

13. COMMUNITY CENTRE PROMOTION



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| Corporate Plan Output: Community Advocacy 6.1 text 4.7 | |

The purpose of this report is to inform the Board on the promotion initiatives for local Community Centres.

BACKGROUND

Board members may recall research that was compiled by Shelley Kennedy in relation to the promotion of Spreydon Heathcote Community Centres and a combined Community Centre Management Committee meeting held on 27 March 2000 to thank the voluntary management committees for their contribution and to look at ways they can better respond to the community's needs. Recommendations from the research and the meeting included the need to better advertise and promote the Centres as a local resource. There was recognition that often people living in the local neighbourhood didn't know of their local community centre and what it had to offer. Also Management Committees didn't necessarily know of the next closest Christchurch City Council Community Centre that they could refer potential bookings to when full. In recognition of these findings the Board set aside \$15,000 for Community Centre Promotion and Training in the 2000/2001 Project Fund.

DEVELOPMENTS

The production of a brochure (to be tabled at the meeting) and the inclusion of the Community Centres in the Yellow Pages is the first step in the promotion of Community Centres. The brochure can act as a resource for the Management Committees when making referrals, as well as be readily available to the local community.

The brochure has been developed in consultation with the Community Centre Management Committees and there has been opportunity for Board input as well. The final design has responded to all concerns and suggestions that were made.

A common Board concern was the inclusion of the Community Cottages in the brochure. After discussion with Cottage Co-ordinators it was agreed they would not be included due to the following reasons:

- The Community Cottages and Community Centres serve a different function within the community and to include them in the same brochure may lead to confusion.
- Information regarding hire of Community Cottage facilities was not a priority that they would want included in a brochure.

A separate brochure may address these issues, however it is important to note that Manuka Cottage, Waltham Cottage and Rowley Resource Centre each have their own promotional brochure.

BUDGET

The cost for printing 1,000 copies of the brochure double sided and in colour, on glossy paper is \$551.25 including GST. Due to the changing nature of Management Committee contact details it is important to produce a moderate amount of brochures on an annual basis.

Including the Community Centres in the “Hall” section of the Yellow Pages would most likely be free of charge.

CONCLUSION

The above steps are the first stage of promotion of Christchurch City Council owned Community Centres in Spreydon Heathcote.

Recommendation: That the information be received.

**Chairman’s
Comment:**

I am disappointed that the outcome is the advertising of the community centres as halls for hire, rather than as centres of community activities and as something unrelated to the function of community cottages and the Rowley Resource Centre.