

**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**

27<sup>th</sup> October 2023

Dear Adrian

I am writing to you today to give you an update on the Live Here Love Here campaign and outline how we can work together in the years ahead. I am delighted that your council has played such an important role in helping this campaign grow and achieve amazing results for the local council area. This success is a testament to your officers and the leadership shown by this council in working so closely with us. Together, we have been able to make huge strides in protecting our environment and building resilience in communities that are facing increasing pressures.

Even in a tough financial year, Live Here Love Here has been able to grow and achieve impressive results, benefitting the local economy and ratepayers. We are the main behaviour change campaign in Northern Ireland that focuses on changes that will benefit council resources when it comes to waste management and littering.

The positive financial impact of Live Here Love Here and Eco-Schools is inarguable. **Last year (2022/2023) your council invested £21,000 in Live Here Love Here and £2,975 in Eco-Schools, which allowed us to attract a further £283,462 of investment into the local area: that's a return of £11.82 for every £1 you invested! And of course, that extra money is largely spent supporting your local businesses.**


**In the next financial year (2024/2025), we are asking for the Live Here Love Here budget to remain at £21,000 and for Eco-Schools to at least remain at £2,975 (there is a higher level of support offered).** We appreciate that budgets at the local government level remain under pressure and that is why, despite the inflationary pressures, **for the tenth year in a row, we are not asking for any increase in financial support for Live Here Love Here.** The money you do invest will be used to support local community groups, businesses and the wider economy.

Using our collaborative approach, we will be able to make the money you invest go further by working with other funders and stakeholders. I am determined that Live Here Love Here will continue to evolve and remain relevant in supporting communities at a time of great need.

Working together, we have come a considerable distance in making a difference. As Eco-Schools approaches its 30<sup>th</sup> anniversary and Live Here Love Here approaches its 10<sup>th</sup> anniversary (both in 2024), let's continue

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[keepnorthernirelandbeautiful.org](http://keepnorthernirelandbeautiful.org)  

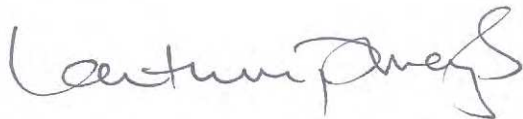
working together to make sure we achieve even bigger results in the next decade.

Both of these programmes are in the business of long-term change that can deliver real results, and now is the time to build on the progress to date. Live Here Love Here and Eco-Schools are already at the heart of so many parts of this council area and we want to go further.

I hope that you can agree to maintain the budget requested for Live Here Love Here and Eco-Schools and approve this request. Your support and the work of your team has been critical in allowing us to achieve these results. **I have attached an impact card to this letter** so you can see what we have achieved over the past year in your council area. An investment in these two programmes is an investment in the future and the well-being of everyone.

Thank you for taking the time to read this letter and if you have any further queries, please do not hesitate to contact me. In the meantime, can I finally just thank you and your officers for their support over the past year.

Yours sincerely,



Ian Humphreys

# Supporting your community journey to Net Zero

## Sandholes Community Group: Biodiversity Recovery and Climate Action

The local community have benefited from gaining a greater understanding for the need to plant pollinator friendly plants in their own gardens and local amenity areas. The raised planters, with the pollinator friendly plants in them, gave a lovely colourful display around the village.

It was marvellous to witness the bees and butterflies attracted to the plants. Herbs were planted so that the local community would gain a greater understanding of the health benefits of growing and using herbs in their diets.



## Live Here Love Here Small Grants Scheme



**8** projects delivered **£10,500** amount awarded by the Council

## School Pollinator Grants



**30** projects delivered **£229,704** amount awarded

SDGs supported by the Council

## By Numbers...



**103** Adopt A Spot groups and 1,230 volunteers supported



**12** Live Here Love Here Community Support Events



**8** Green Flag Parks and Open Spaces



**38** groups supported across grants **67%** prompted awareness of LHLH campaign

**85** Litter surveys undertaken



**35** Awards presented to well-managed beaches, parks, schools and stations

## Eco-Schools



**47** Green Flag Eco-Schools



**20** School support visits and events



**9,936** Young people engaged in Eco-Schools

## NI Media Reach and Value

**2,544,880**  
**£571,203**



**1,049,740**  
**£147,257**



## Bottom Line

**£21,000** Live Here Love Here investment by Council

**£5,998** LHLH funds invested from other partners

**£2,975** Eco-Schools investment

**£283,462** Total additional funds invested in Council area

**£11.82** return on every £1 invested by the Council

Reporting Period – 1st April 2022- 31st March 2023.

## Find out more

Check out projects supported by Keep Northern Ireland Beautiful in your Council area.



**KEEP NORTHERN IRELAND BEAUTIFUL**



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council

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**The Big 'C'**



## Our Values

***Collaboration*** - Achieving our mission is only possible by working with others.

***Integrity*** - We are open and honest with ourselves and others. We rely on science to guide our work.

***Positivity*** - We share hope even in the face of major challenges.

***Innovation*** - We are ready to challenge the status quo and look for bold solutions.

***Environmental Stewardship*** - We are working towards net-zero.

# Our Partnerships - Local & Global...

Keep Northern Ireland Beautiful works with a broad range of local and international partner organisations, including all 11 Local Authorities in Northern Ireland:



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Keep Northern Ireland Beautiful works with a broad range of local and international partner organisations, including all 11 Local Authorities in Northern Ireland:



Making a difference since 1946



# Strategic Plan 2020-2025

## Three key pillars:

Climate Action

Biodiversity Recovery

Pollution Solutions



How we will help  
deliver real change

**01 EMPOWERING COMMUNITIES**

We will connect with and inspire the people of Northern Ireland to improve where they live

**02 ENVIRONMENTAL EXCELLENCE**

We will improve the quality of the environment

**03 ENVIRONMENTAL EDUCATION**

We will improve opportunities for young people to take action on the environment

**04 ADVOCACY**

We will influence the policies and behaviours in all sectors to protect our environment

**05 KNOWLEDGE AND IMPACT**

We will measure and demonstrate the impact of our work

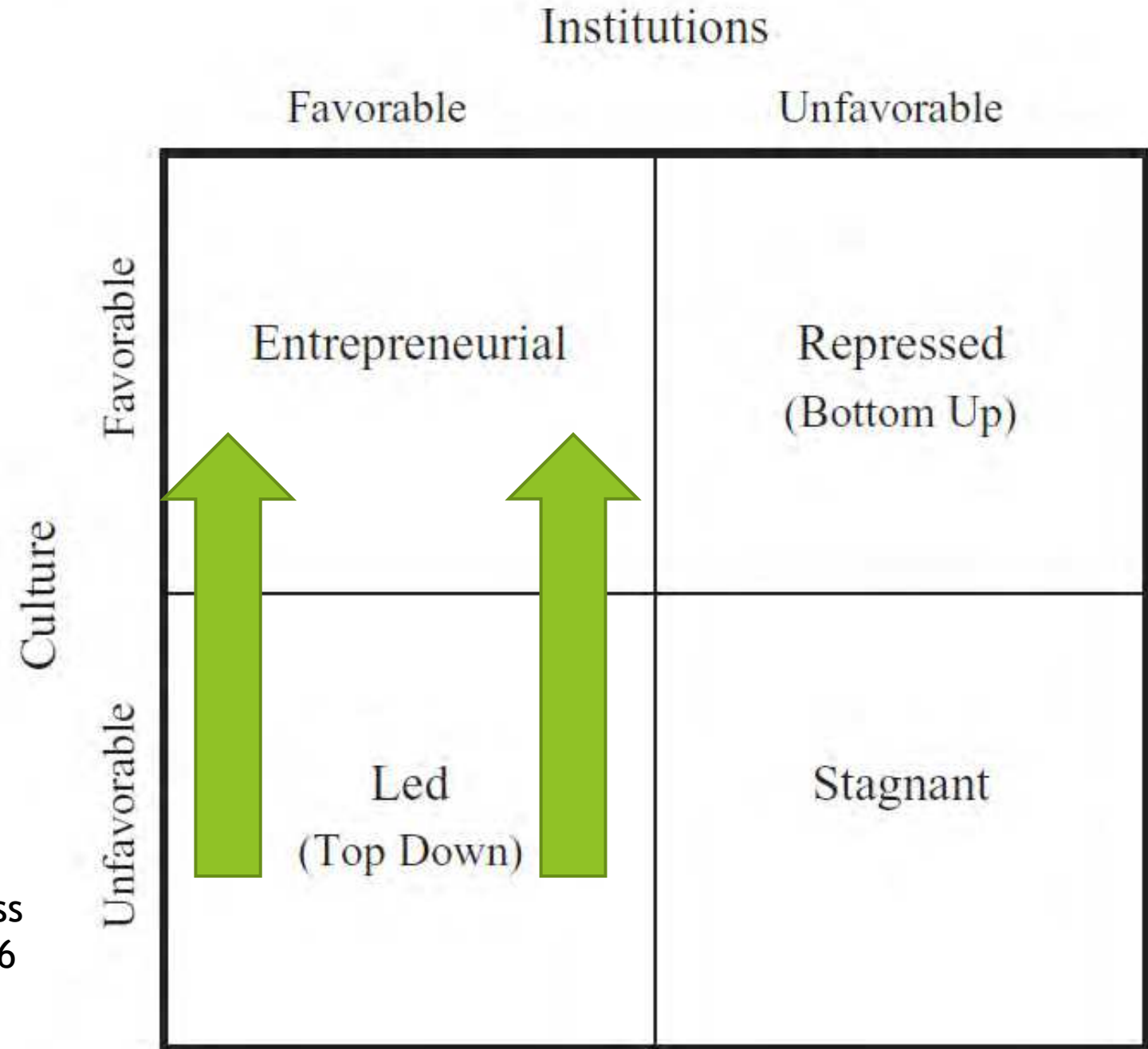
**06 COMMUNICATIONS**

We will effectively communicate our work to current and future stakeholders

**07 INTERNAL PROCESSES**

We will ensure effective and efficient delivery of all work





W.J. Dennis Jr, J of Small Business Management 2011 49(1) pp92-106



**STOP!**  
Are you sick of  
wasteful fashion?

**DROP**  
off your pre-loved  
clothes here  
14-27 MARCH

**SHOP**  
for great pre-loved  
fashion with HARU  
ON 9TH APRIL

Tackle  
pointless  
plastic  
Make your Plastic  
Promise Today

What's  
in  
my  
clothes?

FASHION  
FOREVER

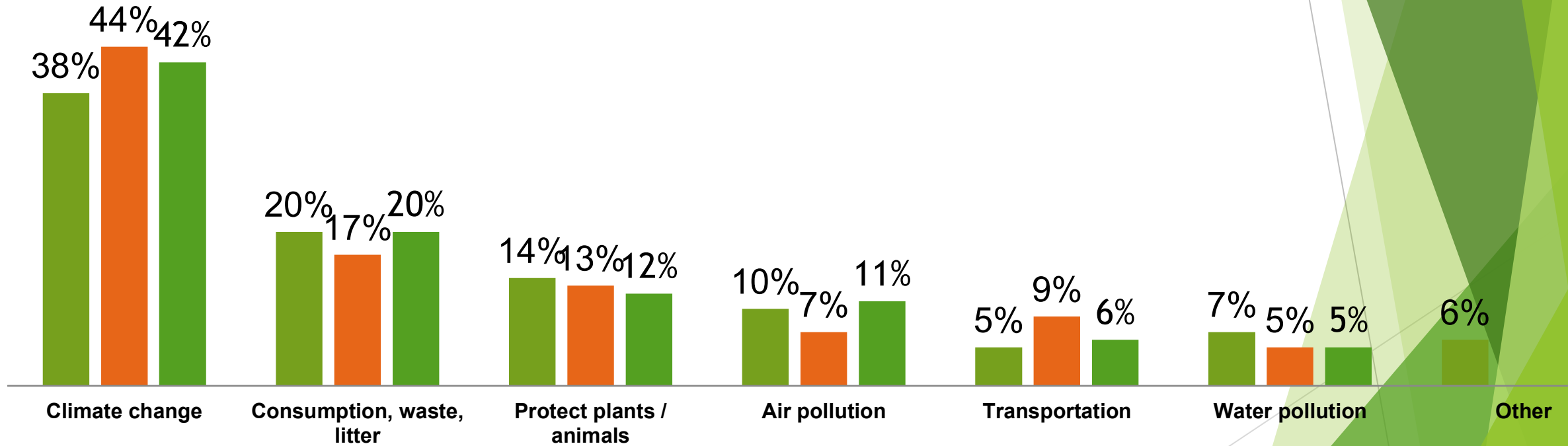
Never put  
unwanted clothes  
in your bin.

**FASHION  
FOREVER**

1 important thing

# Main thing that you want the government to prioritise

■ Feb-22      ■ Feb-21      ■ Apr-20



What do you want the government to prioritise?

Base: all respondents (n=1000)

2 anniversaries



10<sup>th</sup> Anniversary in 2024



# ABSOLUTELY RAGGIN'

**£80**  
on the spot  
fine



PUT YOUR USED PPE IN THE



**LIVE  
HERE  
LOVE  
HERE**

[liveherelovehere.org](http://liveherelovehere.org)



Department of  
Agriculture, Environment  
and Rural Affairs  
[www.defra.gov.uk](http://www.defra.gov.uk)

**Housing  
Executive**



30<sup>th</sup> Anniversary in 2024

Three generations...



# 3 significant developments

The background of the slide is white with abstract green geometric shapes on the right side. These shapes include overlapping triangles and polygons in various shades of green, from light lime to dark forest green. A thin grey line also runs diagonally across the right side of the slide.



# Significant Developments # 1

- ▶ **Eco-Communities  
& Best Kept**
- ▶ A collaboration  
with



NORTHERN IRELAND  
AMENITY COUNCIL



**LIVE  
HERE  
LOVE  
HERE**



**BEST KEPT AWARDS**

*Administered by Northern Ireland Amenity Council.*

# Significant Developments # 2



- ▶ A collaboration with



# Significant Developments # 3

- ▶ EE 30 Under 30 Environmental Leadership & Awards Programme
- ▶ A collaboration between KNIB &



Northern Ireland  
**CLIMATE**  
Change-Makers



4 opportunities to collaborate further

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The overall composition is clean and modern, with the text positioned in the upper left quadrant.

# Opportunities to work together x 4



UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030



**Greening  
Education  
Partnership**

Extended Producer Responsibility

Deposit Return Scheme

# Extended Producer Responsibility

EPR for packaging fees deferred (again!) for another year.  
EPR for bins only. Litter currently excluded in England and NI (Scotland and Wales plan to retain EPR for litter).  
Much needed money lost to Councils.  
Exclusion of other Duty Bodies

# Deposit Return Scheme

The UK authorities have announced the introduction of a deposit return scheme (DRS) for England, Wales and Northern Ireland to commence on 1 October 2025.

# Getting every learner climate-ready

## 1 GREENING SCHOOLS

### Vision

From early childhood through adult education, work to ensure that all schools achieve green school accreditation, including teacher training and higher education institutions.

### Goal

All countries will have adopted a green school accreditation scheme with at least 50% schools, colleges, and universities with green accreditation and are operating sustainably.



## 2 GREENING LEARNING

### Vision

Embrace a life-long learning approach that integrates climate education into school curricula, technical and vocational education and training, workplace skills development, teaching materials, pedagogy, and assessment.

### Goal

The number of countries which include climate education in school curricula at the pre-primary, primary, and secondary levels will have at least doubled from the current ~45%.



## 3 GREENING CAPACITY & READINESS

### Vision

Support teachers and policy makers through the integration of climate education in pre-service and in-service teacher training, building the capacity of school leaders and key education stakeholders.

### Goal

All school leaders and at least 1 teacher per school will have been trained on how to integrate climate education into teaching and learning throughout the school.



## 4 GREENING COMMUNITIES

### Vision

Engage the entire community by integrating climate education in life-long learning, in particular through community learning centres and learning cities.

### Goal

All countries will be able to report at least 3 different ways learning opportunities are made available for adults outside the formal education system to develop the skills, attitudes, and actions that will foster community resilience to tackle climate change.





# PREVENTING, HALTING AND REVERSING LOSS OF NATURE

We need to restore our ecosystems now – for climate, nature and people

- ▶ NI 12<sup>th</sup> worst in report on loss of biodiversity globally
- ▶ 12 million items of litter on our roads at all times
- ▶ Vaping products are now on a par with coffee cups and food waste, contributing c2% of litter
- ▶ And a predicted 1,194,692 cigarette butts are littered throughout communities in Northern Ireland, accounting for 10% of overall litter.
- ▶ Marine litter made up of over 80% plastic items

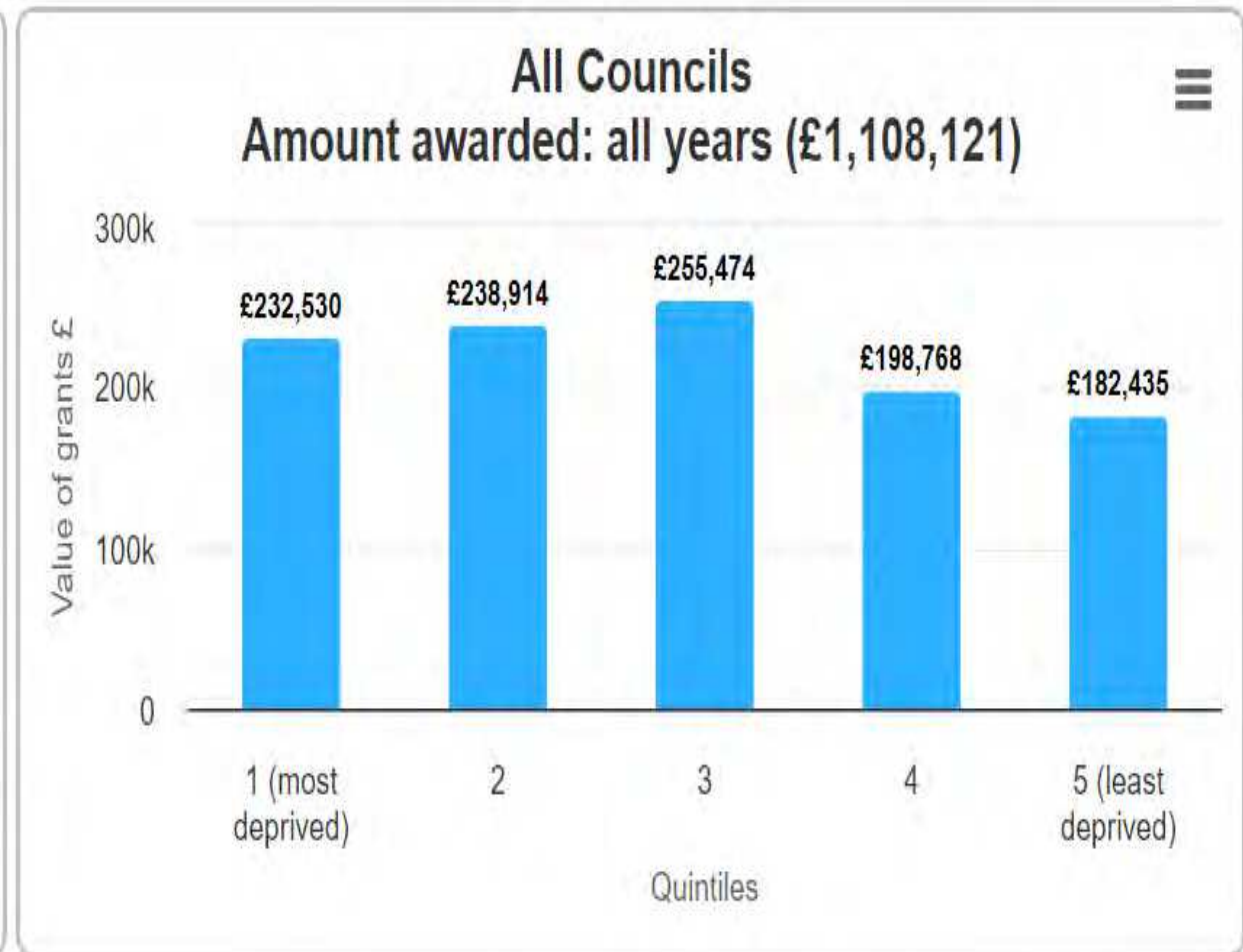
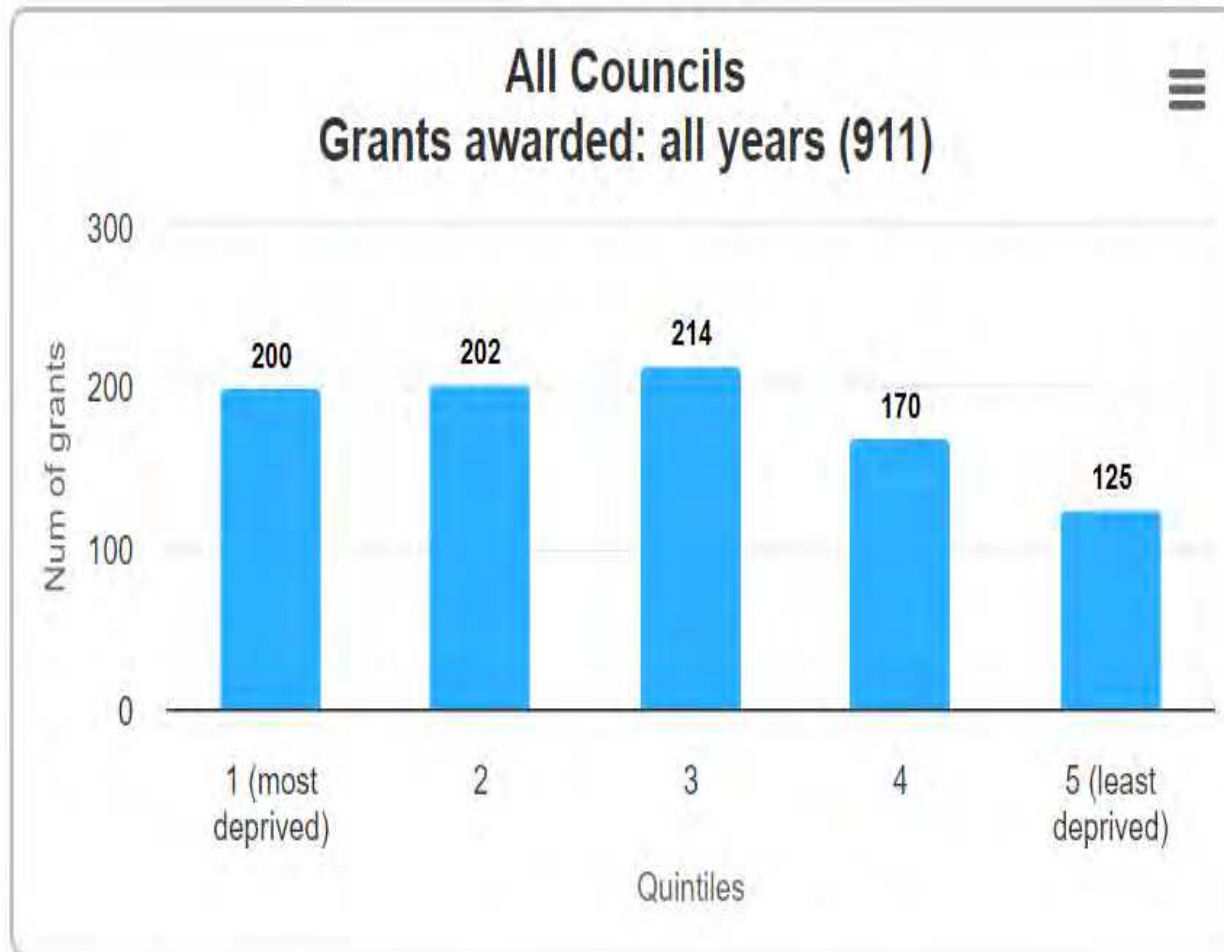


# 5 Impacts



# Impacting Equity: Helping those most in need

Tables 1 and 2. Live Here Love Here Small Grant Distribution 2018-2023: Grants vs indices of multiple deprivation split into quintiles across the 890 Super Output Areas.



# Education Impact: Helping the next generation

216 Green Flags awarded in June 2023 at  
8 Green Flag Award ceremonies meaning...

**369 schools in NI hold an active Green Flag**  
**= 34% of all schools in NI**

## Targets

- **Our Strategy Target is 50% by 2025**
- **NI Environment Strategy Target is 50% by 2025**
- **UNESCO Greening Education Partnership Target is 50% globally by 2030**

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ECO-SCHOOLS

# Youth Impact: Helping the next generation

91 schools registered to participate in the Litter Less Campaign

109 Wheelie Big Challenge Workshops delivered

30 Coastal Schools Workshops

51 Fast Fashion Workshops

10 Climate Campaigning workshops

23 schools across NI received biodiversity gardens and accompanying workshops

**290 schools (27%)  
were awarded  
School Pollinator Grants  
of up to £12k each**

30 Under 30  
Climate Change Makers  
initiated in 2022/23

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ECO-SCHOOLS



# Community Impact: Live Here Love Here

- ▶ 65% of the NI population are aware of Live Here Love Here
- ▶ c1000 Adopt A Spot Volunteer Groups are supported with >100,000 volunteers supported through Live Here Love Here since 2014
- ▶ £ms additional grant funding secured and deployed to groups and schools in local council areas

# Community Impact: Community Green Flag Award



## Education Impact: Qualifications



### **OCNNI Level 2 Certificate in Reducing Carbon Footprints through Environmental Action**

- 1. Reducing Carbon Footprints through Environmental Action**
- 2. OCNNI Level 2 Award in Biodiversity Recovery**
- 3. OCNNI Level 2 Award in Climate Campaigning**
- 4. OCNNI Level 2 Award in Tackling Single Use Plastic Waste**
- 5. OCNNI Level 2 Award in Tackling Fast Fashion**



Education Impact:  
Qualifications



# Carbon Literacy

# Programmes



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Carbon Literate  
Organisation  
Bronze



Carbon Literacy  
Project



Department of  
**Agriculture, Environment  
and Rural Affairs**

[www.daera-ni.gov.uk](http://www.daera-ni.gov.uk)



**Carbon Literacy:** “An awareness of the CO<sub>2</sub> costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.”

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Carbon Literacy for Teachers & pupils

Carbon Literacy for Farmers (in development)

Carbon Literacy for Youth leaders & groups

Carbon Literacy for Businesses

Carbon Literacy for University staff & students

Carbon Literacy for Community Leaders

Carbon Literacy for Government



**Thank You &  
Questions!**