

# LTCCP 2006-16 SUBMISSION

Submissions close on 5 May 2006

I wish to talk to the main points in my submission at the hearings to be held between Thursday 25 May and Wednesday 7 June 2006.

**I am completing this submission:**  
On behalf of a group or organisation

**Number of people you represent:**  
some 100s since we represent a number of kindred organisations

**My submission refers to:**  
Full Version of the LTCCP

**Page Number:**  
9 & 52

**I also want to respond to:**

<b>Name:</b>	Brian Keeley
<b>Organisation:</b>	Christchurch Garden City Trust
<b>Daytime Phone:</b>	03 365 5403
<b>Evening Phone:</b>	03 326 5796
<b>Email:</b>	festival.flowers@xtra.co.nz
<b>Address:</b>	Christchurch Garden City Trust PO Box 2067 Christchurch 8015
<b>Your Submission:</b>	<b>Do you have any comments on the major projects in our Draft Community Plan?</b>
	<p>The Christchurch Garden City Trust are concerned that Christchurch will lose its "Garden City" status and image unless the Christchurch City Council are committed to a professional and proactive policy to enforce the city's branding. The Vision for the Future of the City already states that we need to be ... "the most attractive city in New Zealand" and "a must see" for visitors to New Zealand and "Our Garden City reputation is second to none."</p> <p>To realise these ideals and to commit to the Council's Visions, the Christchurch Garden City Trust wish to place before the Christchurch City Council a comprehensive strategic plan based on the "unique four seasons" that the city enjoys. The plan will encompass the existing Festival of Flowers &amp; Romance which has been core-funded by the Christchurch City Council for 18 years and add an additional 3 events all under the "Garden City Banner" to carry Christchurch through the next 10 years and finally ensure that the Garden City brand is enshrined in the annals of the city.</p>
	<b>Do you have any comments on groups of activities (The activities and services the Council provides?)</b>
	<b>Do you have any other comments or suggestions you want to make?</b>