

Civic Pride Programme

- [Meeting of Pre April-2015 Health and Environmental Services Committee, Wednesday, 6th February, 2013 4.30 pm \(Item 6.\)](#)

Minutes:

The Head of Cleansing Services submitted, for the Committee's consideration, the undernoted report:

"1 Relevant Background Information

- 1.1 The Civic Pride programme emerged as an outline proposal in November 2011 following agreement from the Public Health Agency (PHA)/Local Government Project Steering Group, to develop a regional, strategic programme on the theme of civic pride. The programme was to have a number of elements that would improve health and wellbeing by enhancing the environment and social conditions of communities. Fundamentally the proposal was designed to support the development of a large scale, regional, strategic programme that was consistent with the emerging community planning agenda, including the theme of volunteering, and which would meet shared ambitions of councils and the Public Health Agency.
- 1.2 A Project Team was formed, made up of representatives from PHA, Tidy Northern Ireland, Council Clusters, DOE and Volunteer Now, to develop the project concept. Tidy Northern Ireland, a local environmental charity was appointed as the deliverer of the programme.
- 1.3 In November, 2012, the Minister A. Attwood MLA, Environment Minister, wrote to all councils outlining his support for the programme and committing £390,000 to the initiative over the next three years.
- 1.4 The Public Health Agency has proposed £200,000 p.a. for a three year period, although this level of funding has still to be finalised. Such funding will be dependent on the support and contribution of the councils. Each council has been requested to financially contribute to the programme, proportionate to its population. Belfast has been requested to contribute £41,000 p.a over three years through a service level agreement with Tidy Northern Ireland. Tidy NI has also written directly to Elected Members giving a short summary of the project.

1.5 If full funding is committed by the DoE, the PHA and all councils, the total value of the proposed project is £1.8 million over 3 three years. However as stated earlier the level of funding from the PHA and Council's has not yet been finalised.

2 Key Issues

2.1 Though still in the developmental stage, the Civic Pride Programme proposes to support a three pronged approach to improving health and well-being by enhancing the environment and social conditions of communities through:

1. Regional Public Information Campaign – the campaign will highlight the benefits to communities and businesses of keeping our public and neighbourhood spaces tidy and litter free. In addition it will focus on the themes of civic pride, community cohesion, individual responsibility and highlight the benefits for local people to become actively involved in improving their local environment;
2. Volunteering – building capacity within councils to facilitate volunteering by individuals/groups to actively improve the environmental quality of their communities;
3. “Menu of Opportunities” – this will be developed for local communities and councils to select from, to address their needs e.g. to support volunteering this may include; clean-ups, improving the aesthetic appearance of derelict buildings, development and maintenance of green spaces. Small grants will be available to community and volunteer groups to address the costs of interventions in their local areas under the “menu of services”.

Project Aims

2.2 The aims of the proposed Civic Pride 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; and
- To promote public health through increased community engagement and community involvement in local and regional communities

2.3 The regional public information campaign strand of the Civic Pride Programme would complement the council’s local anti litter campaign which has been demonstrated to have brought about a reduction in individuals stated littering behaviour. The level of proposed funding would enable a substantial campaign to be delivered in terms of regional marketing for Northern Ireland.

2.4 The programme would build on Cleansing Service’s current success at engaging volunteers whereby we facilitated 2,683 volunteers in community cleanups in 2011/2012. It would further develop good quality volunteering opportunities

including intergenerational opportunities and employer supported volunteering, developing increased capacity for individuals to seek and secure paid work.

2.5 Participating councils will benefit from a small grants scheme to support community volunteering projects within their council area, the proposed value of which will be half the council’s own funding contribution to the Civic Pride Programme.

2.6 The programme proposes to bring a change in mind-sets in the general population, bringing about the behavioural change needed to reduce littering – resulting in potential street cleaning savings whilst simultaneously enhancing the experience of tourists, assisting inward investment decisions and improving local environmental quality for all.

Governance

- 2.7 It is proposed that the programme would be managed by a committee comprising of members of Tidy Northern Ireland Board, DOE, PHA and two council representatives, this structure is still to be confirmed.

3 Resource Implications

- 3.1 The cost of the council's contribution is £41,000 for year one and would be met from the existing Cleansing Services anti litter campaign budget for 2013/2014. There would be no additional resource implications to the council.

4 Recommendations

The Committee is requested to

1. agree, in principle, to contribute £41,000 to the Civic Pride Programme for year one, dependant on confirmation of the PHA and other council funding levels making the programme viable and Council officers drawing up a satisfactory service level agreement which meets all procurement and legal requirements; and
2. agree that the programme be incorporated into the Health and Environmental Service's Departmental Plan and budgets in years 2 and 3."

The Committee adopted the recommendations within the report.