

15. NEIGHBOURHOOD WEEK 2001

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The purpose of this report is to provide a summary of Neighbourhood Week 2001.

BACKGROUND

At its 1 August 2000 meeting the Board set up a Neighbourhood Week sub-committee and at a subsequent meeting gave delegated authority to act and allocated \$5,000 from its 2001/2002 Discretionary Fund. The Sub-Committee comprised Sue Wells (Chairperson), Sonia Gill and Lynda Carter.

PLANNING

The Sub-Committee met eight times to plan Neighbourhood Week for 2001. The following events/activities and advertising was organised:

- **Advertising**
Posters, advertisements in the Observer, letters to community groups on the current database and targeted letter box drops. This occurred amid the city-wide promotion.
- **Neighbourhood celebrations**
Letters to local businesses and community groups inviting participation. A simple application process was developed with cut-off dates. A small amount of funding was left aside for late applications. Sponsorship was also sought to assist the local neighbourhood celebrations.
- **Colouring Competition**
This was organised at a city-wide level, with the competition for 5–10 year olds promoted through the City Scene.

NEIGHBOURHOOD CELEBRATIONS

The Neighbourhood Week local celebrations were supported this year by Telstra Saturn, at a city-wide level and by St Martins Garage (Mobil) and Hoon Hay BP Express at a local level.

Telstra Saturn donated \$150 to a specific local gathering, while Hoon Hay BP Express provided a free gas bottle refill to celebratory barbeques in the surrounding Hoon Hay area as did the St Martins Garage (Mobil) who sponsored fizzy drink as well.

A total of 26 local celebrations were held (refer to table in the attachment). The majority of events were neighbourhood barbeques, however some of the other activities included a pot luck luncheon, a kite flying day, a dessert evening, games in the park, a street garage sale, gifting balloons and chocolates to neighbours. The Neighbourhood Week Sub-Committee resolved this year to send out support packs to the co-ordinator of each event. Serviettes, a bag of lollies, a Christchurch City Council pen and rubbish bag, balloons, a list of suggestions and letter of support from the Police and in some cases a voucher for a free gas bottle refill (and fizzy drink) were included in the support pack.

The 26 events are indicated on the accompanying Spreydon-Heathcote map. A collage of photos received after Neighbourhood Week is also included in the attachments. Feedback was received from nearly all the participants and comments included:

“Our barbeque breakfast was a great success....” (Addington Bush Society)

“Everyone is appreciative of support that the Board gives to Neighbourhood Week as it is a fun time of getting together for the pleasure of meeting and mixing without pressure of fundraising. At the same time it is a chance for people to make connections and find out about the information and resources available. Thank you for the financial contribution and encouragement from everyone at Manuka Cottage and neighbourhood.”

“We changed our original proposal to a kite flying event down on Hansens Park, which turned out to be a huge success” (Rapaki Road)

“Have decided to form a neighbourhood event committee in view of organising further fun days, utilising our central park as our gathering place.”

“It was also particularly good timing to be able to have something positive happen in our street due to a recent disruptive episode which occurred and caused an unsettled feeling among the rest of Leitch Street who try to do our best and create a happy atmosphere in the street.”

All feedback is available to read at the Beckenham Service Centre should Board members be interested. Upon receiving the feedback it was found that many events may not have been held at the original scheduled time as sent out to the Board members, due to the bad weather.

COLOURING COMPETITION

The colouring competition response rate was low for Neighbourhood Week 2001 in comparison to Neighbourhood Week 2000. This year the competition was sent out through the City Scene as opposed to going through schools, which was the method used for Neighbourhood Week 2000. However, an enjoyable presentation ceremony was held on Monday 29 October 2001, with approximately 40 people attending. Whitcoulls gift vouchers of \$50, \$30 and \$20 for 1st, 2nd and 3rd respectively were awarded to children from both categories.

BUDGET

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| Neighbourhood Week local celebrations grants generally allocated at \$2/head. | \$3,206 |
| Neighbourhood Support Packs | \$300 |
| Postage | \$480 |
| Neighbourhood walks (organised by the Leisure Unit) | \$160 |
| Advertising – Observer | \$320 |
| Photocopying, posters, flyers and flyer distribution | \$534 |
| | \$5,000 |

CITY-WIDE ACTIVITIES

A number of other city-wide activities were also co-ordinated, which included neighbourhood walks and a competition for teenagers. The outcomes of these activities will be reported on separately by the appropriate unit and Council officers.

SUMMARY

Neighbourhood Week is continuing to grow in popularity as evidenced by the number of enquiries received prior to any advertising campaign starting. The Spreydon-Heathcote neighbourhood celebrations are also proving popular with a number of localities wishing to be involved on an annual basis. These celebrations are also providing the impetus to form Neighbourhood Support Groups and “organising committees”.

The childrens’ colouring competition was not as successful as Neighbourhood Week 2000, however combining both methods of contacting schools and including entry forms in the City Scene should see participation increase should this be undertaken for 2002.

Recommendation: That the information be received.