



Power Of The Verge In Developing Civic Pride And Responsibility

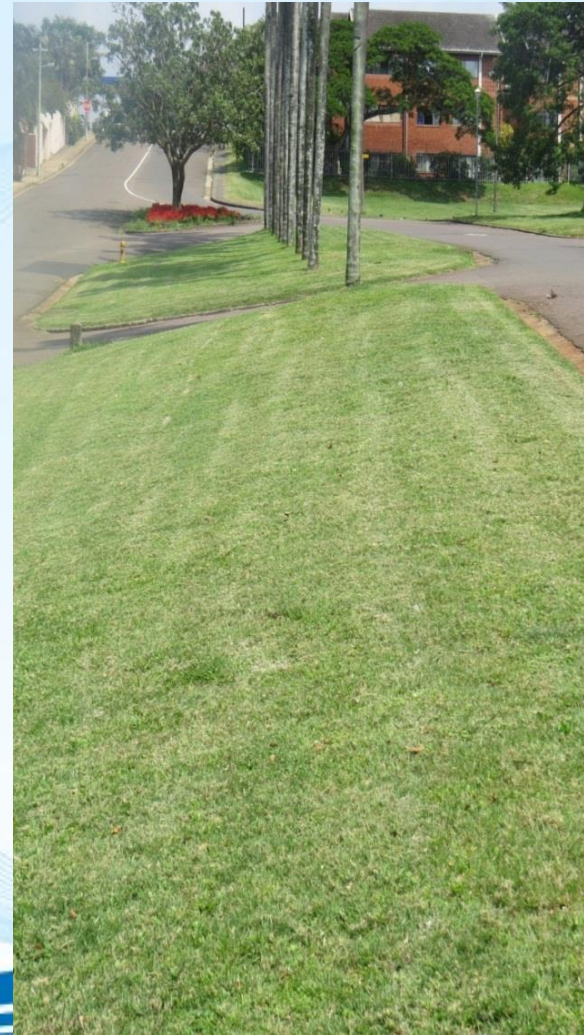
Parks, Leisure & Cemeteries Department







What Do Your Verges Look Like



What is a Verge?

Definition

- Public road reserve
- From the edge of the road including pavement to the boundary of a property
- Provides for underground & overhead services
- Width - 1m to 10m or more (standard width normally 3m)
- Maintained or unmaintained



Multi Functional Value Of Verges contd.

- Maintained and landscaped verges are **extensions of one's property and industrial site - green corridor**
- **Improve and uplift the visual aspect of the whole street** , contributing to greening your City
- Verges well maintained **collectively uplifts the residential and industrial areas**
- The verge is the **first and lasting impression** when entering, leaving a suburb, individuals home and industrial area



Ethekwini Municipality Verge Maintenance Policy And Procedure

- Guided by Legislative Framework : Street Tree Planting and Removal Policy : PLC Greening Strategy and National Environmental Management Act (NEMBA)
- Total operational cost (2015 / 16) = R 56 million
- 185 to 200 Co-operatives employed as part of Municipality's Poverty Alleviation & Empowerment programme

eThekweni Municipality Verge Maintenance Policy & Procedure Contd.

- Unmaintained road verges cut 7 times per year on a 6 week cutting cycle programme(September to June)
- Approx. 26 666 hectares of unmaintained road reserve may be cut during 2015/2016 - 266 660 000 m²
- Planting policy : 70% Indigenous



Verge Campaign

Purpose

- Get residents to **take pride in their verges** and be creative in the beautification of the neighbourhood
- Educate and create awareness of **illegal dumping of both organic and inorganic material is a serious antisocial behaviour** --impacts directly on the aesthetics of a city - requiring huge amounts of human and financial resources to remove
- The verge campaign wants to bring back the **ownership values of the community thereby instilling a sense civic pride and responsibility**



Verge Campaign Contd.

Background

- Initiated in 2012 by Parks Leisure and Cemeteries Department to dovetail with the Mayoral Clean My City campaign
- eThekweni wants to bring back, build and instil a sense of civic and community pride
- **Plaque and Certificate of Recognition** rewards the efforts of chosen residents
- **Letter of Recognition** to all participants
- **it is a campaign not a competition**





Verge Campaign Contd.



Campaign Process

- Utilised both local radio , local newspapers , tabloids and Municipality Web to encourage community participation
- Submissions - recent photograph accompanied by a short motivation why this verge has improved the street
- Address of the proposed verge and if possible name and contact details of the resident
- Each verge inspected, photographed and assessed

Selection Criteria

- Display of effort and sense of care
- Creativity and aesthetical appeal
- Use of appropriate plant material
- Consistent maintenance
- Civic pride
- Creating a clean and green neighbourhood
- New housing development
- Food gardens / security



Contribution To Social Cohesion

- Previous verge competitions only in upmarket and advantaged suburbs eg Umhlanga Rocks -**negated the principles endorsed in Social Cohesion of social justice and inclusion**
- It is a verge campaign **not competition**
- As a campaign social justice and inclusion entrenched **as all residents informal , formal industrial and commercial precincts participate**



Some Inspiring Stories



**Community Initiative
(Formalised Area):
Stranack & Oregon
Improvement League,
Umbilo**



Community Initiative: (Informal Area) Amawoti “Moscow”





School Initiative : New Forest Primary School





**Therapeutic value:
Glenanil**



**Industrial initiative :
Renwood Carriers
Mount Edgecombe**



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Take Home Message

- What makes it unique – it's a campaign not a competition
- Not driven by income or social status
- Illicit pure civic and community pride at all individual group societal levels
- Promulgation of NEMBA , eThekwini needs to lead by example
- Start educating the public about AIP by our verge campaign



Alien invasive
Agave sisalana



Indigenous alternative
Aloe arborescens

Take Home Message contd.

- Alternative indigenous plants to replace AIP will form part of the campaign
- 2015 verge campaign -December 2015- will be focussed on alien invasive plant free verges



Alien invasive
Opuntia spp.



Indigenous alternative
Dovyalis caffra



Summary

- **A campaign is a series of operations to achieve a goal**
- **eThekweni Municipality verge campaign goal is to create a clean , green and safe environment for all citizens**
- **The power of the verge to instil community ,civic pride and responsibility must not be under estimated**

THANK YOU

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