

Burnley Road Todmorden for the Great British High Street award Rising Star - Community category

'OUR PLANET TOD is neat (OPT in)' – taking community responsibility for our town's environment and well-being.

Improving our high street will be a legacy for inclusion.

This initiative aims to improve Todmorden for everyone. Clean streets provide healthy physical, mental and emotional benefits to engage residents, visitors and shoppers in our caring community. We also want to explore the ways we can empower and support individuals to look after 'Our Planet Tod'. The town where we look after each other, our environment, our local businesses, our children's education and our High Street - we only have one #OurPlanetTod.

All community groups and Todmorden's multiple community and environment initiatives: [IET](#), [TLC](#), [Lamplighter Festival](#), [Todmorden in bloom](#), [Healthy Minds](#), [TIC](#) etc are welcome to collaborate in the following strategy (which is only a starting point and we'd love your ideas):

1. **Recover:** Starting with cheap, quick and visible wins - continue with regular litter picks etc.
2. **Reduce:** Packaging at source, engage schools/Beavers/Sporting groups: find teacher and student champions to lead on picking, not dropping litter.
3. **Re-use:** Continue the local 'plastic free' push - encourage local businesses to sign up to different levels of 'Our Planet Tod' pledge.
4. **Re-cycle:** Aim not just to litter pick, but to re-cycle much more of our town centre litter.
5. **Research:** Involve refuse collectors and Todmordians to find out where we need which bins.
6. **Reinvent:** Sponsored litter, recycling, gum and butt bins, both by businesses, 'take-aways' (the source of much litter) and artists - who can paint/ decorate recycling bins with positive images.
- 7: **Renovate & Repair:** Encourage shop frontage face-lifts, maybe a 'town centre house style'?

Impact - Improvement in Key Performance Indicators - happy to discuss.

Leadership - TodConnect, supported by UCVR, with Keep Tod Tidy.

Innovation -Incorporating Community Well Being and Education into our Town Initiative.

Official start date -September 2018. Following several successful and community engaging trial litter pickings this initiative will be formally adopted.

Challenges: To understand Todmorden at all, you should know that there are as many opinions as people (15000) - getting collaboration is the challenge!

@GBHighSt bid and voting (every day from now until 31st October) by including #MyHighStreet, #GBHSTodmorden in their post- only 42 more days to do it for #OurPlanetTod - the town where we look after each other