

Changing the world – one project at a time



Small Grants Scheme

The Live Here Love Here Small Grants Scheme takes a fresh approach to improving our local environment and building a sense of pride in our local communities.

Over £1 million

has been allocated across Northern Ireland since 2014



Comhairle Ceantair
Lár Uladh
Mid Ulster
District Council

57
applications received



22
projects funded



£122,221
amount requested



£12,900
amount awarded by council



£3,100
additional funding by partners



Mid Ulster District Council data for 2021-2022



“The project has been a great success and thanks to the support shown our group has been able to improve the quality of the local environment, help reduce litter in the local area, develop the environmental management of the village, instil civic pride by bringing people together with a common goal and improve health & well-being of the local community by encouraging gardening activities.

Newmills now has an interested, dedicated and enthusiastic team of community members of all ages and abilities making a difference to their local area and contributing to looking after our important wildlife species.”

NEWMILLS CULTURAL GROUP

“Our project has been going well. We are preparing our beds and collecting seeds from our wildflowers to sow again in January. The weather has been so mild we have lots of late flowers! Our community space has shelter for the birds and as we now put out our bird feeders, the autumn leaves and their colours are stunning. The youth group and other user groups love to sit outside and have their lunch and listen to the birds and watch the clouds pass by. Our community space makes us thankful for the nature around us so we have ongoing litter picks and we want to see less rubbish lying around our rural roads and neighbourhood. “

TAMNAMORE COMMUNITY DEVELOPMENT ASSOCIATION



Rural Community Pollinator Grants

39
applications received



£350,614
amount requested



Media campaign

87% of Northern Ireland TV audience

58% prompted awareness of Live here Love Here brand

3.7m+ YouTube impressions

812k Facebook reach



“I’ve been seeing these ads for over a year now and they still crack me up, ads with a hilarious great puppet character!”



“It’s great to be involved in this, as a childminder I think it’s important to teach children they anyone can grow their own healthy food. Our pots line the driveway (right) so parents can follow progress too and pick bits to take home for dinner.”

VICKY SEVIOUR-CROCKETT

“At Sunflower Support (left), it is our aim to be able to make a difference in the lives of people with an additional need and their carers. Being part of this programme has enabled us to help nourish the body, mind and soul of our families by providing them with the tools and the skills in order to become more confident in taking steps to be more self sufficient.”

SHAUNA SCULLION
Sunflower Support



“Green fingers Hughie has worked very hard on the garden and growing plants to inspire others in the fold to take part (left). They miss the pupils and the pupils miss them.”

CLARE DEVLIN
St. Colm’s High School
Cornstore Youth Club & Ballinascreen Fold – a multi-generational project



Mid Ulster District Council



October 2021

RE: Live Here Love Here

Dear Adrian,

I hope this finds you well. I know how hard you and your colleagues across local government have been working to provide consistent service to your ratepayers through some of the most difficult times any of us can remember.

So many things are still uncertain; however one thing has been made abundantly clear throughout the pandemic, and that is the high value local people attribute to the public realm – the places and spaces that have provided us all with much needed respite during lockdowns and which have been central to our wellbeing. Across Northern Ireland people are realising that our streets, our beaches, our community gardens, our public benches and our floral displays really matter...because they make people feel better. When the world outside looks like someone cares for it, then the people in our communities feel better cared for too.

We're very proud of the work that Live Here Love Here has carried out during the past year to support dedicated volunteers in Mid Ulster District Council. It couldn't have happened without your financial support, which provides the essential match funding to enable us to draw down Department of Agriculture, Environment and Rural Affairs (DAERA) funding and other investor funding for the Live Here Love Here programme.

Local volunteers in your area may not have been able to carry out their transformative projects without the support – financial, practical and advisory – of the Live Here Love Here programme. And that programme depends on its partnership with you.

I know that budgets are tight everywhere at the moment, but I hope that the attached impact report will show you that Live Here Love Here represents a strong return on investment. And I think it's worth saying that while the local government purse may have shrunk in recent times, the same cannot be said for the imagination and enthusiasm of local volunteers when it comes to environmental issues. There is a growing appetite among the volunteers we engage with daily, to do more, to be more ambitious and to find ways to make a difference. As COP 26 dominates the news agenda we find that people increasingly want to get involved in small projects in their own communities. They tell us that doing so makes them feel less powerless in the face of the global environmental challenge. Environmental motivation combined with civic pride is a powerful combination and is something which I think all councils should consider an investment priority.

I will, of course, be providing a detailed financial update to your staff. I've also attached an impact infographic with this letter, giving you the topline facts, figures and stories from your local community. And just to remind you; here are the main Live Here Love Here programmes running in your area:

The **volunteer programme** supports groups at all different stages of their environmental efforts, from one-off clean ups with BIG Spring Clean to creating healthier communities through Adopt A Spot. There are currently 60 Adopt A Spot groups in Mid Ulster and this year Live Here Love Here secured additional funding from DAERA to purchase and distribute 500 new Adopt A Spot kits, some of which will be available in your Council area.

The **Small Grants Scheme** supports groups focusing their efforts on: **pollution solutions, climate action** and **biodiversity recovery**. New programmes to tackle plastics and textile waste have been proving popular and there is also a new offer of Carbon Literacy training, a first for Northern Ireland, which launched in October 2021.

An important part of the programme has been the national media campaign featuring our 'ragin' Al' puppet, who, love him or loathe him, has continued to catch the imagination of the public across Northern Ireland. You will have no doubt seen bespoke billboards in your council area and Live Here Love Here messaging has been running consistently over various media sources since last March. Since this high-profile campaign started in 2015 there has been a three-fold increase in recall and awareness and the number of people surveyed who said the campaign had made them "very likely" to think twice about dropping litter, doubled in the past year. Thanks to your investment and the support of other partners we've sustained this high impact communications campaign across the local print media as well as UTV, Channel 4 and Sky TV. A refreshed outdoor advertising campaign took 'Ragin' Al' into people's local high street as well as on to their TVs during prime-time slots achieving:

- *87% coverage if NI TV audience

- *39% unprompted awareness of Live Here Love Here brand

- *Over 3.7m YouTube impressions

- *Facebook reach of 812,000 individuals

Across your council area, Live Here Love Here funded 22 projects to a total expenditure of £16,000 and we've received 39 applications worth £350,614 which just goes to show that ratepayers in Mid Ulster have a strong and growing desire to drive forward environmental improvements in their own neighbourhoods. Local people are willing to put in the work if their local council and other public bodies hold out a hand in partnership. In summary, this means for every £1 invested into the grants by your council Live Here Love Here will, depending upon the pollinator grant judging outcomes, potentially add up to a further £22.

Your Continued Support is vital...

Please consider putting in place a new three-year agreement (2022-2025) to continue to support your community through our programmes; this will require the same annual budget of £21,000 as previously. Don't forget that half (£10,500) of the Council's investment goes straight back into supporting your community through the Small Grants Scheme. The latest Cleaner Neighbourhoods Report found that street cleansing cost £29.07 per ratepayer in Mid Ulster in 2020. Continued investment in Live Here Love Here can deliver tangible benefits helping Councils make savings in areas such as street cleansing that currently drain large budgets.

I look forward to hearing from you and in the meantime, thank you for your time.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'Ian Humphreys', with a stylized flourish at the end.

Dr Ian Humphreys
Chief Executive

cc. Fiona McClements; Mark McAdoo; Emma Stewart; Anne Caldwell