



2012 marks the 25th year since the introduction of the annual Loo of the Year Awards in 1987. A very special celebration of a very successful Awards scheme.

Well over 65,000 separate ladies, gents, accessible and baby change toilets have been inspected during the last twenty four years and many participants use the Awards scheme as an annual independent audit of their washroom facilities. Every facility inspected is star graded with over 100 different inspection criteria used for each entry.

In excess of 6,000 entries have been received in the past four years across the 60 separate entry categories, covering every conceivable 'away from home' location.

The Loo of the Year Awards recognise the best places to 'go' throughout Great Britain and Ireland. The accompanying Attendant of the Year Awards recognise the all important people who help keep toilets clean, either as employees of entrants or members of staff of the many external cleaning contractors now involved in the Awards.

The Awards rely on sponsorship from both product suppliers and service companies in the washroom industry, as well as other companies or organisations who support the need to maintain higher standards for all 'away from home' toilets.

There are few, if any, established, proven and so commercially relevant sponsorship opportunities available today, which cover every part of the UK and involve every member of society – young and old. Everybody needs clean and properly equipped toilets!

Media interest in the Awards remains intense and competition participants, as well as Sponsors and Supporters, are assured of positive benefits from their involvement in the competition.

We require a number of Sponsors for the 2012 Awards which will be actively promoted throughout 2012. Entry levels for the 2011 Awards far exceeded expectations despite the Credit Crunch – good toilets are good for business! Sponsorship packages are available to meet specific needs and budgets and start at £1,200 plus VAT. Leading washroom supply and service companies have benefitted by being an Awards Sponsor including Airdri, Albany Washroom Solutions, Armitage Shanks, Cannon Hygiene, Dyson, Clos-O-Mat, Help the Aged, Initial Washroom Solutions, Remploy, Vectair and Wallgate. The British Cleaning Council and the Changing Places Consortium have also sponsored LOYA.

Some sponsors have used their sponsorship of Loo of the Year Awards as part of a long term strategy, others as a short term boost to promotion of a new product or service. Companies or organisations who would normally submit entries can also show support for the Awards by signing up as an official Awards Supporter.

For full details of Sponsor and Supporter benefits and to obtain a Sponsor or Supporter Application Form please phone 01403 258779 or contact information@loo.co.uk

Please consider supporting these very special 2012 Awards and, through your support, share the pride with all those who aspire to higher standards.

Together, we're making a difference!

Mike Bone
Managing Director