

Love Your Neighbourhood Week of Action

July 2025

Background

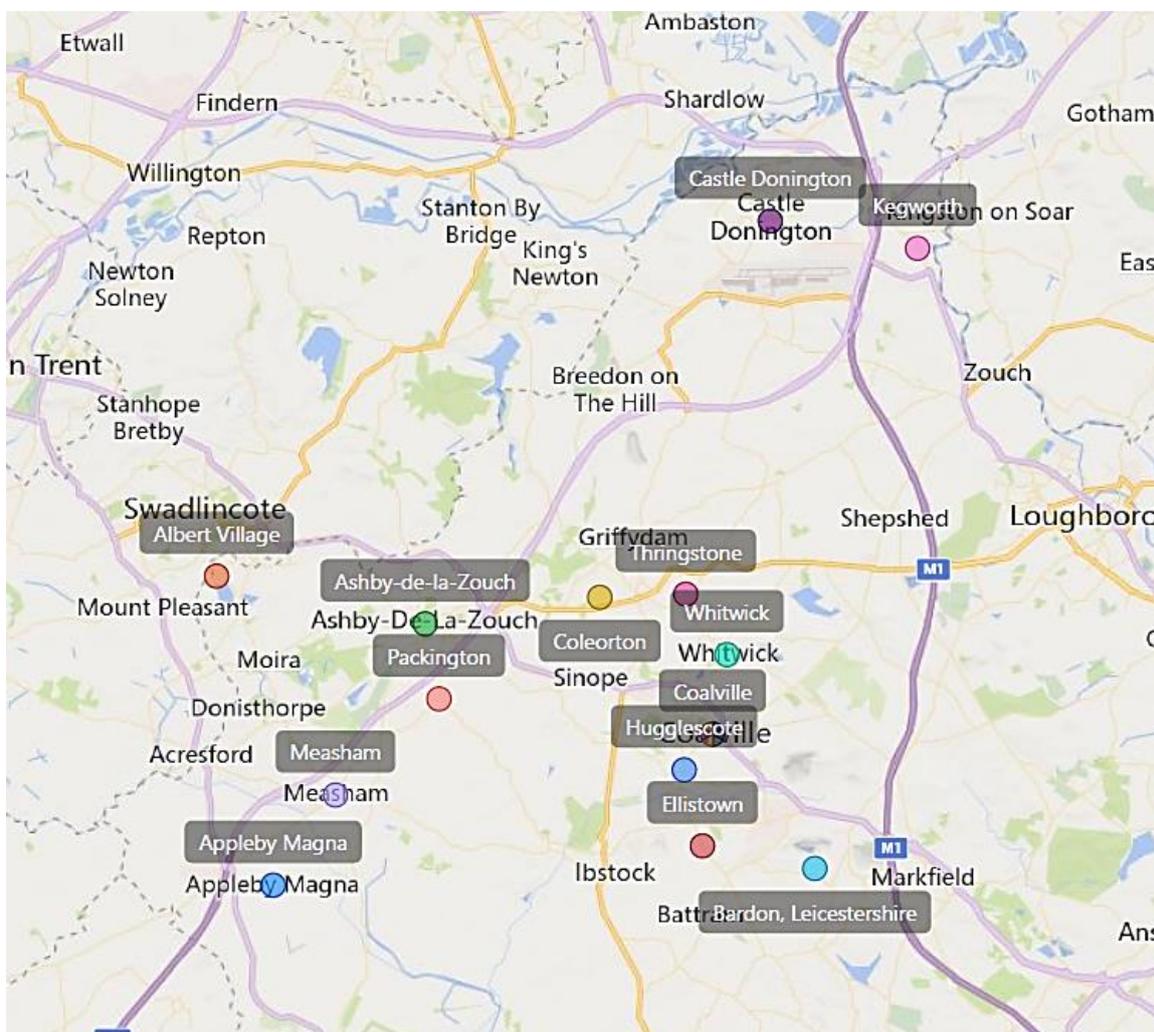
This is the second year of Love Your Neighbourhood (LYN) project. The initiative expanded from a weekend of action to a full week, enabling greater participation from organisations, including schools. The week of action took place from Monday 30 June to Sunday 6 July.

Leading up to the LYN week, extensive engagement and promotion was conducted with schools, voluntary groups, community organisations, and businesses. Additionally, groups had the opportunity to apply for up to five litter-picking kits, as well as grants of up to £500 and up to £100 to support environmental activities and projects.

This report highlights activities, key statistics, and outcomes from this year's initiative. 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).

LYN Week of Action 30 June to 6 July.

Events took place daily across the district. The map below displays all events held in various locations, indicating participation from northern areas such as Castle Donington and Kegworth to southern areas including Bardon and Appleby Magna.



Statistics from the LYN Week of Action

19 organisations took on environmental activities during the week

£1,298 LYN funding provided to organisations to support various environmental activity

387 volunteers supported the LYN initiative

1906 volunteering hours across the week

60 litter pickers and hi vis were provided to organisations across the district

146 bags of litter were collected by volunteers across the district!

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

[Click here for the video showcasing the week's activities](#)

Statistics in more detail

An overview of some activities conducted during LYN week are outlined below. A wide range of community groups and individuals, businesses and schools participated in the event.

Day	Organisation	Activity
Monday	Friends of Ashby Bath Ground	Litter pick / cleaning signs and benches
	4 th Coalville Scout Group	Litter pick
	Charles Booth Centre	Planting and hedge cutting
Tuesday	East Midland Housing Coalville	Litter pick and bulky waste clearance
	Newbridge School	Planting, installing planters, Litter pick
	NWLDC, Enrych, Holcim, residents	Weeding Greenhill garden
Wednesday	Platform Housing	Litter pick / planting around Holly Court Measham
	Coalville CAN	Litter pick
Thursday	NWLDC	Litter pick / road sweep / bus stop clean / communal hedge cutting
	Whitwick Parish Council	Litter pick
Friday	Holcim UK	Litter pick
Saturday	Ellistown & Battleflat Parish Council	Litter pick
	Castle Donington wombles	Litter pick
	Ashby Woulds Litter Heros	Litter pick
	1 st Appleby and Measham Scout Group	Community litter pick /planting
	One Kegworth (with a number of other organisations in Kegworth throughout the week)	Litter pick / planting / cleaning / basket hanging / build and place bug, bat and bird boxes across the village
Sunday	The Pheonix Childrens Foundation	Litter pick

ORGANISATIONS THAT TOOK PART IN LITTER PICKING ACROSS THE DISTRICT

1st Appleby and Measham Scout Group with McDonalds
 4th Coalville Scout Group
 Ashby Woulds Litter Heroes
 Castle Donington Litter Wombles
 Charles Booth Centre
 Coalville CAN
 Coleorton Litter Wombles
 Ellistown and Battleflat Parish Council

Friends of Ashby Bath Grounds
 Friends of Thringstone
 Holcim UK
 Hugglescote and Donington le Heath Parish Council
 Kegworth Litter Wombles
 Newbridge High School
 NWLDC Waste Services
 Platform Housing Group
 The Phoenix Childrens Foundation
 Whitwick Parish Council



1st Appleby and Measham Scouts litter pick



Kegworth Litter Wombles



Ashby Woulds Litter Heros



Castle Donington Litter Wombles



Whitwick Parish Council

Grants

Organisations awarded a £500 grant are listed below:

Organisation	Activity	Collaboration with	Awarded
One Kegworth	Litter picking, planting hanging baskets, clearing areas, bird, bat and bug boxes	Kegworth Scouts Kegworth Library Kegworth Primary School Kegworth Plan Group Litter Wombles Kegworth Imps Football Club Kegworth Cricket Club One Kegworth	£500
Charles Booth Centre	Cut back hedges and planting	Charles Booth preschool Volunteers from the community	£498

One Kegworth



Photo showing a few of the bird, bat and bug boxes made by various groups, and a couple of volunteers who helped to display them around Kegworth village

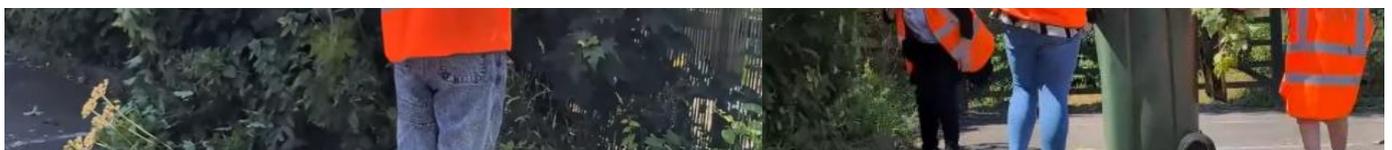


Charles Booth Centre

Organisations awarded the £100 LYN Grants are listed below:



Photos showing Charles Booth Centre volunteers and a preschool child tidying the Charles Booth site



Organisation	Activity	Grant for	Awarded
Newbridge School	Litter picking, plants, hanging baskets	Compost, gardening equipment, plants	£100

1st Appleby and Measham Scout Groups	Litter picking and planting – engaged with McDonalds from Appleby Magna	Fruit trees, fruit bushes, compost	£100
Ellistown & Battleflat Parish Council	Litter picking	Litter picking hoops, more litter pickers	£100

1st Appleby and Measham Scout Group litter pick and planting



Litter bags



Location	Bags of Litter Filled
Albert Village	17
Castle Donington	67
Measham	4

Whitwick	48
Woodstone Primary School	10
Total	146

Bulky waste collections in Greenhill

Prior to the LYN Week of Action, Recycle More Officers distributed bulky waste leaflets to 1,174 properties in Greenhill. A total of 37 items were registered for collection. The breakdown of these items is provided below.

Item	Number
2 Seater sofa	4
3 Seater sofa	5
4 Seater/corner suite sofa	2
BBQ (no gas)	1
Chest of drawers	2
Cooker	2
Dishwasher	2
Double/King mattress	4
Fridge freezer	7
Microwave	1
Recliner chair (non-electric)	2
Single bed base	2
TV	1
Washing machine	2

Fly tips in Greenhill and Measham

The Environmental Protection team was proactive and visited Greenhill to note any fly tips that were not part of the bulky waste collection. Measham Parish Council also did a walkabout and noted a few fly tips which were dealt with during the LYN Week of Action.

Untidy Land

LOVE YOUR NEIGHBOURHOOD

As part of Love Your Neighbourhood, we are offering households in the Greenhill area a **FREE bulky waste collection** on Saturday 5 July 2025.

Households can have one or the other of the following items collected:

- A non-upholstered / non-soft furnishing item, such as a washing machine
- An upholstered / soft furnishing item, such as a sofa

Find out more and book a collection by **2 July 2025** at nwleics.gov.uk/freebulkywaste or by calling Customer Services on **01530 454545**.



As a result of the initial patch walk, there is one untidy land case booked opened, with the owner occupier working with an enforcement officer to come to a satisfactory resolution.

All fly tips were collected and the cases were closed.

Category	Location	Cases/Incidents	Status/Notes
Untidy land	Not specified	1	Owner occupier working with Enforcement Officer
Fly tipping	Bradgate Drive	3	
Fly tipping	Cropston Drive	5	Multiple fly tip removed from old garage block site
Fly tipping	Haslyn Walk	1	
Fly tipping	Beacon Crescent	4	
Fly tipping	Longcroft Road	1	
Fly tipping	Northfield Drive	1	
Fly tipping	Peldar Place	1	
Fly tipping (Measham)	Eagle Close	2	
Fly tipping (Measham)	Raven Close	1	

Some examples of the fly tips below.



Greenhill Community Garden

The resident Involvement team attended the Greenhill Community Garden on 1 July 2025, where with the support of Enrych staff, Holcim staff and a number of residents/tenants, they tidied the garden area.

Before



After



Communication engagement

The Communications Team highlighted LYN Week of Action by sharing updates via social media and by visiting groups to document community environmental efforts across the district.

Hashtags were created on social media so community groups could tag themselves and notify the Council of their involvement.

#LoveYourNeighbourhood #WeekOfAction #NWLDC #CommunityPower
#NorthWestLeicestershire

There were nine posts on the 'This Is NWLeics' Facebook page, and several other organisations and community groups posted with the hashtags.

Two press releases were posted – before and after the event – and a thank you video was created which was posted on Facebook and Instagram.

The Communication Team also created a certificate signed by Portfolio Holder, Councillor Wyatt, and Chairman, Councillor Lees for all organisations that took part.

**LOVE YOUR
NEIGHBOURHOOD**

**Thank you for supporting
LOVE YOUR
NEIGHBOURHOOD
WEEK OF ACTION 2025**


North West
Leicestershire
District Council


Cllr Micheal Wyatt
Deputy Leader


Cllr Paul Lees
Chairman