

11. KEEP CHRISTCHURCH BEAUTIFUL CAMPAIGN UPDATE

Officer responsible Environmental Health Policy Leader	Author Keep Christchurch Beautiful Co-ordinator
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The purpose of this report is to advise the Committee of the structure, aims and work carried out by the Keep Christchurch Beautiful Campaign.

KEEP CHRISTCHURCH BEAUTIFUL – PURPOSE, STRUCTURE, SUPPORT

The Keep Christchurch Beautiful Campaign (KCB) is a voluntary organisation which aims to promote a cleaner, more beautiful environment within Christchurch, and to raise the level of awareness of what “individuals” can do to improve their community area. KCB has a particular focus on litter abatement.

KCB operates with two committees, an Executive Committee and an Education Committee. Volunteer members include representatives from schools, the business and industry sector, residents’ associations, service clubs, local government, community organisations, and interested citizens. The Executive Committee is chaired by Councillor Carole Evans.

KCB is largely funded by the Christchurch City Council. The Council also provides a co-ordinator (approximately 60% of a full time position), plus office space and administrative support to the campaign. Funding is allocated through the Policy Team. The Co-ordinator is based in the Resource Efficiency Team within City Solutions.

LINKS WITH KEEP NEW ZEALAND BEAUTIFUL SOCIETY

KCB is one of over 48 programmes operating in New Zealand based on the Keep New Zealand Beautiful Society’s Beautiful Cities Programme. The Society was initially established under the provisions of the Litter Act 1979 as the New Zealand Litter Control Council, to undertake educational and public relations activities to reduce littering behaviour and to change attitudes towards littering in New Zealand. It is still the body primarily responsible for the promotion of litter abatement in New Zealand.

The KCB Co-ordinator was recently elected as the South Island representative and the Chair was elected as the Local Government representative on the Keep New Zealand Beautiful Board. Next year, the Keep New Zealand Beautiful annual conference and annual general meeting will be held in Christchurch for the first time.

KEEP CHRISTCHURCH BEAUTIFUL - PROJECTS

A programme of activities for the current financial year (2001/02) is attached. The following projects are worthy of special note.

Clean Up The World

Clean Up the World (CUTW) was initiated in Sydney, Australia in 1993. It is now worldwide and co-ordinated jointly by Clean Up Australia and the United Nations. In Christchurch, CUTW has been co-ordinated and promoted by KCB and Marine Watch for the last nine years. The Christchurch event was the first CUTW event in New Zealand.

CUTW is the largest and most successful project within the KCB programme of events. Groups of all types (community groups, sports groups, youth groups, residents groups) are invited to select an area and to “clean it up” during the official CUTW week. The groups are provided with bags, gloves, information etc and are asked to return information on the amounts and types of litter collected.

The event is held during the third week in September. Over 7,500 volunteers in Christchurch and Banks Peninsula participated, including 86 Christchurch City Council staff.

Although not all groups provided information on litter collected, information received to date from 62 groups indicate that they gathered 1,191 bags of litter with a total weight of 22,436 kg. This is estimated by Marine Watch as 96,806 pieces of litter.

Schools Environmental Enhancement Programme (SEEP)

The KCB Education Committee has co-ordinated SEEP for the last eight years. The aim of the programme is to encourage civic pride and beautification of Christchurch schools. All primary and intermediate schools are invited to enter projects in any of three categories: Environment Award, Caretakers Award, Community Pride. Schools are assessed by Christchurch North Lions Club

volunteers, and are awarded a certificate of commended or highly commended at a presentation held in the third week of November. This year, 38 schools participated in SEEP and over 70 children, teachers and caretakers will attend the presentation. This is the most successful education project that KCB co-ordinates.

Annual Gigantic Beach Clean Up (AGBCU)

The aim of AGBCU is to encourage children to think about the environmental implications of litter and to care for their local beach. Since 1991, schools closest to the beach from Taylors Mistake to Spencer Park have been invited to participate. This project is always well supported by the local schools and community.

Three Community Boards fund transport for schools in each of their areas not in walking distance from the beach. School children, accompanied by their teachers and caregivers, collect litter from a selected area of the beach, and put it in rubbish bags (provided by the Council) which are later collected by Coast Care. Schools are encouraged to write environmental messages in the sand after their clean up.

This year, AGBCU will be held on 4 December, and there will be a display in the New Brighton Library front window from 4 December 2001 until 3 January 2002. The display will be put together in conjunction with Seaweed.

Litter Count

KCB carries out a "Litter Count" every six months in order to evaluate the success of the anti litter campaign and to identify areas to focus future projects. Litter is counted at specific sites located throughout the city and spanning the following types of areas:

Industrial
School
Residential
Recreational
Commercial/Retail

Litter counts have been carried out for the last 10 years at 111 sites. The methodology for the litter count was updated this year, and count sites updated to more appropriately reflect the current situation. The count is carried out by a Keep Christchurch Beautiful volunteer at the same time each year in February and August rain or shine.

A breakdown of total litter counted at all sites in the most recent survey, carried out in August 2001, showed the following break of litter is as follows:

Paper and Card	42%
Plastic	27%
Takeaways	25%
Cans	3%
Broken glass	2%
Glass	1%

SUMMARY

Keep Christchurch Beautiful is an asset to the Christchurch City Council with the support all the volunteers provide, the litter count information and the major events that the Campaign produces. It is a voice in the Community for litter abatement.

Chairman's

Recommendation: That the information be received.