

L♥VE YOUR NEIGHBOURHOOD

April 2024 - March 2027



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This document and action plan is managed and implemented by the following teams:

- Waste Services
- Environmental Protection
- Communications
- Community Focus
- Parks and Open Space
- Health and Wellbeing
- Housing Management



Executive Summary

Love Your Neighbourhood (LYN) is an environmental campaign focused on bringing North West Leicestershire residents together to create cleaner, greener neighbourhoods we can all be proud of.

It is a three-year campaign building on the success of our **Zero Litter campaign**, focusing on four key themes:

- Changing behaviour
- Enforcement
- Community engagement
- Week of action.

Year one ran from April 2024 to March 2025. It saw a number of initiatives implemented to improve the area of North West Leicestershire and allow residents, groups and businesses to participate in that achievement.

The main part of year one was a weekend of action. This event saw people from all over the district get together to help in their areas. Activities included, group litter picks, improving gardens, clearing fly-tips and a whole range of other ideas.

The LYN team have evaluated year one and made improvements to year two. More details on this can be found in this document.



Year one of LYN was successful with a number of initiatives and events held throughout the year. A number of achievements were met in year ones, such as:

- 20 schools engaged in workshops educating pupils on environmental crime and recycling, reaching over 1,200 children
- Over 600 residents engaged across five events to raise awareness of environmental crime and recycling
- 404 officer hours resulting in 23 fines issued for littering following proactive patrols
- Six new volunteer litter pickers registered during the Keep Britain Tidy Great British Spring Clean
- 194 inspections were made on businesses during the campaign to ensure safe and legal waste disposal. 97.9% compliance
- Two InTouch magazine articles published and distributed with a reach of approximately 4,100 council properties
- Plastic bags and wrapping collection trial launched with 195 residents at 18 communal sites
- Recycling bins implemented for 16 residents at Holly Court, Measham
- 96 bulky waste collection leaflets and 145 recycling leaflets/letters provided to tenants

- 32 residents engaged with face to face through door knocking and meetings.
- The actions from the Weekend of Action were:
 - Two pop up repair cafes organised in Thringstone and Greenhill
 - **Greenhill** – six bags of rubbish collected. Volunteers' focus was on the community garden which was brought back into working use. Interest was shown to continue a community garden project
 - **Thringstone** – lots of children litter picked the park and engaged with officers. Waste Services collected a lot of fly tipping from the estate.
 - **Measham** – identified untidy land / fly tips were cleared and an impact was made on the overall appearance on the estate
 - 60 litter picking kits were distributed and 84 bags of litter collected
 - Events districtwide were led by community groups. Overall, there was 822 volunteer hours over 21 events during the weekend.

Here are some testimonials and videos from year one.

- **Debrief video**
- Greenhill photo
- Thringstone photo
- Measham photo.

"Our children really enjoyed the recycling assembly, and it generated a conversation around school that continued after the assembly had finished. We do have initiatives around school that the children are engaged with and this worked well together." - New Swannington Primary School.

"This workshop was very informative, fun, practical and the children learnt so much. With coach hire so expensive, school trips are very hard to organise. Workshops like this bring learning alive without parents having to pay a lot of money - North West Leicestershire resident.

Greenhill



Thringstone



Measham



Year two 2025/26

Year one has been evaluated and changes have been made to improve LYN year two.

The changes are:

- Hold a week of action to engage with more residents by giving a longer period for people to participate and engage businesses that are open during the week
- Send feedback forms quicker after school presentations to ensure more returns
- Look for more northern parish summer fetes/events
- Larger capacity batteries for cameras to allow longer recording periods resulting in less officer hours servicing cameras
- Leave fly-tips in place to raise awareness with tape and signs
- Proactively promote bulky waste collections to housing tenants.

These learnings have been fed into the year two of the LYN action plan.



Action Plan 2025 / 2026

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Working with schools delivering a series of environmental crime and recycling workshops.	Contact schools and local groups e.g. Scouts to arrange delivery of two workshops on environmental crime and recycling. Produce a detailed project campaign plan with a communication plan.	Confirm the schools and local groups for the workshop. Prepare workshop materials. Liaising with the Recycling Officers.	Deliver the series of workshops	Send out questionnaires to the schools and local groups that participated to evaluate the use of the workshops.	Workshops delivered in five - ten primary school classes and local groups e.g. scouts.	Environmental Protection

Action Plan 2025 / 2026

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Deliver recycling and environmental crime awareness at public events.	Identify the events in the district and prioritise those with the greatest opportunity for impact e.g. Picnic in the Park.	Attend the events throughout the district.	Evaluate campaign – how effective was the use of attending events?		Level of engagement at event.	Waste Services Development Officer
						Measure footfall to the stands and engagement.	
		Produce information for engagement with the public at the events liaising with the Senior Enforcement Officers.				Number of events attended.	
		Produce a detailed project campaign plan with a communication plan.					

Action Plan 2025 / 2026

Theme one	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Changing behaviour	Attend team briefings to encourage staff to report incidents of environmental crime and volunteer as litter pickers.	Develop a presentation on reporting environmental crime and engage as a volunteer litter picker.	Attend one team briefing. To encourage reporting of environmental crime and becoming a volunteer litter picker.	Attend one team briefing. To encourage reporting of environmental crime and becoming a volunteer litter picker.	Evaluate number of individual and group litter picks. Number of reports made Environmental Protection Team.	Increased number of environmental crime reports received from members of staff to help tackle environmental crime. Staff, numbers at team briefings attended and number of staff and group litter picks.	Environmental Protection
		Look to streamline statements online and supporting evidence for staff. Engage with Team Managers to attend team briefings.	Supply information on the quantity of litter picked by staff volunteers. Publish the presentation on the staff iNet so absent staff can access the information.	Supply information on the quantity of litter picked by staff volunteers. Publish the presentation on the staff intranet so absent staff can access the information.	Publish competition results (pending feasibility from Q1).		

Action Plan 2025 / 2026

Theme two	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Enforcement	Deliver fly tipping campaign targeting rural and private land.	Identify hot spot areas through analysing data and encourage landowners to report fly tipping on their land.	Support and work with landowners. Raise awareness on social media. 'It's all Fly-tipping'. Install cameras on private land to support landowners.	Continue to support and work with landowners. Raise awareness on social media. 'It's all Fly-tipping'. Install cameras on private land to support landowners.	Evaluate campaign. Evaluate the use of cameras on private land.	Number of private landowners, compared with previous years. Have cameras worked as a deterrent? Number of offences capture.	Environmental Protection

Action Plan 2025 / 2026

Theme two	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Enforcement	Undertake fortnightly enforcement patrols for littering and dog fouling.	Identify hot spot areas for littering and dog fouling and produce a schedule for the patrols. Produce information to publicise the outcome of the patrols so the public are aware and to act as a deterrent.	Identify hot spots areas for the next quarter. Undertake patrol and publicise the outcome. Potential use of technology from matrix sign to cameras.	Identify hot spots areas for the next quarter. Undertake patrol and publicise the outcome. Potential use of technology from matrix sign to cameras.	Evaluate campaign. Identifying hot spots areas for the next quarter. Undertaking patrol and publicising the outcome. Potentially technology.	Number of fixed penalties issued. Evaluate any improvement in the areas that were patrolled. Social media engagements. Number of technology related deployments.	Environmental Protection

Action Plan 2025 / 2026

Theme two	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Enforcement	Dog anti-Social Behaviour – Hermitage Lake	Increase foot patrols, social media posts and signage at Hermitage Lake.	Continue with increased foot patrols, social media posts and signage at Hermitage Lake.	Evaluate campaign.	No actions required.	Reduce reports of dog-related ASB during bird nesting season.	Environmental Protection
	Countywide Litter Campaign	Lead and deliver on a two week countywide anti-littering campaign with all local authorities in Leicestershire in a bid to raise awareness and use enforcement to reduce littering across the county.	Agree dates with Leicestershire Enforcement Group for a two week campaign.	Deliver tool kit for the 'It's All Littering' campaign to all seven local authorities in Leicestershire and the city.	Collect data from all Local Authorities who participated to evaluate and publish data.	No action required.	Environmental Protection

Action Plan 2025 / 2026

Theme three	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Community Engagement	Work with Housing Associations and NWL Housing Team to change waste disposal behaviours.	Produce a detailed project campaign plan with communication plan.	Work alongside existing Recycle More projects which identify hotspots and educational interaction within that community.	Engage with NWLDC tenants and social housing residents to change waste disposal behaviours.	Evaluate campaign.	Reduction in fly-tipping.	Waste Services
		Develop a working group with Recycle More, Housing, Environmental Protection and Communications teams.	Engage with NWLDC tenants and social housing residents to change waste disposal behaviours.	Use social media outlets to highlight issues, share success and progress.		Increase use of bulky waste services.	
		Work collaboratively with the NWL Housing Team and Housing Associations to identify the issues, hot spots and opportunities for engagement.				Encourage re-use.	
						Increased recycling.	

Theme three	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Community Engagement	Produce a graffiti and littering policy to focus on anti-social Behaviour graffiti and litter.	Set up a working group to include Parks, Community Safety and Environmental Protection.	Review best practice for these policies.	Draft graffiti and littering policies.	Finalise policies and add to agendas for 2026/27 Q1 Community Scrutiny and Cabinet meetings.	Policies produced and ready for adoption by Cabinet.	Parks and Community Safety
	Hold a series of Housing events to receive feedback from residents about their neighbourhoods and promote involvement, opportunity to work with recycle more, may be looking to include other areas of housing.	Events to be held in a minimum of one location. Work alongside Recycle More to promote this. Gather feedback and ideas for neighbourhood involvement.	Events to be held in a minimum of one location. Work alongside Recycle More to promote this. Gather feedback and ideas for neighbourhood involvement.	Events to be held in a minimum of one location. Work alongside Recycle More to promote this. Gather feedback and ideas for neighbourhood involvement.	Events to be held in a minimum of one location. Work alongside Recycle More to promote this. Gather feedback and ideas for neighbourhood involvement.	Promote Resident Involvement and engage with tenants at a neighbourhood level. Promote the importance of recycling on our housing estates.	Housing Services – Resident Involvement and Housing Management Teams. Recycle More Team.

Action Plan 2025 / 2026

Theme three	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Community Engagement	Housing to reintroduce Tenant Estate Evaluators.	Resident Involvement Team are hoping to launch Spring 2025. We will be training volunteers in Spring 2025 and driving recruitment for more evaluator.	Estate Evaluations to take place in represented areas. Recruit Estate Evaluators across as many areas with communal areas with NWLDC Housing units.	Estate Evaluations to take place in represented areas. Continue to recruit and promote role of Estate Evaluator – InTouch.	Continue to recruit and promote role of Estate Evaluators– InTouch. Potential training session – depending on interest.	Continue to recruit and promote role of Estate Evaluators – InTouch. Potential training session – depending on interest.	Tenant Involvement and Business Safety

Theme four	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Weekend of action	To hold a Week of Action across the district including selected targeted areas to engage with residents and improve the area.	Review data to identify NWLDC targeted area.	Develop a plan for the Week of Action to include working with ward members, local community groups, parish councils, schools, parks and open spaces, Waste Services, businesses environmental crime, volunteer litter pickers, Housing, Community Focus, Communications Officer.	Deliver the week of action.	Evaluate the week of action.	Week of action held.	Environmental Protection, Housing Resident Involvement and Community Focus
		Data sets to include fly-tipping, street cleansing rounds, volunteer litter pick areas, recycling rates and complaints. Identify two targeted areas through the BID process – collective community groups working together.		Promote using social media, radio.	Number of people/groups engaged during the week. Number of bulbs/trees planted/bags of rubbish collected.	Opportunity to engage with residents on issues specific to each area. Through community engagement, evaluate the impact of the Week of Action and gauge the buy-in from the community and businesses.	

Action Plan 2025 / 2026

Theme four	Task	Action				Outcome / Measurable	Lead Team
		Q1	Q2	Q3	Q4		
Weekend of action	To hold a Week of Action across the district including selected targeted areas to engage with residents and improve the area.	Launch Community grant scheme and litter picking equipment registration.	Key themes to tackle will include dog fouling, littering, fly tipping and taking pride in the area.			Leave behind a legacy for residents to "Love their Neighbourhood".	Environmental Protection, Housing Resident Involvement and Community Focus.
		Approach businesses for sponsorship for the project.	Use this as an opportunity for other services within the council to promote their services.			Recycling rates number of volunteers, Number of dog fouling, littering and fly tipping reports.	
			Promote other initiatives e.g. free trees/bulbs that are appropriate at the time and lottery.				

