



# Could you lead a **Toilet Twinned City** revo-loo-tion?



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# What's involved in becoming a Toilet Twinned Community?

## Here's the criteria for the Toilet Twinned City challenge:

### Goal 1:

#### Set up a 'Steering Group'

This requires a group to come together to inspire their community to press on towards the goal. This is an effective way to reach the community as different individuals can connect with, and oversee, different groups (e.g. churches, schools).

### Goal 2:

#### Encourage your local council or MP to twin a toilet

You'll encourage a local councillor, or mayor, or MP to either donate £60 to twin their own toilet, or accept a toilet twin as a gift. We know you can't ensure that people display their certificates in their loo. Your work would be done if a local councillor, mayor or MP agree to accept one.

### Goal 3:

#### Tell as many people as possible about Toilet Twinning

To be a Toilet Twinned City, you need to promote Toilet Twinning in your community (e.g. a stand at an event, or through leaflets, posters, presentations or school assemblies etc.)

### Goal 4:

#### Twin at least 30 toilets across the community

Through all your efforts, your city will have a total of 30 toilet twins across at least **four** of these categories:

- Churches or other faith communities
- School or other educational establishments
- Public toilets
- Cafés, pubs or restaurants
- Local businesses / employers
- Community organisations / charities

### Goal 5:

#### Get some local media coverage

As you spread the word far and wide about Toilet Twinning, you'll achieve media coverage for your efforts – or will provide evidence of attempts to do so (i.e. press releases to local papers or radio stations). This will provide positive publicity for all businesses and organisations involved, as well as for the cause. Contact [info@toilettwinning.org](mailto:info@toilettwinning.org) if you would like help drafting your release or ideas for media-friendly events.

### Chester

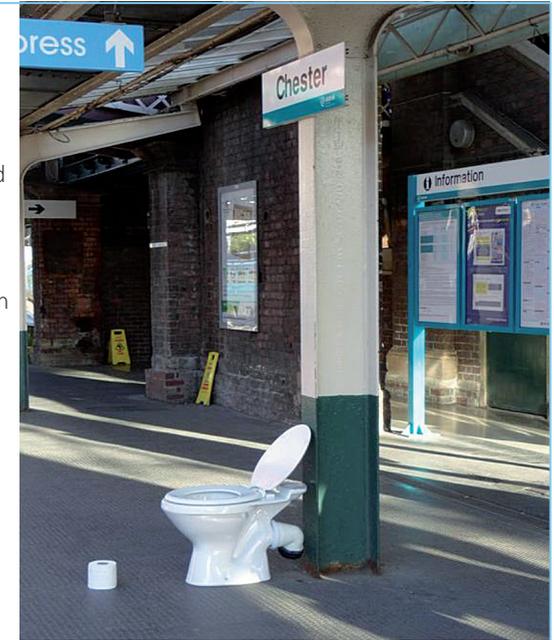
Chester was crowned the UK's first Toilet Twinned City after local Soroptimists kicked up a stink about sanitation.

Some city schools and businesses had started the ball rolling by twinning their toilets, then Chester Soroptimists galvanised local efforts.

They enlisted the support of local businesses and raised funds at a local fete, enabling them to twin toilets for the City's Sheriff, mayor, local companies, cafés and restaurants. And they publicised their fundraising with an imaginative social media campaign about a 'Lonely Loo' that was photographed at locations around the city.

**'Toilet Twinning captured people's imagination: there's a sense of fun but also a serious message.'**

Chester SI President Victoria Pritchard



Let us know if you're planning to go for the Toilet Twinned Town award. We've loads of resources and ideas and will be on hand to offer advice every step of the way!

Contact us: [info@toilettwinning.org](mailto:info@toilettwinning.org) or call 0300 321 3217

