

Report on	Funding request for the Live Here Love Here programme to be supported by Mid Ulster Council for 2020/21
Date of Meeting	2 nd December 2019
Reporting Officer	Fiona McClements

Is this report restricted for confidential business?	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	X

1.0	Purpose of Report
1.1	To update elected Members on a request received for Mid Ulster Council to continue to support the Live Here Love Here (LHLH) programme which works in conjunction with Keep NI Beautiful, Coca Cola, McDonalds, NIHE and other participating Councils.
2.0	Background
2.1	Live Here Love Here is a positive, people powered campaign focused on improving the local environment and building a sense of pride in our local communities. The Live Here Love Here programme consists of four main elements, a regional and local media campaign , a volunteering support programme, a small grants scheme and community awards. The correspondence at Appendix 1 outlines the achievements that involvement in the programme have reached.
3.0	Main Report
3.1	There have been a number of regional initiatives put in place through the Live Here Love Here programme including media coverage through TV and radio. Billboards with the Mid Ulster message relating to dog fouling and litter have been in place. Through the media campaign public awareness of the campaign has increased and the programme across NI has engaged 130,000 volunteers in 2019 so far.
3.2	Statistics included within the correspondence at Appendix 1 also refers to the downward trend in the Litter Pollution Index indicating improvements in street cleanliness standards and reduced presence of dog fouling.
3.3	The programme has in place community awards which recognise volunteers across Mid Ulster for their community and environmental work. 50% of the annual funding fee of £21,000 is returned into Mid Ulster through the small grants programme with additional monies received from the commercial partners. Positive feedback was received from the community groups regarding the Live Here Love Here programme.

4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: £21,000 with £10,500 coming back into to the community through the small grants programme.
	Human: N/a
	Risk Management: N/a
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/a
	Rural Needs Implications: N/a
5.0	Recommendation(s)
5.1	That Members continue to support the Live Here Love Here programme for 2020/21 at a cost to Council of £21,000 with £10,500 coming back into to the community through the small grants programme.
6.0	Documents Attached & References
6.1	Appendix 1 – Correspondence received by Chief Executive
6.2	Appendix 2 – Live Here Love Here information card