



Subject:	Live Here Love Here Campaign
Date:	10 th January 2017
Reporting Officer:	Nigel Grimshaw, Director City & Neighbourhood Services Department
Contact Officer:	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 inform Members on the progress of the Live Here Love Here Campaign (LHLH) to date and to propose further support for the campaign.
2.0	Recommendations
2.1	The Committee is asked to <ul style="list-style-type: none">(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 2017/18 at a maximum level of £41,000 following a review of the project at this year-end. This will ensure that the campaign still meets with the aims of the Belfast Agenda. Funding will also be dependent on other contributors maintaining funding at levels which make the programme viable.
3.0	Main report
3.1	<u>Key Issues</u> At a meeting of the Health and Environmental Services Committee on 6 th February 2013 (see appendix 1), a report was considered relating to the Council committing funding to the proposed Civic Pride Programme. Committee agreed to commit £41,000 of the Council's existing anti-litter campaign budget to the project for 3 years, subject to appropriate funding from other agencies. On 7 th August 2013 the Committee was updated and advised that the commencement of the project was delayed. Committee agreed that the Council would continue support the campaign for 2014/15 and 2015/16. On 8 th December 2015,

	<p>the People and Communities Committee agreed that Council's funding for the project would continue for the further year 2016/2017.</p>
3.2	<p>The "Civic Pride Programme" has subsequently been re-branded as "Live Here Love Here" and has been developed by a partnership of organisations including Keep Northern Ireland Beautiful (formally Tidy Northern Ireland), the Department of Agriculture, Environment, and Rural Affairs Tourism Northern Ireland and local Councils. In the current third year of the project, additional supporters, Northern Ireland Housing Executive and Choice Housing have come on board. In year 3 of the campaign (2016/17), 7 councils supported the programme:</p> <ul style="list-style-type: none"> ▪ Antrim and Newtownabbey Borough Council ▪ Ards and North Down Borough Council ▪ Belfast City Council ▪ Derry and Strabane District Council ▪ Fermanagh and Omagh District Council ▪ Mid and East Antrim Borough Council ▪ Newry, Mourne and Down District Council
3.3	<p>The programme is made up of three elements; a media campaign, a volunteering support programme and a small grants scheme. The aims of the LHLH programme are:</p> <ul style="list-style-type: none"> ▪ 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.
3.4	<p>The LHLH Programme is managed by Keep Northern Ireland Beautiful. The small grants</p>

<p>3.5</p> <p>3.6</p> <p>3.7</p> <p>3.8</p>	<p>scheme was launched in September 2014 and the media campaign commenced in January 2015.</p> <p>As well as an anti-littering message, the campaign also aims to improve the local environment by encouraging people to take action in their local communities through volunteering activities. The campaign consisted of local outdoor, bus and press advertising as well as Northern Ireland wide TV advertising and digital activity. within the participating Council areas</p> <p>There are advantages to the Council in contributing to a collaborative approach to behaviour change campaigns. Previously the Council has developed and paid for its own TV Ad campaign but as the Ads were shown regionally all council areas received the benefit. In this collaborative approach, funding for the campaign is also being provided by other councils, DAERA and other agencies. In addition, through the small grants scheme, community and other groups within Belfast have benefited directly with £20,500 allocated to Belfast groups in 2015/16. This year, 2016/17, £10,500 has been allocated to Belfast groups to date with another £10,000 to be allocated in the second tranche in December. An additional £4,900 has been allocated to Choice Housing projects in the Belfast area this year. Details are attached in Appendix 2.</p> <p>Millward Brown Ulster was commissioned in 2015 to undertake quantitative research into the effectiveness of the small grant scheme. There was unanimous agreement across all groups interviewed that the funded projects helped to instil a feeling of civic pride among local people. These projects helped to make positive changes in the areas and in turn encouraged people to be more aware of the environment around them and to take pride and responsibility in their local areas.</p> <p>The Live Here Love Here Campaign has achieved good progress towards its targets</p> <ul style="list-style-type: none"> ▪ Awareness - Community engagement and involvement – to have 40% brand awareness of the Live Here Love Here programme across Northern Ireland. <p>The most recent results of the market research being carried out by Millward Brown to measure key impacts of Live Here Love Here showed up to 19% brand awareness of the Live Here Love Here programme has been achieved in participating areas. On reflection this was an ambitious target given the level of funding for the campaign which was Northern Ireland wide, notwithstanding this, it is likely that the brand awareness will increase given that the campaign is still ongoing and is mid through the 2016/17 media plan.</p>
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- **To have cleaner streets – achieve a reduction in the Litter Pollution Index of three % points by the end of year 3.**

The annual Litter Pollution Index (LPI) measurements available since campaign media activity first commenced showed a reduction in the Litter Pollution Index of five points from 17 to 12, between 2014 and 2015.

- **Number of volunteers – e.g. to engage 50,000 volunteers in the Live Here Love Here programme within 3 years.**

The total number of volunteers engaged has increased to 107, 616 to date

Year 2 2015/16; the total funding was £238,000. With engaging new partners Year 3 2016/17; Total funding is £325,000

Local Councils' Support	£170,000
Tourism Northern Ireland	£20,000
DAERA - Grant Funding	£70,000 +
additional in year funding	£23,000
Choice Housing	£22,000
Northern Ireland Housing Executive	£20,000
Total	£325,000

3.9 Funding for 17/18 (c. £70,000) has been confirmed from DAERA. Continuation of funding for 17/18 has also been confirmed from Choice Housing (£22,000) and the Northern Ireland Housing Executive (£20,000). In addition, Keep Northern Ireland Beautiful have received positive indications from a number of partners that they intend to support Live Here Love Here next year.

3.10 It is recommended that the council supports funding for an additional year 2017/18 at £41,000 as the project continues to meet the priorities and aims of the Council as outlined in the Belfast Agenda. This will also be on the proviso that all other contributors continue to fund the project to a level which makes the project viable.

Financial & Resource Implications

3.11 The cost of the council's contribution of £41,000 would be met from within the existing Cleansing Services anti-litter campaign budget for 2017/18, revenue estimates permitting; there would be no additional resource implications to the council subject to the agreement of the revenue estimates.

3.12	Equality or Good Relations Implications There are no equality or good relations implications in this report
4.0	Appendices – Documents Attached
	Appendix 1 - Health and environmental Services Committee minutes 6 th February 2013 - https://minutes3.belfastcity.gov.uk/mgAi.aspx?ID=14613 Appendix 2 - List of successful LHLH Small Grant Scheme applicants 2015/16 and 2016 to date