

## Love Cambridge Charter

Love Cambridge is an organisation that brings together a wide range of interests, across both the public and private sectors and encourages them to work together proactively on a range of projects to improve the city.

This spring, in response to feedback from members, Love Cambridge is launching a Charter, which city centre businesses are encouraged to sign up to. The Charter has been developed to address three areas which will help improve everyone's experience of Cambridge making them want to come back again and again. The Charter will look at promoting:

- Excellent customer service within the city
- Ways in which we can improve the physical appearance of our streets
- Offer guidance on how taking small steps in reducing your carbon emissions can contribute to tackling climate change.

### Benefits to the Businesses

The Love Cambridge Charter invites all businesses and organisations within the city to sign up to working towards 10 basic principles. On signing up to the charter you will receive:

- a copy of the charter to display to staff
- a window sticker to inform the public that you are working towards the charter
- a listing on the Love Cambridge website detailing your participation in the project

Emma Thornton, Head of Love Cambridge says ' The Love Cambridge Charter is a project that we are all very proud of as it has been developed as a direct result of discussions with our members. We are looking at ways in which we can improve the experience users of the city receive and believe that working together, the city centre businesses can really make a difference.'

She goes on to say 'Love Cambridge will also be hosting an awards ceremony later in the year where we will reward and recognise those businesses that have demonstrated best practise. The awards will celebrate all elements of the charter and we very much look forward to rewarding those businesses and individuals that go the extra mile'.

To find out more about the Charter and to sign up please visit [www.love-cambridge.co.uk/charter.htm](http://www.love-cambridge.co.uk/charter.htm)

**But that's not all.....**

**Love Cambridge Make a Difference Day Friday 14<sup>th</sup> May 2010**

To officially launch the Charter, Love Cambridge are hosting a 'Make a Difference Day' on **Friday 14<sup>th</sup> May 2010** focusing on two elements within the charter; **Taking Pride in our City** and **Reducing Waste**.

**A Carrier Bag Exchange** – Love Cambridge are aiming to reduce the number of plastic bags being used in Cambridge and along with sponsor Donarbon, all businesses are invited to pre-register for reusable free of charge Love Cambridge paper bags, which can be used instead of plastic bags on and after **Friday 14<sup>th</sup> May 2010**.

In addition the Love Cambridge '**bag lady**' will be present in the Market Square on **Friday 14<sup>th</sup> May** encouraging people to swap their plastic bags for limited edition Love Cambridge cloth bags. All the plastic bags collected as part of the project will be responsibly recycled using a local Cambridge business, Marchant Manufacturing. They will reprocess all the bags collected in the Market Square on Make a Difference Day and turn them back into black refuse sacks which will be sold by UK supermarkets.

Making black bags and other products from local polythene waste ensures materials are re-used not landfilled and helps ensure we don't waste the earths resources. If any businesses have any waste polythene in bulk which Marchants can collect then you can contact them at [www.wastenotnow.co.uk](http://www.wastenotnow.co.uk) and help to play your part in reducing waste and promoting recycling.

**Taking Pride in our City** – Love Cambridge is encouraging businesses across the city to work together collectively to improve the general external appearance of their businesses. If you are interested in helping to improve the appearance of the city then you can:

- Register your interest at [www.love-cambridge.co.uk/charter.htm](http://www.love-cambridge.co.uk/charter.htm). Once you have registered your interest, you will be sent an information pack containing hints and tips on what can be achieved alongside information about the Capital Grant programme run by Cambridge City Council which could help fund improvements you would like to make in your street / area.
- Let Love Cambridge know of any 'hot spots' near your business, which you would particularly like to see addressed as part of our 'Make a Difference' day and we will see if we can help – **please report your 'hot spots' by Friday 7<sup>th</sup> May at the latest.**

**How can you get involved?**

All businesses and organisations within the city centre are invited to sign up to and participate in our Charter, Make a Difference Day or both! To find out more or to sign up please visit [www.love-cambridge.co.uk/charter.htm](http://www.love-cambridge.co.uk/charter.htm) or email [becky.burrell@love-cambridge.co.uk](mailto:becky.burrell@love-cambridge.co.uk)

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