

# 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**

**Ards and  
North Down  
Borough Council**



**Housing  
Executive**



**KEEP  
NORTHERN  
IRELAND  
BEAUTIFUL**



**Belfast  
City Council**

**LCCC  
Lisburn &  
Castlereagh  
City Council**



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

**Mid & East  
Antrim  
Borough Council**



**Mid Ulster  
District Council**



**Fermanagh & Omagh  
District Council**

# 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

"For the Residents' Association our plastics recycling project has led to strong connections within the town and has been a catalyst for action by others. The local council really liked the cigarette Ballot Bin and has installed 35 throughout the Borough. We have developed strong links with our local partners. For example we recently planted up a litter hotspot in partnership with Translink. Priory College, a location partner for Gumdrop bins, made some enormous cigarette butt models to help us publicise our bins. And, to date, 11,600 cigarette butts have been sent for recycling, thanks to the small grant scheme."

*Hollywood Residents' Association*



From 2014-2019:

**143** applications  
received in  
Ards and  
North Down

**£469,695**  
amount requested

**£223,395**  
amount awarded



**£1,500**  
Added value: additional  
funding by partners



**5,096**  
volunteer hours in 2018  
(based on 21 completed  
projects)

**95**  
projects  
funded

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## Community Awards



**5** award winners  
from Ards and North  
Down since 2017

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.

"For the Gibson/McGarrys it's all about family and fun whilst involving the younger generations in the serious business of keeping their area clean and respectable but also doing our bit to save Planet Earth. It's amazing how much even the younger grandchildren enjoy the "Adopt a spot" excursions!"

*Nigel McGarry, The Gibson/McGarry Family*  
Winners of the Ards and North Down Litter Heroes Award at the Live Here Love Here Community Awards 2019.

