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**Causeway  
Coast & Glens  
Borough Council**

CIVIC LEADERSHIP IMPROVING HEALTH,  
EMPOWERING LOCAL PEOPLE AND  
PROTECTING THE ENVIRONMENT  
TO CREATE A PROSPEROUS SOCIETY

Presented by Ian Humphreys, CEO  
Keep Northern Ireland Beautiful



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**Never before has there been a greater need for our work. Live Here Love Here is designed to tackle environmental issues by encouraging volunteers to take practical action in their local communities. By working together we are inspiring a movement of people changing behaviours and creating a positive future for us all!**

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# Live Here Love Here - Success through Partnership





# Supporting Volunteers

When COVID-19 struck, we adapted. The BIG Spring Clean became the *Not So* BIG Spring Clean, encouraging individuals to still get outside and 'do one small thing' for the environment.



130,128 volunteers did cleanups in 2019



They collected 44,820 bags of litter



£5,750 of financial support given to 23 Adopt A Spot groups in your council area.

**Adopt  
A Spot**





**Since 2014**

**Over £1 million**

has been allocated across Northern Ireland since 2014

**In 2020**

- ❖ **New COVID-19 criteria**
- ❖ **Adapted to online**
- ❖ **386 funding requests**
- ❖ **Over £1,258,200 requested**
- ❖ **153 Projects funded**





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# How the council has benefitted from the Small Grants Scheme

## This Year

**22**  
applications received



**2**  
projects funded



**£72,792**  
amount requested



**£0**  
amount awarded by council



**£1,500**  
additional funding by partners



## Since 2014

**53** funding requests

**13** projects funded

**£168,787** requested

**£0** awarded by council

**£19,250** awarded by  
partners



# Pre-Project Survey

## ❖ The top reasons people get involved:

1. To improve the **local environment**
2. Opportunity to get involved with the **community**
3. To be **involved** in an interesting project
4. For the **health** benefits
5. To do something positive in response to **COVID-19**

❖ 95% of respondents agreed/strongly agreed on the need for more community involvement in environmental/community projects in their area

❖ 96% of respondents expect that participating in projects will improve their physical and/or mental wellbeing.

We would strongly encourage community and voluntary groups to apply to the small grants scheme. It has helped support our environment and volunteer programme and allowed us to transform an anti-social hotspot in our community into a thriving nature hub used by schools and families.

Never in human history has there been a more important time where every single individual has a role to play to improve their local and global environment - and grants like LHLH provide tangible opportunities for local people to do just that!

This is a great scheme and without it many projects which the council cannot afford to do can be taken into the hands of the local community. Everyone always says the council should do this and that but with this grant we can help the community.





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Funded by  **COMMUNITY  
FUND**



**BELFAST  
FOOD  
NETWORK**

**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**



## The Demand

- 492 applications received from 11 council areas promising to include 14,001 people in the project
- 4,272 growing packs requested

**“Helping out in the allotment during Covid has been a real life-line for me. It has helped with my mental health, given me something to focus on, prevented me from feeling isolated and made me feel like I’m doing something useful. Being able to provide freshly grown food parcels to people has made it all worthwhile.”**

**VOLUNTEER** *Vineyard Compassion*





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“We have planted the apple tree, down at green area in Mosside Gardens. We our expanding over the winter making new vegetable patches in beds and pots, which hopefully will be ready next year. The compost and equipment you provided will help us set up the beds for planting. We have got residents old and young to come together and help with setting up a wee allotment site. The younger residents would like to sell their produce next year to make money to buy more seeds etc to expand further.”

**MOSSIDE COMMUNITY ASSOCIATION**



**550**

**Food For Thought packs distributed across Northern Ireland in 2020**



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**24**

**packs distributed**



**27 applications received**  
**89% of applications from CCG allocated growing packs**  
**£1,603 – value of the packs**

We delivered: 550 growing packs; 100 native apple trees; 45,000 litres peat free organic compost; 36 online resources



# Health and Well-being Survey Results

- 62% indicated that their physical health was average or below
- 54% felt that in terms of mental health they felt average or below
- 61% responded that their feelings of isolation were average or above
- 99% indicated an average or above desire to discover more foods and broaden the range of their diet
- 58% felt that they did an average or below amount of activity outdoors

Our vision is the establishment of food growing within families, schools and communities in this time of need, equipping communities with the knowledge and resources to continue to develop these skills into the future which can help tackle issues such as **food poverty and holiday hunger, poor diet and related illnesses e.g. diabetes, social isolation, poor mental health, lack of physical exercise and time spent outdoors**



**This pilot project has highlighted the need and demand for this type of community support.**



# Our Media Campaign

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

## In 2019-2020

- 78%** of Northern Ireland population reached in 2019-2020 media campaign
- 649k** Facebook reach over the same period, average person viewed the ads three times
- 933k** YouTube reach over the same period
- 57%** prompted advertising awareness in 2020, up from 27% in 2015





## General Media Campaign – coffee cup, crisp packet, dog fouling, marine litter ads

**Audience:** Men & women, aged 18 - 65+ but predominantly 18 – 24.

**Placements:** Facebook, Instagram, Messenger and YouTube

**TV Ads:** delivered 444TVRs (UTV and Ch4), a 48% uplift vs target of 300.

	Reach	Impressions	Post Reactions	Link Clicks
Dog Poo	87,793	88,665	19	167
Coffee Cup	118,398	146,231	45	107
Marine Litter	200,287	288,528	54	168
Crisp Packet	77,634	100,158	20	193
Totals	484,112	623,582	138	635





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# Pandemic adapted Media Campaign – PPE, On-the-go and beauty spots ads



Paul Mc Nulty I love this ad!! It never fails to make me chuckle!



Paddy Doherty Katherine Smith tell me I'm not this puppet 😂

Marty Harris I hate adds but i love this 😂😂

Ryan Roberts This guy is my spirit animal lol

Eimear Donnelly My 2 year old son is terrified of the litter loather 😂😂

Beany Simms Wish he would stand outside my work lol.

Liesel Radcliffe Nihell I love this puppet ! Absolutely ragin!! Lol

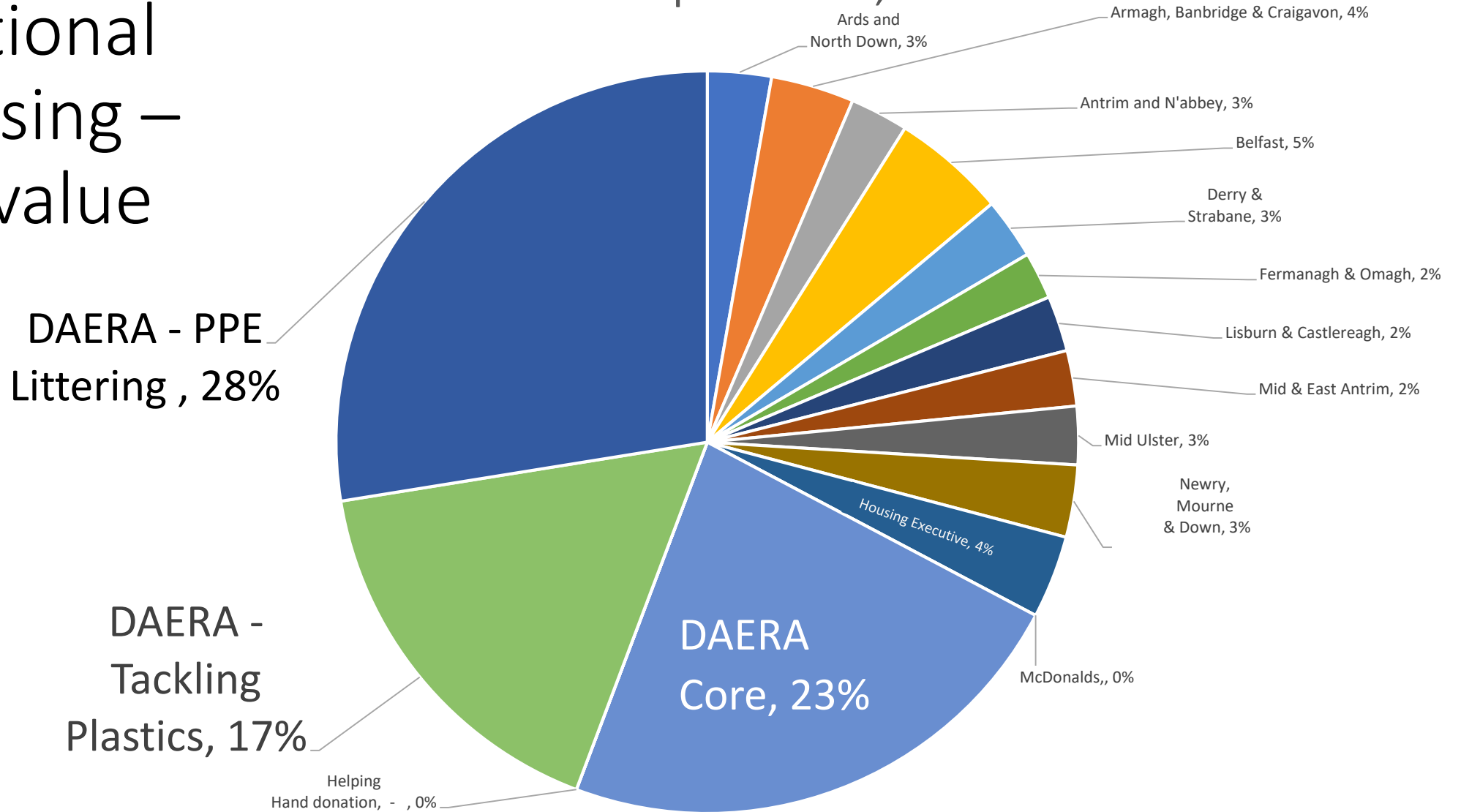
Like · Reply · Message · 4d

Susan Scott I love this advert

	You Tube	Facebook
<b>Impressions</b>	745,665	1,760,623
<b>Reach</b>	355,079	518,145

# Promotional Advertising – added value

Total Media Spend £152,500







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- Live Here Love Here provides excellent value for money in a spend to save programme that will cost ratepayers just **£21,000 per annum** with half of that immediately going back to community groups in the area through the Small Grants Scheme. This figure is multiplied many times over!
- The added value is clear across volunteering, advertising and grants
- **As a Strategic Partner you will have a seat on the Steering Group (meeting three times per year) and a place on the Small Grants Scheme judging panel**
- Thank you for listening – any questions?

# Adopt A Spot

- Currently 239 groups adopting 256 spots across Northern Ireland
- Additional kit purchased through DAERA
- Introduced three Adopt A Spot videos in August and September.
- 19 new applications since 1<sup>st</sup> August
- **Promotion on** Lynette Faye Show and Good Morning Ulster – Volunteers appreciated the opportunity to promote their work.



	Reach	Impressions	Link Clicks
Helen's Bay	35,100	36,574	29
Tyrella Beach	33,401	33,716	29
Wildflower Alley	281,0552	622,430	860

