

5. SHIRLEY COMMUNITY RENEWAL (STAGE 4)

General Manager responsible:	General Manager, Community Services
Officer responsible:	Unit Manager, Community Support
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PURPOSE OF REPORT

1. The purpose of this report is to request funding totalling \$12,000 from the Community Board's 2006/07 Discretionary Fund. This funding is requested by the Community Development Adviser to fund Phase Four of the "Strong Shirley Community" initiative.

EXECUTIVE SUMMARY

2. The Shirley community has been in a process of development over the past 6-7 years, beginning with the Community Board commissioned research in the area in 1999. Three phases of development have since taken place; research, community networking and the Shirley Community Charter. There now exists a desire from within the community for the next phase of interactive planning to take place to help guide the community in reaching the Vision outlined in the Community Charter (a copy of which is attached).
3. A charette style has been identified as helping the community to undertake this interactive and participatory approach to planning. The overall approach is consistent with the Council's major vision of helping to create Strong Communities in Christchurch (LTCCP Strategic Directions and Council's draft Community Development Strategy).
4. The Community Development Adviser (CDA) has been working closely with organisations in the Shirley area at all stages to help strengthen the community in terms of cohesion, collaboration and a sense of well-being. The requested funding will enable the CDA to progress these developments further, together with the key organisations in the area: Shirley Community Trust, Shirley Residents' Association, Shirley Rugby League Football Club and Shirley Primary School. This is the same grouping that championed the Shirley Community Charter.

FINANCIAL AND LEGAL CONSIDERATIONS

5. The cost of this phase of the "Strong Shirley Community" is \$12,000, with the costs being reduced because of the ability to obtain the voluntary effort of students. The \$12,000 is itemised as follows:

Schools consultation (1)	\$4,000
Community event consultation	\$3,000
Pre-planning	\$1,000
Follow-up consultation	\$1,500
Production of plans	\$2,000
Materials	\$500

6. Schools include: Shirley Primary, Hammersley Park Primary, Mairehau Primary, Shirley Intermediate, Mairehau High School, Shirley Boys' High School, Avonside Girls' High School, Marion College.

STAFF RECOMMENDATION

That a grant of \$12,000 be allocated from the Board's 2006/07 Discretionary Fund to the Shirley Charette project with the funds for this project being administered by the Community Development Adviser.

CHAIRPERSON'S RECOMMENDATION

For discussion.

BACKGROUND

7. The current LTCCP identifies four Strategic Directions for the City Council. One of these is “Strong Communities”. The specific goals and objectives of this Strategic Direction are outlined on pages 59–60 of “Our Community Plan, Christchurch O-Tautahi 2006-16 Vol 1” (see attached).
8. The draft Community Development Strategy also indicates that “Strong Communities” is the overarching goal of this strategy. It notes seven characteristics of strong communities, viz, that they:
 - Have higher democratic participation
 - Are cleaner and safer
 - Have better educational achievement
 - Have higher economic growth
 - Have lower mortality rates
 - Have a healthier environment
 - Are more attractive places to live, visit and invest.
9. The draft Strategy also indicates that the Council will take an evidence-based approach in its role in community development.
10. An analysis of the evidence in terms of the above characteristics and the goals and objectives of the Strategic Direction shows that the Shirley community stands out as a community that can be assisted in becoming a Strong Community.
11. The Shirley community has already progressed significantly along such a path since 2000. The first three phases of this development have been:
 - The commissioning and completion of research in the area
 - The building and maintaining of a community network
 - The establishment of the Shirley Community Charter.
12. The fourth phase strategically outlines the specific goals, objectives and actions to build a strong community (see attached). Each of these phases is further elaborated on in the following paragraphs:
13. In 2000 the Shirley/Papanui Community Board commissioned some research for the Shirley area. The research brief for this was a little different from other research in that it was more qualitative in its methodology rather than quantitative. As the brief noted, *“The socio-economic make-up of this community lends itself to a more informal methodology providing a richer feel than will a formalised quantitative study.”* The research was presented to the Board in early 2001.
14. The recommendations from this research involved five areas:
 - Utilising the strengths and skills of the residents of the area by supporting community projects and initiatives with resources and advice
 - Working to increase responsiveness of Local and Central Government to the concerns of this community
 - Developing programmes and projects that will assist families and young children
 - Support for youth
 - Co-ordination of agencies.
15. Significantly, the research was titled “It’s a Lot of Little Things Happening that Will Make the Difference” (a direct quote from one of the participants). The intervening years have proved the accuracy of that quote with a number of small initiatives starting in the area, many of which are supported by the Community Board.
16. The second phase of this development was the establishment of the Shirley Community Inter-agency Network, as had been recommended in the research. This network has been meeting since mid 2001 and meets approximately every second month. The network has a current membership of about 40 community organisations, schools and Government agencies and has a healthy turn-out at its meetings. During the last five years the network has helped to build trust and relationships in the area, improve the sharing of information and helped to create a sense of identity in the area.

17. As a result of the network a number of key agencies in the area (primarily Shirley Residents' Association, Shirley Rugby League Football Club, Shirley Community Trust and the Shirley Primary School) formulated the Shirley Community Charter. After lengthy discussion amongst these groups and with the Inter-Agency Network the Charter was signed in November 2005. The Charter states that groups in the area "desire, and intend to work together in a collaborative manner for the betterment of the Shirley community." The Charter also outlines a number of principles by which organisations will work together to achieve their goal. The signing of this Charter completed the third phase.
18. The next phase in the development of Shirley as a Strong Community is a critical one, as it will attempt to outline the strategies, goals, objectives and plans for the Charter signatories over the short, medium and long term. It is critical that this phase gain as much local input as possible to help make the planning as inclusive and participatory as possible.
19. The key organisations have identified the "charette" process as the preferred process to help them and the community achieve this goal of inclusiveness and participation. See attached for a brief description of the "charette" approach. This charette would be facilitated by Di Lucas and Associates.
20. Some of the work that a four day charette would normally cover has already been done within and by the Shirley community: The Community Charter elucidates a community vision; the Inter-Agency Network has already undertaken a SWOT analysis. A community mapping exercise has also been initiated. Hence, the full four day workshop is not envisioned in this case. The charette would most likely take place in conjunction with a SHINE community event in order to enable access by a large number of local residents. The next opportunity will be the mid-April event.
21. The specific goals of the Shirley charette are:
 - To obtain the input of a wide range of organisations and residents of the Shirley area into the planning process
 - To outline possible future scenarios of the social, cultural, economic and environmental make-up of Shirley
 - To identify a preferred scenario
 - To draw up an Action Plan for achieving the preferred scenario.
22. All four phases of this development have worked from an Asset-Based Community Development (ABCD) approach. This approach works from the basis that communities have skills, resources and energies to bring to the development. It differs from the deficit model of community development which emphasises gaps and needs.
23. Notwithstanding the previous paragraph, community organisations in Shirley are unable to carry out this development from entirely within their own resources. Shirley is an area of high deprivation. Consequently, the community is looking towards a partnership approach with the local authority, Government agencies and other quasi-governmental bodies as this development proceeds.

OPTIONS

24. The Community Board has three options available:
 - (a) To decline the application.
 - (b) To partially fund the application.
 - (c) To provide the full amount of the application (i.e. \$12,000).

PREFERRED OPTION

25. The Shirley community has undergone a significant developmental shift over the past six years, yet it remains an area of high deprivation. There is a high level of trust between agencies working in the area and a desire to build on this trust by working collaboratively towards the betterment of the community. The project outlined here has the potential to add significantly to the development already achieved. For these reasons Option (c) is the preferred option.