

17. SHIRLEY/PAPANUI COMMUNICATION PLAN

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The purpose of this report is to advise the Board of the preparation of a communication plan for Shirley/Papanui that was recently discussed by a committee of the Board.

A number of suggestions were made, including supplements in City Scene, separate newspapers, etc.

There was a strong desire to produce one local Shirley/Papanui paper/newsletter, which included all the notices which the Council collectively puts out in the area, e.g. the paper would include the City Streets proposed works and start works notices; Parks unit notices, and any other council units' notices. The belief is that the cost of all the separate notices could be better used through one publication put out monthly, and this point does appear to have merit.

The Board committee was prepared to employ a student/person to undertake the work for this area.

The main thrust of their discussion was to have a publication localised, to the extent of requesting local residents to send in photos of their community and family activities to be printed in the paper. The expectation being that if people thought their photo may appear they would read it.

There would be no advertising in the publication, but it could be sponsored by a different business each month.

Experience (most recently with some bus route and bus stop notices) tends to show that people do not read most of the newsletters which comes into their letterboxes from Council, hence the large number of people who 'do not receive' any notices.

Following the meeting earlier this month the Council's Communication Team was asked for comment; the response is set out below:

"Thanks for the opportunity to comment. As my mandate is to save on advertising & publication costs for the Council while making communications as effective as possible, I have to flag some concerns with this idea:

- Many of our local notices (eg public notices) are published because of a statutory requirement. Most often we are required by legislation to use a daily or weekly newspaper to impart this information with. (Advertising rates in these publications have been negotiated to rock bottom.)
- Units will still continue to produce their own brochures etc regardless of a micro publication. I would think that starting a publication to reproduce this information would simply duplicate cost.

- City Scene is the Council's vehicle for communication. Further newspapers / newsletters will dilute our efforts to strengthen the value of City Scene. I would strongly suggest a regional liftout in City Scene is a much better option than a separate publication.
- There is huge cost involved in producing a regular publication. Even a small newsletter needs editing, production, printing & distribution.
- In terms of Council branding we need to communicate with residents / ratepayers as the Council, as well as a unit or subgroup. This is a strong reason for the existence City Scene, and for the Communications and ad production people becoming corporate rather than unit based."

It is agreed that to attempt to amalgamate everything in to one single publication would not only be difficult, but would to some extent be ineffective, in that residents throughout Shirley and Papanui would receive information regarding streets, parks, waterways, etc which were not in their 'local' community, and this is when the interest in the publication soon goes. It becomes another paper with information of no interest locally to a neighbourhood. It is suggested that the Board concentrate on a supplement in City Scene, every month or every second month with as much local content, Board and members columns, etc as possible. Shirley ward perhaps one month, and Papanui the next. The committee needs to have another meeting to finalise action.

The next, and last for the year, City Scene goes out on 28 November. Copy including pictures, etc are required by 3 November.

Recommendation: That the information be received.

Chairperson's

Recommendation: That a further Communication Plan meeting be held after the Youth Development Scheme Committee meeting on 15 November, and the report from this be included in the next agenda.