



Subject:	Council support for 'Live Here, Love Here' Campaign and Eco Schools Programme
Date:	5 March 2019
Reporting Officer:	Nigel Grimshaw, Strategic Director of City & Neighbourhood Services
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Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Some time in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>

Call-in	
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 ongoing work between Belfast City Council and the 'Live Here Love Here' Campaign (LHLH) and Eco Schools Programme and to seek Committee support for continuation of this work.
2.0	Recommendations
2.1	The Committee is asked to; <ul style="list-style-type: none">• Consider proposed option 2, continue with the planned annual funding of £41,000 for LHLH in 2019/20• To approve the continuation of the Eco Schools programme at a cost of £14,000 for 2019/20• To approve the commencement of an outcomes and value for money review of both LHLH and Eco Schools Programme during the 2019/2020 financial year.

3.0	Main report
3.1	<u>Key Issues</u>
	<u>'Live Here, Love Here' Campaign</u>
3.2	Members will recall People and Communities Committee (and previously Health and Environmental Services Committee) approved ongoing partnership working and associated financial support for the 'Live Here, Love Here' (LHLH) Campaign and the Eco School Programme.
3.3	LHLH (managed by Keep Northern Ireland Beautiful) and has been developed by a partnership of organisations including Keep Northern Ireland Beautiful, the Department of Agriculture, Environment, and Rural Affairs and local Councils. Additional supporters; Northern Ireland Housing Executive, Choice Housing, McDonalds, Coca Cola and Tourism NI have contributed to the project. In year 5 of the campaign (2018/2019) ten councils in Northern Ireland supported the programme, an increase of one on the previous year. The level of council support for the programme has been calculated by population.
3.4	<p>The programme consists 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 environmental improvement initiatives in their local areas; • To encouraging a sense of “active communities” / local activism; • 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 landscape.
3.5	In addition to its 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.
3.6	Community and other groups within Belfast have benefited directly through the LHLH small grants scheme, with £28,350 allocated for projects in local communities in Belfast in

2018/2019 to encourage civic pride in their environments. Additionally a number of groups and individuals in Belfast have been nominated for the LHLH Community Awards, with St Mary's Grammar School Eco School receiving an award in 2018.

3.7 An external evaluation conducted in 2015 by Millward Brown Associates along with ongoing annual performance reporting indicates the campaign continues to achieve good progress towards its aims.

3.8 By engaging new partners (including local councils) the partnership have been able to increase the available funding from £325,000 in 2016/2017 to £476,500 in 2018/2020.

LHLH Partners	2016/17	2017/18	2018/19	2019/2020 Indicative
Local Councils	170,000	273,000	293,000	293,000
Tourism NI	20,000	0	0	0
DAERA	70,000	91,500	87,500	87,500 (Not Confirmed)
Choice Housing	22,000	25,000	21,000	20,000 (Confirmed)
NI Housing Executive	20,000	20,000	20,000	20,000 (Not Confirmed)
McDonald's	0	25,000	25,000	25,000 (Confirmed)
Coca-Cola		20,000	30,000	30,000 (Not Confirmed)
TOTAL	325,000	454,500	476,500	475,500

3.9 The LHLH campaign supports the delivery of the Living Here strand of the Belfast Agenda, making life better for all our residents through the delivery of improved neighbourhoods and enabling active and empowered citizens. In addition, it links with the Council's Waste Strategy and the UK Government's 25 year Environment Plan which recognises the impact of litter originating on land on marine systems.

3.10 The options below are presented on the proviso that all other contributors continue to fund the project to a level which makes the project viable and where Belfast can demonstrate value for money for its specific contribution.

3.11 Options for Consideration:

3.12 **1. No further financial commitment to the LHLH campaign.**

As a major contributor to the LHLH campaign, withdrawal of Council support would have significant impact on delivery of the campaign in terms of purchasing media space. Additionally, groups/individuals in Belfast would not be eligible for the Small Grants Scheme or Community Awards.

3.13 **2. Continue with one year financial commitment to the existing level for 2019/2020**

<p>3.14</p> <p>3.15</p> <p>3.16</p> <p>3.17</p> <p>3.18</p> <p>3.19</p>	<p>This would enable the Council to review the progress of the LHLH campaign and ensure that it still meets the Council's commitment to delivering the Belfast Agenda in time for the budget planning process in Autumn of 2019.</p> <p>3. Make an in principle commitment to the LHLH for three years, as requested by Keep Northern Ireland Beautiful.</p> <p>This commitment would be re-affirmed annually as part of the revenue estimates process. This option would facilitate better planning of the campaign, however, may not provide the flexibility needed for Council during this period of change.</p> <p><u>Eco Schools Programme</u></p> <p>The Resources and Fleet Service also partner with KNIB to maintain the Eco Schools programme for schools across the city. This programme has been in place for over 15 years with all 183 Belfast schools currently registered as Eco School participants.</p> <p>The continuation of the programme will further ensure all pupils in Belfast get the Reduce Reuse Recycle message through advancing each school through the Bronze and Silver awards to ultimately gaining a Green Flag. The programme also compliments the education offering the Service has through the Resource Education and Promotions officers. Currently 35 of Belfast Schools have achieved the Green Flag with a further 66 having achieved either Silver or Bronze status.</p> <p>KNIB are the sole provider of the Eco Schools programme and the Service develops a Service Level Agreement (SLA) at the onset of each academic year to ensure continuous improvement is maintained via the number of schools moving forward in obtaining the Green Flag status.</p> <p><u>Financial & Resource Implications</u></p> <p>The cost of the council's contribution of £41,000 to the LHLH and £14,000 to the Eco Schools programme will be met from existing departmental revenue budgets for 2019/2020.</p> <p><u>Equality or Good Relations Implications</u></p> <p>There are no equality or good relations implications at present, however, this will be monitored on an ongoing basis.</p>
<p>4.0</p>	<p>Appendices – Documents Attached</p>
	<p>Appendix 1 - Health and environmental Services Committee minutes 6th February 2013 - https://minutes3.belfastcity.gov.uk/mgAi.aspx?ID=14613</p> <p>Appendix 2 - List of successful LHLH Small Grant Scheme applicants 2018/2019</p> <p>Appendix 3 – Existing SLA between Council and KNIB for Eco School provision</p>