

20. NEIGHBOURHOOD WEEK

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Corporate Plan Output: Community Activates	

The purpose of this report is to summarise Neighbourhood Week 2001 and offer recommendations regarding the future administration of this annual community event.

BACKGROUND

Joint Board Committee

Neighbourhood Week is an initiative that started in 1998 in the Papanui/Shirley Community Board area. The purpose of the week is to encourage people to get to know their neighbours as the demands of modern society take the spontaneity out of neighbourly contact in local communities. Neighbourhood Week offers an opportunity for Community Boards to encourage residents to foster stronger, safer communities. *'In a strong community neighbourhoods are open and accessible...the neighbourhood unit acts as an extended family, watching out for the safety of its members'. '...the neighbourhood is the cornerstone of a safe community, and one which we need to foster.'* (Sue Wells).

This annual event has grown and includes the six Community Board areas across the city. The increasing popularity initiated the forming of a Joint Board committee in 1999 with representatives from each of the six Community Boards. Interested parties from Councils Community Relations Unit were also invited to participate in steering of Neighbourhood Week as well as members of the wider community. This included Neighbourhood Support Canterbury and the local Police who adopted a participatory role, providing valuable support and encouragement. The relationships that are establishing between the Community Boards, Council staff, Neighbourhood Support Canterbury, The Police and now members of the business sector in this venture is a success in itself. The very nature and purpose of Neighbourhood Week has acted as a vehicle for these relationships to develop. It is important that relationships such as this are strengthened and maintained. The role of the joint committee is to promote the concept of the week, advancing suggestions that the local Community Boards and Council units may wish to adopt. It is anticipated that each Board area will maintain the autonomy necessary to administer the week locally without losing the individual nature of their area, which can be lost in the hype and glitter of large-scale metropolitan events. Neighbourhood Week is a citywide event that is kept at a very community level. Activities have ranged from street parties, barbeques and community working bees to larger free events such Children's Day at the Groyne. (Shirley/Papanui)

NEIGHBOURHOOD WEEK 2001

Publicity

Neighbourhood Week 2001 was held 27 October – 2 November. The Joint Board committee chose several promotional tools including the Councils City Scene publication, the Christchurch Star, full colour posters, the Council intranet web-page, packs for distribution to the media and also generic information packs for each Board area to use as a base for local distribution. They also arranged for the recording of a theme song for non-commercial use, which unfortunately could not be used due to copyright issues. The overall cost of these metropolitan activities came to \$2991.70. This does not include the various sponsorship or the funds allocated in the six Board areas.

Sponsorship

Sponsorship came in various forms such as time, services, or monetary resources. The feedback from the sponsors has been positive and encouraging. Sponsorship offered from the wider community is indicative of an increasing awareness and support of Neighbourhood Week and included:

Free cruise for 50 people of Lyttleton Harbour (winners caption competition) – Sea Cruises Ltd

6 prizes of 6 months 250 hour Paradise Internet connection – Telstra Saturn

\$500 per Board area for local events – Telstra Saturn

Designing of the Neighbourhood Week poster – Local Artist Jenny Cooper

Free use and time of Recording Studio – Tandem Studios

Resources for Information Kits – John Bull Locksmiths

Catering for Neighbourhood Week presentation function (\$654.88) – Neighbourhood Support Canterbury

Printing and distribution of Neighbourhood Support Group mailing labels to Board areas – Local Police

Metropolitan Activities

The Joint Committee also administered 2 metropolitan competitions, a Youth Art competition and a caption competition. These were supported by Telstra Saturn (Art) and Sea Cruises Ltd (Caption). Regrettably the Youth competition was not successful and the prizes were offered back to Telstra Saturn. Those that did enter were sent gift vouchers in acknowledgement of their time and effort. The caption competition however generated interest across varying age groups. The winners of this and also supporters of Neighbourhood Week 2001 enjoyed a twilight cruise of Lyttelton Harbour.

CONTINUATION OF THE JOINT NEIGHBOURHOOD WEEK COMMITTEE

Each Community Board needs to confirm its support for the Joint Committee, and if supported to nominate its representatives. An alternative to the Joint Committee could be that Boards may want to act independently to provide a Neighbourhood Week initiative in their separate areas. The benefit of the joint approach is the sharing of promotional costs, and Neighbourhood Week being seen as a city wide event.

- Recommendation:**
1. That the Joint Committee be retained and that each Community Board appoint 2 members to represent their interests on the Neighbourhood Week Joint Board committee.
 2. That should the Joint Committee be retained, the terms of reference be reviewed to define the committee's role, funding and responsibilities.

Chairman's

Recommendation: For discussion.