



## **MWA Home & Overseas Paper - October 2019 USE OUR LOOS CAMPAIGN**

The MWA has paid to twin the Church House toilets with toilets in poor communities overseas. Last year the MWA also helped fund Dignity Kits for women, which made us think about the need for accessible toilets. In the UK however, public conveniences are disappearing. In response, the British Toilet Association started the USE OUR LOOS campaign in 2018.

### **Where to go, when you need to go ?**

USE OUR LOOS is a national campaign mobilising local business to make their loos accessible to the community they serve. We all need to use a loo or public restroom when we are out and about each day and it's getting harder and harder to find a good clean toilet to get relief and allow us to enjoy the local area. With Local authorities struggling to provide enough facilities, now many local businesses and store owners are keen join into a Community Toilet Scheme to make sure that everyone can continue to enjoy local amenities and continue shopping. Libraries, Museums and Public buildings have also been targeted

### **The British Toilet Association**

The BTA is promoting USE OUR LOOS to record the locations of all publicly available loos throughout the UK. These include toilets provided by local authorities, private providers, local shops/stores and businesses to help all types of users to find relief when travelling or shopping "away from home" A clean, safe toilet should be within everyone's reach.

That is why the BTA is tackling the reduction of UK public toilets and making them accessible once more. Businesses are rewarded for you doing your business! They gain free publicity and hopefully increased turnover from increased footfall. Businesses also benefit from a warm feeling that they are helping people live their lives to the fullest.

USE OUR LOOS is the first national scheme that unlocks the loos that are hidden in our coffee shops, cafés, restaurants and bars. It gives them back to the community. USE OUR LOOS works with the Great British Public Toilet Map, to eventually provide the most accurate and up-to-date map of publicly available loos in the UK.

The USE OUR LOOS campaign:

- Asks for public loos to be kept open and more loos in businesses to be made publicly available;
- Thanks those who make the commitment to help through recognition, publicity, and free cleaning products;
- Drives a connection with the local community and footfall to businesses;
- Addresses 'toilet stigma' and aims to change the cultural context to appreciation and openness;
- Creates the first national campaign to bring together the numerous, disparate Community Toilet Schemes, with common signage and naming; and

- Ensures all these publicly accessible loos are discoverable at the right time for those in need by joining with the Great British Toilet Map.



The Great British Toilet Map is a website where you can search for public toilets in your area, or if you are away from home. This includes toilets in shops and cafes where they let non-customers use their loo.

Unilever which makes Domestos, (and some other organisations) are heavily involved in sponsoring USE OUR LOOS, and the Great British Toilet Map. Domestos joined with UNICEF more than four years ago, waging war on poor sanitation overseas, *because everyone deserves a clean toilet.*

**Naomi Hancock**



**USE OUR LOOS**

The Great British Public Toilet Map

Give a pee-ee to spend a penny!

Add a toilet

**Nearest Toilets**

1  more info...

2  more info...

