

25. GREEN-EDGE DEVELOPMENT PLAN – PUBLIC INFORMATION PROGRAMME

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Corporate Plan Output: Conservation Policy Advice	

The purpose of this report is to seek comment and approval for a proposed plan (including timeline and a rough order of costs) for disseminating information to the public on the Green-Edge Concept.

INTRODUCTION

A seminar meeting of the City Services Green-Edge Sub-committee was held on Wednesday 14 March 2001. The purpose of that meeting was to outline progress in developing a comprehensive development plan for the Estuary's Western Green-Edge and receive feedback from the Committee on ideas for disseminating information about the project to the wider community. The Committee requested that the Green-edge steering team report back to the Committee in April with a more detailed proposal including a timetable and rough order of costs for the programme.

PROPOSAL

In response to this request the Steering Team has developed the following programme for disseminating information about the Green-Edge Project. It involves two levels of engagement in the short term, focused primarily on informing the community of the project, while an education strategy is currently being developed for implementation over the longer term. The first component consists of general and widespread information sharing with the larger Christchurch community in the form of media advertising and feature articles, a promotional booklet and public seminar/presentation. This will include an invitation to all community boards, interested organisations and the wider public, to attend a presentation outlining the vision and draft concepts of the project. Any comments can be received at this event or through the formal submission process.

The second component involves direct engagement with key interest groups and organisations through individual meetings and correspondence. This includes more detailed discussion about the concepts for those groups who have significant interest and/or expertise with issues relating to the Estuary and adjacent environs.

As mentioned above, council officers are also developing an education/interpretation plan to be implemented over the next 5 to 10 years as the Green-edge develops. This will include information about the area through the use of interpretation panels highlighting significant sites and features, and will incorporate a strategy for education in schools about the many values of the area, particularly ecology and heritage.

TIMELINE

In light of the tight timeframe for completing the final comprehensive plan for the Estuary's western green-edge (September 2001), the intensive public information programme has been scheduled for the month of June 2001. The proposed timing is as follows:

January/February Preliminary Engagement

- Information letters to key organisations about the project and inviting participation
- Meetings with key user/interest groups

March/April/May Progress Reporting

- Update letters to key interest/user groups informing of progress and draft concept plans
- Draft concept plans taken through directly affected community boards and Council

June Intensive Public Information Programme

- Draft Concept Plans released for public submission
- Public Seminar/Presentation – including invitations to all community boards
- Media Launch – onsite, showcasing the Green-Edge proposal with staff attending to answer questions, display panels, light refreshments etc

- Newspaper Articles/advertisements – Press, Star, Pegasus Mail and Observer. These feature articles could be formatted in such a way as to allow reprints in booklet form to be made available at various Council counters etc
- Information Articles – City Scene and Our Environment
- Promotional Booklet – Short, glossy booklet (similar to the “Central City Discussion Document” and the “Wastewater Management Consultation Report”) outlining basic concepts in an attractive, exciting package. The booklet will contain a brief summary of the project and a foldout plan of the area highlighting key features of the concept.
- Meetings with key interest/user groups

FINANCE

The following are indicative costs for this programme:

Media Launch	\$5,000	
Newspaper	\$10,000	
Articles/advertisements		
Promotional Booklet	\$10,000	
Publicity Co-ordinator	\$2,000	
Graphic Artist	\$3,000	
Contingency	<u>\$5,000</u>	
Total:	\$35,000	(approximately)

The Parks and Waterways Unit has a budget for this work of \$17,000 for the 2000/01 financial year, while the balance of \$18,000 will be met by the Waste Management Unit in its budget for 2001/02.

Recommendation: That the consultation programme outlined above be adopted.

Chairman’s

Recommendation: That the above recommendation be adopted.