

28. AWARD WINNING STREETS - REQUEST FOR SUPPLEMENTARY FUNDING

| | |
|---|---|
| Officer responsible Community Advocates | Author Neiel Drain, Chairman, Christchurch Street and Garden Awards Committee |
| Corporate Plan Output: Board Discretionary Fund | |

The purpose of this report is to inform the Board of the purpose of the street and garden awards scheme, the proposed special street awards for the millennium year, and to seek support for this including modest funding towards costs.

BACKGROUND TO AWARDS SCHEME

The Street and Garden Awards scheme is a joint venture between the Christchurch City Council and Christchurch Beautifying Association, the purpose of which is to foster community pride and encourage city residents in maintaining attractive garden and street frontages, footpath berms and other efforts to enhance their street and neighbourhood and the city's garden image. The scheme has been in existence for close on 50 years and is run by a joint committee comprised of representatives from both organisations.

Awards are issued for the most attractive streets and culs-de-sac in each of the six Community Board areas (first, second and third placings) and also, under the Community Pride Garden Awards section, awards are issued for the most attractive gardens as viewed from the street in each Board area.

There are also awards for the city's premier long street, premier short street and premier cul-de-sac; (selected from the Community Board area winners) an award for the most attractive garden among the premier streets; for the most attractive three or more adjoining street frontages, and awards for the most attractive gardens as viewed from the street in each of the city's "gateways", namely Memorial Avenue, Main North Road, Main South Road and Yaldhurst Road.

Judging and selection of streets and gardens is advertised in advance through the local newspapers, judging then being undertaken by experienced members of the Beautifying Association during January and early February with final announcements by about mid February.

It is important to note that the Street and Garden Awards scheme is quite separate from the garden competitions run by the Beautifying Association and various other organisations. The essential difference is that in the case of garden competitions, garden owners who tend to be relatively skilled in gardening techniques, enter their garden in the appropriate competition class and are subject to quite specific criteria. This is not the case with the Street and Garden Awards scheme which, as indicated earlier, is aimed at recognising the efforts of as many residents as possible irrespective of their gardening skills or desire for competition.

THE PROPOSAL

As indicated above, placings are given for the most attractive streets in each Board area. The results are published in the local newspapers and this is the extent of recognition given to the winners at this level. (This is in contrast to the **premier** streets where a certificate is issued to each householder and an award sign installed in each premier street for a 12 month period.)

What is proposed next year as a millennium commemoration, is to introduce for each **Community Board area** the same as currently applies to premier street winners ie for the winning street and winning cul-de-sac, a sign to be installed announcing their placing - at the same time, a commemorative certificate to be awarded to each householder of the winning streets/culs-de-sac.

COSTS

It should be pointed out that funding generally for the direct costs of the Street and Garden Awards scheme, which includes vehicle running, advertising, printing of certificates and other administration, is provided by the Council through the Metropolitan Grants Committee. The Committee gratefully acknowledges this assistance but at the present time and in respect of the current year's allocation, there is no contingency or other potential surplus which would enable funding of the proposed signs and certificates. The actual sum required for each Board area is however quite modest ie the total cost covering the provision of two metal signs powder coated with a bracket and the required graphics, a supply of certificates plus the calligraphy amounts to \$600. In addition to this would be the cost of installing the signs, which it is envisaged, could be attached to an existing lamp standard or similar. In the case of the premier streets, the installation of the signs has previously been undertaken by staff of the Council's Works Operations Unit.

- Recommendation:**
1. That the information be received.
 2. That the concept of providing in the Year 2000 millennium commemorative signs for the winning street and cul-de-sac in the Community Board area, together with certificates for each householder of the winning streets, be supported.
 3. That an amount of \$600 from the Board's discretionary fund be allocated to this project.
 4. That the proposal be referred to the appropriate Council staff to confirm the practicalities and techniques for installing the signs.

Chairman's

Recommendation: That the officer's recommendations be adopted.