

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

**COMMUNITY SCRUTINY COMMITTEE – WEDNESDAY, 25
FEBRUARY 2026**



Title of Report	LOVE YOUR NEIGHBOURHOOD CAMPAIGN UPDATE	
Presented by	Councillor M Wyatt Community and Climate Change Portfolio Holder	
Background Papers	<p>Community Scrutiny report on Thursday 4 April 2024 on update on zero litter campaign and launch of love your neighbourhood</p> <p>Cabinet report on Tuesday 23 April 2024, update on zero litter and launch of love your neighbourhood</p>	Public Report: Yes
Financial Implications	<p>Year One Budget (2024-25) A total of £2,000 was allocated from the general fund budget for the first year. Of this amount, £450 was spent during the campaign period. The remaining funds were allocated back to the general fund budget.</p> <p>Year Two Budget (2025-26) For the second year, £2,000 was again allocated from the general fund budget, with £1,300 spent. The remaining funds were allocated back to the grants budget.</p> <p>In addition, £10,000 was secured through the budget process, all of which has been allocated and is scheduled to be fully spent by the end of March 2026.</p> <p>Anticipated Budget for Year Three (2026-27) The projected budget for year three includes £2,000 from the general fundbudget, specifically available for community groups to apply for. A further £10,000 from the general fund budget is also earmarked to support enhanced community engagement activities, including the provision of litter picking equipment, additional bulky waste collections, school engagement initiatives, and communications work.</p> <p>Signed off by the Section 151 Officer: Yes</p>	
Legal Implications	The grants constitute subsidies and are subject to the requirements of the Subsidy Control Act 2022. Therefore, the Council has considered the grants, assessed them in accordance with the subsidy control regime and has complied with the requirements within the Act.	

	Signed off by the Deputy Monitoring Officer: Yes
Staffing and Corporate Implications	The Love Your Neighbourhood (LYN) project is a Council-wide initiative, meaning that many activities undertaken as part of the campaign such as litter picking and environmental crime workshops are integrated into the Council's regular operations, but are promoted under the LYN banner. This approach helps to highlight and reinforce ongoing efforts to improve local environments, while ensuring that routine work receives additional recognition and community engagement through the campaign.
	Signed off by the Head of Paid Service: Yes/
Purpose of Report	The purpose of this report is to inform Community Scrutiny about the progress and outcomes of the Love Your Neighbourhood campaign during its first two years, highlighting the various initiatives and achievements that have taken place. In addition, the report outlines the proposed plans for year three, ensuring that Community Scrutiny is fully updated and able to provide feedback and comments on the draft action plan for the campaign's next phase.
Recommendations	THAT COMMUNITY SCRUTINY NOTES THE PROGRESS MADE IN YEARS ONE AND TWO OF LOVE YOUR NEIGHBOURHOOD AND PROVIDES COMMENTS FOR OFFICERS TO CONSIDER ON THE DRAFT YEAR THREE ACTION PLAN.

1.0 BACKGROUND

- 1.1 [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.
- 1.2 In April 2024, the concept and overall action plan for LYN was presented to Community Scrutiny. It is a three-year campaign building on the success of the Council's [Zero Litter campaign](#), focusing on four key themes:
- Changing behaviour
 - Enforcement
 - Community engagement
 - Week of action
- 1.3 Year one ran from April 2024 to March 2025. It saw several initiatives implemented to improve the area of North West Leicestershire and allow residents, groups and businesses to participate in that achievement.
- 1.4 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. A range of activities were undertaken including group litter picks, improving gardens and clearing fly-tips.
- 1.5 Year two ran from April 2025 to March 2026. The LYN team has evaluated year one and made improvements to year two and some of the highlights are shown below.

2.0 DETAILS OF ACHIEVEMENTS AND SUCCESSES IN YEAR ONE AND TWO

2.1 Year One

Year one of LYN was successful with several initiatives and events held throughout the year. Some of the successes and achievements are detailed below:

- 20 schools engaged in workshops educating pupils on enviro crime and recycling, reaching over 1,200 children
- Over 600 residents engaged across five events to raise awareness of enviro 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% were compliant
- 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.

2.2 In its first year, LYN focused on the 'Weekend of Action', which involved community groups and Council staff in various environmental activities. The community engagement was across the district, however, efforts were concentrated on three targeted locations: Greenhill, Thringstone and Measham. These were picked due to the comparatively high numbers of fly tips, litter and environmental crime in these areas compared to the district as a whole. The activities carried out included:

- Two pop-up repair cafés organised in Thringstone and Greenhill.
- In Greenhill, volunteers collected six bags of rubbish and revitalised the community garden, sparking ongoing interest in further community gardening projects.
- In Thringstone, children actively participated in litter picking around the park and engaged with officers, while the waste services team cleared fly-tipping from the estate.
- In Measham, untidy land and fly-tipped waste were cleared, noticeably improving the appearance of the estate.

- 60 litter picking kits were distributed and a total of 84 bags of litter were collected. Community groups led events across the district, contributing 822 volunteer hours over 21 separate events during the weekend.

The activities were supported by the Council's Environmental Protection, Community Focus, Waste, and Housing (both housing officers and residential involvement) teams.

2.3 Year Two

In its second year, LYN expanded on its initial successes by launching various initiatives and events while tracking data for increases in activities like events held, litter collected, and volunteer participation. Key achievements from this period are listed below.

- 20 local schools were invited however, only one so far has engaged in a workshop to educate pupils on enviro crime and recycling.
- 303 Officer hours resulting in 19 fines issued for littering, following proactive patrols.
- 210 new volunteer litter pickers registered so far and a total of 8,892 bags have been given out to local volunteers and groups.
- Enforcement patrols around Hermitage Lake were increased during the bird-nesting season, along with new signs reminding visitors to keep dogs on leads. As a result, there were no reported dog-related attacks this season, which was a positive outcome for wildlife and the community.
- A total of 141 Duty of Care inspections were carried out on businesses to ensure safe and legal waste disposal, with a current compliance rate of 97.8%.
- The Council led a countywide litter campaign called 'Litter lives on' - a social media-driven campaign that aimed to spark real change by showing how litter impacts the environment, and how small actions can lead to big transformations. All district, borough councils and Leicester City was involved.

2.4 In year two, the Council expanded from a weekend to a full 'Week of Action' in response to staff feedback, allowing more groups, including schools, to participate. Grants continued to support community initiatives. The week ran from Monday 30 June to Sunday 6 July, with daily events across several district locations such as Castle Donington and Kegworth to southern areas including Bardon and Appleby Magna.

- 19 organisations took on environmental activities
- £1,298 LYN funding provided to organisations to support various environmental activities such as litter picking, planting, bird and bat boxes.
- 387 volunteers supported the LYN initiative.
- 1,906 volunteering hours across the week.

- 60 litter pickers and LYN branded hi-vis waistcoats were provided to groups across the district.
- 146 bags of litter were collected by volunteers.
- 37 bulky waste items were collected around the Greenhill area.
- 20 fly tips were dealt with in Measham and Greenhill.
- 1.18 tonnes in total for the bulky waste items.

2.5 While there was a slight decrease in the number of events held across the district (21 in 2024 compared to 19 planned for 2025), overall volunteer engagement increased significantly—from 248 volunteers in 2024 to 387 in 2025—with total volunteer hours rising from 855 to 1,906. Furthermore, there was an increase in grant funding distributed (£450 in 2024 versus £1,298 in 2025).

3.0 FINANCIAL CONSIDERATIONS

- 3.1 During the first year, £2,000 from the Small Grant budget was made available to support LYN grants. Any unused funds were returned to the Small Grant budget for redistribution.
- 3.2 Additional expenses during LYN’s first year were covered by existing budgets. As a result, the 60 extra litter picking kits distributed were funded through Environmental Protection’s current budgets, as well as a leaflet included in the council tax bills and school engagement. It is also worth noting that several staff took part in the weekend of action, generating costs that were treated as part of their normal duties. In the second year, this was revised to a week of action, which provided more time to reach goals.

Year One (2024-2025)		
Team	Activity/Description	Cost
Environmental Protection	Printed leaflets sent out in the Council Tax promoting LYN	£ 1,425
Environmental Protection	Leaflets for school enviro crime workshops	£ 48
Community Focus	Grants awarded linked to LYN	£ 450
Environmental Protection	12 litter picking kits (inc 5 litter pickers, 5 hi vis, 1 hoop, 200 bags)	£ 1,794
	TOTAL	£ 3,717

- 3.3 Waste and Parks service charges for Melrose, Greenhill, and Robins Nest were separate to the grant and covered by the Housing Revenue Account.
- 3.4 In the second year, a budget of £10,000 was allocated to cover extra costs that services were taking on, as well as to support some additional projects. Additionally, £2,000 from the Small Grant budget was set aside for LYN grants. Any money that was not used was returned to the Small Grant budget.

Year Two (2025-2026)		
Team	Activity/Description	Cost
Environmental Protection	Goodie bags for enviro crime workshops in schools	£ 537
Environmental Protection	12 litter picking kits (inc five logo hi vis, five litter picks and 200 bags)	£ 1,331
Communications	LYN banners	£ 248
Street Cleansing	Additional work in the Greenhill area	£ 1,537
Community Focus	Grants awarded linked to LYN	£ 1,298
TOTAL		£ 4,951

3.5 Street Cleansing received payment for extra work at Greenhill via the additional budget for LYN, but Park costs were not included since related tasks fell under the Housing Service Level Agreement for that area.

3.6 Of the £10,000, the remaining £6,347 has been designated for the cleaning of approximately 60 bus shelters owned and maintained by the Council.

4.0 YEAR THREE PROPOSALS

4.1 Year three of LYN is looking to build on the successes of years one and two and further expand the reach of this initiative by having a full 'Month of Action' to be held in June, rather than just a week. The Council will continue to work with community groups, schools and external partners. Grants will be provided to continue to support community initiatives. Key data will be collected as in previous years so that successes and achievements can be measured and allow analysis to see where further improvements can be made.

4.2 Full details of the proposed year three actions are attached as Appendix 1 to this report.

4.3 Full details of the week of action undertaken in year two are attached as Appendix 2 to this report.

Policies and other considerations, as appropriate	
Council Priorities:	Clean, Green and Zero Carbon.
Policy Considerations:	Any enforcement action taken will follow the Council's approved enforcement policy.
Safeguarding:	Any safeguarding concerns raised will be referred as appropriate.
Equalities/Diversity:	An equality impact assessment has been completed.
Customer Impact:	Residents will have the opportunity to take part in improving the environment they live in.
Economic and Social Impact:	The LYN campaign is targeting areas where there are reduced recycling rates, comparatively high levels of littering and fly tipping compared to the district average. These communities will have an opportunity to apply for funding through grants.
Environment, Climate Change and zero carbon:	The work will contribute towards improving the environment in North West Leicestershire by reducing environmental crime and educating the residents.
Consultation/Community Engagement:	The LYN campaign will involve working with communities to improve the environment.
Risks:	As part of its Corporate Governance arrangements, the Council must ensure that Risk management is considered and satisfactorily covered in any report put before elected Members for a decision or action. Volunteer litter pickers are acting in an individual capacity, however, because the Council supports them by providing litter picking equipment, guidance is provided by the Council on litter picking safely
Officer Contact	Paul Sanders Head of Community Services Paul.Sanders@nwleicestershire.gov.uk