

8. MEMORANDUM OF UNDERSTANDING BETWEEN CHRISTCHURCH CITY COUNCIL AND KEEP CHRISTCHURCH BEAUTIFUL

General Manager responsible:	General Manager City Environment, DDI 941-8656
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PURPOSE OF REPORT

1. The purpose of this report is to seek Council approval of a Memorandum of Understanding between Christchurch City Council and Keep Christchurch Beautiful Incorporated.

EXECUTIVE SUMMARY

2. At its July 2004 meeting, the Council adopted a litter strategy based on the goal of:
"Christchurch is New Zealand's cleanest city, with citizens who are responsible for their own litter and do not tolerate others littering."
3. A cross-organisational staff group subsequently undertook primary and secondary research, pilot activities and development of an implementation plan. The implementation plan was approved by the Council in June 2005.
4. A range of activities has been undertaken under the strategy including:
 - Introduction of the "Don't be a tosser" campaign
 - Introduction of the Clean City Partners programme in the Central City
 - Introduction of infrastructure for cigarette butt disposal
 - Proactive response to illegal dumping of rubbish
 - Successful "Clean up the World" campaigns with extensive volunteer support
5. Progress against the aims of the litter strategy has been regularly reported to the Environmental Diversity and Liveable City portfolio groups, most recently on 13 October 2006.
6. Following the Council's adoption of the implementation plan, and discussions with the Environmental Diversity portfolio group in October 2005, discussions were initiated with Keep Christchurch Beautiful (KCB) towards development of a Memorandum of Understanding. A draft MOU was considered by the Environmental Diversity portfolio group in June 2006. Over the course of this period some changes have occurred in the governance of KCB. In addition, staff have been working to resolve the question of relationship management with KCB, to ensure there is an appropriate single point of contact between KCB and the Council. These issues have now been resolved and the MOU is presented for approval by the Council.

FINANCIAL AND LEGAL CONSIDERATIONS

7. There are no financial considerations. The MOU does not commit the Council to specific funding. Instead, KCB will now work through the appropriate community funding processes to access funding for projects. The Council may also contract KCB to undertake projects aligned to operational services, through operational funds. It is an appropriate document to enter into as a record of the "relationship" rather than a binding contract.

STAFF RECOMMENDATION

It is recommended that the Council authorise the Chief Executive to sign the Memorandum of Understanding on behalf of the Council.

BACKGROUND ON MEMORANDUM OF UNDERSTANDING BETWEEN COUNCIL AND KEEP CHRISTCHURCH BEAUTIFUL

8. At its July 2004 meeting, the Council adopted a litter strategy based on the goal of:
“Christchurch is New Zealand’s cleanest city, with citizens who are responsible for their own litter and do not tolerate others littering.”
9. The implementation plan proposed a range of actions across various Council activity areas including:
 - Social marketing campaigns
 - Education and promotion to increase awareness of litter
 - Providing infrastructure for cigarette butt disposal
 - ‘Hot spots’ cleaning
 - Partnership with Keep Christchurch Beautiful to engender community support
 - Working with other community organisations
 - Integrating the Clean up the World campaign into the overall litter strategy
 - Gaining the support of business that generate packaging which is prevalent in Christchurch litter
 - Enforcement
 - Managing litter reduction from rubbish/recycling
 - Measurement and evaluation
10. A cross-organisational staff group subsequently undertook primary and secondary research, pilot activities and development of an implementation plan. The implementation plan was approved by the Council in June 2005.
11. A range of activities has been undertaken under the strategy including:
 - Introduction of the “Don’t be a tosser” campaign
 - Introduction of the Clean City Partners programme in the Central City
 - Introduction of infrastructure for cigarette butt disposal
 - Proactive response to illegal dumping of rubbish
 - Successful “Clean up the World” campaigns with extensive volunteer support
12. Keep Christchurch Beautiful has a long history of community-based activity in litter reduction and city beautification. Among the programmes independently delivered by KCB are:
 - Litter Awards
 - Schools Environmental Enhancement Programme (SEEP)
 - Enviro Action (schools projects)
 - Litter counts
13. Over the past two years the Council has reviewed the relationship between KCB and Christchurch City Council. Previously the Council employed a coordinator for KCB; from the start of the 2004/05 year the Council no longer provided a coordinator. Funding for KCB has been moved to community funding streams, in line with arrangements for other community organisations. Currently KCB retains access to funding through community funding streams
14. Through the Litter Strategy and Implementation Plan, the Council confirmed that it recognises the significant community-based role of KCB in litter reduction, and its intention to work in partnership with KCB in achieving the goals of the litter strategy. In particular:
 - The Council and KCB would work to conclude a Memorandum of Understanding or similar relationship agreement.
 - KCB would develop a work programme to detail the initiatives it proposes to deliver, to support KCB funding applications through appropriate community funding streams.
 - The Council would discuss with KCB the possibility of KCB carrying out a revised litter count programme which is linked to the litter strategy, and subject to specific work programme and performance targets.
 - Other opportunities for KCB to deliver specific campaigns or projects in support of the goals of the litter strategy will be discussed on a case by case basis.

15. In discussions with the portfolio group on the Litter Strategy Implementation Plan in October 2005 it was agreed that the partnership with KCB was a significant relationship and that work would be undertaken to formalise a relationship agreement. A draft MOU was considered by the Environmental Diversity portfolio group in June 2006. Over the course of this period some changes occurred in the governance of KCB, necessitating additional discussion to clarify and document the relationship. In addition, Council staff have been working to resolve the question of relationship management with KCB, to ensure there is an appropriate single point of contact between KCB and the Council.
16. This issue has now been resolved, with the decision that the relationship with KCB will be primarily managed within Council through the Senior Contract Manager Parks, in the Transport and Greenspace Unit. This recognises the primary area of operational responsibility for litter and beautification. This position will also liaise closely with staff in other related areas including, for example, amenity maintenance, marketing, community development and enforcement.
17. The attached Draft Memorandum of Understanding thus recognises that Council and KCB wish to continue to work together to meet their shared objectives of litter reduction and prevention.
18. The MOU does not commit the Council to specific funding. Instead, KCB will work through the appropriate community funding processes to access funding for projects and programmes. Staff have been providing advice and assistance to KCB on this process. The Council will also separately consider opportunities to involve KCB in projects which are part of the Council's service delivery.
19. It is proposed that the MOU is now formally approved by the Council.