



Subject:	Brighter Belfast Environmental Awards
Date:	7 June 2016
Reporting Officer:	Nigel Grimshaw, Director of City and Neighbourhood Services
Contact Officer:	Sam Skimin, Head of Cleansing Services Caroline Briggs, Community Awareness Manager

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The purpose of this report is to update members on the Brighter Belfast Environmental Awards to date, and to propose the cessation of the awards and incorporating them into the Live Here Love Here Campaign (LHLH).
2.0	Recommendations
2.1	The Committee is asked to; (i) Note the progress made with the Brighter Belfast Environmental Awards to date. (ii) Agree to the ending of the Brighter Belfast Environmental Awards and to supporting the alternative Live Here Love Here Campaign, Environmental Awards.
3.0	Main report
3.1	<u>Key Issues</u> At a meeting of the Special Contract Services Committee Friday 30 th April 2004 a report was considered relating to the Council committing funding to the proposed Brighter Belfast initiative. Committee agreed to commit £15,000 for the development and delivery of an Environmental Awards Scheme. This was successfully undertaken by the Community Awareness Team of Cleansing Services. Incorporating Belfast in Bloom, three successful

events were run annually and from 2008, in order to ensure the sustainability of the success of the awards with regards to continuing to attract new environmental projects from applicants, it was proposed that the awards be held biennially. A further four biennial events were delivered.

3.2 The Brighter Belfast Environmental Awards (incorporating Belfast in Bloom) are funded through Cleansing Services and Parks and Leisure Services budget, to a total of £20,000.

3.3 The Brighter Belfast brand is no longer being utilised by any of the projects set up under the original overarching theme, with the exception of the awards. An evaluation of the entrants for the awards in recent years does demonstrate a degree of replication with similar projects being resubmitted. With some individuals and groups, particularly with the Belfast in Bloom awards, there have been consistent year on year winners and therefore attendees to the awards ceremony. It is considered that, after seven successful events over ten years, it is time to revisit the awards and examine alternative ways of celebrating the success of environmental projects undertaken by our community groups, schools and businesses.

Live Here Love Here Campaign

3.4 At the People and Communities Committee on 8th December 2015 Members agreed to commit to the Council continuing to support the regional Live Here Love Here (LHLH) 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. The programme is made up of three elements; a media campaign, a volunteering support programme and a small grants scheme. It is now proposed that Environmental Awards are developed as well.

3.5 The aims of the LHLH programme are:

- To create a movement in the Northern Ireland community focused around the concept of Civic Pride;
- To effect behavioural change in the public and business community through the promotion of Civic Pride;
- To improve the quality of the built and natural environments in Northern Ireland;
- To continuously improve street and beach cleanliness in Northern Ireland;
- To promote and support local volunteers and volunteer networks to lead Civic Pride initiatives in their local areas;
- To increase opportunities for volunteering in Civic Pride Initiatives;
- To encouraging a sense of “active communities” / local activism in Northern Ireland;

- To create a sense of ownership among local communities and individuals in waste reduction, waste management and recycling, use of green space;
- To promote public health through increased community engagement and community involvement in local and regional communities; and
- To encourage tourism through increasing the aesthetic appeal of the Northern Ireland landscape.

3.6 The Programme is managed by Keep Northern Ireland Beautiful in conjunction with the funders.

Proposed Live Here Love Here Awards

3.7 It has been proposed that the development and delivery of LHLH Awards is included in the campaign's work plan 2016-2017. This would be a Northern Ireland wide awards scheme, for which, as Belfast is a contributing council, communities, schools and businesses within Belfast would be eligible to apply. There would appear to be significant potential duplication should the two awards run in 2016–2017, with both awards being funded (in part) by the council and both targeted at the same groups.

3.8 The LHLH Awards would be an ideal opportunity for the Council to support and celebrate the success of our community groups, schools and businesses on a Northern Ireland wide scale and the event is likely to attract higher media profile than the Brighter Belfast Awards. Building on the success of the LHLH small grants scheme, where half of the Council's contribution is distributed to environmental projects being undertaken in the Belfast area, the LHLH Awards will recognise the achievements and reward sustainable community led projects and incorporate the themes of the six Brighter Belfast Environmental Award categories.

3.9 The proposal to no longer run the Brighter Belfast Awards, incorporating Belfast in Bloom, has been agreed by Parks and Leisure Services. This should have no impact on delivery of the Belfast in Bloom awards. On the alternating year when the Brighter Belfast Awards event did not take place, the Belfast In Bloom Awards have been presented, by a member of the Committee, at an event in Malone House. It is proposed that the Belfast in Bloom Awards will continue to be presented at a similar ceremony annually.

Financial & Resource Implications

3.10 There will be a saving of £20,000 split between Cleansing Services and Parks every two

	<p>years. There would be no additional resource implications to the Council with regards to LHLH Awards.</p> <p><u>Equality or Good Relations Implications</u></p>
3.11	There are no equality or good relations implications in this report
4.0	Appendices – Documents Attached
4.1	<p>Appendix 1 - People and Communities Committee minutes 8th December 2015</p> <p>Appendix 2 - List of successful LHLH Small Grant Scheme applicants 2016</p> <p>Appendix 3 Alternative Existing Awards available to Belfast Community Groups / schools and Businesses</p>