

18. NEIGHBOURHOOD WEEK

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The purpose of this report is to update Community Boards on the Neighbourhood Week and to seek their ongoing support and commitment to the initiative. (Also refer clause 21.3.)

INTRODUCTION

The following is a copy of a report that the Community Relations Manager submitted to a recent meeting of the Neighbourhood Week Joint Board Committee:-

“FUTURE DIRECTIONS

OBJECTIVE/VISION

The prime objective of Neighbourhood Week is to strengthen communities by helping to facilitate neighbours getting to know each other.

ACHIEVING THE OBJECTIVE

Community Boards and members of Community Advocacy Teams play key roles in helping give effect to the objective. This role includes funding and administrative support.

SUCCESS INDICATORS

The success of Neighbourhood Week can be measured in a number of ways including:-

- *The uptake of activities by neighbourhood groups, eg neighbourhood picnics, street parties, BBQs, garage sales and the like.*
- *The development of new neighbourhood support or residents' groups.*
- *The number of activities assisted by Community Boards.*
- *The concept being extended regionally, nationally or indeed internationally.*

FUNDING

The activities of Neighbourhood Week have to date been funded by:-

- *Community Boards Discretionary Funds for local projects/initiatives*
- *Metropolitan SCAP funds for generic promotion/advertising*

These funding streams are seen as appropriate, however there is an opportunity to seek significant corporate sponsorship.

ADMINISTRATIVE SUPPORT

The primary administrative/ongoing support is provided by an Assistant Community Adviser, based in the Community Relations Unit.

Local support is provided through the respective Community Advocacy Teams.

PARTNERS/SPONSORS

To date Neighbourhood Week has attracted sponsorship from a number of organisations including Telstra and Sea Cruises.

There are close links/synergies between Neighbourhood Week and Neighbourhood Support Canterbury. Opportunities exist for major sponsorship. If such sponsorship is to be sought clarity is needed about the expectations of both parties and how/whether these can be met. Any sponsor chosen should be appropriate to the Council as a public body and preferably the sponsors objectives/activities should be consistent with strengthening communities. However, care needs to be taken to ensure that sponsors do not “feed off” Neighbourhood Week. If Neighbourhood Week becomes a national event, the question of sponsorship becomes more of a key issue. Careful management of sponsorship arrangements will be needed to ensure that no conflicts in terms of contractual obligations arise.

DATE

Neighbourhood Week has to date been held in late October each year. In 2002 there was a "clash" with the Labour Day public holiday which had an impact on the success of some activities. National Children's Day also happens on 27 October. This raises issues as to whether the two "events" sit well together or whether Neighbourhood Week should perhaps be a little later, but before Canterbury Show Day.

Spring is a good time of the year for Neighbourhood Week.

LOCAL GOVERNMENT NZ (LGNZ)

Does it have a role? If Neighbourhood Week is to become a national event (or promoted as one) the question arises as to the role that LGNZ could/should play.

Distribution of information (and promotion) could well be undertaken through Local Government NewZ (the Local Government magazine), and/or www.lgnz.co.nz/Whatson.

SUGGESTED GOALS FOR 2003

In consultation with Sue Wells the following goals are suggested for consideration:

- *Whilst retaining autonomy, further develop Neighbourhood Week in conjunction with Neighbourhood Support Canterbury*
- *Improve promotion of Neighbourhood Week*
- *Explore with Local Government New Zealand the development of a Neighbourhood Week template that could be used for sharing best practice*
- *Develop a Neighbourhood Week kit outlining "where from – where to"*
- *Obtain major ongoing sponsorship."*

DISCUSSION

The Joint Board Committee was in general agreement with the proposed future directions, but is also looking to place emphasis on Neighbourhood Week (or neighbourhoods) being a year long activity.

Arising from discussion subgroups were established to:-

- Investigate sponsorship opportunities, and
- Develop a Neighbourhood Week Resource Kit.

Another key task to be undertaken this year is the development of a template to provide a way to measure community support / success of Neighbourhood Week activities for 2003.

Representatives of adjacent Councils and Safer Christchurch have been invited to rejoin the joint Committee.

To help ensure that opportunities for involvement in Neighbourhood Week are maximised coming meetings of the Joint Board Committee will be briefed by:-

- The Education and Promotions Co-ordinator, on possible involvement of schools,
- The Community Adviser, Multi-cultural, on opportunities to engage with ethnic groups in the City, and
- The e-Council Manager, on the development of a Neighbourhood Week Website.

NEIGHBOURHOOD WEEK 2003

This year Neighbourhood Week will run from 1 to 7 November inclusive.

COMMUNITY BOARD INVOLVEMENT

The Joint Board Committee appreciates the support and commitment of Community Boards to Neighbourhood Week which is still evolving.

Four of the six Community Boards are represented on the Joint Board Committee. Representation from all six Community Boards, whilst not essential, would be appreciated by elected members on the Joint Committee.

Staff

- Recommendation:**
- 1 That the information be received.
 - 2 That the Hagley/Ferrymead and Fendalton/Waimairi Community Boards be invited to further consider appointing a representative to the Neighbourhood Week Joint Board Committee.

Chairperson's

- Recommendation:** For discussion.