

APPENDIX 1

25.

['Live Here Love Here' Campaign](#)  PDF 99 KB

Additional documents:

[Appendix 1 - LHLH - H&ES Minutes, item 25.](#)  PDF 75 KB

[Appendix 2 - LHLH List of small grants applicants, item 25.](#)  PDF 61 KB

Minutes:

The Committee was reminded that the Live Here Love Here (LHLH) Campaign Programme was being managed by Keep Northern Ireland Beautiful to create a movement in Northern Ireland communities which focused on Civic Pride and encouraged residents to take action in their local communities through volunteering activities.

It was reported that the Project had engaged with 94,542 volunteers during 2015/16 and would be expected to exceed its target in this area by the end of year three.

The Committee was reminded that the original agreement was for three years funding, however, the commencement of the project had been delayed by a year. It was suggested that the council supported the funding for an additional year 2016/17 at the cost of £41,000.

The Committee adopted the following recommendations:

- I. note the progress made with the LHLH campaign to date and the benefits in collaborating in a wider behavioural change campaign.
- II. commit to Belfast City Council continuing to support the campaign for a further year during 2016/17 at a maximum level of £41,000 from within the existing Cleansing Services anti-litter campaign budget, following a review of the project at each year end. This would ensure that the campaign still meets with the aims of the Belfast Agenda. Funding would also be dependent on other contributors maintaining funding at levels which make the programme viable.