

3. KEEP CHRISTCHURCH BEAUTIFUL FUNDING

Officer responsible Director of Policy	Authors Terence Moody DDI 941-8834, Ingrid Le Fevre; Keep Christchurch Beautiful Co-ordinator, DDI 941-8832
--	--

The purpose of this report is to consider future funding for the Keep Christchurch Beautiful Campaign.

CONTEXT

The Keep Christchurch Beautiful Campaign (KCB) is a voluntary organisation, which aims to promote a litter free, more beautiful environment within Christchurch City and raise the level of awareness of what individuals and groups can do to improve their community.

KCB operates with three Committees – an Executive Committee, an Education Committee and a Litter Abatement Projects Committee. Volunteer members include representatives from schools, business, residents associations, service clubs, community organisations and interested citizens. Councillor Carole Evans currently chairs the Executive Committee.

KCB is largely funded by Christchurch City Council. This includes the provision of a co-ordinator (approximately 60% of a full time position) plus office space and administrative support to the Campaign. Funding is allocated through the Environmental Promotion output within the Policy Directorate. The Co-ordinator is based in the Resource Efficiency Team within City Solutions. The legal power for the Council to make grants to KCB arises from the provisions of the Litter Act 1979. This states that any local authority may make grants to any organisation (not established for the purpose of making a profit) for the purpose of abating or preventing litter.

Council funding has been allocated to the KCB Campaign through the Annual Plan process. These funds are allocated to projects that meet the KCB aims of education on litter and litter abatement through the Environmental Promotion output of the Policy Directorate. These include the payment, on the Council's behalf, of its membership of Keep New Zealand Beautiful. Funds are managed through the Council accounting system.

Specific projects that are funded by Christchurch City Council include:

- Six monthly litter counts (used as a means of evaluating effectiveness of the campaign)
- Purchasing and distributing of car litter bags
- Co-ordinating and administering the Schools Environmental Enhancement Programme
- Co-ordinating the Annual Gigantic Beach Clean Up
- Co-ordinating the Christchurch Clean Up the World event
- Producing and distributing, a junior schools resource booklet
- Keep New Zealand Beautiful subscription
- Preparing and distributing an Annual Report

CURRENT POLICY

The Campaign's objective is aligned with the Christchurch City vision, which includes a statement that "the beauties of our garden city – its trees, flowers and open spaces – is enhanced". [Christchurch City Council Strategic Statement 2002 Edition.] This is very closely aligned with the Campaign's aims of litter abatement and beautification. The Council also has significant roles under the provisions of the Litter Act 1979 to work towards the abatement and control of litter.

Also of note is the KCB relationship with Keep New Zealand Beautiful. KCB is one of over 48 programme operating in New Zealand based on the Keep New Zealand Beautiful Society's Beautiful Cities/Towns 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 behaviours and to change attitudes towards littering in New Zealand.

The KCB Co-ordinator and Chairperson were recently elected to the Keep New Zealand Beautiful Board as the South Island representative and the Local Government representative respectively. The Keep New Zealand Beautiful annual conference and Annual General Meeting will be held in Christchurch for the first time in October later this year.

PROPOSAL

Keep Christchurch Beautiful is keen to move to a three yearly funding, rather than by Annual Plan because

- It will provide volunteers with some certainty as to the future of KCB and the worth of their contribution.
- It will allow KCB to plan work for three years out with some certainty.
- It will encourage volunteers to get up to commit to projects, knowing that funding and therefore their involvement will be for more than one year.
- It will provide a long-term focus to the KCB campaign allowing projects to be professionally and fully developed to a satisfactory conclusion.

CONSULTATION

Providing commitment on a three yearly basis was discussed at the March 2002 meeting of the KCB Executive Committee. The Committee supported this proposal.

DISCUSSION

The Community and Leisure Committee has set in place a Community Funding Review. This review is covering a range of funding streams to support the activities of community groups. It includes the Major Grants Fund, social initiatives, metropolitan discretionary funding, metropolitan strengthening communities action plans, and community development scheme.

Keep Christchurch Beautiful is one of those groups that receives their funding on an individual basis each year through the Annual Plan process. It is considered that this funding should also be reviewed through the Community Funding Review. At the completion of that review, then a longer term funding arrangement could be agreed that would help the organisation better plan ahead its programmes and activities.

Staff

Recommendation: That Keep Christchurch Beautiful funding be included in the Community Funding Review.

Chairman's

Recommendation: That the above recommendation be adopted.