

‘Love Where You Live’ Community Empowerment

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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.



LOVE
WHERE
YOU
LIVE



5 'Love Where You Live' Hubs in each of Wirral's 4 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
- 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