

ITEM NO: 20

SUBJECT: CITTASLOW KATOOMBA, BLUE MOUNTAINS – ONGOING ROLE OF THE COUNCIL

FILE NO: F03075

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**Recommendations:**

1. *That the Council note this report.*
  2. *That the Council endorse the ongoing role of the Council in relation to Cittaslow Katoomba, Blue Mountains as follows:*
    - a) *That Blue Mountains City Tourism use the Cittaslow logo on letterhead when promoting relevant events or campaigns.*
    - b) *That the Council's website has a link to the Blue Mountains Cittaslow website.*
    - c) *That the Council assist a Blue Mountains Cittaslow display including local produce, in the Council libraries.*
    - d) *That Blue Mountains Business Advantage accredited businesses are able to use the Cittaslow logo.*
    - e) *That the Council provide support, in principle, for Cittaslow initiatives in the Katoomba area, and assess these on a case by case basis depending on resourcing available and a pre-existing business and / or marketing plan.*
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**Report by Group Manager, Community and Corporate:**

**Introduction**

The application for “Cittaslow” (pronounced Chitta-slow) status for the Blue Mountains was a community driven initiative. The Blue Mountains branch of the worldwide Slow Food movement applied for and was successful in gaining Cittaslow status for Katoomba, Blue Mountains in March 2007.

A community Working Group ‘Cittaslow Blue Mountains’ convened by Anne Elliot has now been established to continue implementing and promoting the Cittaslow status of Katoomba, Blue Mountains. The Working Group is keen to gain ongoing commitment from the Council in supporting the Cittaslow status.

**Background**

*What is Cittaslow?*

This is an international movement founded on the back of the Slow Food movement. It provides a set of goals and aspirations for small towns based on the following principles. It is a gradual process based on the following principles that:

- Encourage diversity not standardisation
- Support and encourage local culture and traditions
- Work for a more sustainable environment
- Support and encourage local produce and markets
- Encourage healthy living especially through children and young people

- Work with the local community to build these values

To achieve the status of Cittaslow, a city must agree to accept the goals and aspirations (see Attachment 1) of Cittaslow and work to improve conviviality and conserve the local environment and ideally have a population of not greater than 50,000. A City that wishes to join the movement undergoes a self-assessment of its current position, and is required to have complied with 30% of the goals. If accepted for Cittaslow status, the Cittaslow logo can be used on publicity material and the status will be noted on the Cittaslow website ([www.cittaslow.net](http://www.cittaslow.net)).

The Mayor, under delegated authority, during the Christmas/New Year recess period requested that Council officers assist Slow Food Blue Mountains in preparing responses to the 54 self-assessment criteria and in providing supporting documents.

The official delegation from Cittaslow Headquarters in Italy visited Australia in March 2007. The delegation assessed two towns in South Australia as well as the Blue Mountains. The Katoomba, Blue Mountains Cittaslow status was announced at a formal lunch reception at The Carrington on the 16 March 2007.

### **Ongoing Role of the Council**

A community Working Group 'Cittaslow Blue Mountains' convened by Anne Elliot has been set-up to continue implementing and promoting the Cittaslow status of Katoomba, Blue Mountains. The Working Group is keen to gain ongoing commitment from the Council and have requested the following types of support:

- Inclusion of the Cittaslow logo on the Council letterhead
- Promotion of *Cittaslow Katoomba, Blue Mountains* on the Council's website
- Placement of a Cittaslow noticeboard in the Council foyer
- The use of the Cittaslow logo by approved tourism and small businesses
- General Council support for Cittaslow initiatives

After consultation with the relevant areas of the Council and the *Cittaslow Blue Mountains* Working Group, the following types of support are recommended to be provided:

- That Blue Mountains City Tourism use the Cittaslow logo on letterhead when promoting relevant events or campaigns.
- That the Council's website has a link to the Blue Mountains Cittaslow website.
- That the Council assist a Blue Mountains Cittaslow display including local produce in the Council Libraries.
- That Blue Mountains Business Advantage (BMBA) accredited businesses are able to use the Cittaslow logo. It has been determined that the criteria for BMBA accreditation satisfies the requirements for Cittaslow endorsement.
- That the Council provide support, in principle, for Cittaslow initiatives in the Katoomba area, and assess these on a case by case basis depending on resourcing available and a pre-existing business and / or marketing plan.

### **Sustainability Assessment**

The principles and goals of Cittaslow align with the sustainability goals and actions contained in the community endorsed and Council led 25-year City Vision and Map for Action. Cittaslow status will potentially offer a range of advantages to the local community, environment and economy and provides an opportunity for a number of positive sustainability initiatives to progressed.

Effects	Positive	Negative
Environmental	<ul style="list-style-type: none"> <li>• Large-scale production of food and associated transport requirements contributes significantly to greenhouse gas emissions. The Cittaslow focus on encouraging local organic food production and products is one way to begin to reduce these negative effects.</li> </ul>	<ul style="list-style-type: none"> <li>• None Known</li> </ul>
Social	<ul style="list-style-type: none"> <li>• The goals of Cittaslow include a focus on accessibility, people-friendly spaces and healthy living. Endorsing and working towards these goals will have positive outcomes for the local community.</li> <li>• The goals of Cittaslow also include the strengthening of a sense of local identity and place.</li> </ul>	<ul style="list-style-type: none"> <li>• None Known</li> </ul>
Economic	<ul style="list-style-type: none"> <li>• Promotion of local produce and products supports local businesses. Research indicates that a larger percentage of financial benefit goes back into the community when money is spent on locally produced services and products.</li> <li>• The designation of “Cittaslow” is becoming an international mark of quality for smaller communities and could attract tourism business to the Blue Mountains.</li> <li>• <i>Cittaslow Katoomba, Blue Mountains</i> provides an opportunity to promote existing and support new economic and cultural initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>• None Known</li> </ul>

**Financial Implications**

At this stage, there are no significant financial implications for the Council. Costs to date have included the Council officers’ time in assisting in preparing responses to the 54 self-assessment criteria and providing supporting documents as well as assisting with the production of a “sustainability” DVD.

**Legal and Risk Management Issues for Blue Mountains City Council**

There are no legal or risk management issues.

**External Consultation**

The *Cittaslow Blue Mountains* Working Group have been working with a range of community stakeholders including Slow Food Blue Mountains members, Mayor of Blue Mountains City Council and Councillors, Blue Mountains City Council officers, Blue Mountains Tourism and other community stakeholders.

**Conclusion**

Positive sustainability outcomes will be achieved for the Blue Mountains with the Council’s ongoing commitment to Cittaslow status for Katoomba, Blue Mountains. It is therefore recommended that the Council endorse the ongoing role of the Council in relation to Cittaslow Katoomba, Blue Mountains as recommended in this report.

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**Attachment 1**

<b>GOALS</b>
<b>Environment</b>
Apparatus to test air quality and report conditions
Rules for the quality of water supplies and pollution free water in rivers and waterways
Plans for the implementation of new composting technology, and the promotion of composting in people's homes
Ability to measure light pollution and a plan of action to prevent it
Incentives to encourage the use of alternative sources of energy
Mechanisms to measure electromagnetic conditions and a plan of action for their reduction
Apparatus to measure noise pollution and plans to reduce it
Plans for the elimination of aesthetically displeasing advertisements
Application of an Environmental Management System
Participation in 'Local Agenda 21' projects
<b>Infrastructure</b>
Existence of well kept green spaces
Developing and implementing an integrated traffic management and access strategy paying attention to the needs of pedestrians and the historic character of the town.
Disability-friendly access to public places and offices
Infrastructure which facilitates alternative mobility
Free and easily accessible public conveniences
Places for people to sit down and rest, not just in town centres
Uniform opening hours for the different departments of council offices
Provision of Public Relations office
Slow City Call Centre for people to contact
Plan for all business hours to coincide with townspeople's needs
<b>Quality of Urban Fabric</b>
Plans to promote the maintenance, conservation and enhancement of historic areas, buildings and artefacts of cultural and local significance and their sympathetic re-use.
Plans to abolish faulty theft alarms, combined with measures for the protection of property and the safety of the community
Encouragement of use of reusable or recyclable crockery and cutlery in public establishments
Use of sympathetically designed litter bins and effective litter and waste management.
Plans to plant sweet smelling or environment-enhancing plants in public and private gardens.
Encouragement of the use of interactive websites where the public can communicate with the administrators of the town.
Plans to promote eco-friendly architecture.
Plans to promote appreciation of historic centres and to make them user-friendly through the production of a Town Plan, Conservation Area Appraisal, Town Design Statement or similar plan
<b>Encouragement of local produce and products</b>
Up to date Cittaslow register of locally produced goods and producers within the natural hinterland of the town
Events and training to help people appreciate and preserve local cultural and artistic traditions and skills

<b>GOALS</b>
Plans to encourage and provide space for farmers and organic markets
Plans to increase awareness of good food and nutrition
Educational programs about organic food production
Implementation of measures for the preservation of unique local foodstuffs
Plans to encourage organic farming and quality certification for products
Creation of awareness of traditional foodstuffs
Plans for the protection of goods and produce representing local tradition
<b>Hospitality &amp; Community</b>
The commitment to develop a Slow Food Convivium
Multilingual signposting, directions and instructions
Training for those providing services to tourists, adoption of initiatives such as “Welcome Host”
Existence of well marked tourist routes with information and description
Printed ‘Cittàslow’ guides
Promote a wide cross section of social events, sports clubs and volunteering opportunities for the whole community
Managed car parks in areas with access to town centres
Promote special local events to encourage development and support facilities to make it easy for people to come and enjoy them
Promotion of any initiatives of a Cittàslow nature
<b>Cittàslow Awareness Creation</b>
Directory of organisations contributing to the aims and objectives of Cittàslow
Cittàslow logo on council/partnership documents (letterhead etc)
Promotion of the movement’s aims and practices
Website showing how Cittàslow themes are applied
To promote family life and healthy living for all age groups
Provision in budget for the application of these requirements and measures to improve scores
Press cuttings referring to Cittàslow to be shown on Council notice boards and establishment of lines of communication to local and national press and media.
Initiatives to involve opinion leaders and local firms in helping to achieve compliance with Cittàslow requirements
Encouragement of schools, hospitals, councils, community centres and tourism operators to use local produce