

22. COMMUNITY OUTCOMES AND DRAFT STRATEGIC DIRECTIONS

General Manager responsible:	General Manager Strategic Development
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PURPOSE OF REPORT

1. The purpose of this report is to:
 - (a) Seek Council approval for the draft Strategic Directions to be included in the draft 2006-16 Long Term Council Community Plan.
 - (b) Receive the Community Outcomes 2006-2012 and acknowledge them as the community's wishes for the future.

EXECUTIVE SUMMARY

2. The Council has been going through the process of developing a set of Strategic Directions – peak level statements of strategic intent. These indicate the Council's contribution to achieving the Community Outcomes.
3. A draft version of the Strategic Directions was approved for consultation by the Council at its 28 April 2005 meeting. Since that time consultation has been undertaken on the draft Strategic Directions alongside the draft Community Outcomes.
4. Councillors have considered the feedback received and wording changes at a seminar on 12 July 2005 and requested further redrafting of some goals and objectives.
5. The Strategic Directions will be used to guide the Council's strategy development and will form part of the draft 2006-16 LTCCP. The Strategic Directions represent the Council's contribution and activities towards achieving the outcomes the community wants.
6. Councillors have been involved in the process to facilitate the development of the Community Outcomes. They were discussed at the Council seminar 12 July 2005. This included how they will be used jointly in other work with other groups.

FINANCIAL AND LEGAL CONSIDERATIONS

7. The Strategic Directions provide high level goals and objectives for the Council's activity. They have been developed to be sufficiently broad to encompass the activities the Council is required to undertake under statute.
8. There are no direct financial implications from adopting the draft Strategic Directions for consultation.

STAFF RECOMMENDATIONS

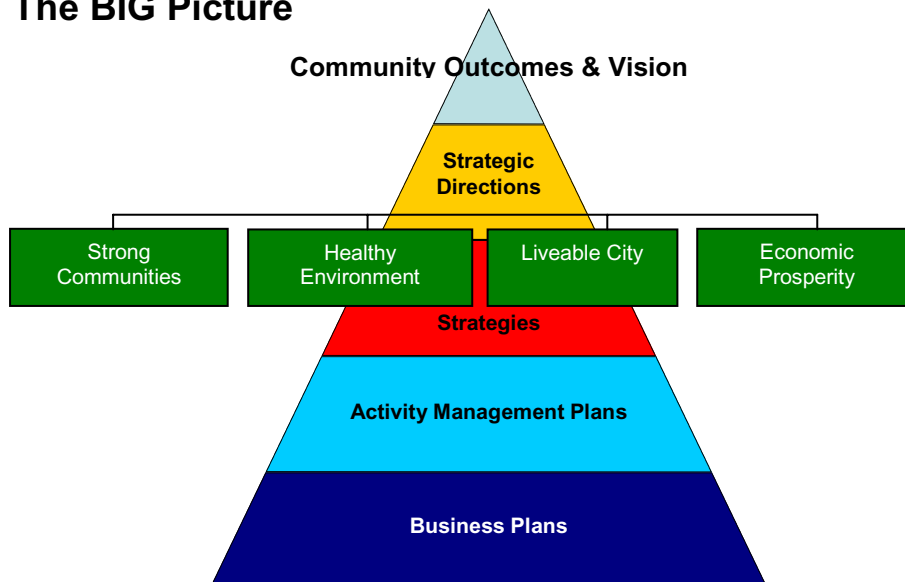
It is recommended that the Council:

- (a) Approve the Strategic Directions (Attachment 1) for inclusion in the draft 2006-16 Long Term Council Community Plan.
- (b) Receive the Community Outcomes for Christchurch 2006-2011 acknowledging them as the community's wishes for the future.

BACKGROUND ON DRAFT STRATEGIC DIRECTIONS

9. As part of the LTCCP requirements under the Local Government Act 2002 the Council is required to identify how it will contribute to furthering the Community Outcomes. The Community Outcomes are provided in the document (tabled).
10. The Council will identify how it will contribute to the Community Outcomes through the development of Strategic Directions and a series of more specific strategies with narrower focus beneath them, ultimately informing the Activity Management Plans.

The BIG Picture



11. The Strategic Directions are the over-arching statements of strategic intent providing the overall goals and objectives for the Council. They indicate in broad terms how the Council intends to contribute to achieving the Community Outcomes. The Strategic Directions will be used by the Council to communicate both with the community and internally.

PROCESS

12. The draft Strategic Directions have been developed by staff on the Council's behalf with input from both community board members and councillors themselves.
 - Initial draft of goals based on developed understanding of the 2004/05 Community Outcomes, the issues and challenges facing the city and the roles of other major contributors.
 - Seminar held with community board members to get input to the goals.
 - Seminars held with councillors to set overall direction of the goals.
 - Sustainable development workshop provided by Landcare Research
 - Further drafting carried out by staff.
 - Second seminar on goals and objectives with community board members.
 - Second seminar on goals and objectives with councillors.
 - Further re-drafting to make the language simpler for publication as requested by councillors.
 - Further work on leadership/governance goal with Councillors Buck and Wells.
 - Draft Strategic Directions approved by Council for consultation 28 April 2005.
 - Consultation on draft Strategic Directions carried out alongside consultation on draft Community Outcomes.
 - Seminar on feedback received and wording changes with councillors on 12 July 2005.
13. Once completed the Strategic Directions will be used to identify the strategies the Council requires and to inform the development of those strategies. The Strategic Directions will form part of the draft 2006-16 LTCCP.

BACKGROUND ON THE COMMUNITY OUTCOMES

14. Under the Local Government Act 2002 the Council is required to identify Community Outcomes for their district once every six years. These Community Outcomes reflect the desires of the community. The Community Outcomes will form the front end of LTCCP 2006-16.
15. Processes adopted to develop the Christchurch City Community Outcomes commenced with the Local Services Mapping work in 2003/04. The Long Term Council Community Plan (LTCCP) 2004/05 contained a list of Community Outcomes as they were developed/worded at that time.
16. In the last six months significant work has taken place to further develop and confirm the Community Outcomes for Christchurch. As part of this a number of consultations processes have been used to further clarify the community's desired outcomes, their focus and priorities for effort. Submissions from the consultation process raised both process and content concerns. The public gave strong messages around issues such as safety, cleanliness, sustainability, people at the margins, events and festival, communication with council and the Council's relationship with Maori and collaboration with other agencies.
17. The Community Outcomes Indicator set has been divided into tiers. The: *Headline indicators* appear in the Summary Community Outcome document attached and will be used for public reporting. The following criteria informed the selection of indicators and measures in the headline tier: relevance, measurability, cost effectiveness to collect, understandability and time related. We have also selected measures that align with New Zealand's 'whole of government' approach to monitoring (are the same or similar to those used in regional and national monitoring initiatives).
18. Other specific indicators will be used in more detailed work, planning and monitoring. It is intended all future CCC Strategic Plans would contain performance measures and indicators aligned to the Community Outcomes.