



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



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What's involved in becoming a Toilet Twinned Community?

Here's the criteria for the Toilet Twinned Town 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 Town, 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 20 toilets across the community

Through all your efforts, your town will have a total of 20 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 if you would like help drafting your release or ideas for media-friendly events.

Skelmersdale

Skelmersdale was crowned the UK's first Toilet Twinned Town, thanks to a community-wide campaign which drew in schools, churches, businesses and local groups.

Rev Chris Spittle and the congregation of St Paul's Church led the charge by collecting money in a toilet bowl and twinning their own loos. They then held further collections so they could give toilet twins to prominent local organisations. They encouraged people across the town to twin: schools, care homes, shops and pubs all got in on the action...

'Toilet Twinning's a fun way to make a difference and tackle a really serious global issue.'

Rev Chris Spittle



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 or call 0300 321 3217

