landscape' tackle untidy land through works in default – use of recycled prosecution income
- Drive behaviour change and deterrent new Environmental Enforcement Contract this summer.
- **Partnership working** between service providers shared intelligence and resource





LOVE WHERE YOU LIVE

- Authorised use of Keep Britain Tidy's branding to expand on our own Love Wirral brand.
- We want to recognise and fully support volunteers and voluntary groups – equip them and promote their work.
- Love Where You Live compliments the Council's service provision – the campaign does not replace it.
- Build on the success of established groups and create better linkages with them – listen to experiences.
- Focus on areas of the borough with low representation, support new and fledgling groups to become established.





Wirral – a beautiful and inspiring place





But also a place that suffers blight and neglect

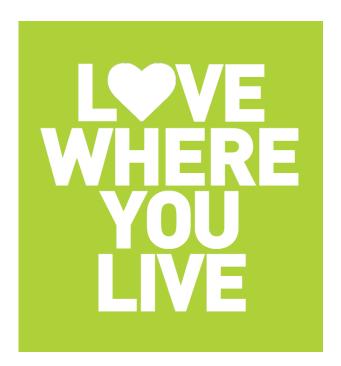




Love Where You Live Action 2017/18

"Produce a volunteer kit to increase environmental volunteering activity in our communities; to include information and practical resources."

- Funding used from litter prosecutions, reinvested into providing resources to improve local environmental quality.
- Information and resources supplied by the Council including dedicated waste disposal arrangements.
- Groups or individuals can request their own litter picking kits for regular clean ups.
- Promotion through the Council's community paper 'Wirral View' and social media.







5 'Love Where You Live'Hubs in each of Wirral's4 Constituencies

Total of 50 adult litter picking kits and 25 child litter picking kits per Constituency area.

Groups or individuals can request and **retain their own litter picking kits** for regular clean ups.



LOVE WHERE YOU LIVE

The ask from each LWYL hub :

- Supply the kit to residents on request, when available.
- Maintain a diary of number of kits distributed and reports this on a monthly or quarterly basis.
- Inform the Council if there is a problem with the kit or return of kit.
- □ Use the LWYL promotional materials.





LOVE WHERE YOU LIVE



Working together:

- Residents
- Existing environmental volunteering groups
- Eco Schools
- Elected Members
- Local businesses
- Constituency teams
- □ Community Action Wirral

WIRRAL

Environmental Services

🛛 Biffa

LOVE WHERE YOU LIVE IN ACTION





Medium Term Observations

- LWYL is helping to build trust between communities and the council.
- Hundreds of people of all ages and backgrounds are now involved in their local communities by participating in LWYL
- More LWYL groups have established themselves across Wirral.
- Positive feedback that the LWYL campaign is providing many benefits - physical, social, philological, preparation for work and not least community pride and love for neighbourhoods.





Medium Term Observations

- The participation of Wirral's Eco Schools is a crucial element of LWYL.
- LWYL has created a number of 'spin offs' and community engagement opportunities.
- We must continue to focus and invest in the LWYL campaign.





LOVE WHERE YOU LIVE – FUTURE DIRECTION

- The next phase for LWYL relationships and expansion of provision and type of support.
- Crowd funding facilitation to be developed.
- Volunteer group support for dog foul bag dispensing boards scheme.
- Multi agency approach to low demand/participation locations across Wirral.





'Love Where You Live' Community Empowerment

QUESTIONS

WIRRAL