

17. NEIGHBOURHOOD WEEK METROPOLITAN

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Corporate Plan Output: Community Activates	

The purpose of this report is to summarise Neighbourhood Week 2001 (metropolitan) and offer recommendations regarding the future administration of this annual community event.

BACKGROUND

Joint Board Committee

Neighbourhood Week is an initiative that started in 1998 in the Papanui/Shirley Community Board area. The purpose of the week is to encourage people to get to know their neighbours as the demands of modern society take the spontaneity out of neighbourly contact in local communities. Neighbourhood Week offers an opportunity for Community Boards to encourage residents to foster stronger, safer communities. *'In a strong community neighbourhoods are open and accessible...the neighbourhood unit acts as an extended family, watching out for the safety of its members'. '...the neighbourhood is the cornerstone of a safe community, and one which we need to foster.'* (Sue Wells).

This annual event has grown and includes the six Community Board areas across the city. The increasing popularity initiated the forming of a Joint Board committee in 1999 with representatives from each of the six Community Boards. Interested parties from Councils Community Relations Unit were also invited to participate in steering of Neighbourhood Week as well as members of the wider community. This included Neighbourhood Support Canterbury and the local Police who adopted a participatory role, providing valuable support and encouragement. The relationships that are establishing between the Community Boards, Council staff, Neighbourhood Support Canterbury, the Police and now members of the business sector in this venture is a success in itself. The very nature and purpose of Neighbourhood Week has acted as a vehicle for these relationships to develop. It is important that relationships such as this are strengthened and maintained. The role of the joint committee is to promote the concept of the week, advancing suggestions that the local Community Boards and Council units may wish to adopt. It is anticipated that each Board area will maintain the autonomy necessary to administer the week locally without losing the individual nature of their area, which can be lost in the hype and glitter of large-scale metropolitan events. Neighbourhood Week is a citywide event that is kept at a very community level. Activities have ranged from street parties, barbeques and community working bees to larger free events such Children's Day. (Shirley/Papanui)

NEIGHBOURHOOD WEEK 2001

Publicity

Neighbourhood Week 2001 was held 27 October – 2 November. The Joint Board committee chose several promotional tools including the Councils City Scene publication, the Christchurch Star, full colour posters, the Council intranet web-page, packs for distribution to the media and also generic information packs for each Board area to use as a base for local distribution. They also arranged for the recording of a theme song for non-commercial use, which unfortunately could not be used due to copyright issues. The overall cost of these metropolitan activities came to \$2991.70. This does not include the various sponsorship or the funds allocated in the six Board areas.

Sponsorship

Sponsorship came in various forms such as time, services, or monetary resources. The feedback from the sponsors has been positive and encouraging. Sponsorship offered from the wider community is indicative of an increasing awareness and support of Neighbourhood Week and included:

- Free cruise for 50 people of Lyttleton Harbour (winners caption competition) – Sea Cruises Ltd
- 6 prizes of 6 months 250 hour Paradise Internet connection – Telstra Saturn
- \$500 per Board area for local events – Telstra Saturn
- Designing of the Neighbourhood Week poster – Local Artist Jenny Cooper
- Free use and time of Recording Studio – Tandem Studios
- Resources for Information Kits – John Bull Locksmiths
- Catering for Neighbourhood Week presentation function (\$654.88) – Neighbourhood Support Canterbury
- Printing and distribution of Neighbourhood Support Group mailing labels to Board areas – Local Police

Metropolitan Activities

The Joint committee also administered 2 metropolitan competitions, a Youth Art competition and a caption competition. These were supported by Telstra Saturn (Art) and Sea Cruises Ltd (Caption). Regrettably the Youth competition was not successful and the prizes were offered back to Telstra Saturn. Those that did enter were sent gift vouchers in acknowledgement of their time and effort. The caption competition however generated interest across varying age groups. The winners of this and also supporters of Neighbourhood Week 2001 enjoyed a twilight cruise of Lyttelton Harbour.

Administering Neighbourhood Week

Neighbourhood Week is coming through its initial teething stages and is established as an annual metropolitan event. Understandably the growth of this event to a citywide scale highlighted areas of concern that need to be addressed if it is to be administered smoothly in future years. The role of the joint committee with staff in local areas created uncertainty about how much autonomy the individual board areas have in the planning for this event. There seems to be issues concerning communication about individual Boards and Advocacy teams contributing towards the steering of the week and a communication breakdown between staff, the Joint committee and the local Community Boards. The growth of this event created an unexpected increase in the workload for the Advocacy teams and maybe a loss of autonomy. There is also a need for more than one staff member to administer the joint committee at a metropolitan level. These issues are valid and are indicative of the increasing success of this initiative rather than its failure. For Neighbourhood Week to continue to grow and achieve success it is important to address these concerns, and redefine the roles of the Advocacy teams, Joint committee and Community Boards. With the increased public awareness of this event it is important that continuity is maintained however this needs to be achieved without the Week becoming uniform and losing that unique community flavour that is characteristic of each area.

- Recommendation:**
1. The Community Board elect 2 members to represent their interests on the Neighbourhood Week Joint Board committee. The roles of these representatives are clearly defined as having the responsibility to feed information between the Boards and joint committee and act as a voice and advocate for their local Board area.
 2. A new terms of reference be developed to define the committee's role and fine tune the working relationship between the Joint Board committee, the Community Boards and staff.

Chairperson's

Recommendation: That the Officer's recommendation be adopted and that the Board elect two members onto the joint committee.