

Our Strategy 2026-2030





Foreword from Eric Randall

Our purpose is to inspire change

I'm delighted to outline our strategy for 2026 to 2030, but before we get into the detail, I want to begin by acknowledging our past.

You might have noticed that we have a new name. Live Here Love Here is now the name of the organisation that was formerly known as Keep Northern Ireland Beautiful. Our success has been in part due to our ability to evolve. This name change is part of that process, but we also have a history we are proud of.

Live Here Love Here can trace its roots back to 1954, when a group of volunteers decided to focus on tackling litter. In the intervening years, Live Here Love Here has grown significantly, and while our activities now encompass much more than litter, we have stayed true to our roots, working with volunteers and communities to tackle this pervasive problem. Aside from the enormous cost to clean it up, we know the impact litter has on wildlife and livestock, and what happens when it enters our waterways and ultimately enters the oceans. And we know that the presence of litter casts a shadow over our experience of beautiful spaces where we should be able to relax, breathe and unwind.

The issue of litter illustrates an uncomfortable fracture in our relationship with our environment, our earth, our home. The same fracture reaches far into the enormous complex and interrelated climate, nature and social crises we are so aware of today, and our programmes now embrace the breadth of these challenges.

Despite all we know about what is happening to our planet, concern for its health has been caught in the jaws of global politics, and the darkening public narrative impacts us all. And yet we know that over 80% of people in Northern Ireland are deeply troubled by the threats posed by our changing climate¹ and many are seeking ways to make a positive impact in their lives. And the results of our work bear testament to this groundswell of lived sentiment.

I am immensely proud of our dedicated team and the partnerships that we have forged with individuals, communities, schools, businesses, councils and government bodies alike. And I am proud of the fact that Live Here Love Here is facing into these difficult subjects and finding ways to respond that combine serious analysis, hard work and fun in equal measure.

Thank you for diving in and reading our strategy.

Join us!

Eric Randall
Chief Executive, Live Here Love Here



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¹ Northern Ireland Life and Times Survey 2024



OUR KEY CHALLENGE



We are living through three overlapping emergencies:

- **a climate crisis** that threatens food supplies, our health and our very future
- **a nature crisis** with vanishing wildlife, polluted places and fragile ecosystems
- **a social crisis**, marked by rising inequality, polarisation, an increase in mental and physical ill-health and a widespread sense of powerlessness

These crises aren't separate — they're intertwined. They affect people differently, but everyone is touched.

And here in Northern Ireland, where our connection to place and community runs deep, we know things aren't right. According to recent research, 82% of people in Northern Ireland believe that climate change represents a serious threat to civilisation, and 75% of people feel a sense of responsibility to act². In our experience, many want to do something about it — but often don't know what to do, where to start or just feel it's too big to tackle alone.

This is where we come in.

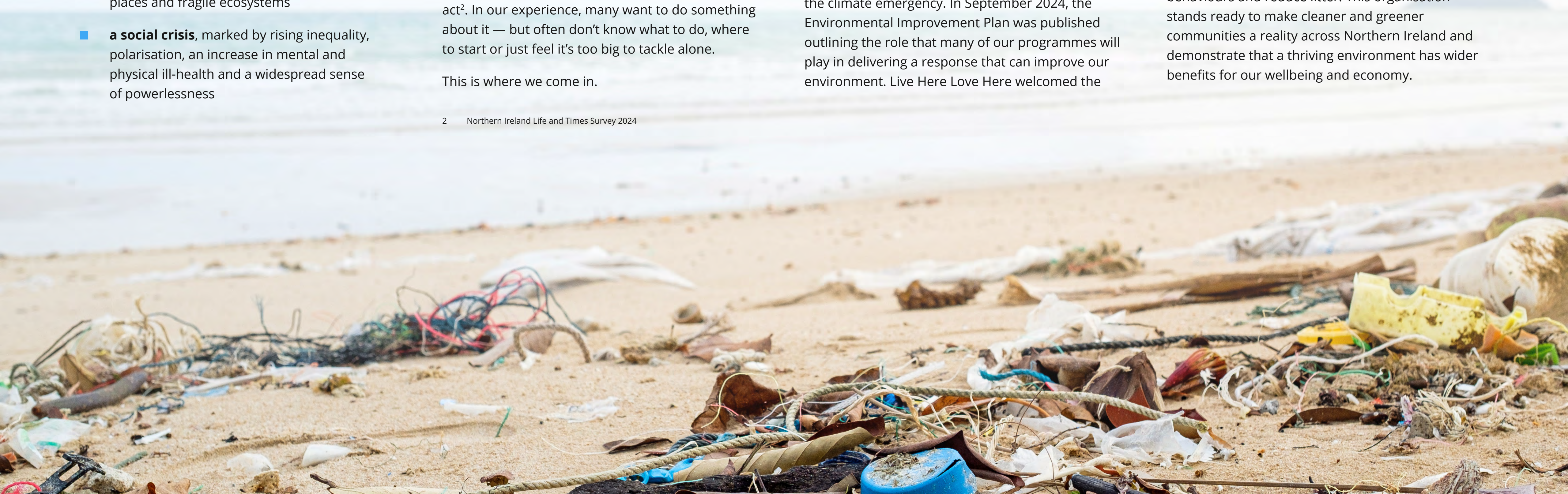
² Northern Ireland Life and Times Survey 2024

At Live Here Love Here, we believe that people can be a powerful force for change — when they're informed, inspired, and connected to each other and to nature.

That's why our strategy focuses on education and engagement that empowers action.

This strategy aims to support key international and local targets to make progress on tackling the climate emergency. In September 2024, the Environmental Improvement Plan was published outlining the role that many of our programmes will play in delivering a response that can improve our environment. Live Here Love Here welcomed the

publication of this document and will work with the Executive and other partners to deliver on it. With proper resourcing, we will continue to expand our network of Green Flag schools and encourage civic action through our community engagement. We will also work to ensure the successful implementation of key initiatives such as a Deposit Return Scheme and continued roll out of Extended Producer Responsibility which have the potential to change behaviours and reduce litter. This organisation stands ready to make cleaner and greener communities a reality across Northern Ireland and demonstrate that a thriving environment has wider benefits for our wellbeing and economy.





WHERE ARE WE NOW?

This strategy builds on the work Live Here Love Here is already doing to educate, engage and empower.

Through partnership working and the efforts of many, we have achieved a lot- but we know we can do even more in the next five years.

Educate

50%

of schools in Northern Ireland achieved Eco-Schools Green Flag status in 2025. This means an estimated 174,000 children are in a school which actively encourages understanding about the environment.



9,500+

people have received climate awareness training since 2020 and more clearly understand what the climate crisis means and how to act.

Generation Nature

A new training facility has been built at Stranmilis University College to give trainee teachers the tools to help school children connect with nature.



Annual

Cleaner Neighbourhoods and Marine Litter Reports have provided evidence-based insight into litter and its associated environmental impacts.

1st

Northern Ireland's first climate awareness resource for people with a learning disability has been developed in partnership with Positive Futures.

Engage

240,000

volunteers engaged in 2024/2025 through the Live Here Love Here community campaign, delivered in partnership with ten councils and the Housing Executive.



1,100

'Spots' have been revitalised by a network of 20,000 volunteers through the Adopt a Spot programme.

£1.2m+

in community improvements have been delivered through the Live Here Love Here Small Grants Scheme since its inception in 2014.

140

parcs, beaches and community spaces were accredited with Green and Blue Flags, and Seaside Awards in 2025, encouraging people outdoors to enjoy safe open spaces.

Empower

Connecting communities

events delivered annually have facilitated local connections and action.

Community Awards

and Eco-Schools Green Flag Awards ceremonies celebrate and champion local change-makers annually.

myEARTH platform

launched- bringing together opportunities from 45+ delivery partners to empower everyone in Northern Ireland to take action for the climate and biodiversity crises.

90

climate change-makers have completed our 30 under 30 leadership course gaining and sharing insights on finding solutions to the climate crisis.





WHO WE ARE

A note on our name



Live Here Love Here rebranded from Keep Northern Ireland Beautiful in 2026 – adopting the name of our flagship community campaign. This change more closely aligns our name and purpose, creating one recognisable environmental movement.

Creative

We look at problems from another angle- generating fresh insight and innovative solutions.



Dedicated

We are passionate about our work and are always willing to go the extra mile.



Principled

We conduct ourselves with integrity. We treat others with fairness and respect and are accountable for our actions.



Collaborative

We recognise that change is only possible when we work together.





OUR FIVE YEAR STRATEGY



Deepening Our Local Impact

We know that global change starts in local communities, and that working together produces far more powerful results than any of us can achieve alone.

We are already working with an extensive network of individuals, schools, community groups, park and beach operators. Over the next five years, we plan to leverage this network to support even greater mobilisation at local level.

We know through programmes like Eco-Schools, Adopt A Spot and Green Flag for Parks, how many committed individuals are already working in the same direction, across NI and within local areas.

We believe this excellent work can be amplified through deeply collaborative working at local levels. Through our far-reaching local networks, Live Here Love Here is uniquely positioned to facilitate this collaboration.

Over the next five years, we will harness the people power of our existing relationships, inviting individuals, groups, and organisations to come together to create lasting change for their local area.

We will support cross-sectoral community partnerships to deliver local goals-whether these are to tackle litter, reduce waste or improve their town's climate resilience.



2024/25 Northern Ireland Wide Impact – access the full map [here](#)

CASE STUDY

Community Teamwork in Dromore



The town of Dromore, County Down, is an inspirational example of what can be achieved through local collaboration.

Local volunteer group, Higher Ground received a Live Here Love Here small grant in 2024/25. They worked with the Eco-Schools Committee at Dromore High School, to grow and produce plants, which were then planted in renovated community spaces in the town. The collaborative project has seen local businesses, Dromore Chamber of Commerce, Armagh City, Banbridge & Craigavon Borough Council and other community organisations all getting involved.

These combined community efforts produced a range of activities for the town-including the transformation of a community garden, litter-picking, and even upcycling an old bath into a wormery at Dromore High.

Students here also received a climate awareness briefing from Live Here Love Here's Climate Action team

By working together, change-makers in Dromore have achieved so much for their local community. Activities have delivered biodiversity, civic pride and environmental education benefits.

Higher Ground are 'just getting started' on the work they are championing for the community, with plans to set up a Repair Café and Men's Shed already underway. Deidre Shannon of Higher Grounds reflects on their work so far, "Civic pride is on the increase- the momentum created by this grant is almost unquantifiable in terms of goodwill and pride in our community."

Creating Pathways

We know that caring for the environment is a journey, with many start points and motivations. At Live Here Love Here, we support people at all stages of this journey.

Over the next five years, we will join the dots between our existing programmes, guiding individuals and groups on a pathway of environmental knowledge and action.

We will offer opportunities to build on environmental experiences with logical and accessible next steps, deepening knowledge and impact along the way.

This might mean supporting Eco-Schools graduates through to the 30 Under 30 programme or guiding an individual from a Big Spring Clean litter-pick, to completing Climate Action training and on to applying for a Small Grant to deliver an impactful community project.

We will formalise the pathways we're already offering- ensuring that everyone has a clear path to meeting their environmental and community goals. Through myEARTH, users will have the opportunity to track their individual and collective impacts as they go.



CASE STUDY

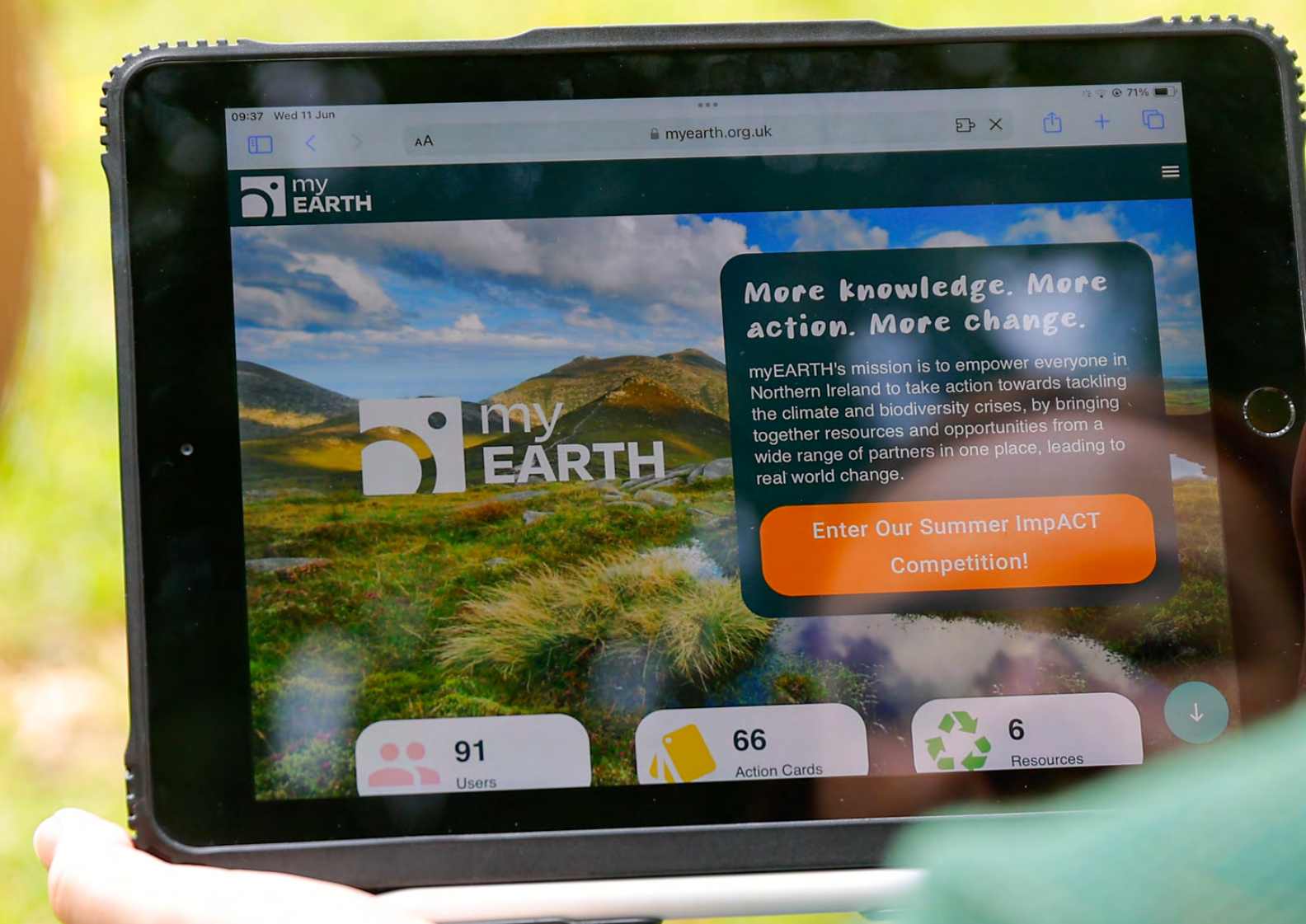
myEARTH: Creating Digital Pathways

In June 2025, working with Northern Ireland Environment Link, we launched myEARTH- a digital hub for local environmental action.

Users of myEARTH can access activities, resources and opportunities from 45+ delivery partners in one space, making it easier than ever to build on experiences and knowledge with relevant next steps. Users can set personal goals, track their progress, and measure their impact.

Activities can be browsed by environmental theme, local area and even the Sustainable Development Goals they contribute to. For those seeking inspiration, myEARTH will suggest activities to try next.

MyEARTH is a powerful tool for our work on Creating Pathways: providing a digital infrastructure that supports action, personal development and impact.



Mental wellbeing

At Live Here Love Here, we witness first-hand the positive connection that exists between connectedness to nature and mental wellbeing.

So many of the activities we support; from Small Grant funded community projects, to hedgerow planting, to beach cleans; deliver positive outcomes for both the environment and those involved.

But don't just take our word for it: the UK's largest study of its kind found that for every 10% increase in access to nearby green and blue spaces, the risk of anxiety and depression decreased by 7%.³

We also know that the more connected people feel to nature, the more likely they are to look after it.

Over the next five years, we want to build on the success of programmes like Food for Thought and Healthy Oceans Healthy Minds by delivering more initiatives that benefit both the environment and the mental wellbeing of our communities.



³ <https://evidence.nihr.ac.uk/alert/local-green-spaces-are-linked-with-better-mental-health/>

CASE STUDY

Healthy Oceans Healthy Minds

Healthy Oceans Healthy Minds is a flagship Live Here Love Here campaign. The annual festival of free events, now in its sixth year, celebrates the connection between healthy waterways and mental wellbeing.

The campaign delivers a programme of 50-60 events across Northern Ireland, many of which- such as beach yoga , mindfulness and sound healing, have a wellbeing focus. Other activities on offer have included sand art, beach clean ups and nature-led play sessions for young children.

As part of the 2025 campaign, Live Here Love Here partnered with the Mae Murray Foundation, a lived-experience, membership-led organisation dedicated to ensuring that people of all ages and abilities can fully participate in leisure and social activities. The Mae Murray Foundation hosted two inclusive beach fun days, which offered attendees the opportunity to participate in beach art and archery.



Transformational Change

Through our work on our first three themes, we aim to unlock transformational change in communities across Northern Ireland.

- A community walking and litter-picking project that promotes mental and physical well-being, social benefits, and civic pride.
- A reimagining of the way council owned parks are used—creating spaces where communities can grow food and support biodiversity in a hands-on way.
- Community-led climate action plans are developed and implemented in response to Northern Ireland’s social and climate priorities.

What do we mean by transformational change?

We’re talking about initiatives that deliver multiple wins for both people and nature—transforming ways of working for the better. These changes will be community-led, and might look like...

- A school growing and using its own food: delivering educational, biodiversity, climate, health and financial benefits through one action.

Our goal is that these transformational changes will be accompanied by a cultural shift – that by recognising the holistic benefits it delivers, taking care of our environmental will become a key priority for everyone in Northern Ireland.

84%

of students reported feeling informed, or very informed, on the nature crisis in Northern Ireland following Generation Nature training – up from 8%⁴

91%

of students indicated that outdoor education was significant, or very significant, in delivering the curriculum – an increase from 64%⁴

82%

of students said they would be very likely to deliver outdoor education in their future teaching practice⁴

⁴ Survey results from year 2 B. Ed students who participated in the programme at Stranmillis University College.

CASE STUDY

Transformative Change Through Generation Nature

In 2025, Live Here, Love Here’s Generation Nature project launched a groundbreaking teacher training facility at Stranmillis University College.

The outdoor learning site features a mini orchard, polytunnel, fruit bushes, woodland area, group shelter, willow dome, wildflower area and raised planting beds.

Globally, a UNESCO survey found that 95% of primary and secondary teachers felt that teaching climate change is important, but less than 30% expressed a readiness to teach it.

The Generation Nature project addresses this by delivering lectures on nature awareness to students, followed up by the opportunity to turn this knowledge into practice by using the teaching site.

Early results³ from the project illustrate its transformative impact (see opposite)

This transformative project will equip teachers with the skills, knowledge and confidence they need to prepare future generations to tackle environmental challenges.



Closing Remarks

Thank you for taking the time to read our strategic plan.

For a number of months, we have engaged with stakeholders and our team to develop this document. During that engagement, what has come through time and time again is the determination to make a difference.

We believe this strategic plan will help us leave Northern Ireland better than we found it. Working with government, communities and partners, we can achieve our ambitions. This will require proper resourcing and support, but we are confident that Live Here Love Here can meet this challenge.

All of us have a role to play in making change happen. We have already made a great start, achieving many goals and ambitions. Eco-Schools is the leading environmental education programme in Northern Ireland. Live Here Love Here is embedded in hundreds of communities. Our Climate Action programme is educating civil servants, community

groups, schools and businesses on how they can become more climate-aware. Alongside all of this, our 30 under 30 programme is finding and developing the climate leaders of the future.

Yet, we are just getting started, and we are ambitious for a brighter future. At Live Here Love Here, we have always understood our “why,” and in this strategic plan, we are demonstrating the “how” we will turn this vision into reality.

The way forward involves all of us doing things a little bit differently. We need to educate, engage and empower Northern Ireland to actively face into the challenges ahead. We all have the power to make a difference.

In this strategic plan, we have outlined our plans for Live Here Love Here to contribute in the most positive way possible to addressing the triple nature, climate and social crises.

Please take the time to share your thoughts with us. If you share our passion, we invite you to volunteer to help one of our many programmes.

We have the vision, the plan; now let’s make it happen.

