

<p><b>Officer responsible</b> Community Relations Manager</p>	<p><b>Author</b> Sam Fisher</p>
<p>Corporate Plan Output: External Communication</p>	

The purpose of this report is to seek elected member input to a process to determine how to better communicate the Council’s service delivery activities to the citizens of Christchurch.

Elected members were briefed by the City Manager in late 1998 on issues related to the way the Council communicates its programmes to citizens and organisations in Christchurch.

Specific issues that need to be addressed are:

- facilitating greater accountability by clearly communicating to Christchurch citizens what services are funded by rates and user charges;
- the large number of Council logos and visual identities that have been developed and are in use.

In the 1997 annual citizens’ survey residents were clearly not sure what services were provided by Christchurch City Council. When asked what services we should provide that we do not, 39 percent thought we should provide rubbish and recycling services, and 11 percent thought we should provide road and footpath maintenance. In addition only 10 percent of residents knew the City logo with 45 percent having no idea at all as to what it is.

Elected members attended and contributed ideas and guidance to a workshop in December 1998. Discussion at this workshop was on the services Council provides and how residents and Councillors assess the performance of the Council organisation.

There was some discussion of the use of the city logo as the logo which distinguishes Council activities, but is also used by other groups and commercial enterprises within the City.

The first stage of the process has been gathering information on how Christchurch City Council is perceived from elected members, citizens and staff. The next stage, requiring greater elected member input, is to determine the values and ideals that should guide Council communication and what sort of visual identities are best employed to promote citizen understanding and ownership of Council activities.

A wider group of Councillors is likely to be involved further in later workshops on the issue.

- Recommendation:**
1. That four Councillors work with staff in a working party to look at the framework within which Council external communication takes place.
  2. That this working party bring back recommendations to the Strategy and Resources Committee on an approach for raising awareness of Council services within the community through consistent use of a corporate visual identity, which is consistent with Council's values.

**Chairman's**

**Recommendation:** That the above recommendation be adopted.