

15. “GENERATIONS TOGETHER” WORKING PARTY

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Corporate Plan Output: Recreation Programmes and Promotions	

The purpose of this report is to update the Parks and Recreation Committee on the progress of the Generations Together Working Party in its attempt to better utilise parks by promoting activities that will bring people of different ages together, celebrating all generations in the city.

BACKGROUND

The Generations in the Park Working Party was established out of a “Meeting of the Generations” initiative sponsored by the Mayor. One of the comments from that meeting was that the city’s parks were currently an under-utilized asset and would be a perfect place for people from various generations to meet. Hence a Working Party, chaired by Councillor Carole Evans, was formed with a representative assigned from each Community Board. The first meeting of that Working Party was held on Friday 27 August 1999.

GENERATIONS ENJOYING EACH OTHER’S COMPANY

At its first meeting the Working Party established a vision based around “generations enjoying each other’s company”, with the mechanism for making this happen being the city’s parks. A vision of people from all generations meeting in a local park in the middle of summer, with sausage sizzles, music and community group involvement was quickly established. Over time the vision expanded to include interaction between older and younger generations on a number of levels. This included the possibility of children/youth visiting elderly people and more importantly the marketing of events in parks to encourage people of all generations to attend. Owing to the broadening of the concept the Working Party rebranded its vision into a “Generations Together” theme. The concept was put to Community Boards in August 1999, with unanimous support from all six Boards. However, most were concerned at the funding aspect with each event expecting to cost in the vicinity of \$5,000-\$10,000.

With this concern in mind Recreation and Arts Team staff and the Working Party decided on a strategy of incorporating the “Generations Together” theme into existing community events being planned by the team, most of which were Community Board funded. This has allowed each Board to include at least one “generations together” event into its programme for the next financial year. Recreation and Arts Team staff have put in bids to each Community Board’s 2000/2001 Project and Discretionary Funding meeting for generations events. The success of events that have been able to be incorporated into this summer’s schedule will be reviewed in September with a view to planning for further generations events in summer 2001 and planning for bids for Community Board 2001/2002 project and discretionary funding.

In addition, the Working Party felt that the “Generations Together” theme could also be included in planning for Strengthening Community Action Plan projects. This would include the implementation of many of the Council’s strategies for children, youth and older persons and is considered a great medium for drawing the objectives stated in these policies together. Community Boards have also been approached to investigate the establishment of community composting and garden projects. This idea is being promoted through the Waste Management Unit and has the dual objective of reducing garden and kitchen waste to the landfill and bringing communities together. Again this is seen as a prime mechanism for bringing generations together.

CONCLUSIONS

The Working Party feels that it has achieved a strategy for bringing generations together. There are a number of generations together events planned for 2000 and it is hoped that this will continue for years to come. The Working Party has combined the objectives it set out to achieve into a financially manageable programme, and has been helped considerably by the planning efforts of Recreation and Arts Team staff. The key to future success will be maintaining the theme in future events planning and keeping elected members aware of the need to bring “Generations Together”.

- Recommendation:**
1. That the Parks and Recreation Committee continue to ensure that planning for parks and leisure events and activities are inclusive of and promote the “generations together” theme.
 2. That awareness of the Generations Together theme be incorporated into Community Boards’ Strengthening Communities Action Plans.
 3. That a further meeting of the Working Party be held in September 2000 to review events held during the year and to formulate bids for the 2001/02 financial year.

Deputy Chairman’s

Recommendation: That the above recommendation be adopted.