



Anthony Tohill
CEO
Mid Ulster District Council
Burn Road,
Cookstown
BT80 8DT

11th November 2019

Dear Anthony,

RE: LIVE HERE LOVE HERE

I hope this finds you well.

As you know, Mid Ulster District Council is a long-term supporter of this growing initiative to build civic pride, and for that I am very grateful. **Live Here Love Here** consists of four main elements: **a media campaign, a volunteering support programme, a small grants scheme and community awards**. It is building a movement of enthusiastic local people who volunteer their time and expertise to promote Civic Pride, particularly by tackling littering, dilapidation of buildings and improvement of green space.

The campaign has achieved significant results to date:

- Public awareness of the Live Here Love Here Campaign has grown from 13% in 2013 to 29% in 2019.
- The programme engaged 130,000 volunteers in 2019, far in excess of the 50,000 target for the Civic Pride programme and the numbers continue to grow
- Create a downward trend in the Litter Pollution Index (Result: July – September 2019 Cleaner Neighbourhood survey results show 14% of streets failed to meet cleanliness standards across NI, a 6% reduction from the last report. Presence of dog fouling has dropped from 10% to 6% during July – September 2019 Cleaner Neighbourhood survey across NI.

I have enclosed a Live Here Love Here Impact Card so that you can see the results of the work that we have been engaging in across Northern Ireland and in Mid Ulster District Council area. Furthermore, the media campaign has been instrumental in helping achieve these incremental gains using bespoke billboards in supporting council areas, television and radio advertising and increasingly, social media to reach specific audiences.

Since 2018, the Live Here Love Here campaign has gained print media coverage valued at £77,795 within Mid Ulster District Council. Through partnership working and 'one voice' messaging across a strong variety of media channels such as TV,

social media and billboards, we are building strong relationships with the public as we develop the kind of place we want to live.

The **Live Here Love Here Community Awards** have now become a firm favourite in the event calendar and have been a huge success in recognising the value of volunteering. Mid Ulster has won 5 awards already with Neil Hyndman, Brénainn Brunton, St Columba's PS Straw, Screen Eco-Schools, Vicky Seviour-Crockett and Castlecaulfield Horticultural Society. Plans are underway for the next Live Here Love Here Community Awards and we are delighted to tell you that Jim Lawless, one of the world's leading motivational speakers and a pioneer in the fields of change and performance shift, is the keynote speaker for the ceremony in 2020.

Feedback from Community Groups on the Live Here Love Here programme has also been overwhelmingly positive. 66 of the 164 projects funded in 2018/19 completed a feedback survey on the Live Here Love Here programme. Summarised below are some of the headline results:

- 99% of respondents strongly agreed or agreed that their project had benefitted the local community in terms of 'providing a cleaner/more attractive environment'.
- 97% of respondents agreed or strongly agreed that their project had benefitted the local community in terms of instilling a sense of civic pride
- 91% of respondents felt that being part of their project had improved their mental and/or physical wellbeing.

These are impressive results from our many Live Here Love Here initiatives and we are in the process of planning how we can build upon this as we approach 2020. To that end, I am writing to ask you to continue the Live Here Love Here programme in the Mid Ulster area for the financial year 2020/21. This requires the same annual budget of £21,000 as previously. **Note that half (£10,500) of the Council's funding goes straight back into supporting groups in the Council area through the small grants programme.**

The momentum is here and now for **Live Here Love Here** and I would welcome your ongoing support. Without your Council's support the campaign simply cannot succeed.

I look forward to hearing from you.

Yours sincerely



Ian Humphreys
Chief Executive Officer

Live Here Love Here: NI Wide Impact in 2019

By working together we are inspiring a movement of people changing behaviours and creating a positive future for us all. Thank you for your continued support!



130,128
volunteers

271 metric tonnes of rubbish collected equivalent to approximately...



44,820
litter bags collected

22

Ulsterbuses



**Adopt®
A Spot**

188 groups supported by the Adopt A Spot programme

1,504

hours of volunteer time (each group carries out 4 clean ups a year)



£65,800

financial support for Adopt A Spot groups across Northern Ireland



Media Campaign

Through partnership working and 'one voice' messaging across a strong variety of media channels such as TV, social media and billboards, we can build strong relationships with the public as we develop the kind of place we want to live.

In 2018, we introduced an unforgettable irate, magenta puppet – disgusted by all things litter and not afraid to tell you so! The character delivers memorable messages and appeals to all age ranges, raising awareness and driving the behaviour change we all need in our communities.



Live Here Love Here: Volunteer impact in your area

Small Grants Scheme

The Small Grants Scheme has had overwhelmingly positive environmental and educational impacts as well as benefitting the health and wellbeing of volunteers.



448
applications
received in 2019
across Northern
Ireland

"We were delighted to have been awarded funding through this scheme. Gardening is a real passion of our community group and to be able to enhance our precious community garden with the addition of bird boxes and spring bulbs has been invaluable. The pleasure of seeing our efforts spring up through the ground & flourish has really given us a sense of achievement & pride in our area. This initial financial assistance has brought us together and made us realise the importance of working together to the benefit of the community and our own mental health."

Kilcronaghan Community Association



From 2014-2019:

140 applications
received in
Mid Ulster

£98,920
amount requested

£38,700
amount awarded



55
projects
funded



£8,100
Added value: additional
funding by partners



1,734
volunteer hours in 2018
(based on 14 completed
projects)

www.liveherelovehere.org

enquiries@liveherelovehere.org

 [@liveherelovehere](https://www.facebook.com/liveherelovehere)

 [@isupportlhlh](https://twitter.com/isupportlhlh)

 [@livehere.lovehere](https://www.instagram.com/livehere.lovehere)



**LIVE
HERE
LOVE
HERE**

*Community
Awards*

Hosted by Live Here Love Here Ambassador and TV Presenter Joe Mahon, the Community Awards are an opportunity to thank and celebrate environmental heroes who have demonstrated consistent hard work, instilling civic pride and tackling environmental issues in their local community. Volunteers are celebrated through a number of categories, including a bespoke council Litter Heroes Award, awarded to those who have shown a dedication to the environment.

"Winning the Mid Ulster Litter Hero award was incredible. It was such an honour to be recognised for things that have become part of my everyday life, and it spurred me on to keep going and encourage others to get involved in their communities."

*Vicky Seviour Crockett (below, second left),
Winner of Mid Ulster Litter Heroes Award 2019*



5

award
winners
from Mid
Ulster
since 2017

