

**KEEP
NORTHERN
IRELAND
BEAUTIFUL**

Live Here Love Here

Making Communities Proud

Dr Ian Humphreys

Chief Executive

Keep Northern Ireland Beautiful

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**Adopt
A Spot**

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ECO-SCHOOLS

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**MARINE
SURVEY**

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Green
Flag
Award

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LIVE HERE LOVE HERE

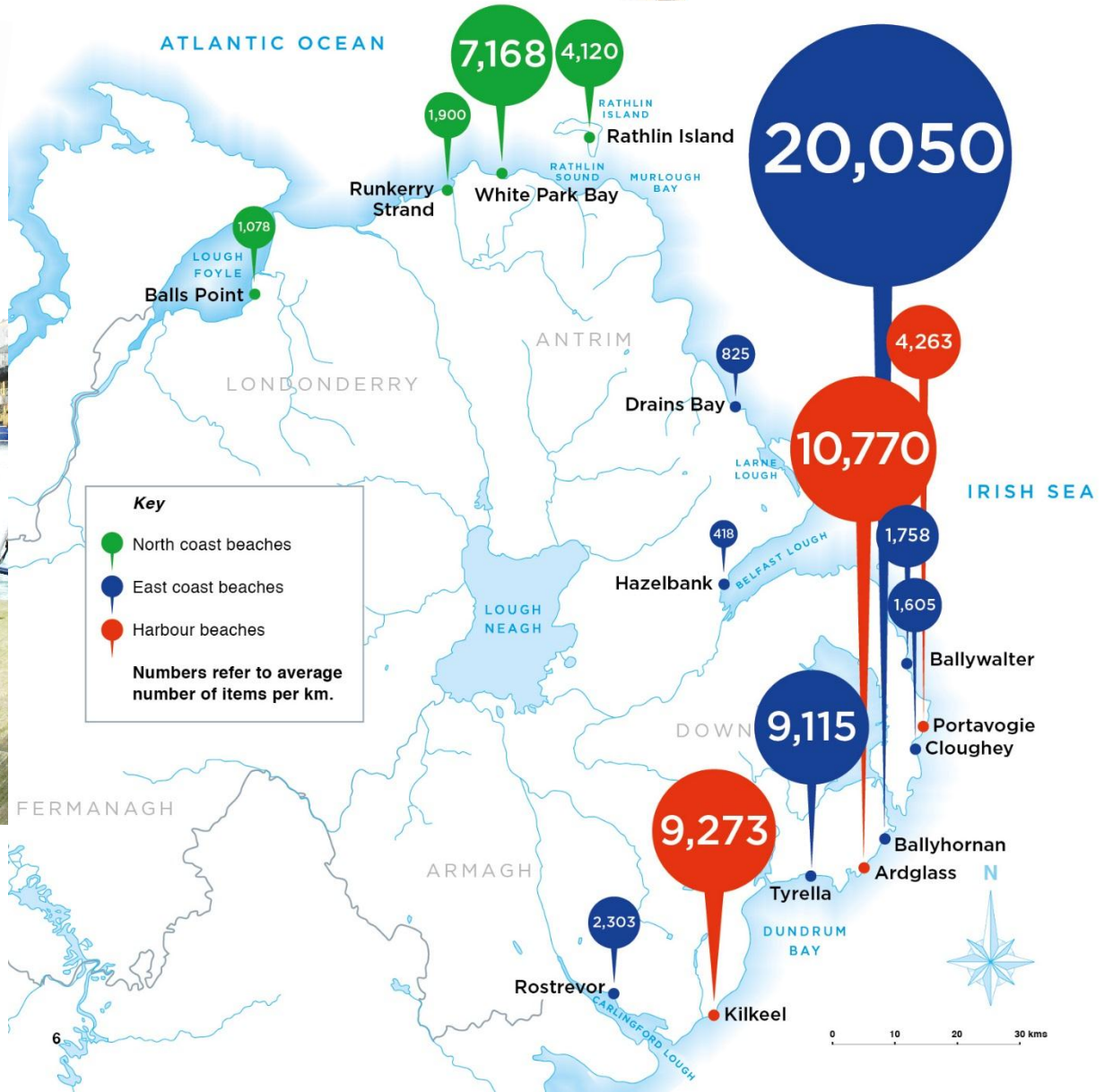
- **Media campaign** – TV, radio and print
- **Supporting volunteering** – clean-ups, green space enhancements, tackling dereliction and dilapidation
- **Small grants** programme for groups adopting their local areas, committing their time

LIVE HERE LOVE HERE

- Inspired by Don't mess with Texas
- Invest to save
- Building a can-do community/civic pride
- Challenging environmental incivilities

MARINE LITTER

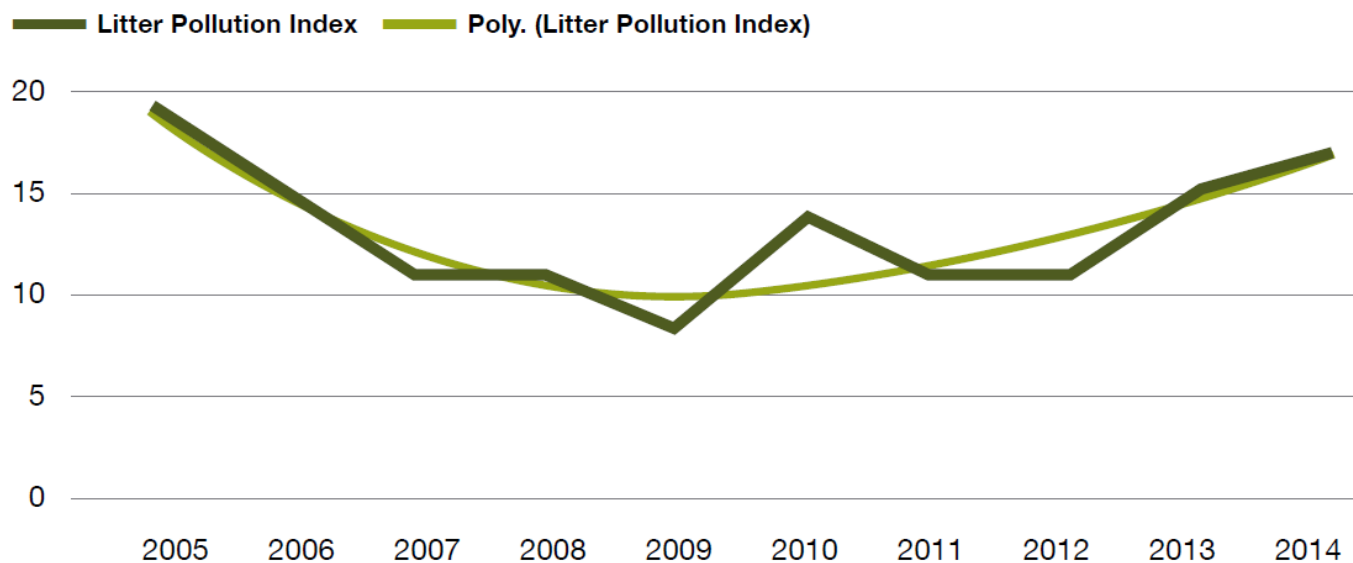
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TERRESTRIAL LITTER

Figure 1: Trend in Litter Pollution Indicator over ten years

The trend in Litter Pollution Indicator over the past ten years. The percentage of transects with unacceptable levels of littering fell every year between 2005 and 2009. Since then the levels have risen intermittently and are now almost back at their starting point.



NI COSTS OF LITTER 2014/15

- **>£40,000,000 a year on street cleansing in 2015**
- Plus 'hidden costs' including:
 - **Mental health - £15m**
 - **Crime - £16m**
 - **House prices £24m**
 - **Local and beach disamenity £41.3m**
 - **Tourism... etc etc**

A MULTI-DIMENSIONAL APPROACH TO BEHAVIOUR CHANGE

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- Political
- Partnership
- Psychological
- Promotional
- Practical

Changing Behaviour

The science and practice of shifting the behaviour of individuals, groups, communities, and societies

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POLITICAL

- Name



POLITICAL

- Name (or no name)
- Colour
- Logos
- Tenacity



**LIVE
HERE
LOVE
HERE**



JCDecaux

It's time we cleaned up!

LIVE HERE LOVE HERE

Let's keep Newry, Mourne and Down



visit
org



NEWRY, MOURNE
AND DOWN

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Take the pledge.

Visit www.livehereandlovehere.org to make a pledge. It's a great idea you'll love. Our website also has great ideas and fun events, where you can get involved. Make sure to check it out!

livehereandlovehere.org

Contact us to find out more or let us know what you'll be doing.

Phone: 0300 501 5015
www.livehereandlovehere.org
Twitter: @livehereandlovehere
Facebook: /livehereandlovehere



LIVE HERE LOVE

PARTNERSHIP

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**Mid & East
Antrim**
Borough Council



**Ards and
North Down**
Borough Council



**Antrim and
Newtownabbey**
BOROUGH COUNCIL



Fermanagh & Omagh
District Council

Comhairle Ceantair
Fhear Manach agus na hÓmaí



Derry City & Strabane
District Council

Comhairle Chathair
Dhoire & Cheantar
an tSratha Báin

Derry Cittie & Stràbane
Destrict Council



Comhairle Ceantair
an Iúir, Mhúrn
agus an Dúin

**Newry, Mourne
and Down**
District Council



Belfast
City Council



DOE

Department of
the Environment
www.doeni.gov.uk



**tourism
northernireland**

Awards and Rewards for Coast Care Volunteers

You are invited to the 2015 Coca-Cola Coast Care Awards and Volunteer Seminar on Thursday 8th October

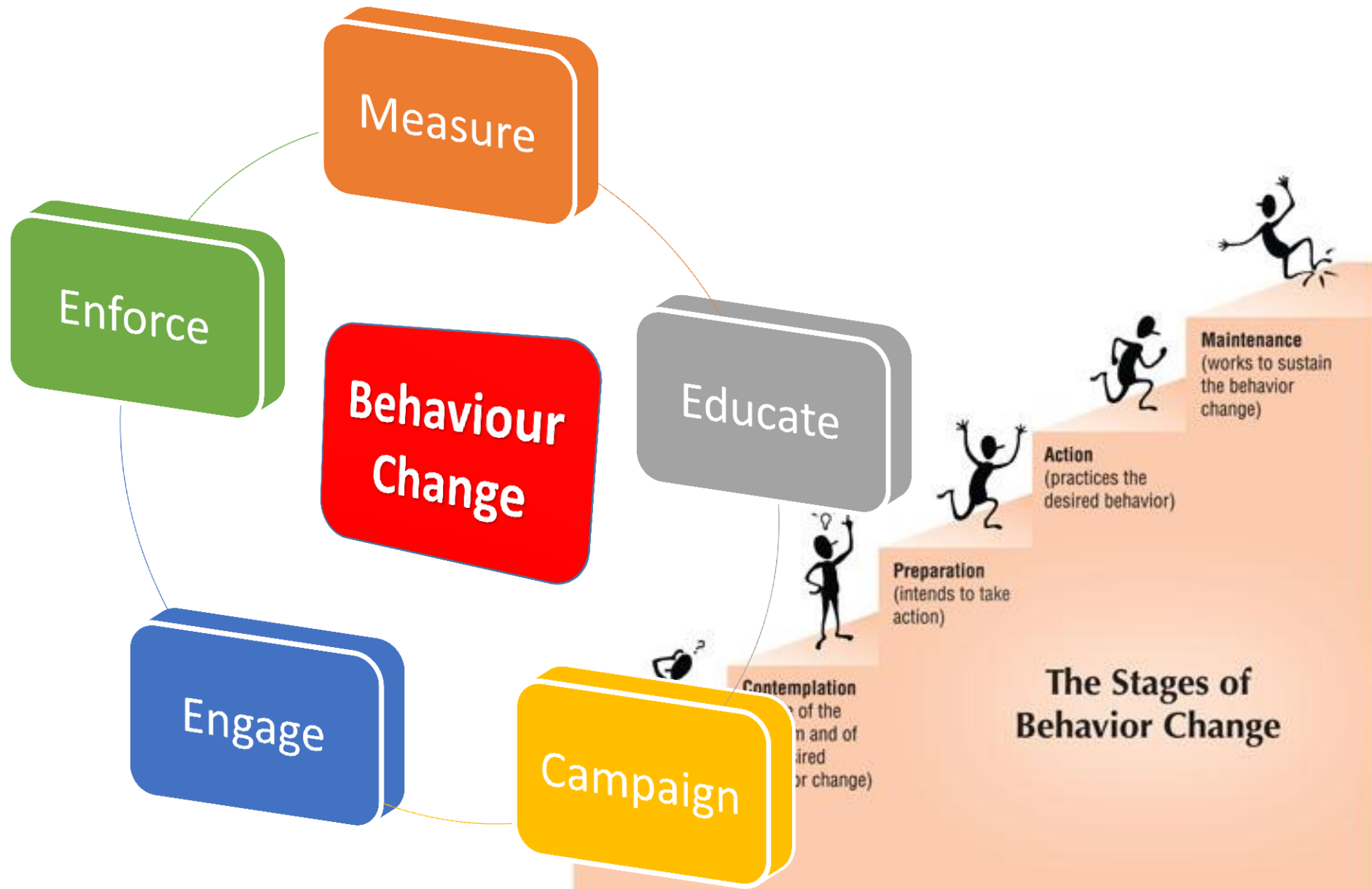


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PSYCHOLOGICAL

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Thoughtless litterers

We're watching you!



Most people dis-
their litter respon-
you the one who

Thoughtless dog owners

We're watching you!



Walk your dog away
from a fine of **£80**

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46% reduction in dog fouling in the areas
around these posters, 120 sites in total.

CHANGING BEHAVIOUR

- 1. Reciprocity***
- 2. Social Proof and consensus***
- 3. Commitment and consistency***
- 4. Liking***
- 5. Authority***
- 6. Scarcity***
- 7. Contrast***

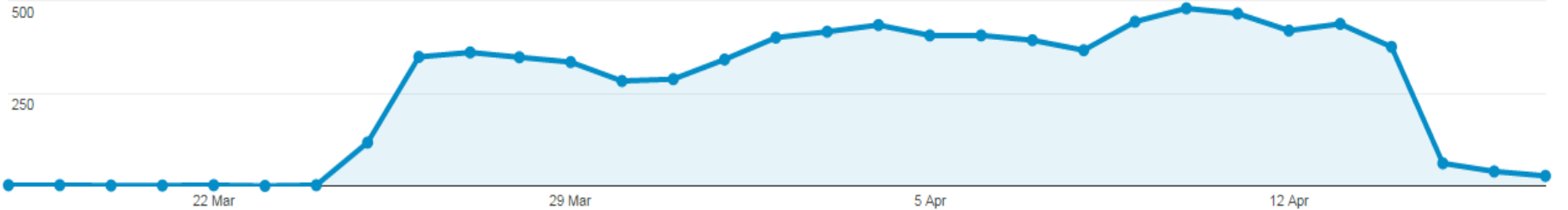


CAMPAIGN TRACKING



Sessions VS Select a metric

Sessions



Primary Dimension: Medium Campaign

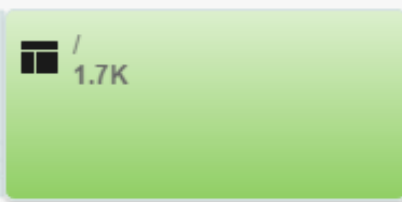
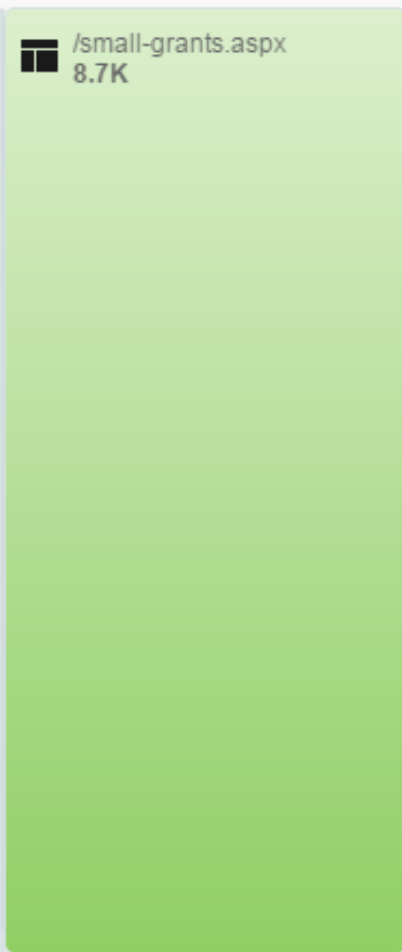
Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [Refresh] [Filter] [List] [Print]

Campaign	Acquisition			Behaviour			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Show your support thank you page (Goal 4 Conversion Rate)	Show your support thank you page (Goal 4 Completions)	Show your support thank you page (Goal 4 Value)
	7,994 <small>% of Total: 65.88% (12,134)</small>	62.57% <small>Avg for View: 65.91% (-5.06%)</small>	5,002 <small>% of Total: 62.55% (7,997)</small>	89.39% <small>Avg for View: 76.73% (16.51%)</small>	1.26 <small>Avg for View: 1.98 (-36.56%)</small>	00:00:42 <small>Avg for View: 00:01:16 (-44.91%)</small>	0.45% <small>Avg for View: 1.84% (-75.50%)</small>	36 <small>% of Total: 16.14% (223)</small>	£0.00 <small>% of Total: 0.00% (£0.00)</small>
1. Petition message 1	1,621 (20.28%)	62.06%	1,006 (20.11%)	90.62%	1.14	00:00:33	0.37%	6 (16.67%)	£0.00 (0.00%)
2. Petition message 3	1,594 (19.94%)	61.61%	982 (19.63%)	90.84%	1.17	00:00:36	0.75%	12 (33.33%)	£0.00 (0.00%)
3. Take part message 3	1,534 (19.19%)	62.78%	963 (19.25%)	88.20%	1.27	00:00:38	0.00%	0 (0.00%)	£0.00 (0.00%)
4. Petition message 2	1,337 (16.73%)	60.36%	807 (16.13%)	90.05%	1.20	00:00:37	0.82%	11 (30.56%)	£0.00 (0.00%)
5. Take part message 2	1,096 (13.71%)	67.24%	737 (14.73%)	88.69%	1.21	00:00:42	0.00%	0 (0.00%)	£0.00 (0.00%)
6. Take part message 1	766 (9.58%)	65.93%	505 (10.10%)	87.86%	1.25	00:00:48	0.65%	5 (13.89%)	£0.00 (0.00%)

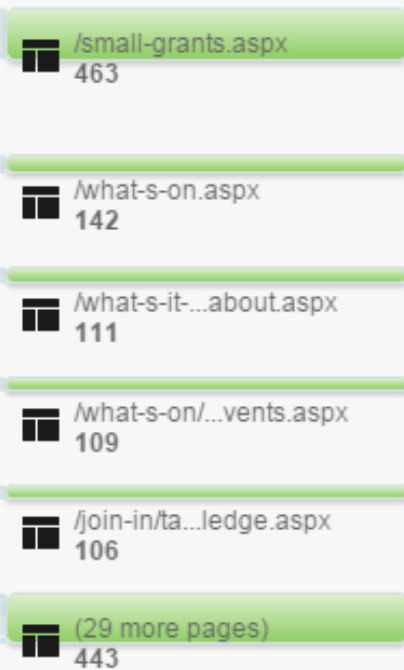
Starting Pages

11K sessions, 9.6K drop-offs



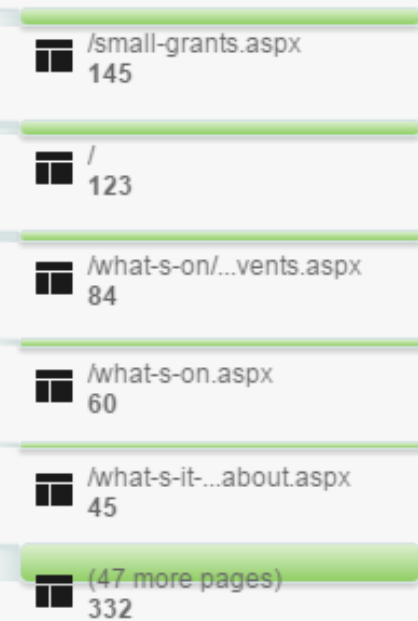
1st Interaction

1.4K sessions, 585 drop-offs



2nd Interaction

789 sessions, 257 drop-offs



Facebook

Live: 14 - 28 September

Website clicks: 8,209

People reached: 233,017

Admedo

Website clicks

People reached

PROMOTIONAL

It's time we cleaned up!



**LIVE
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LOVE
HERE**

**Let's keep
Northern Ireland
beautiful**

To find out how to get involved visit
livehereandlovehere.org



Belfast
City Council

It's time we cleaned up!



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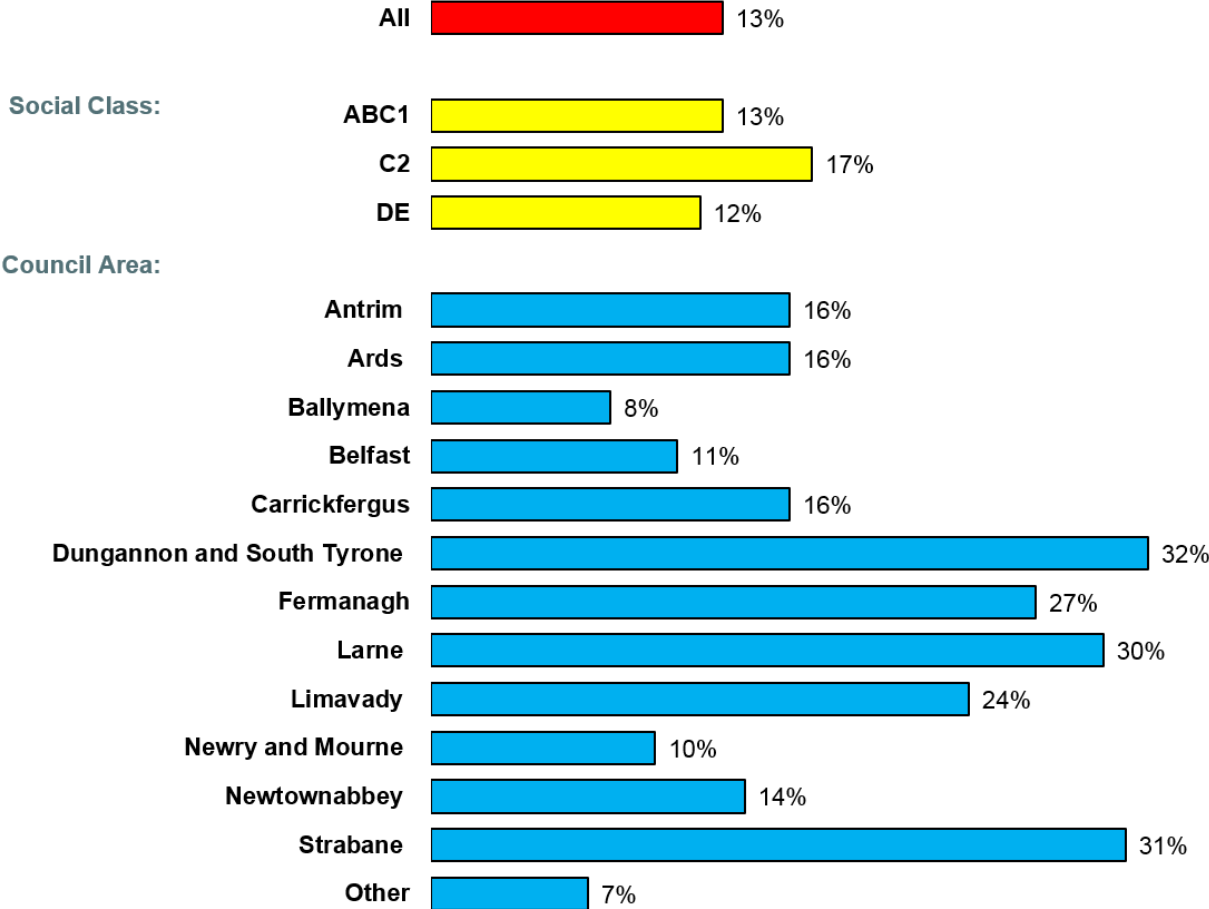


TV SPRING 2016



MARKET RESEARCH

Over one in ten (13%) respondents had heard of 'Live Here Love Here'. Those from Dungannon and South Tyrone and Strabane Council Areas were most likely to have done so while those from the Ballymena area were least likely to have done so.



Q1. Have you heard of 'Live Here Love Here'?
[Base: All respondents n=1206]

CAN WE SUCCEED?

Car seat belts ✓

Smoking in public places ✓

Littering and dog fouling... ?

PRACTICAL

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2010
2,450 people



2011

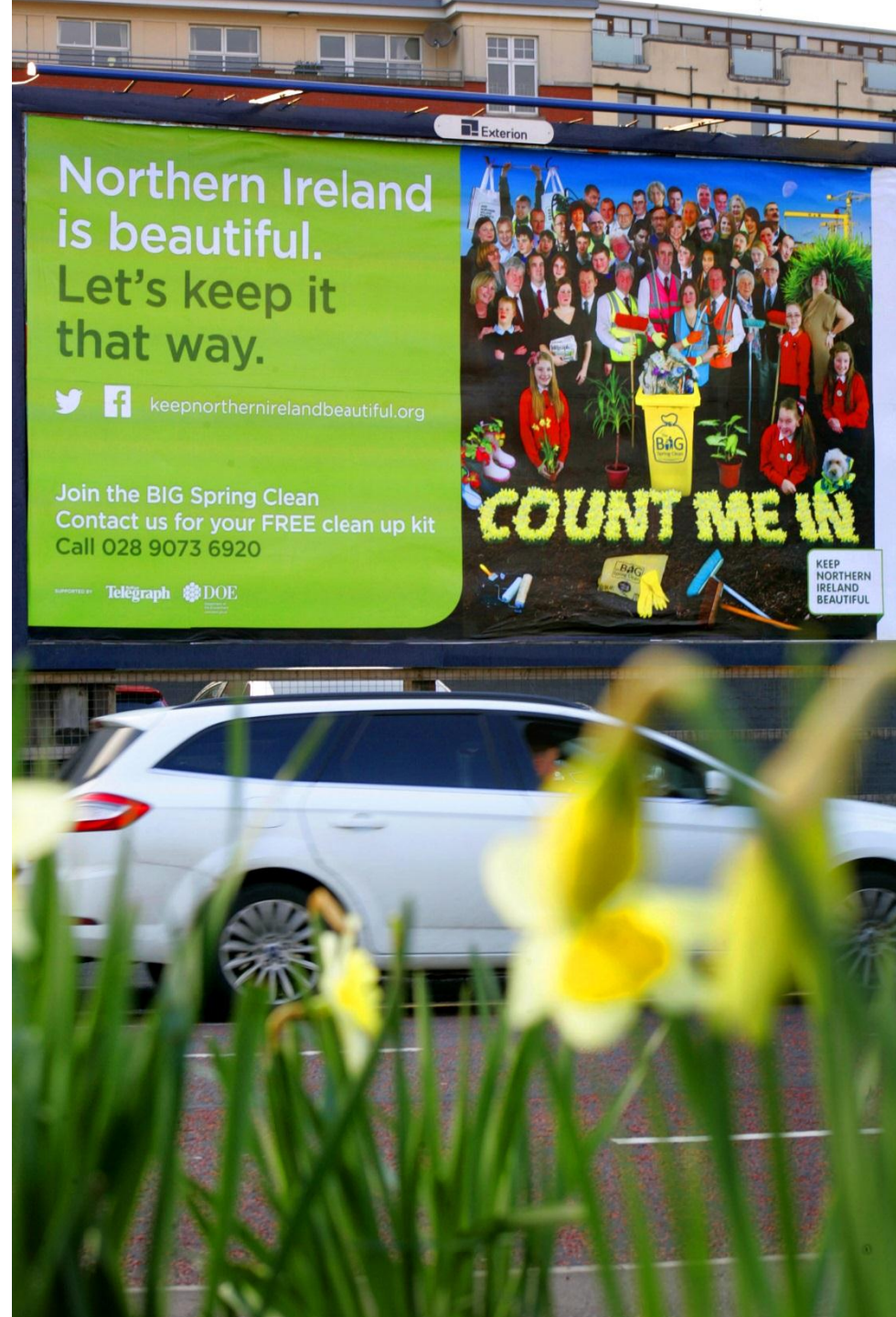
2012



2013



2014
105,000 people



See what's on

All Councils ▼

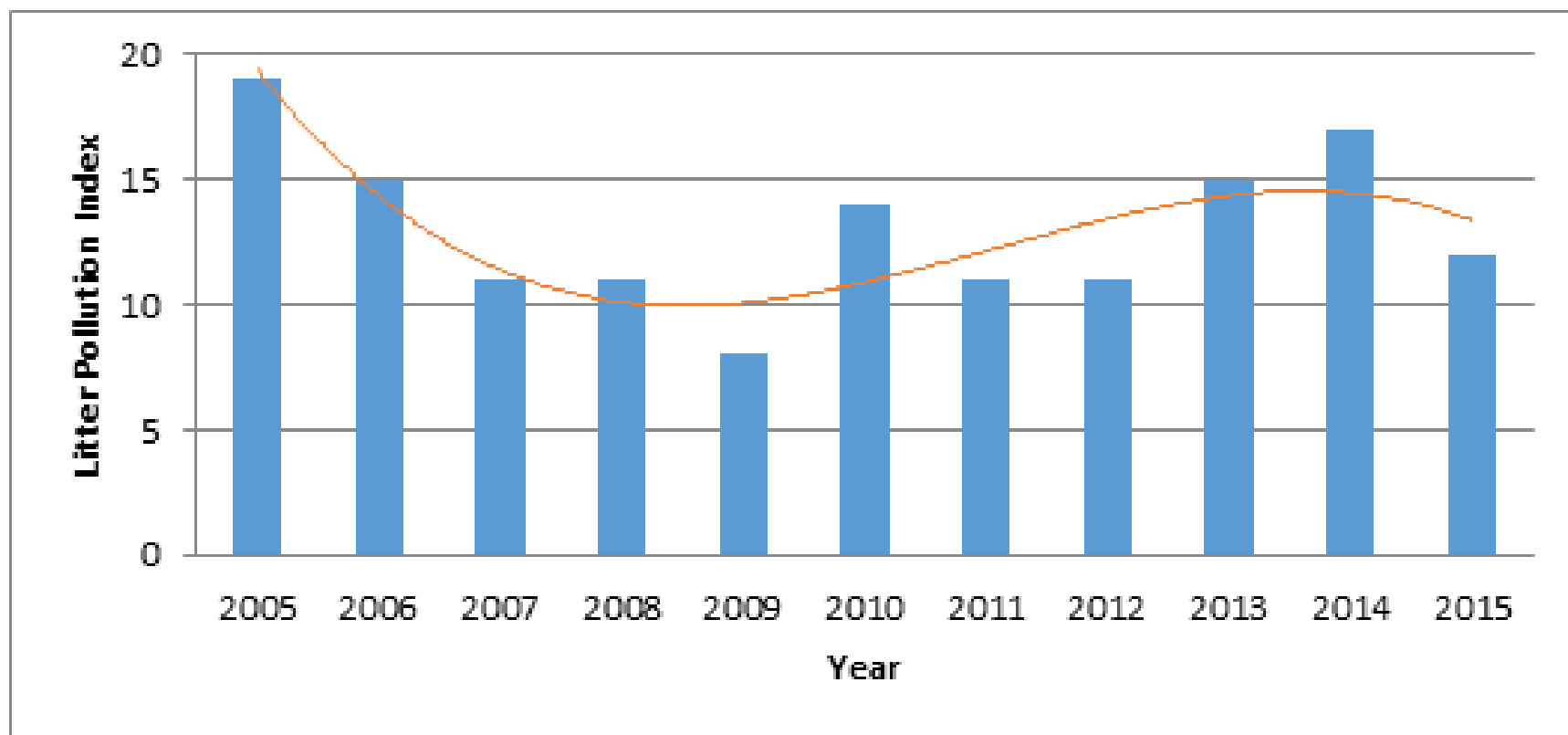
Recently added

-  Apr 22 2016, Fri 14:00 River and Park Clean Up - Colin Glen Forest Park - added 18th April
-  Apr 18 2016, Mon 13:30 Breda Academy Big Spring Clean - Breda Academy - added 18th April
-  Apr 30 2016, Sat 11:00 BIG SPRING CLEAN - Register @ The Garage, 5 Main Street, Milli - added 18th April
-  Apr 27 2016, Wed 10:00 Big Spring Clean - Bann Side area - added 15th April
-  Apr 21 2016, Thu 12:30 Faughanvale Primary School Clean up - Faughanvale Primary School - added 15th April

All events

-  Apr 18 2016, Mon 9:30 Adopt A Spot - Harbour/Castle area
-  Apr 18 2016, Mon 11:00 LWYL - Parkanaur
-  Apr 18 2016, Mon 13:00 Faughanvale Primary School Big Spring Clean - Benone Beach
-  Apr 18 2016, Mon 13:30 Breda Academy Big Spring Clean - Breda Academy
-  Apr 19 2016, Tue 11:00 clean up grot spot - holy child school
-  Apr 20 2016, Wed 10:30 Big Spring Clean - Under Johnston Bridge

LITTER – 2015 IMPROVING



CONTACT DETAILS

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- www.liveherelovehere.org
- www.keepnorthernirelandbeautiful.org