

2. **COUNCILLOR REPRESENTATIVE ON THE
KEEP CHRISTCHURCH BEAUTIFUL CAMPAIGN**

RR 10606

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Corporate Plan Output: Environmental Promotion	

The purpose of this report is to provide Council with information on changes to the Keep Christchurch Beautiful Campaign and to recommend appointment of a Council representative.

The previous chairperson of the Keep Christchurch Beautiful Campaign, Newton Dodge, resigned from the position after the 1998 elections. Councillor Carole Evans has agreed to fill the role and it is proposed that she be appointed to the position of Chairperson at the Annual General Meeting planned for September.

There has been, in one form or another, an organisation with its major purpose the reduction of litter and littering behaviour in the City since the late 1960s. Besides the major purpose of these organisations being similar they have all relied largely on voluntary community-based persons to undertake the work in the community. They have also been supported to a greater or lesser degree by local authorities in the area by the provision of both support services and direct finance.

These groupings arose from the concern over what was seen as the growing problem of litter and the formation of the National Anti-Litter Campaign Council by the then Government in 1967.

This led to the formation locally of the Keep Christchurch Beautiful Campaign, then called the Christchurch Civic Pride Committee, which undertook education and publicity, and whose membership was representatives of community organisations as well as councillors from the local authorities in the Christchurch area.

Currently the campaign has been operated through a number of committees overseen by an Executive Committee, consisting of chairpersons of the working committees. Over the last year KCB has undergone an internal review brought on by the resignation of the Chairperson and the dwindling volunteer numbers. KCB asks the Council to help and assist with this process by appointing Councillor Evans, a previous Council representative and Executive Committee member, as the Council Representative for a one-year period. Assistance is needed to ensure the campaign remains focussed, evaluates and monitors its on-going programmes and continues to work towards increased community involvement.

The organisation has operated a number of programmes with a great deal of positive publicity for the aims of the organisation. The campaign's Annual Reports contain information on the work, but some highlights can be referred to here:

- The Schools Environmental Enhancement Programme encourages schools to undertake a community project, as well as implement a clean school programme.
- Through the Education Committee KCB has published and distributed a series of Schools Resource Booklets aimed at introducing Christchurch school students to waste management and minimisation issues.
- The organisation has proved to be a worthwhile method of undertaking publicity displays for special events, such as Keep New Zealand Beautiful Week, the A & P Show, and the 'Clean Up the World' international event.
- The Campaign has been responsible for a considerable amount of cleaning off posters and for organising the provision of poster patches and poster bollards.

The Council currently contributes to the Campaign in three main ways. These are:

- A grant of \$24,000 per annum, which also includes the local authority membership subscription of the Council to the Keep New Zealand Beautiful Society.
- Through the provision of a co-ordinator and secretarial services.
- There is some additional income from sponsorships. The Campaign runs its own bank account and makes provision for all expenditure for projects from that source.

Recommendation: That Councillor Carole Evans be appointed as the Council representative on the Keep Christchurch Beautiful Executive Committee.