

<b>KEEP NORTHERN IRELAND BEAUTIFUL REPORT FOR DECISION</b>	<b>11<sup>th</sup> April 2018</b>
<b>TO: ENVIRONMENTAL SERVICES COMMITTEE</b>	
<b>FOR DECISION</b>	

<b>Linkage to Council Strategy (2015-19)</b>	
<b>Strategic Theme</b>	Resilient, Healthy and Engaged Communities
<b>Outcome</b>	Civic Pride in our Borough
<b>Lead Officer</b>	Director of Environmental Services
<b>Cost: (If applicable)</b>	£21,000

## **1.0 INTRODUCTION**

At the meeting on 7<sup>th</sup> February 2018, the Environmental Services Committee requested that a report is brought back with details of Keep Northern Ireland Beautiful following the presentation delivered by Dr Ian Humphries.

## **2.0 KEEP NORTHERN IRELAND BEAUTIFUL (KNIB)**

Keep Northern Ireland Beautiful is an independent charity dedicated to creating a cleaner, greener and more sustainable Northern Ireland by delivering on improving environmental education in every school in Northern Ireland, increasing public engagement for communities in need and raising environmental standards for the places where people spend time: where they live, work and relax.

## **3.0 LIVE HERE LOVE HERE**

Live Here Love Here focuses on public engagement and behaviour change. It supports voluntary community involvement and seeks to draw people closer to each other and into a better understanding of the ways the Local Council can support their aims for cleaner, greener places to live, learn and work. There are three main strands to Live Here Love Here and each of these is dealt with below.

### **Awareness Raising**

TV, localised billboards and social media promotions are all part of the campaign. The media campaign is assessed annually through market research and KNIB have

added more data through focus groups with litterers. Reports giving Council level data are made available to all participating organisations. In the research KNIB also ask if people drop litter, their understanding of what litter is etc. Recognition of the campaign is rising and is higher in participating council areas. KNIB recently developed a series of social media ads to reach the appropriate audiences.

### **Grants**

For Causeway Coast and Glens the Small Grant Scheme would have a pot of £10,500 per annum. A representative from the Council is invited to sit on the judging panel. Some Councils are preparing local award ceremonies to ensure the Mayor and Councillors can be personally involved and KNIB welcome this development. Photo opportunities exist as projects are completed and publicity sought to further promote civic pride.

Some Councils have put additional money into the grant scheme. For small additional amounts KNIB have absorbed the additional work within the scope of the agreement but for larger amounts KNIB have had to apply a 12% management fee (including evaluation). Additional grants would also be available within the Council area through Choice Housing, the Housing Executive and McDonald's.

This element of the programme is very popular with communities, who applied for around £1.5 million over the first three years, with £0.25 million being awarded. In 2017/18 a further £190,000 was awarded with £1m applied for by community groups, schools etc.

### **Volunteer Support**

Groups receive support through the free supply of kits where they are 'adopting' an area. The Adopt A Spot programme already has over 230 groups that have signed two year agreements to look after a street, school ground, park etc. KNIB staff can attend a small number of clean-up events and also attend a key event in the Council area. KNIB can consider training events (or support your own) if groups need to know more in an area such as risk assessment or health and safety for clean-ups or how to apply for the grants. KNIB also supply a more limited kit to groups participating in The BIG Spring Clean. Coast Care, River Care and Lough Care groups are also supported and have their own dedicated week of action each year.

The BIG Spring Clean also removes hundreds of tonnes of litter from our streets and countryside.

### **Deliverables**

Below is a list of deliverables that Keep Northern Ireland Beautiful offers as part of Live Here Love Here.

- a. The Causeway Coast and Glens Borough Council brand logo to appear on Live Here Love Here website and in relation to engagement in the Small Grants Programme - with prior approval of Causeway Coast and Glens Borough Council
- b. Causeway Coast and Glens Borough Council to be named as a partner in the Live Here Love Here Programme including acknowledgement in press releases and photography in regard to the Small Grants Programme and any related programme activities – with prior approval of Causeway Coast and Glens Borough Council
- c. Develop opportunities for Causeway Coast and Glens Borough Council residents across Northern Ireland to participate in actions that support the Programme including clean-ups, green ups and spruce ups, particularly through operation of a small grants programme to the value of £10,500
- d. Provision of a place on the judging panel for the Small Grants Scheme
- e. Causeway Coast and Glens Borough Council support covered regularly throughout the year across all Keep NI Beautiful social media (Facebook and Twitter) sites (Keep NI Beautiful, Live Here Love Here and Eco-Schools)
- f. Causeway Coast and Glens Borough Council involvement at a local launch photo-call, at a time and location selected by the Council
- g. Provision of a table at the new Live Here Love Here Awards Ceremony, opportunity to sit on judging panel for one bespoke award and to present the award
- h. Delivery of clean-up kits to each newly registered group organising a clean-up including enhanced kits for groups registering for Adopt A Spot
- i. Attendance at one major local event during the year as selected by Causeway Coast and Glens Borough Council (minimum of three months' notice required)

#### **4.0 COST**

The cost of Council involvement in Live Here Love Here is based on population and for Causeway Coast and Glens Borough Council has been calculated at £21,000 per annum for a three year period, invoiced at the start of each financial year.

There is no provision made for this amount of money in the 2018/19 budget.

#### **5.0 RECOMMENDATION**

It is recommended that a further report is brought back to members in advance of 2019/20 budget investigating the value of participation in KNIB campaign and options for any alternative Council led environmental fund.